EAST LIBERTY
CIRCULATION AND
MOBILITY ACTION PLAN

Phase One:
Walkability, Accessibility, and Parking

Prepared for the East Liberty Community

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EAST LIBERTY CIRCULATION AND MOBILITY ACTION PLAN
Phase One: Walkability, Accessibility, and Parking

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Airport Corridor Transportation Association
Allegheny County Economic Development
Allegheny County Health Department
Allegheny County Transit Council
Alphabet City
Bike Pittsburgh
Bloomfield Citizen’s Council
Borland Green Cooperative
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CMU U.S. DOT University Transportation Center
Highland Park Community Council
Larimer Consensus Group
Lawrenceville Corporation
McCormack Baron Salazar
Negley Place Neighborhood Association
No Wall Productions
Parkinson Construction Company
PennDOT District 11
Pittsburgh Community Reinvestment Group
Pittsburgh Downtown Partnership
Pittsburgh Partnership for Neighborhood Development
Pittsburgh Public Schools
Pittsburghers for Public Transit
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The Community Builders
The Mosites Company
Three Rivers Center for Independent Living
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Walnut Capital
EAST LIBERTY CIRCULATION AND MOBILITY ACTION PLAN
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A special thank you to the many East Liberty residents who participated in the four workshops during the fall of 2013.

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Local Businesses, Organizations, & Institutions Represented at the Workshops

AAA
Action United
AE Works
Carnegie Library East Liberty
Coalition for Christian Outreach
Eons Fashion
Every Day’s a Sundae and Café
East Liberty Presbyterian Church
Google
Howard Hanna
Kelly-Strayhorn Theater
Kolano Design
Message Carriers of PA
PA Cyber Charter School
Thrill Mill
The Shop in East Liberty
Vintage, Inc.
# EAST LIBERTY CIRCULATION AND MOBILITY ACTION PLAN

## Phase One: Walkability, Accessibility, and Parking

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Executive Summary

East Liberty, a neighborhood in Pittsburgh, has seen major urban transformations since the mid-twentieth century. It was settled as a walkable neighborhood with short blocks, a continuous street grid, a “downtown” commercial district, and good transit service. As the city lost businesses and residents to the suburbs in the 1960’s, the neighborhood experienced decline. It was inadvertently precipitated by a major urban renewal project that disrupted streets to create a highway-like ring road around the business district, destroyed over a thousand buildings to create large parking lots, and replaced hundreds of houses with subsidized high-rise apartment buildings. Forty years of disinvestment left the neighborhood with high rates of vacancy, neglect, and crime.

Beginning with the Community Plan in 1999, East Liberty has been engaged in a multi-faceted community development effort, which has involved ongoing community-based planning.

East Liberty Development, Inc. (ELDI), its non-profit community development organization, has worked with the local Chamber of Commerce and other community partners to bring back businesses, build mixed-income housing, and improve community amenities. Depressed property values have risen and crime rates have fallen. Private developers have started to invest in new commercial, residential, and mixed-use projects.

With the marked increase in commercial activities and residential population, traffic and parking issues are becoming more critical. In fact, those three issues are the highest priority of the community’s ongoing concerns for good circulation and mobility, which have been discussed since the planning process began in 1999. The most recent community plan update in 2011 reinforced the importance of safe and effective access throughout the neighborhood. Accordingly, East Liberty Development Inc. engaged the Remaking Cities Institute from Carnegie Mellon University (RCI) to study walkability and accessibility and Walker Parking Consultants to study parking, focusing primarily on the business district in East Liberty.
Executive Summary – Walkability and Accessibility

In order to determine which streets can most readily attract pedestrians, the team identified the physical factors that contribute to a safe and enjoyable walking experience. Drawing on the research by Jeff Speck and others, they selected five primary variables.

1. Destinations
The most important walkability factor is proximity to major destinations. Destinations that are frequently visited by pedestrians are stores, restaurants, schools, churches, and parks, along with transit stops. The team mapped both existing and anticipated destinations, taking into account development projects that are on the boards.

2. Safety
The second walkability variable is safety from crime and accidents. Street layout is a key element in traffic safety. Safety from crime is as much perceptual as real, so data was collected from surveys as well as public records.
Executive Summary – Walkability and Accessibility

3. Good street walls
The third factor is spatial enclosure and visual interest. An aesthetically appealing walking environment can be achieved by having continuous street walls that give the street a human scale. Street walls should be active and interesting: frequent entrances, large windows, awnings, and outdoor furniture make the street feel “lived-in”. The team documented the proportion of each block that was bounded by active walls. Other features, such as street trees, benches, etc., were also noted.

4. Multi-modal streets
Streets with separate rights of way for pedestrians, bicyclists, and motor vehicles are safer for everyone. Multi-modal streets encourage lower traffic speeds and hence reduce accidents.

5. Parking
The fifth walkability variable is parking. Parking lots and garages are significant destinations. On-street parking acts as a buffer between pedestrians and vehicles and is also a traffic-calming strategy.

All these walkability variables were studied using Jeff Speck’s “Urban Triage Method”, where streets are prioritized based on how easily they can be made walkable. This is a strategic approach that recognizes that the resources needed will always fall short of what’s needed. The streets are classified into three categories: short term improvement (minimum investment that produce significant impact), longer term improvement (potential to improve but requires large investment, and future improvements), and major improvement (expensive improvements or improvements with little return on investment).

The three streets selected for improvement were based on observational mapping, data analysis, the community survey, and the community workshops. There was an alignment of results from these sources that made it obvious that the three high-priority streets should be Penn Avenue, Centre Avenue, and Highland Avenue.
Executive Summary – Walkability and Accessibility

Recommendations
The community’s top priority for walkability and accessibility is to create a safe and clean environment for pedestrians along the three high priority routes (Highland Avenue, Penn Avenue, and Centre Avenue).

Short term recommendations:
• Make key intersections safer by installing or improving crosswalks, pedestrian signage, and signalization and by reducing the distance to walk across streets (curb extension, pedestrian islands, etc)
• Slow traffic by adding on-street parking
• Introduce incentives for owners to repair and maintain sidewalks
• Eliminate the “slip” lanes from corners, especially along Highland Avenue
• Increase the appeal of the high priority streets by adding street trees, removing graffiti, and screening dumpsters

Long term recommendations:
• Reconstruct Penn Circle as two-way “complete” streets reconnected into the street grid
• Attract new business owners in vacant buildings
• Focus new development on parking lots and spaces between buildings to create active and continuous walls

The study recognizes that many organizations and individuals are responsible for the construction, management, and maintenance of the streets and public infrastructure. This includes government at all different levels, non-profit private organizations, and property owners. Individual property owners, who are responsible for maintenance and repair of sidewalks, have a major role in walkability. Some of the key organizations that need to be partners in implementation are the City’s Bureau of Transportation and Engineering (BTE), Department of Public Works (DPW), and Department of City Planning (DCP); the Urban Redevelopment Authority (URA) and the Public Parking Authority of Pittsburgh; the Pennsylvania and U.S. Departments of Transportation; local foundations and private developers (project-related public improvements).
Executive Summary – Walkability and Accessibility

**Walkability and Accessibility Action Plan**

**Next steps** to improve walkability in East Liberty should be to:

1. Appoint a traffic engineer to determine short, mid and long term technical improvements;

2. Develop a Safe Routes to Schools program, including educating school children and parents about the routes;

3. Collaborate with partners on strategic walkability improvements;

4. Engage high profile leaders of walkability to educate local agencies and partners and residents about walkability;

5. Pilot business district improvement district day and crime reduction by introducing patrol routes in parking lots and on safe routes to schools;

6. Attract media attention to walkability improvements;
Executive Summary – Walkability and Accessibility

Walkability and Accessibility Action Plan

7. Pilot a commercial core crime reduction program;

8. Create a sustainable fund that will support the financing of planning, development, construction, and maintenance/operations of public realm pedestrian-oriented projects along the high priority routes;

9. Adopt public realm design guidelines that support walkability and universal accessibility;

10. Continue public engagement around walkability and accessibility at town hall meetings;

Executive Summary – Parking

The neighborhood of East Liberty is experiencing an exciting resurgence in both the commercial and residential areas. As businesses continue to locate in East Liberty and development builds, ease of parking remains a hurdle to reaching the neighborhood’s full potential.

The East Liberty Parking Study comprehensively defines the current parking conditions of the East Liberty commercial district. It analyzes the future parking needs of the district, and outlines potential strategies to meet these needs. The purpose of this study is to assist East Liberty community stakeholders as they collectively move forward with ensuring that East Liberty is a great place to work, live, play and park.

Key components of the parking analysis include:
1. Inventory of parking assets by type, ownership and public accessibility
2. Inventory of parking policies and regulations
3. Perform hourly occupancy counts: 8:00AM – 8:00PM, Weekday & Weekend
4. Perform block-by-block and zone analysis
5. Calculate current parking surplus or deficit
6. Conduct stakeholder interviews
7. Calculate future parking demand
8. Calculate future parking surplus or deficit
9. Conduct three community work sessions
10. Provide options for parking improvements
Executive Summary – Current Parking Conditions

**Peak Weekday - Daytime**
- Peak Occupancy Rate 58 Percent
- Peak Period Between 11:00AM-2:00PM
- 1,676± Unoccupied Parking Spaces During Peak Conditions
- Average of 1,779± Unoccupied Parking Spaces Between 11:00AM and 2:00PM

**Weekday - 8:00 PM**
- Evening Occupancy Rate 27 Percent
- Current Evening Parking Demand Primarily Consists of Restaurant Patrons and Employees
- More Intense Parking Demand is Observed Near the Intersection of Highland Avenue and Penn Circle South.
- 2,944± Unoccupied Parking Spaces, 8:00 PM

**Peak Weekend - Daytime**
- Peak Occupancy Rate 32 Percent
- Peak Period Between 12:00PM-2:00PM
- 2,737± Unoccupied Parking Spaces During Peak Conditions
- Average of 2,793± Unoccupied Parking Spaces Between 12:00PM and 2:00PM

**Weekend - 8:00 PM**
- Evening Occupancy Rate 17 Percent
- Parking Demand Similar to Weekday Evening Conditions.
- 3,345± Unoccupied Parking Spaces Near 8:00PM

**Conclusion**
- A significant amount of unoccupied spaces (surplus of parking supply) exists during peak weekday and weekend conditions.
- The issue is not a lack of supply, rather it is the lack of access to the available supply. There are physical and programmatic barriers to parking; but perhaps even more importantly there is a perception of lack of access.
Conclusion

• Initial development will need to use existing parking supply although relatively modestly. But overall the use of existing parking will allow some new development to move forward e.g. Alpha I, Odeon, Ace Hotel.

• 5-Years – The nature of development changes and over time and the parking district gains traction to enforce the principles of a shared parking. The future developments would be entering a district that operates as a consolidated, comprehensive, and market based parking system.

• 10 to 15 Years – Structured parking will be needed to accommodate future demand, if the potential maximum built-out assumptions come to fruition. The market should determine the quantity of supply built.
Executive Summary – Parking

RECOMMENDATION: IMPROVE ACCESS TO PUBLIC PARKING SUPPLY
Use performance-based pricing to manage demand by lowering and raising parking rates according to market conditions.

The primary strategy of performance-based pricing is to set rates and policies to better manage demand and maximize the use of existing supply.

COSTS
Efforts to reform parking policy
- New parking signage
- Evening enforcement

PARTNERS
- Mayor’s Office
- Pittsburgh City Council
- Pittsburgh Parking Authority
- East Liberty Chamber of Commerce

PROCESS
- Document parking demand characteristics
- Define parking performance measurements
- Develop performance-based pricing strategy
- Develop proposal for Pilot Program
- Obtain City Council Approval
- Obtain Parking Authority Approval

Conceptual Policy Changes
- PPA Lots: Adjust rates to achieve optimal occupancy (85% - 95%); reduce daytime rates where demand is low; raise rates where demand is high
- PPA Lots: Reduce or eliminate evening rates after 6PM
- On-Street Meters: Charge the lowest price that will leave 1 - 2 open spaces on each block
- On-Street Meters: Extend enforcement period to 10PM in areas of high demand

PURPOSE
- Maximize use of existing resources and park more cars
- Proactively manage parking demand
- Provide a wider range of economic choices

RETURN ON INVESTMENT
- Reduced construction costs for new parking
- Improved business environment
- Improved quality of life
- Potential for parking revenue to remain in East Liberty for community improvements

FINANCING
- None required for policy changes

TIMELINE
- 2 – 3 Months
Executive Summary – Parking

RECOMMENDATION: IMPROVE ACCESS TO UNOCCUPIED PARKING SPACES BY FORMING A SHARED PARKING PROGRAM

Expand shared parking practices to include more underutilized parking areas and improve employee parking options.

COST
Efforts to communicate shared parking program
The price one may pay to park in a private lot

PARTNERS
Private parking lot owners
East Liberty Chamber of Commerce

PROCESS
• Outreach to property owners to communicate parking revenue opportunities ($50 to $150 per month x 12 = $600 - $1,800 per space per year)
• Prepare database of participating locations with available supply, monthly rate and contact information
• Make database available to the public and update monthly
• Identify responsible party for facilitating and posting monthly parking information

PURPOSE
• Provide East Liberty employees with more long-term parking options at different price points
• Improve access to unused parking supply
• Reduce the need to build costly parking
• Reduce the number of underutilized parking lots
• Provide community an opportunity for generating additional revenue

RETURN ON INVESTMENT
• Reduced construction costs for new parking
• Improved business environment
• Improved access to supply
• Annual parking revenue

FINANCING
None required for program development and implementation

TIMELINE
2 – 4 Weeks
Executive Summary – Parking

**RECOMMENDATION: PROVIDE LOW COST, LONG-TERM PARKING OPTIONS FOR EMPLOYEES**

Maximize the use of underutilized curb-side areas and vacant parking lots.

**COST**
On-street parking signs and street markings $10K - $15K; No meters required at this time; No resurfacing required for vacant parking lots.

**PARTNERS**
Mayor’s Office
City of Pittsburgh
Pittsburgh Parking Authority

**PROCESS**
- Confirm areas for improvement and develop parking layout
- Obtain City Council Approval
- Obtain Parking Authority Approval

**PURPOSE**
- Provide low-cost long-term parking options for employees
- Provide more economic choices
- Use existing resources

**RETURN ON INVESTMENT**
- Reduced construction costs for new parking
- Improved business environment

**FINANCING**
None required for policy changes
Parking Authority

**TIMELINE**
2 – 3 Months
EAST LIBERTY CIRCULATION AND MOBILITY ACTION PLAN
Phase One: Walkability, Accessibility, and Parking

Executive Summary – Parking

RECOMMENDATION: GENERATE REVENUE FOR COMMUNITY IMPROVEMENTS
Return the parking meter revenue to the community that generates the revenue.

Community improvements supported by meter revenue may include, but are not limited to:

- Traffic calming measures (to reduce traffic speeding)
- Pedestrian crosswalks
- Pedestrian signalization and detection at intersections
- Sidewalk repairs
- Pedestrian lighting
- Cleaning and other maintenance of sidewalks, green spaces, etc.
- Graffiti removal

COSTS
Efforts to reform parking policy
Impact on City budget

PARTNERS
Mayor’s Office
Pittsburgh City Council
Pittsburgh Parking Authority

PROCESS
• Document historical parking meter revenue and expenses in East Liberty
• Obtain City Council approval to retain meter revenue
• Coordinate with Parking Authority on operating expenses
• Identify responsible party for managing the allocation of meter revenue to community projects

PURPOSE
Contribute to community improvements
Encourage the use of performance-based pricing

POTENTIAL REVENUE
• $50,000 to $100,000 annually
• Opportunity for additional revenue improves as redevelopment continues in East Liberty

RETURN ON INVESTMENT
• Improved business environment
• Improved quality of life

FINANCING
None required for policy changes

TIMELINE
5 – 6 Months
Executive Summary – Parking

RECOMMENDATION: CONSIDER LONG RANGE PARKING IMPROVEMENTS THAT SUPPORT HIGH-DENSITY DEVELOPMENT

Build public parking in anticipation that parking lots will be displaced by high-density developments and community redevelopment will continue.

COSTS
$8.5 - $10.0 Million

PARTNERS
Mayor’s Office
Pittsburgh City Council
Pittsburgh Parking Authority
Urban Redevelopment Authority

PROCESS
• Select project site
• Evaluate financial feasibility
• Develop funding strategy
• Define operating program
• Obtain funding commitment
• Design/Build
• PPA or privately operated

PURPOSE
• Mitigate the use of surface parking by building structured parking
• Provide public parking that allows freedom from parking requirements to build high-density developments
• Support current and future employee parking needs

RETURN ON INVESTMENT
• More businesses in East Liberty
• Improved business environment
• Fewer surface parking lots
• Larger tax base (redevelopment of public lots)

FINANCING
Parking Authority
TRID

TIMELINE
12 – 14 Months to Build
Executive Summary – Parking

Parking Action Plan

Next steps to improve parking in East Liberty should be:

1. Develop proposal for Performance-based Pricing Pilot and obtain approvals from Pittsburgh City Council and the Pittsburgh Parking Authority;

2. Implement Performance-based Pricing at public lots and on-street meters;

3. Conduct outreach to property owners to communicate shared parking opportunities;

4. Prepare database of participating shared parking locations with available supply, rates, and contacts;

5. Communicate shared parking opportunities to the general public via on-line platform;

6. Coordinate with the City to add curb-side parking along Penn Circle West and Penn Circle North;

7. Obtain approvals from the City and Parking Authority to reinvest parking meter revenue generated in East Liberty back into East Liberty projects;

8. Designate responsible party and system for managing the allocation of meter revenue to community projects;

9. Designate target projects to be funded in whole or partially by local parking meter revenue; and

10. Develop performance measurements to track and report impact of local parking policy reform.
History of the Study

2010 East Liberty Community Plan:
- 7 Action Steps:
  “Circulation & Mobility Action Step”

2012 East Liberty Circulation & Mobility Vision:
- How comprehensive circulation & mobility solutions can improve our quality of life

2010 East Liberty Community Plan + 2012 East Liberty Circulation & Mobility Vision:
- Top priorities:
  Walkability & Accessibility and Parking

East Liberty Circulation & Mobility Vision-to-Action:
- East Liberty Walkability & Accessibility Study
- East Liberty Parking Study
Historically, East Liberty exemplified a vibrant commercial center and a tight-knit residential community. However, Pittsburgh's "second downtown" declined rapidly in the 1960s. An ambitious urban renewal program tried to remake East Liberty so that it could compete with the new suburban markets and shopping malls.

Well-intentioned regional leaders disrupted the tightly knit urban fabric to make way for large one-story retail buildings and wide access roads.

Neighborhood streets, entire blocks of houses, and commercial properties were demolished and replaced by a highway-sized ring road called Penn Circle and vast parking lots around the commercial core.

The central streets of the business district were converted into a pedestrian mall.
History of East Liberty

East Liberty’s past:
Small blocks, local mixed use development, high density neighborhood

East Liberty’s street network today:
Large “superblocks”, unaligned street grid, and one-way streets

East Liberty’s surface parking lot network today:
Vast parking lots on the periphery of district where development was demolished
PRINCIPLES:
10 STEPS OF WALKABILITY
Walkability variables are based on case study by Jeff Speck. Jeff Speck is a city planner and architectural designer. He has dedicated his career to determining what makes cities thrive and has concluded “walkability” is one key factor. In his book, *Walking City: How Downtown Can Save America, One Step at a Time*, Speck outlines 10 steps to achieve walkability.

Step 1: Cars are put in their place

- Increasing roadway widths will not reduce traffic congestion – it only encourages more vehicular traffic, leading to more congestion.

Step 2: Uses are mixed

- A diversity of uses (residential, commercial and office) and retail amenities in a community make for a more pedestrian-friendly district.

**Smaller road widths** (paired with alternatives like congestion pricing and improvements to transit) not only help to reduce vehicular demand, but also help to make a great place to be a pedestrian.
10 Steps of Walkability

Step 3: Getting the parking right

- There is often an oversupply of underpriced parking spaces. This not only encourages the potentially multi-modal user to choose to drive, but it can also break up the walkable urban fabric.

- Surface parking lots create undesirable “missing teeth” in the urban fabric; discouraging the pedestrian. A parking garage, if poorly designed and facing a main street, will also do the same.

- On-street parking, however, is a buffer between moving traffic and pedestrians.

Potential Baum St. mixed use in East Liberty

Old Pasadena, CA – Parking pricing / well-designed garages

Surface parking lots in East Liberty break the urban fabric
10 Steps of Walkability

Step 4: Letting transit work

- Pedestrians are encouraged through efficient transit; and a transit system is directly dependent on pedestrian-friendly communities.

Transit in Portland, OR encourages pedestrians, and a pedestrian-friendly community supports the transit

Proposed enhancements to the East Liberty busway stop

Step 5: Pedestrians are protected

- Wide and one-way streets encourage drivers to speed
- Wide streets lead to dangerous pedestrian crossings at intersections

Edgewater Drive in Orlando: 4 lanes to 2 with turning lane; bike lanes added
10 Steps of Walkability

Step 6: Bikes are welcomed

- Pedestrians are encouraged through an efficient bike infrastructure system; and a bike share system is directly dependent on pedestrian-friendly communities.
- Bike lanes can be used as a traffic calming technique for pedestrians

Step 7: Shaped spaces

- The right density/design of developments will provide a sense of enclosure and a continuous urban fabric – both conducive to encouraging pedestrian activity.

Minimal bike infrastructure and speeding in East Liberty discourages bicycling on the street

Washington DC streets – 1:1 ratio creates an outdoor room
10 Steps of Walkability

Step 8: Street trees
- Street trees are a traffic calming technique since they reduce the apparent width of the street space.
- They create a more comfortable environment for pedestrians (provide shade, intercept rain, shape space, etc.).

Step 9: Presence of friendly and unique faces
- Pedestrians are encouraged when there are already other people present and gathering!
10 Steps of Walkability

Step 10: Priority streets

- It only takes several very pedestrian-friendly main streets in a community to create the sense of a more walkable neighborhood overall.
- It’s not about investing IN walkability – It’s about investing AROUND it: good private development.
- It’s about being strategic: high priority routes that have the potential to be VERY walkable with minimal investment.
- The “Urban Triage” methodology prioritizes these routes.

Urban Triage Method
Given limited public resources, streets must be prioritized to achieve high levels of walkability and accessibility.

Streets are classified into three categories:

1. **Short Term Improvements** — Minimum investments that produce significant impact.
2. **Longer Term Improvements** — Potential to improve but requires large investment.
3. **Future Improvements** — Either large-scale improvements or those with a much lower return on investment.
UNDERSTANDING THE STREETS:
RIGHT OF WAY
DAY TO DAY OPERATIONS
RESPONSIBLE AUTHORITIES
PITTSBURGH’S ZONING CODE
Understanding the streets

Right of way
All the public spaces between property lines is a right of way which can be lawfully used. Public space is defined as any publicly owned streets, pathways, rights of way, parks, publicly accessible open spaces, and any public and civic building and facilities.

Pittsburgh’s day to day operations
Day to day operations for rights of way include sidewalk maintenance, crosswalk painting, signalization, street tree maintenance and snow removal.

Responsible Authorities
Different authorities are responsible or the maintenance of public space.
**Federal Government:** Department of Transportation, Environmental Protection Agency
**State Government:** Pennsylvania Department of Transportation, Pennsylvania Department of Environmental Protection, TreeVitalize
**Local Authority:** Pittsburgh Public Works Department, Pittsburgh Parking Authority, Pittsburgh Water Sewer Authority
**Property Owners:** sidewalk maintenance
Understanding the streets

Pittsburgh’s Zoning Code:
Pittsburgh’s zoning code affects the urban fabric, since it controls factors like building uses, building heights, building setbacks, parking requirements, areas of windows and doors, and landscaping.
WALKABILITY VARIABLES
HIGHLY FREQUENTED DESTINATIONS
SAFETY
SPATIAL ENCLOSURE AND VISUAL INTEREST
MULTIMODAL STREETS
PARKING
Walkability Variable

Walkability Inventory

Based on the 10 steps of walkability and East Liberty’s context, the walkability inventory is defined for analysis of facilitators and impediments in walking.

1. Highly Frequent Destinations
   a. Retail stores, churches, schools
   b. Transit stops and connectivity
   c. Future developments

2. Safety
   a. Safety from accidents
   b. Safety from crime

3. Spatial Enclosure and Visual Interest: Good Street Walls
   a. Streets with defined edges
   b. Streets with street trees
   c. Streets with sidewalk infrastructure
   d. Streets with active street facades
   e. Streets with outdoor activities
   f. Streets with short block length

4. Multi-modal Streets
   a. Narrow streets
   b. Streets with low traffic volume
   c. Two way street that slow traffic
   d. Greened parking lots
   e. On-street parking

5. Parking
   a. Small Convenient parking lots
   b. Short term on street parking
   c. Employee parking
   d. Parking for people with disabilities
   e. Good connection to destinations
Walkability Variable

1. Highly Frequentened Destinations

Places where people go
Highly frequentened destinations are places where the residents from East Liberty visit on a regular basis, such as retail stores and shops, schools, religious structures, and transit stops.
Walkability Variable

2. Safety

Safety from Crime
People feel safe in places where the streets are full of activities with windows and openings on the front façade to create a connectivity between indoors and outdoors. Safe routes to schools in particular have to be protected from crime.

Safety from Accidents
People feel protected from vehicles if the streets have slow moving cars, demarcated safe routes to school, safe intersections, and sidewalks buffered by on street parking and trees.
Walkability Variable

3. Spatial Enclosure and Visual Interest

Good Street Walls
Pedestrians feel protected in a closely knit urban fabric with defined street edges, sidewalks lined with street trees, and visually appealing sidewalk infrastructure and building facades.

Streets with outdoor activities and active street facades attract pedestrians largely as creates a lively social atmosphere during the warm seasons.
Walkability Variable

4. Multimodal Streets

Streets with walking and biking infrastructure
Pedestrians feel safe when the streets are narrow as the speed limit is lesser and also low traffic volume allows for easy crossing of streets.

On-street parking, two way traffic, and bike lanes are examples of right-sizing strategies to assist in reducing vehicular speeds.
Walkability Variable

5. Parking

Enhanced accessibility to parking
Small conveniently distributed parking lots as opposed to large parking lots attract people to park and walk for errands. Parking should be clearly defined for short and long term use.

Employee parking and parking for people with disabilities should be clearly demarcated. Parking lots should be greened to buffer them from street spaces. Good connectivity from parking lots to places of interest is necessary to promote walking.
DATA COLLECTION PROCESS
INVENTORY
COMMUNITY WORKSHOPS
COMMUNITY SURVEYS
Data Collection Process: Inventory

Step 1: Create inventory

Based on the urban triage method, a walkability inventory was created utilizing all the walkability variables described above to determine high priority routes.

Divide entire length of street into block long segments

Recognizing that the character of streets is localized, block-long segments are identified and assessed independently in terms of walkability variables.
Data Collection Process: Inventory

Step 2: Analyze walkability variables

Analyze Walkability Variables for Each Segment
Example: Active Street Facades
- (Green Segments on Maps): Greater than 70% of structures on either side of street in the block with windows, outdoor sit out, entrances, maintained façade conditions
Data Collection Process: Inventory

Step 2: Analyze walkability variables

Example: Active Street Facades
- (Orange Segments on Maps) 30 - 70% of structures on either side of block with windows, outdoor sit out, entrances, maintained façade conditions

- 30-70% SEMI ACTIVE/STRUCTURE AWAY FROM STREET
- < 70% ACTIVE FACADE STRUCTURES
EAST LIBERTY CIRCULATION AND MOBILITY ACTION PLAN
Phase One: Walkability, Accessibility, and Parking

Data Collection Process: Inventory

Step 2 : Analyze walkability variables

Example: Active Street Facades
• (Red Segments on Maps): Less than 30% of structures on either side of block with windows, outdoor sit out, entrances, maintained façade conditions
All the walkability variables are inventoried at block level and analyzed by assigning positive points for those that invite or facilitate walking and negative points for impediments to walking. The streets with the highest score have the highest priority.

**Data Collection Process: Inventory**

**Step 3:** Repeat inventory for different variables for all street segments

**Step 4:** Analyze all the walkability variables
Data Collection Process: Workshops

Community Workshops

Conclusions from Community Workshops

Three community workshops were conducted to understand and discuss the immediate and long term needs of neighborhood stakeholders in order to promote walkability.
Data Collection Process: Workshops

Community Workshops

Intersections to be addressed

Workshop participants identified intersections that are hardest to cross. Ways to make safer crossing at intersections that have worked in other cities is by having

- Four-way stop signs
- Signals set to give pedestrians sufficient time to cross
- Pedestrian signs
- Extended curbs at corners to reduce width of crosswalk
- Elimination of highway-type slip lanes at corners
- Crosswalks and raised crosswalks
- Pedestrian islands
Traffic calming is the key to safe pedestrian accessibility

Ways to address speeding traffic that have worked in other cities

- Four-way stop signs
- Narrower lanes to reduce traffic speeds
- 20 MPH on roads except state roads
- Speed bumps, scored or elevated paving, changes in paving material
- Angular parking to slow down traffic
- Bike lanes or shared car/bike lanes
- Mid block crossings with stop signs

Data Collection Process: Workshops

Community Workshops
Data Collection Process: Survey

Community Survey

A community survey on walking and accessibility was posted online and was available in the neighborhood library in East Liberty. Community participants gave suggestions about high priority routes, and reported on their activities, perceptions, and attitudes about walking.

The survey included questions about the perception of individuals with respect to travel behavior, travel demand and transit usage.

The questions allowed community to differentiate between walkable and not walkable streets, and safe and unsafe streets and intersections.

Summary

The majority of the community desires low speed traffic streets, safe intersections and comfortable sidewalks.

The majority of people who took the survey visit the commercial district as a pedestrian for daily errands: visiting small businesses, big boxes stores, library, churches, and schools.

The community feels that the most unsafe locations for pedestrians in East liberty are intersections and dark streets.

For those who park their vehicles in the commercial district, the majority do so in surface lots, but they would prefer on-street parking.

The high priority streets that were selected are Penn Avenue, Highland Avenue, and Centre Avenue (formerly Penn Circle South).
Data Collection Process: Survey

Community Survey

Example Question:
How well do you enjoy the experience of walking in East Liberty?

- I don’t walk in East Liberty
- It’s bad, and I wish I didn’t have to do it
- A lot- it’s something I look forward to
- It doesn’t seem good or bad, I don’t notice it
- It’s not very pleasant, but not too bad
- I get some enjoyment from walk but not a lot

289 responses were gathered from the community survey.
HIGH PRIORITY ROUTES

PENN AVENUE
CENTRE AVENUE (formerly Penn Circle South)
HIGHLAND AVENUE
High Priority Routes

Defining high priority routes

Best streets for walking, based on community survey, workshops, and research:

- Penn Avenue, Centre Avenue, Highland Avenue,
- Followed by Baum Blvd, East Liberty Blvd, Negley Avenue
- Followed by Broad Street, Beatty Street, Euclid Street

Worst streets for walking:

- Penn Circle
- Followed by Baum Blvd, Centre Avenue, Highland Avenue, Negley Avenue
- Followed by Beatty Street, East Liberty Boulevard, Broad Street, Euclid Street, St. Clair Street, Harvard Street

Each of the highest priority streets is discussed on the following pages.
High Priority Routes

Penn Avenue

Penn Avenue’s walkability variables

- High pedestrian traffic
- Short blocks
- Highly frequented destinations
- Link to Friendship, Garfield, Shadyside and Larimer

Community survey

- Selected by 57 respondents

New development

- New destinations (0-24 months) will bring more pedestrians

Access to new transit center
High Priority Routes

Centre Avenue

Walkability variables
- High pedestrian traffic
- Several grocery stores and restaurants
- Link to Oakland and Shadyside
- Link to new transit center

Community survey
- Selected by 49 respondents

TRID Plan
- Highlighted as priority for improvement in all three Transit Revitalization Investment Districts (TRID) phases
High Priority Routes

Highland Avenue

Highland Avenue’s walkability variables
- High pedestrian traffic
- Short blocks
- Highly frequented destinations
- Link to Highland Park and Shadyside

Community survey
- Selected by 43 respondents

TRID Plan
- Highlighted as priority route for improvement in all three Transit Revitalization Investment Districts (TRID) phases

Safe Routes to Schools
- Improvements on this route will allow for safer access to Obama Academy for 250+ students daily
RECOMMENDATIONS AND ACTION ITEMS

RECOMMENDATIONS

ACTION ITEMS
Recommendations

1. **Equity for pedestrians at intersection**
   - Paint crosswalks
   - Change paving patterns
   - Improve pedestrian visibility with lighting
   - Add pedestrian signals
   - Adjust timing of pedestrian signals

2. **Traffic calming strategies**
   - Limit number of lanes by road diet
   - Slow or stop vehicles
   - Provide more on-street parking
   - Eliminate slip lanes

3. **Improved infrastructure and maintenance along sidewalks**
   - Provide incentives to owners to fix broken sidewalks

4. **Crime reducing strategies**
   - Integrate defensible space strategies into design standards

5. **Increased utilization of existing buildings**
   - Attract new businesses for vacant properties
Recommendations

6. Infill development on priority streets
   • Use parking lots for new development
   • Locate new buildings along sidewalk
   • Improve parklet and street space

7. New street trees
   • Plant new trees on stretches with no street trees
   • Plant additional trees on streets with few trees

8. Better property management
   • Relocate dumpsters or screen them
   • Remove graffiti regularly

The planning for Walkability, Accessibility, and Parking documented here has involved over two hundred local residents, business owners, and other stakeholders. The community is ready to undertake important actions, which are discussed on the next pages.
Action Items

1. **Develop technical improvement options for pedestrian safety at intersections and traffic calming.** Hire a traffic engineer to determine short-, mid-, and long-term options for pedestrian safety and traffic calming improvements along the high priority routes (Penn, Highland, and Centre). The traffic engineer should use the results of this study to reflect the community’s needs in his/her recommendations.

2. **Advance Safe Routes to Schools.** Work with the Barack Obama Academy of International Studies PTO, students, and parents to make walking and bicycling to school safer and more enjoyable. With the help of the Safe Routes to Schools program, make street improvements as part of the larger plan for improving the high-priority streets. Continue to educate students and families on walkability.

3. **Collaborate with the partners needed for implementation. Introduce them to the community’s Circulation and Mobility Action Plan through strategic one-on-one meetings.** Set up meetings with: the East Liberty Chamber of Commerce; the Mayor’s office; Council Districts 7, 8, and 9; Representative Ed Gainey; Senator Ferlo; the Public Parking Authority of Pittsburgh; Department of Public Works; Department of City Planning; the Urban Redevelopment Authority; the Southwest Pennsylvania Commission; PennDOT; District 11 Office; and Pittsburgh Partnership for Neighborhood Development.

4. **Engage high profile walkability experts to educate the community as well as Pittsburgh leaders on advocacy and implementation strategies.** Invite Jeff Speck and/or Chris Lienberger, recognized experts in North America, to promote walkability in Pittsburgh.
In addition to the East Liberty community, involve individuals from DPW, PennDOT, City Council, and private foundations so that they can assist in the process of improvements. Coordinate with organizers of the ProWalk ProBike conference (in Pittsburgh in September 2014) to see if there’s an opportunity for a conference keynote address.

5. **Organize events and programs that focus media attention on East Liberty’s walkability and accessibility.** Organize events that attract residents from East Liberty as well as other neighborhoods who would help getting media attention and attract newer businesses.

6. **Pilot Commercial Core Crime Reduction.** Hire off duty police officers to patrol high-priority routes, as well as parking lots in high-priority areas.

7. **Pilot a Business Improvement District Day.** This is a joint advocacy strategy to give East Liberty business owners a tangible reason to work together to improve public space. Engage green partners (TreePGH, Pittsburgh Parks Conservancy, Western Pennsylvania Conservancy, GTECH, Allegheny Cleanways, etc.) to conduct a green-maintenance/clean-up day along high priority routes (parks/parklets, sidewalks, trees/pits, yards/vacant lots). Distribute fliers to businesses/property owners along those routes that day informing them that if they like the improvements they see, they could participate in a more scaled-up Business Improvement District Strategy. The flier should mention other resources for small businesses that are walkability-related (i.e. URA facade grants).
8. **Create a sustainable fund that will support the financing of planning, development, construction, and maintenance/operations of public realm pedestrian-oriented projects for along the high priority routes for improvement.** Initiate a fund using local parking revenue and other sources to support projects that assist in creating a safe and clean environment for pedestrians along the high priority routes (including pedestrian safety at intersections; traffic calming; crime reduction; and cleanliness/maintenance of sidewalks, parks/parklets, vacant lots, and parking lots). Improvements will increase the safety of pedestrians and improve the perception of safety of the commercial core.

9. **Adopt design guidelines that support walkability and universal accessibility.**

10. **Continue public engagement for walkability at ongoing East Liberty town hall Meetings.** Town hall meetings should be used to present updates on walkability, accessibility, and parking, as well as related improvements based on the 2010 East Liberty Community Plan—to encourage public responses and input. This will set the platform for on-going community engagement and communications around walkability, accessibility, and parking in the context of the Community Plan.
11. **Adopt pedestrian- and bicycle-oriented traffic code standards.** Collaborate with other community-based organizations and advocacy groups in Pittsburgh to advocate for DPW and PennDOT to adopt pedestrian- and bike-oriented traffic standards. Work with these groups on broad-based public education, including events such as the Pro Walk Pro Bike conference, to build political support for these standards.
APPENDIX
WALKABILITY VARIABLES
COMMUNITY SURVEY
PARKING DATA
Walkability Variables

1. Highly Frequent Destinations: Retail Stores, Churches, Schools
Walkability Variables

1. Highly Frequent Destinations: Transit Connectivity
Walkability Variables

1. Highly Frequented Destinations: Future Developments

- East Liberty Place South
- Ace Hotel
- Hotel Indigo
- Odeon
- Walnut on Highland
- EECM Community House
- Eastside 3 & 4
- East Liberty Center
- East Busway Transit Center
Walkability Variables

2. Safety: Safety from Crime
Walkability Variables

3. Spatial Enclosure and Visual Interest:
Defined Street Edges
Walkability Variables

3. Spatial Enclosure and Visual Interest: Street Trees
Walkability Variables

3. Spatial Enclosure and Visual Interest:
Sidewalk Infrastructure
Walkability Variables

3. Spatial Enclosure and Visual Interest: Outdoor Activities

> 30% NO ACTIVITIES/ BLANK WALLS/ NO STRUCTURES
30-70 % SEMI ACTIVE/ STRUCTURE AWAY FROM STREET
< 70% ACTIVE FACADE STRUCTURES
Walkability Variables

3. Spatial Enclosure and Visual Interest:
   Block Length
Walkability Variables

4. Multi-modal Streets: Street Widths
Walkability Variables

4. Multimodal Streets: Traffic Volume
Walkability Variables

4. Multimodal Streets: One-way/ Two-way Streets
EAST LIBERTY CIRCULATION AND MOBILITY ACTION PLAN
Phase One: Walkability, Accessibility, and Parking

Walkability Variables

5. Parking: On-street Parking and Parking Lots
Community Survey

1. What is your current association with East Liberty?

2. How often do you walk a block or more in East Liberty?

3. What is your main purpose of walking in East Liberty?

4. Do you walk to/from home?

5. Do you walk or run outdoors for fitness (anywhere)?

6. What type of transportation do you most often use?

7. Do you own a car?

8. If you drive to East Liberty business district, in what area do you typically park?

9. If by car, what is the most important factor in determining where you park?

10. If by car, where do you prefer to parking when you visit East Liberty?

11. Think about where you prefer to park when traveling by a car and rate the following on a scale of 1 – 5 (1 = poor and 5 = excellent).
   • Ease of finding parking
   • Availability of handicapped parking spaces
   • Proximity of available spaces to your destination(s)
   • Adequacy of time limits on parking spaces
   • Cost of parking
   • Signage and information to locate available parking

12. The following questions apply to on-street metered parking. Please rate the importance of each item using the following scale of 1 – 5
   • Option to pay with credit card at the meter
   • Ability to pay for metered parking using a cell phone
   • Access to real-time parking occupancy data on the web or smartphone
   • Ability to pay a higher fee to park at a meter beyond the posted time limit
   • Would you support increases to the price of parking where more people want to park and decreasing the price of parking in East Liberty if the price was set according to actual demand?
Community Survey

13. What do you like about parking in East Liberty?

14. What do you dislike about parking in East Liberty?

15. To which of the following destinations do you walk in East Liberty
   • Obama School
   • East End Busway stop
   • Whole Foods
   • Other stores on Centre Avenue or EastSide
   • Stores on Penn Avenue
   • Coffee Shop
   • Target
   • Restaurant

16. When you walk in East Liberty, how far do you typically go on a single trip?

17. If you typically walk along the same route, what are its endpoints?

18. How well do you enjoy the experience of walking in East Liberty?

19. What's the best aspect of walking in East Liberty?

20. What's the worst aspect of walking in East Liberty?

21. Which street in East Liberty do you think is MOST enjoyable for walking?

22. Which street in East Liberty do you think is LEAST enjoyable for walking?

23. Is there any street or place in East Liberty where you feel unsafe?

24. Do you or does someone in your family walk with any of the following?

25. If so, how would you rate East Liberty’s accessibility
Community Survey

26. Of all the improvements listed below, check the three that would make the most difference to you.
   - If streets would be safer to cross.
   - If the sidewalks would be in better repair.
   - If the sidewalks would be in better repair.
   - If the streets/sidewalks were cleaner.
   - If I could park closer to where I’m going
   - If bus service were better
   - If the overall appearance of the area were better.
   - If there were more trees along the way.
   - There were benches or other seating.
   - If the buildings were in better condition.
   - If I didn’t have to walk past or through parking lots.
   - If there were more people walking on the same street.
   - If I didn’t have to pass by certain places where I feel uncomfortable.
   - If I felt safer from crime.
   - If there were clean, safe public restrooms.
   - If the streets were not so wide.
   - If I didn’t worry about bicycles running into me.

27. The physical environment: please rate the sidewalks in East Liberty, based on your own experience
   - Are sidewalks level and well-maintained?
   - Are sidewalks wide enough
   - Does the sidewalk have enough tree shading
   - Are there sufficient benches and other street furniture
   - Are there sufficient ramps at the street corners
   - Are sidewalks kept clean
   - Are the sidewalks clear of snow during winters

28. Safety
   - Do you feel secure while walking
   - Is there enough lighting at night
   - Do traffic lights give you enough time to cross
   - How often do you see jay-walking (crossing in the middle of the block)
   - Do you feel traffic goes too fast to cross safely
   - Do car drivers yield to pedestrians
   - Do bicycles yield to pedestrians

29. Which street in East Liberty would be your first choice for pedestrian improvements?
Community Survey

What is your association with East Liberty?

- Resident
- Business owner
- Employee
- Student
- Shopper or business patron (including professional or social services)
- Participant or member of East Liberty organization (church, club, etc)
- Government or community development professional
- Other (please specify)

The bar chart shows the percentage of respondents in each category.
Community Survey

How often do you walk a block or more in East Liberty?
Community Survey

What is your main purpose in walking in East Liberty?

- To do errands: 50%
- To go to work: 25%
- To keep fit: 15%
- To go to school: 5%
- To get to/from a bus: 10%
- Other (please specify): 5%
Community Survey

Do you walk to/from home?

Do you walk or run outdoors for fitness?
Community Survey

What type of transportation do you most often use?

- Car or truck: 60%
- Bike: 20%
- PAT bus: 10%
- Walk: 10%
- Other (please specify): 0%

EAST LIBERTY CIRCULATION AND MOBILITY ACTION PLAN
Phase One: Walkability, Accessibility, and Parking
To which of the following destinations do you walk in East Liberty?

- Target: 60% to 70%
- Coffee Shop: 40% to 50%
- Stores on Penn Avenue: 60% to 70%
- Other stores on Centre Avenue or EastSide: 70% to 80%
- Whole Foods: 60% to 70%
- East End Busway stop: 20% to 30%
- Obama School: 0% to 10%
Community Survey

When you walk in East Liberty, how far do you typically go on a single trip?
Community Survey

If you typically walk along the same route, what are its endpoints?

**TO**

Of the total of 139 responses, 119 people walk into East Liberty, including 98 whose destination is in the business district. The individual locations are diverse, with no location having more than ten responses.

Highland Avenue
Stanton Ave
Shady Side
Bakery Square
East Busway
Negley Avenue
Hays Street
Point Breeze
Euclid Street
Clair Street
Pedestrian Bridge

**FROM**

Of the 142 respondents, 89 indicated that they walk from outside East Liberty, and 53 from within the neighborhood and of those, 34 from within the business district. The individual locations are diverse, with no location having more than ten responses.

Target
Bakery Square
East Busway
Carnegie Library
Trader Joes
Highland Avenue

Negley Avenue
Shadyside
Giant Eagle
Whole Foods
Church
When you walk in East Liberty, how far do you typically go on a single trip?

- I don’t walk in East Liberty
- It’s bad, and I wish I didn’t have to do it
- It’s not very pleasant, but not too bad
- It doesn’t seem good or bad, or I don’t notice it
- I get some enjoyment from the walk or some parts of the walk, but not a lot
- A lot—it’s something I look forward to

Community Survey
Community Survey

What’s the best aspect of walking in East Liberty?

Close proximity to destinations
Shopping areas
Sidewalks
Stores
Architecture

Food stores
Business District

Community Center
Parking availability
Wide streets and pleasant walking
Few safe places

What’s the worst aspect of walking in East Liberty?

Traffic
Dangerous Crossings

Loitering people
Busway at night
Dangerous drivers

Cars with right of way
Trash
Waiting at lights
Parking lots
Garbage
Dark Streets
Community Survey

Which street in East Liberty do you think is least enjoyable for walking?

Penn Circle

Baum Blvd
Centre Avenue
Highland Avenue
Negley Avenue

Beatty Street
East Liberty Boulevard
Broad Street
Euclid Street
St. Clair Street
Harvard Street

Is there any street or place in East Liberty where you feel unsafe?

Penn Avenue
Target Intersection
East Liberty Blvd

Home Depot parking lot
Sidewalks
Centre Avenue
Euclid Avenue
Liberty Avenue

Kirkwood Street
St. Clair Street
Larimer Avenue
Giant Eagle parking lot
Of all the improvements listed below, check the three that are most important to you.

- If streets would be safer to cross.
- If the sidewalks would be in better repair.
- If there were more places (stores, recreation, etc) in East Liberty I want to go to.
- If the streets/sidewalks were cleaner.
- If I could park closer to where I’m going.
- If bus service were better.
- If there were more trees along the way.
- If the overall appearance of the area were better.
- If there were more places (stores, recreation, etc) in East Liberty I want to go to.
- If the sidewalks would be in better repair.
- If streets would be safer to cross.
Community Survey

Do you or does someone in your family walk with any of the following?
Community Survey

If applicable to you or a family member, how would you rate the accessibility of East Liberty for people with disabilities (area in which you walk in East Liberty)

- Not Applicable
- Terrible: I find it so hard to get around that I avoid going there
- Not very good: I often run into obstacles that make it difficult to get around
- Pretty good: I rarely but sometimes encounter obstacles in getting around
- Very good: I find it easy to get around
Community Survey

The physical environment: please rate the sidewalks in East Liberty, based on your own experience (select a number, where 1 = poor and 5 = excellent)
Community Survey

Safety (1 = Never,  2 = Rarely, 3 = Occasionally, 4 = Almost always, 5 = Always)

- Do bicycles yield to pedestrians
- Do car drivers yield to pedestrians
- Do you feel traffic goes too fast to cross safely
- Do traffic lights give you enough time to cross
- Is there enough lighting at night
- Do you feel secure while walking
Do you park in East Liberty but not personally own a car?

Community Survey

No

Yes
Community Survey

If you drive to the East Liberty business district, in what area do you typically park?

- Area A: 10%
- Area B: 20%
- Area C: 40%
- Area D: 30%
Community Survey

Which street in East Liberty would be your first choice for pedestrian improvements?

Penn Avenue (57)
Centre Avenue (49)
Highland Avenue (43)

Baum Blvd
East Liberty Blvd

Broad Street
Beatty Street
Euclid Street
Whitfield Street
Why is now the time to conduct an East Liberty Parking Study for a regionally-serving commercial district?

- Perception of a lack of parking
- Redevelopment projects, with their individual parking needs, are occurring at a rapid rate
- No real coordinated effort to maximize the usage of the existing parking assets between the numerous partners who own them
- The public and private parking spaces are managed differently
- Zoning requires developers to provide parking for projects when the real issue is management of existing supply, not adding new parking.
Parking Workshop

Top Priority Inputs from October 2, 2013 Parking Workshop

1. Improve Access to Current Parking Supply
2. Improve Employee Parking Options
3. Support Higher Density Development
4. Generate Revenue for the Community
5. Improve Parking Signage & Wayfinding
6. Improve Lighting & Security in Lots
7. Support Alternative Modes of Travel
Parking Workshop
Top Priority Inputs from October 2, 2013 Parking Workshop

Based on the community workshop and field surveys, high priority locations for parking improvements include:

1. Penn Avenue
   - Need for long-term employee parking to serve new development
   - Lease limitations with PPA Lot

2. Centre Avenue/ Penn Circle South
   - Need for more available on-street visitor parking
   - Need for long-term employee parking to serve existing businesses
Community Survey

If you drive to the East Liberty business district, in what area do you typically park?

- **A**: 9%
- **B**: 16%
- **C**: 47%
- **D**: 28%

**Market Areas**

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EAST LIBERTY CIRCULATION AND MOBILITY ACTION PLAN
Phase One: Parking
Community Survey

Where do you prefer to park when you visit East Liberty?

- On-Street Parking: 47%
- Off-Street Surface Lot: 28%
- Off-Street Garage or Covered Parking: 24%

What is the most important factor in determining where you park?

- Nearest to Destination: 42%
- Lowest Cost Parking: 26%
- First Available Space/Easiest Place to Find Parking: 25%
- Employer Provides Parking Location: 7%
Community Survey

Open-Ended Question:

What do you **LIKE** about parking in East Liberty?

100 people provided a response to this question

Top 5 most common themes:

1. Fairly easy to locate / Plenty of spaces
2. Free at Target and Eastside
3. Inexpensive
4. Close to destinations
5. Plenty of parking if willing to walk

Open-Ended Question:

What do you **DISLIKE** about parking in East Liberty?

105 people provided a response to this question

Top 5 most common themes:

1. Difficult to locate / Not enough spaces
2. Too many meters
3. Expensive
4. Poorly marked
5. Safety is a concern in parking lots
Parking District Boundary

The Parking District is defined for the purpose of this analysis as the geographical area generally bound by Penn Circle North to the north; East Bus Way and Penn Avenue to the south; East Liberty Boulevard, Broad Street, and Larimer Avenue to the east; and Penn Circle West to the west. This entire geography is within the East Liberty neighborhood.
### EAST LIBERTY CIRCULATION AND MOBILITY ACTION PLAN

**Phase One: Parking**

#### Overview

<table>
<thead>
<tr>
<th>Estimated Walking Times</th>
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<tbody>
<tr>
<td>Level of Service</td>
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<tr>
<td>Distance in Feet</td>
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<tr>
<td>Walking Time in Minutes</td>
</tr>
<tr>
<td>Additional Time for Street Lights</td>
</tr>
<tr>
<td>Total Walking Time</td>
</tr>
</tbody>
</table>

Walking Speed Range = 3 to 4 feet per second

Additional factors may include:

- presence of a sidewalk
- lateral separation from motor vehicle traffic
- barriers and buffers between pedestrians and motor vehicle traffic
- motor vehicle volume and composition
- effects of motor vehicle traffic speed
- driveway frequency and access volume
A total of 447± on-street spaces are located in the district. The on-street supply includes metered, timed and unregulated spaces.

<table>
<thead>
<tr>
<th>Metered</th>
<th>Timed</th>
<th>Unregulated</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>261</td>
<td>88</td>
<td>98</td>
<td>447</td>
</tr>
</tbody>
</table>

78 percent of the on-street supply is managed, 22 percent is unregulated.

Opportunity to increase on-street parking supply by approximately 100± to 130± spaces.

Opportunities on:
- Penn Circle West
- Penn Circle North
- Penn Circle East
- Harvard Street
- Beaty Street
- Penn Avenue
- Eva Street
A total of 3,591± off-street spaces are located in the district. The off-street supply includes publicly and privately owned facilities that vary in size and condition.

### Off-Street Parking Supply by Ownership

<table>
<thead>
<tr>
<th></th>
<th>Public</th>
<th>Private</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public</td>
<td>576</td>
<td>3,015</td>
<td>3,591</td>
</tr>
<tr>
<td>Private</td>
<td>16%</td>
<td>84%</td>
<td>100%</td>
</tr>
</tbody>
</table>

---

**Overview**
A total of 3,591± off-street spaces are located in the district. The off-street supply includes publicly and privately owned facilities that vary in size and condition.

<table>
<thead>
<tr>
<th>Off-Street Parking Supply by User Access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public</td>
</tr>
<tr>
<td>2,820±</td>
</tr>
<tr>
<td>79%</td>
</tr>
</tbody>
</table>
### EAST LIBERTY CIRCULATION AND MOBILITY ACTION PLAN
Phase One: Parking

####Actual Current Peak Parking Occupancy

<table>
<thead>
<tr>
<th>WEEKDAY - FRIDAY</th>
<th>Supply</th>
<th>8:00 AM</th>
<th>9:00 AM</th>
<th>10:00 AM</th>
<th>11:00 AM</th>
<th>Peak 12:00 PM</th>
<th>1:00 PM</th>
<th>2:00 PM</th>
<th>3:00 PM</th>
<th>4:00 PM</th>
<th>5:00 PM</th>
<th>6:00 PM</th>
<th>7:00 PM</th>
<th>8:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>PPA - Parking Lots</td>
<td>576</td>
<td>186</td>
<td>269</td>
<td>361</td>
<td>360</td>
<td>370</td>
<td>366</td>
<td>374</td>
<td>345</td>
<td>325</td>
<td>230</td>
<td>140</td>
<td>83</td>
<td>49</td>
</tr>
<tr>
<td>Occupancy Rate</td>
<td>32%</td>
<td>47%</td>
<td>63%</td>
<td>63%</td>
<td>64%</td>
<td>64%</td>
<td>65%</td>
<td>60%</td>
<td>56%</td>
<td>40%</td>
<td>24%</td>
<td>14%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Parking Surplus</td>
<td>390</td>
<td>307</td>
<td>215</td>
<td>216</td>
<td>206</td>
<td>210</td>
<td>202</td>
<td>231</td>
<td>251</td>
<td>346</td>
<td>436</td>
<td>493</td>
<td>527</td>
<td></td>
</tr>
<tr>
<td>Private Parking Lots</td>
<td>3,015</td>
<td>838</td>
<td>1,176</td>
<td>1,439</td>
<td>1,659</td>
<td>1,786</td>
<td>1,728</td>
<td>1,638</td>
<td>1,602</td>
<td>1,512</td>
<td>1,427</td>
<td>1,348</td>
<td>1,154</td>
<td>940</td>
</tr>
<tr>
<td>Occupancy Rate</td>
<td>28%</td>
<td>39%</td>
<td>48%</td>
<td>55%</td>
<td>59%</td>
<td>57%</td>
<td>54%</td>
<td>53%</td>
<td>50%</td>
<td>47%</td>
<td>45%</td>
<td>43%</td>
<td>38%</td>
<td>31%</td>
</tr>
<tr>
<td>Parking Surplus</td>
<td>2,177</td>
<td>1,839</td>
<td>1,576</td>
<td>1,356</td>
<td>1,229</td>
<td>1,287</td>
<td>1,377</td>
<td>1,413</td>
<td>1,503</td>
<td>1,588</td>
<td>1,667</td>
<td>1,861</td>
<td>2,075</td>
<td></td>
</tr>
<tr>
<td>On-Street Parking</td>
<td>447</td>
<td>107</td>
<td>159</td>
<td>179</td>
<td>177</td>
<td>206</td>
<td>196</td>
<td>176</td>
<td>175</td>
<td>166</td>
<td>156</td>
<td>131</td>
<td>112</td>
<td>105</td>
</tr>
<tr>
<td>Occupancy Rate</td>
<td>24%</td>
<td>36%</td>
<td>40%</td>
<td>40%</td>
<td>46%</td>
<td>44%</td>
<td>39%</td>
<td>39%</td>
<td>37%</td>
<td>35%</td>
<td>29%</td>
<td>25%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Parking Surplus</td>
<td>340</td>
<td>288</td>
<td>268</td>
<td>270</td>
<td>241</td>
<td>251</td>
<td>271</td>
<td>272</td>
<td>281</td>
<td>291</td>
<td>316</td>
<td>335</td>
<td>342</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>4,038</td>
<td>1,131</td>
<td>1,604</td>
<td>1,979</td>
<td>2,196</td>
<td>2,362</td>
<td>2,290</td>
<td>2,188</td>
<td>2,122</td>
<td>2,003</td>
<td>1,813</td>
<td>1,619</td>
<td>1,349</td>
<td>1,094</td>
</tr>
<tr>
<td>Occupancy Rate</td>
<td>28%</td>
<td>40%</td>
<td>49%</td>
<td>54%</td>
<td>58%</td>
<td>57%</td>
<td>54%</td>
<td>53%</td>
<td>50%</td>
<td>45%</td>
<td>40%</td>
<td>33%</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Parking Surplus</td>
<td>2,907</td>
<td>2,434</td>
<td>2,059</td>
<td>1,842</td>
<td>1,676</td>
<td>1,748</td>
<td>1,850</td>
<td>1,916</td>
<td>2,035</td>
<td>2,225</td>
<td>2,419</td>
<td>2,689</td>
<td>2,944</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEEKEND - SATURDAY</th>
<th>Supply</th>
<th>8:00 AM</th>
<th>9:00 AM</th>
<th>10:00 AM</th>
<th>11:00 AM</th>
<th>Peak 12:00 PM</th>
<th>1:00 PM</th>
<th>2:00 PM</th>
<th>3:00 PM</th>
<th>4:00 PM</th>
<th>5:00 PM</th>
<th>6:00 PM</th>
<th>7:00 PM</th>
<th>8:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>PPA - Parking Lots</td>
<td>576</td>
<td>62</td>
<td>72</td>
<td>79</td>
<td>93</td>
<td>99</td>
<td>104</td>
<td>103</td>
<td>105</td>
<td>90</td>
<td>81</td>
<td>74</td>
<td>58</td>
<td>54</td>
</tr>
<tr>
<td>Occupancy Rate</td>
<td>11%</td>
<td>13%</td>
<td>14%</td>
<td>16%</td>
<td>17%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>16%</td>
<td>14%</td>
<td>13%</td>
<td>10%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Parking Surplus</td>
<td>514</td>
<td>504</td>
<td>497</td>
<td>483</td>
<td>477</td>
<td>472</td>
<td>473</td>
<td>471</td>
<td>486</td>
<td>495</td>
<td>502</td>
<td>518</td>
<td>522</td>
<td></td>
</tr>
<tr>
<td>Private Parking Lots</td>
<td>3,015</td>
<td>548</td>
<td>671</td>
<td>785</td>
<td>974</td>
<td>1,058</td>
<td>1,047</td>
<td>1,039</td>
<td>1,027</td>
<td>971</td>
<td>885</td>
<td>792</td>
<td>590</td>
<td></td>
</tr>
<tr>
<td>Occupancy Rate</td>
<td>18%</td>
<td>22%</td>
<td>26%</td>
<td>32%</td>
<td>35%</td>
<td>37%</td>
<td>35%</td>
<td>34%</td>
<td>34%</td>
<td>32%</td>
<td>29%</td>
<td>26%</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Parking Surplus</td>
<td>2,467</td>
<td>2,344</td>
<td>2,230</td>
<td>2,041</td>
<td>1,957</td>
<td>1,890</td>
<td>1,968</td>
<td>1,976</td>
<td>1,988</td>
<td>2,044</td>
<td>2,130</td>
<td>2,223</td>
<td>2,425</td>
<td></td>
</tr>
<tr>
<td>On-Street Parking</td>
<td>447</td>
<td>21</td>
<td>28</td>
<td>42</td>
<td>49</td>
<td>59</td>
<td>72</td>
<td>68</td>
<td>55</td>
<td>64</td>
<td>57</td>
<td>54</td>
<td>58</td>
<td>49</td>
</tr>
<tr>
<td>Occupancy Rate</td>
<td>5%</td>
<td>6%</td>
<td>9%</td>
<td>11%</td>
<td>13%</td>
<td>16%</td>
<td>15%</td>
<td>12%</td>
<td>14%</td>
<td>13%</td>
<td>12%</td>
<td>13%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Parking Surplus</td>
<td>426</td>
<td>419</td>
<td>405</td>
<td>398</td>
<td>388</td>
<td>375</td>
<td>379</td>
<td>392</td>
<td>383</td>
<td>390</td>
<td>393</td>
<td>389</td>
<td>398</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>4,038</td>
<td>631</td>
<td>771</td>
<td>906</td>
<td>1,116</td>
<td>1,216</td>
<td>1,301</td>
<td>1,218</td>
<td>1,199</td>
<td>1,181</td>
<td>1,109</td>
<td>1,013</td>
<td>908</td>
<td>693</td>
</tr>
<tr>
<td>Occupancy Rate</td>
<td>16%</td>
<td>19%</td>
<td>22%</td>
<td>28%</td>
<td>30%</td>
<td>32%</td>
<td>30%</td>
<td>30%</td>
<td>29%</td>
<td>27%</td>
<td>25%</td>
<td>22%</td>
<td>17%</td>
<td></td>
</tr>
</tbody>
</table>

Approximately 1,700± parking spaces are unoccupied at noon during weekday peak conditions.

If these unoccupied spaces were replaced with structured parking, the spaces would cost $25M+ to construct, not including land costs.

These unoccupied spaces consume ~10 acres of space in the district.

Everyday these unoccupied spaces are underutilized and zoning requirements mandate that new development add to the supply.
### Evening Parking Occupancy – Weekday 8PM

<table>
<thead>
<tr>
<th>Type</th>
<th>On-Street</th>
<th>Public</th>
<th>Private</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supply</td>
<td>447</td>
<td>576</td>
<td>3,015</td>
<td>3,591±</td>
</tr>
<tr>
<td>Occupancy</td>
<td>105</td>
<td>49</td>
<td>940</td>
<td>1,094±</td>
</tr>
<tr>
<td>% Occupied</td>
<td>23%</td>
<td>9%</td>
<td>31%</td>
<td>27%</td>
</tr>
<tr>
<td>Surplus</td>
<td>342</td>
<td>527</td>
<td>2,075</td>
<td>2,944±</td>
</tr>
</tbody>
</table>

**Very Low Demand**

Approximately 2,900± parking spaces are unoccupied at noon on a weekday peak; 1,200 more spaces than weekday peak.
### Overview

#### Peak Parking Occupancy – Weekend 1PM

<table>
<thead>
<tr>
<th>Type</th>
<th>On-Street</th>
<th>Public</th>
<th>Private</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supply</td>
<td>447</td>
<td>576</td>
<td>3,015</td>
<td>3,591±</td>
</tr>
<tr>
<td>Occupancy</td>
<td>72</td>
<td>104</td>
<td>1,125</td>
<td>1,301±</td>
</tr>
<tr>
<td>% Occupied</td>
<td>16%</td>
<td>18%</td>
<td>37%</td>
<td>32%</td>
</tr>
<tr>
<td>Surplus</td>
<td>375</td>
<td>472</td>
<td>1,890</td>
<td>2,737±</td>
</tr>
</tbody>
</table>

#### Low Demand

Similar to weekday evening conditions, except parking demand is greater near major retailers.

Businesses, including restaurants, are driving parking demand on the weekend like the weekday.

During the weekend peak there are more than 2,700 spaces unoccupied, about 1,000± more vacant spaces than weekday peak conditions.
### Evening Parking Occupancy – Weekend 8PM

<table>
<thead>
<tr>
<th>Type</th>
<th>On-Street</th>
<th>Public</th>
<th>Private</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supply</td>
<td>447</td>
<td>576</td>
<td>3,015</td>
<td>3,591±</td>
</tr>
<tr>
<td>Occupancy</td>
<td>49</td>
<td>54</td>
<td>590</td>
<td>693±</td>
</tr>
<tr>
<td>% Occupied</td>
<td>11%</td>
<td>9%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Surplus</td>
<td>398</td>
<td>522</td>
<td>2,425</td>
<td>3,345±</td>
</tr>
</tbody>
</table>

#### Very Low Demand

Approximately 3,400± parking spaces are unoccupied during weekend evening peak conditions.

Current valet parking utilizes on-street spaces and one dedicated lot on block 8.
Summary – Current Parking Conditions

Peak Weekday - Daytime
• Peak Occupancy Rate 58 Percent
• Peak Period Between 11:00AM-2:00PM
• 1,676± Unoccupied Parking Spaces During Peak Conditions
• Average of 1,779± Unoccupied Parking Spaces Between 11:00AM and 2:00PM

Weekday - 8:00 PM
• Evening Occupancy Rate 27 Percent
• Current Evening Parking Demand Primarily Consists of Restaurant Patrons and Employees
• More Intense Parking Demand is Observed Near the Intersection of Highland Avenue and Penn Circle South.
• 2,944± Unoccupied Parking Spaces, 8:00 PM

Peak Weekend - Daytime
• Peak Occupancy Rate 32 Percent
• Peak Period Between 12:00PM-2:00PM
• 2,737± Unoccupied Parking Spaces During Peak Conditions
• Average of 2,793± Unoccupied Parking Spaces Between 12:00PM and 2:00PM

Weekend - 8:00 PM
• Evening Occupancy Rate 17 Percent
• Parking Demand Similar to Weekday Evening Conditions.
• 3,345± Unoccupied Parking Spaces Near 8:00PM

Conclusion
• A significant amount of unoccupied spaces (surplus of parking supply) exists during peak weekday and weekend conditions.
• Surplus of parking supply: The number of unoccupied parking spaces documented during observation periods.
• The issue is not a lack of supply, rather it is the lack of access to the available supply. There are physical and programmatic barriers to parking; but perhaps even more importantly there is a perception of lack of access.
Known Developments – 6 to 36 Months

1. **Walnut on Highland**
   - Summer 2013
   - 147 Apartments
   - 5,500 SF Retail
   - 180 Parking Spaces

2. **Alpha 1**
   - Winter 2014
   - 40,000 SF Office
   - 9,500 SF Retail

3. **East Liberty Place South**
   - Spring 2014
   - 60 Apartments
   - 10,000 SF Retail
   - 5,000 SF Restaurant
   - 32 Parking Spaces

4. **ACE Hotel**
   - Fall 2014
   - 63 Rooms
   - 43-Seat Café / Bar
   - 120-Seat Restaurant
   - 2,400 SF Conference
   - 4,400 SF Reception

5. **Odeon**
   - Spring 2015
   - 56 Apartments
   - 4,482 SF Restaurant
   - 421-Seat Cinema
   - 47 Parking Spaces

6. **Eastside 3 & 4**
   - Summer 2015
   - 360 Apartments
   - 49,000 SF Retail
   - 5,000 SF Restaurant
   - 595 Parking Spaces

7. **Indigo Hotel**
   - Fall 2015
   - 137 Rooms
   - Dining Facility
   - Retail Space
Shared Parking – Definition

Shared parking analysis, in accordance with the Urban Land Institute’s (ULI) Shared Parking, is the generally accepted methodology for determining the appropriate parking supply for a mixed-use development. Shared parking is the use of a parking space by vehicles generated by more than one land use. The ability to share parking spaces is the result of two conditions:

- Variations in the accumulation of vehicles by hour, by day or by season at the individual land uses.
- Relationships among the land uses that result in visiting multiple land uses on the same auto trip.

For example, office buildings require parking spaces during daytime hours on weekdays, while restaurants and residential buildings have peak parking needs during the evening and weekends.
### Potential Development 5-Year Build Out With Shared Parking Strategy

<table>
<thead>
<tr>
<th>Weekday Peak Demand</th>
<th>Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Year Build Out Parking Demand</td>
<td>563</td>
</tr>
<tr>
<td>Projected District Demand at 12:00PM Peak with Planned Developments</td>
<td>3,187</td>
</tr>
<tr>
<td>Total Demand at 12:00PM Peak</td>
<td>3,750</td>
</tr>
<tr>
<td>Total Supply</td>
<td>4,892</td>
</tr>
<tr>
<td>Projected Parking Surplus/(Deficit)</td>
<td>1,142</td>
</tr>
</tbody>
</table>

- **Parking Rates:** Neutral
- **District Parking Occupancy Rate:** 76%

Assume development occurs on blocks: 8, 11, 13, 18, 19, 20, 24

**General Program Assumptions:**
- 100,000 SF Retail
- 260,000 SF Office
- 90,000 SF Multi-Housing

Significant amount of new parking demand could be absorbed by existing parking supply if that supply is opened to the general public.

Parking spaces may be displaced by new development and it is expected that that new parking would be built as part of larger scale developments.
Potential Development 10-Year Build Out With Shared Parking Strategy

<table>
<thead>
<tr>
<th></th>
<th>Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday Peak Demand</td>
<td></td>
</tr>
<tr>
<td>10-Year Build Out Parking Demand</td>
<td>1,660</td>
</tr>
<tr>
<td>5-Year Build Out Parking Demand</td>
<td>563</td>
</tr>
<tr>
<td>Projected District Demand at 12:00PM Peak with Planned Developments</td>
<td>3,187</td>
</tr>
<tr>
<td>Total Demand at 12:00PM Peak</td>
<td>5,410</td>
</tr>
<tr>
<td>Total Supply</td>
<td>4,892</td>
</tr>
<tr>
<td>Projected Parking Surplus/(Deficit)</td>
<td>(518)</td>
</tr>
</tbody>
</table>

Parking Rates: Neutral

Assume development occurs on blocks: 6, 10, 12, 14, 15, 17, 21, 25, 28, 35

General Program Assumptions:
- 280,000 SF Retail
- 665,000 SF Office
- 630,000 SF Multi-Housing

Projections represent large scale, new development generating more parking demand than supply. Displacement of existing supply would occur. Assume that at least replacement parking would be built with new development, and an economically feasible surplus.

In the long term, a strategy may focus on new parking being built as part of new development and being shared to maximize parking efficiency within the district.
### Potential Development 15-Year Build Out With Shared Parking Strategy

<table>
<thead>
<tr>
<th>Weekday Peak Demand</th>
<th>Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-Year Build Out Parking Demand</td>
<td>400</td>
</tr>
<tr>
<td>10-Year Build Out Parking Demand</td>
<td>1,660</td>
</tr>
<tr>
<td>5-Year Build Out Parking Demand</td>
<td>563</td>
</tr>
<tr>
<td>Projected District Demand at 12:00PM Peak with Planned Developments</td>
<td>3,187</td>
</tr>
<tr>
<td>Total Demand at 12:00PM Peak</td>
<td>5,810</td>
</tr>
<tr>
<td>Total Supply</td>
<td>4,892</td>
</tr>
<tr>
<td>Projected Parking Adequacy Surplus/(Deficit)</td>
<td>(918)</td>
</tr>
</tbody>
</table>

### Parking Rates
Neutral

Assume development occurs on blocks: 22, 27, 34, 35.

General Program Assumptions:
- 55,000 SF Retail
- 220,000 SF Office
- 200,000 SF Multi-Housing

Maximizing parking resources by sharing and use of alternative modes are desirable, even necessary for the district to maximize its economic potential.

It is in the short term and long term interest to share parking to help redevelop the district. Otherwise it cannot reach its full potential.
Summary – Future Shared Parking Conditions

### Planned Developments
- Projected Peak Occupancy Rate of 65± Percent.
- 1,705± Vacant Parking Spaces During Peak Conditions on a Weekday at 12:00PM
- All Developments but Alpha 1 Peak During Evening Hours, When Parking Demand in the District is Lowest.

### Potential 5-Year Build Out
- Projected Peak Occupancy Rate of 77± Percent
- 1,142± Vacant Parking Spaces During Peak Conditions on a Weekday at 12:00PM

### Potential 10-Year Build Out
- Projected Peak Demand Exceeds the Available Supply by 518± Spaces.
- Assumes No Additional Parking is Built, Only Replacement of Displaced Supply.

### Potential 15-Year Build Out
- Projected Peak Demand Exceeds the Available Supply by 918± Spaces.
- Assumes No Additional Parking is Built, Only Replacement of Supply.

## Conclusion

- Initial development will need to use existing parking supply although relatively modestly. But overall the use of existing parking will allow some new development to move forward e.g. Alpha I, Odeon, Ace Hotel.

- 5-Years – The nature of development changes and over time and the parking district gains traction to enforce the principles of a shared parking. The future developments would be entering a district that operates as a consolidated, comprehensive, and market based parking system.

- 10 to 15 Years – Structured parking will be needed to accommodate future demand, if the potential maximum built-out assumptions come to fruition. The market should determine the quantity of supply built.
* Quarterly monitoring of parking demand is recommended to determine appropriate pricing schedules for on-street meters and off-street facilities in East Liberty.


---

**Overview**

Max 10-Year Build Out
Optimal Pricing Strategy by Zone

### ZONE A

<table>
<thead>
<tr>
<th></th>
<th>On-Street Meters</th>
<th>Off-Street</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Projected Rate</strong></td>
<td><strong>Current Rate</strong></td>
<td><strong>Difference</strong></td>
</tr>
<tr>
<td>8:00AM – 6:00PM</td>
<td>$2.50</td>
<td>$1.00</td>
</tr>
<tr>
<td>6:00PM – 10:00PM</td>
<td>$2.00</td>
<td>$0.00</td>
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<tr>
<td>10:00PM – 8:00AM</td>
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</tr>
<tr>
<td>Monthly Permit</td>
<td>$200.00</td>
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</table>

### ZONE B

<table>
<thead>
<tr>
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<th>On-Street Meters</th>
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<tr>
<td>Monthly Permit</td>
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</tbody>
</table>

---

*Quarterly monitoring of parking demand is recommended to determine appropriate pricing schedules for on-street meters and off-street facilities in East Liberty.*
**Overview**

Max 15-Year Build Out
Optimal Pricing Strategy by Zone

### ZONE A

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<th>On-Street Meters</th>
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</tr>
</thead>
<tbody>
<tr>
<td>8:00AM – 6:00PM</td>
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<tr>
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</tbody>
</table>

**Off-Street**

<table>
<thead>
<tr>
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</tr>
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<td>10:00PM – 8:00AM</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

**Monthly Permit**

- **ZONE A**
  - $240.00
  - $60.00
  - $180.00

### ZONE B

<table>
<thead>
<tr>
<th></th>
<th>On-Street Meters</th>
<th>Current Rate</th>
<th>Difference</th>
</tr>
</thead>
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<td>10:00PM – 8:00AM</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

**Monthly Permit**

- **ZONE B**
  - $240.00
  - $60.00
  - $180.00

### Peak Demand

- **Projected Peak Occupancy Rate**
  - Zone A: 85%
  - Zone B: 85%

---

*Quarterly monitoring of parking demand is recommended to determine appropriate pricing schedules for on-street meters and off-street facilities in East Liberty.*
### Summary of Projected Optimum Pricing Strategy

<table>
<thead>
<tr>
<th></th>
<th>CURRENT</th>
<th>5 YEARS</th>
<th>10 YEARS</th>
<th>15 YEARS</th>
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</thead>
<tbody>
<tr>
<td><strong>ZONE A</strong></td>
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<tr>
<td>Off-Street</td>
<td>$1.00</td>
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<td>$1.00</td>
<td>$1.00</td>
</tr>
<tr>
<td>6:00PM – 10:00PM</td>
<td>$0.50</td>
<td>$1.00</td>
<td>$0.50</td>
<td>$1.00</td>
</tr>
<tr>
<td>10:00PM – 8:00AM</td>
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<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Monthly Permit</td>
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<td>$60.00</td>
<td>$90.00</td>
<td>$140.00</td>
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<tr>
<td><strong>ZONE B</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Off-Street</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$1.00</td>
</tr>
<tr>
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<tr>
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<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Monthly Permit</td>
<td>$150.00</td>
<td>$60.00</td>
<td>$90.00</td>
<td>$140.00</td>
</tr>
</tbody>
</table>

- Quarterly monitoring of parking demand is recommended to determine appropriate pricing schedules for on-street meters and off-street facilities in East Liberty.
- **Zone A** is South of Penn Avenue; **Zone B** is North of Penn Avenue.
**Summary of Pricing Policy**

**Implement Performance-Based Pricing to Manage Demand**

The primary strategy of performance-based pricing is to set rates and policies to **better manage demand** and **maximize the use of existing supply**. Key components of performance-based pricing include:

- Set policy and rates to achieve a specific goal defined by a target parking occupancy rate of 80 to 90 percent.
- The successful implementation of a performance-based pricing policy can be enhanced with technology that tracks the collection of data and drives adjustments to parking rates. The installation of multi-space meters (MSM) in East Liberty will help support the implementation of performance-based pricing policy.
- Regular (quarterly) monitoring of parking demand characteristics is strongly recommended to determine appropriate pricing schedules for on-street meters and off-street facilities in East Liberty.
- Parking rates should be allowed to vary across a variety of dimensions. One dimension should be geographical, as some areas of East Liberty will have greater parking demand than others. Rates should also vary by time of day due to variations in demand, which is already a common practice as meter rates are in effect during daytime hours and overnight parking is provided at no cost.
- Monthly parking rates, at minimum, should be set in accordance with hourly parking rates. Monthly parking rates at facilities where demand is greatest should be set at a premium.
- The parking district is divided into two zones: Zone A and Zone B. Demand for parking in Zone A is currently greater than in Zone B. The two zones represent sub-markets where parking demand levels vary based on the intensity of development. In the future, pricing adjustments in zones should be considered based on differences in demand.

---

**Current Rates**

**Near-Term Rate Strategy**

<table>
<thead>
<tr>
<th>ZONE A</th>
<th>On-Street Meters</th>
<th>Projected Rate</th>
<th>Current Rate</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00AM – 6:00PM</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$0.00</td>
<td></td>
</tr>
<tr>
<td>6:00PM – 10:00PM</td>
<td>$1.00</td>
<td>$0.00</td>
<td>$1.00</td>
<td></td>
</tr>
<tr>
<td>10:00PM – 8:00AM</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
</tr>
</tbody>
</table>

| Off-Street | 8:00AM – 6:00PM | $0.50 | $1.00 | ($0.50) |
| 6:00PM – 10:00PM | $0.50 | $1.00 | ($0.50) |
| 10:00PM – 8:00AM | $0.50 | $0.00 | $0.50 |

| Monthly Permit | $100.00 | $60.00 | $40.00 |

<table>
<thead>
<tr>
<th>ZONE B</th>
<th>On-Street Meters</th>
<th>Projected Rate</th>
<th>Current Rate</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00AM – 6:00PM</td>
<td>$1.00</td>
<td>$1.00</td>
<td>$0.00</td>
<td></td>
</tr>
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</tr>
</tbody>
</table>

| Off-Street | 8:00AM – 6:00PM | $0.50 | $1.00 | ($0.50) |
| 6:00PM – 10:00PM | $0.00 | $1.00 | ($1.00) |
| 10:00PM – 8:00AM | $0.00 | $0.00 | $0.00 |

| Monthly Permit | $90.00 | $60.00 | $30.00 |
There are numerous locations in East Liberty that could accommodate structured parking. Walker Parking Consultants reviewed potential development sites identified in the 2009 Tim Haahs East Liberty Parking Study. Market conditions in East Liberty have changed since 2009 and some identified development sites are no longer an option. Shown in the figure to the right are potential development sites that combine previously identified locations by Tim Haahs and new locations identified by Walker.

### Conceptual Estimate of Probable Construction Costs

<table>
<thead>
<tr>
<th>Location</th>
<th>Base Structure</th>
<th>Design Premium</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Structured Parking per Space</td>
<td>$16,500</td>
<td>$3,500</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

Assumption: Flat floor plate design of structured parking facility to allow for future reuse.