



Ayers Saint Gross
1040 Hull Street, Suite 100
Baltimore, Maryland 21230
410 347 8500

60 E. Rio Salado Pkwy, Suite 701
Tempe, Arizona 85281
480 921 1515

1100 First Street NE, Suite 800
Washington, DC 20002
202 628 1033

www.asg-architects.com

Project Name: University of Pittsburgh Master Plan

ASG Project #: 21735

Subject: Wayfinding/Public Realm/Landscape

Date: Wednesday, September 27, 2017

Strengths

- Good landscape, welcoming public realm
- Dead space has been addressed and reactivated
- Friendliness, willingness to help
- Eclectic architectural styles, variety, not what students are expecting, cool buildings
- Quality of maintenance on Pitt owned spaces very high
- Pitt sign
- Some architectural gems that are irreplaceable, was originally a civic space now enveloped by the campus
- No hard boundary between campus and neighborhood, it's all one, a lack of gates "the city is our campus"
- Lots of landmarks, the Cathedral especially is a focal point for the campus and entire community
- Space between Chapel and Cathedral, playground for active and passive recreation, lots of recreational opportunities, the green space is really coveted
- Panther statue
- Student pride, sense of place, people wearing Pitt stuff
- Proximity to CMU, which is a different type of campus
- Urban campus, how to identify it? What is it like to the visitor? It still is important to identify boundaries via cues and clues (example, lamppost style marks Pitt campus) What is it and where is it?
- Campus evolution

Weaknesses

- One-way streets can be an issue, confusion
- Aggressive drivers and passive pedestrians, students looking at their phones
- Crosswalk opportunities?
- Parking, for guests and visitors, most come by car
- Wayfinding: how to get people circulate more efficiently through the district and to help get out of car

Opportunities

- Business improvement district – continuity, commercial district should be more vibrant
- Wayfinding was #1 lacking, kiosks, directional signs for pedestrians, City, SW Penn commission for Wayfinding programs
- Oakland "dynamic parking" real time where spaces are, install along 5th and Forbes
- Lack of continuity of wayfinding signage; how to clean up clutter and also not be redundant
- Carnegie museum, how to be more responsible to its surroundings



- Reinforce identity of campus via information signage or public art, message the things that are being done here, but not necessarily in a heavy handed way, looking into branding
- Treatment of surface and ground plane

Threats

- How do the buildings interface the public realm? What does Pitt want to see?
- Sometime there's not a lot of public realm to work with, distance from building face to street