Connecting the Community

February 4, 2009

Two optional project elements were explored. Penn Avenue exterior improvements and a new interior connection between the floors. These could be pursued as part of phase one or phase two.

Become a street participant, increasing visibility of the activity within the building, by replacing dark windows with “clear vision” glass.

Greenscape layer to provide a landscaped and cared for street interface.

Create a pedestrian friendly Penn Avenue

Mark the new Chatham Entry with a vertical break in the long horizontal building pattern.

Pull the park-like settings across the line of Penn Avenue.

Busy “24-7” energized street.
Community Goals

In anticipation of development on Penn Avenue, a community effort in 2007 and 2008 developed the Bakery Row Vision Plan. The plan focused upon reconstructing a neighborhood street grid over time to accommodate traffic and create a more connected community, including connection to North Point Breeze and Larimer over time. Other themes include minimizing impact on Mellon Park, increasing use of alternative transportation, and making roads, crossings, and sidewalks more pedestrian friendly.

Three zones of the vision plan have particular bearing upon Chatham’s property. Each zone established goals summarized below.

The report was prepared by Pfaffman + Associates.

ZONE 2: Reizenstein School Site
A. Reconnect the Residential area with Penn Avenue
B. New zoning use
C. Strong streetscape connections to the residential neighborhoods
D. Address Parking need on this site

ZONE 3: Penn Avenue From East Liberty Blvd. to 5th Avenue
A. Minimize Impact of Traffic Related Improvements
B. Maximize return on Tax Incrementation Financing
   - Mellon Park
   - Pedestrian Improvements
C. Neighborhood Connections must avoid socio-economic isolation and automobile dependency

ZONE 4: Penn & Fifth
A. Connect to Surrounding Neighborhoods
B. Develop Large Mixed Use Properties with:
   - Internal Circulation Streets
   - Parking Structures away from the Park
C. Strong Connection to
   - McPherson Boulevard
   - Thomas Boulevard
The “Eds and Meds” of the city project their identity to the street using public art, student activity, and celebratory architecture.

1. Children’s Hospital demo’d the garage in order to face the street.
2. Windows, entrances, and artwork on the downtown streets.
3. Architectural icons establish aspirations and identity.
4. Student activity at intersections increase appeal and interest.
The facade of the eastside building could be humanized in order to better project the image of Chatham University and connect across Penn to Mellon Park.

The heavily trafficked intersection of Penn and Fifth Avenue presents a future challenge.

- Public Identity
- Point of Entry
- Branding
- Visibility
- Chatham Image
- Signature
- Public Connectivity

**Identity Impact**

**Connect 'people w/ Chatham University (as a whole)**

**Connect the 'place' with the Chatham Community (as a whole)**

**Physical Presence**
- **NEW IDENTITY "LAYER"**

**Existing Chatham Campus Identity**
RESTORING BALANCE

"It is a wholesome and necessary thing for us to turn again to the earth and in the contemplation of her beauties to know of wonder and humility" - Rachel Carson
CONFLUENCE OF CHANGE

1. Bakery Square Development
   - Opening 2010

2. Urban Retail Development
   - Currently under construction

3. East Liberty Development Guidelines
   - Currently informing new development to restore the street grid

4. Baum / Center Corridor
   - Hospital and retail revitalization

Chatham Eastside sits at the intersection of the urban commercial buildings of East Liberty and the balanced tree covered neighborhood and park space of the East End.
MAKING THE CONNECTION

In order to connect the Chatham Identity from Campus to Campus:
Foster visible student activity within and along the front of the building
Change the street to improve the pedestrian experience
Expand the role of landscape surrounding the building
Incorporate banners, lighting, and architectural features that increase the richness of the place
Work to improve other portions of Fifth Avenue between the main campus and the Eastside campus

1. Fifth Avenue Street View
2. Fifth Avenue as the tree lined edge disappears
3. Foliage foreground for the campus
4. Planting at Penn Avenue Street Edge
5. Identity banners
A Closer Look

Campus Components:

- **Campus Visibility** - Chatham Brand Identity
- **Sense of Community** - Collegial Environment
- **Strong Connections** to the Surrounding Fabric
- **Increased Transparency** - "Approachable"
- **Arrival and Entry Sequence** - Clear to users and visitors
- **Maximize Use of High Value Spaces**
- **Long Term Vision**
  - Sustainable Architecture
  - Quality Human Environment
  - Environmental Impact
Site Specific

Site Observations:

- Circulation and way-finding is difficult
- No connection between Penn Avenue (primary entrance) and the parking lot. Penn entry is not used.
- Rear facade is not welcoming yet acts as the primary entrance for users and visitors
- Parking space dimensions do not meet current Pittsburgh zoning ordinance requirements
- MSA shuttle waits near the rear entry with the engine running

PARKING

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<th>REQUIRED PARKING</th>
<th>600</th>
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<td>(Based on existing occupancy)</td>
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<tr>
<td>STANDARD (60%)</td>
<td>300</td>
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<tr>
<td>COMPACT (40%)</td>
<td>200</td>
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</table>

EXISTING PARKING TOTAL 548

| STANDARD         | 282  |
| (13 MC2)         |      |
| COMPACT          | 256  |
CREATE A CAMPUS

Site Goals:

- Create a visible Chatham identity with the creation of a new entrance and signage
- Connection Penn Avenue and the parking area
- Improve pedestrian and vehicular circulation on the site
- Separate shuttle and service access from the new Chatham parking lot entry
- Soften the urban landscape with additional plantings

| PARKING |
|-----------------|-----------------|-----------------|
| REQUIRED PARKING | (Based on initial occupancy) | 455 |
| Educational 1 per 800 sf = 75 |
| Office 1 per 500 sf = 360 |
| PARKING TOTAL | 468 |
CREATE A CAMPUS

The first two phases will create a connection through the building that will be light filled and activated by all of the program uses that surround this green corridor. The first phase will occupy areas closest to Penn Avenue and the second phase will address the interior of the lot.

Campus Goals:

1 Urban Presence:
Create an identifiable Chatham campus presence in the surrounding community.

2 New Entry Focal Points:
A - New identifiable “north” parking accessible entrance on grade.
B - New Penn Avenue “on grade” accessible mezzanine level entry.

3 Create a Common Path:
Improve the circulation “wayfinding” by creating a shared path through the building from Penn Avenue to the North Parking area.

4 Upper Campus Quad:
Create a central “heart” that brings in natural light, improves department visibility and provides a sense of gathering and activity.

5 Lower Campus Quad:
The open two story space with overlooks and terrace-like spaces relates to the “lower quad” atmosphere and connects to the green space outside.

6 Outdoor Garden Gathering Place:
Create a green plaza that relates to Chatham University Campus, creates a shuttle and student area, and provides an indoor / outdoor space.

7 Site Improvements:
Exterior site improvements including landscaping, Chatham signage, and parking improvements.
CREATE A COOL CITY CAMPUS

CHATHAM MAIN CAMPUS

STUDIO ARTS ON THE QUAD
- Connect the studio arts to the Gallery and Coffee Shop
- Minimal renovation to Woodland to accommodate arts programs
- Dilworth space available to accommodate on campus growth needs

CHATHAM EAST SIDE CAMPUS

URBAN CAMPUS CENTER
- Accommodate both graduate and undergraduate programs (PA, PT, OT, LA, ID)
- Create a "campus scene" with the activation of the building and site
- Extend Chatham image / identity

CHATHAM EDEN HALL FARMS CAMPUS

CONSERVATION AND STEWARDSHIP
- Conserve the landscape and natural resources
- Evaluate possibilities for growth and future use of the campus
NEW FACE FORWARD

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PLAN STUDY

SPREADING INVESTMENT

EASTSIDE SCOPE:

• Interior renovations for MSCP and Health Sciences programs
• New Penn Avenue entry
• IT server area with raised floor
• Campus Facilities occupies the utility area

UPPER LEVEL
PROGRAM COMPONENTS:
• MSCP
• IT
• Health Sciences

Subtotal 14,128sf

• Future Expansion

29,860 sf

MEZZANINE
PROGRAM COMPONENTS:
• Health Sciences (PA, PT, OT)

39,682 sf

LOWER LEVEL
PROGRAM COMPONENTS:
• Facilities
• Available

Total 58,121sf

4,311sf

3,750 sf
THE HEART OF IT ALL

Overlook space for **see and be seen** interaction. Individual and group meeting spaces.

Bridges create **cross flow interaction** between program spaces.

Lower ceiling space creates an **intimate place**.

*Skylight above the common space creates a light and airy environment*

*Screen provide privacy to classrooms and continues the greening through of the landscape.*

*Dramatic evening ambience is provided through the integration of vertical light poles similar to the main campus.*

*Stair provides an energizing connection between floors.*

*A place to gather for classroom breakouts and events.*

*“If facts are seeds that later produce knowledge and wisdom, the emotions and the impressions of the senses are the fertile soil in which the seeds must grow.”*
- Rachel Carson
Bay by Bay

Moving through the central path will be like walking through the original campus with views to the sky surrounded by the activity of program spaces.

1. **Point of Arrival** at a well-defined and “welcoming” entry.
2. **Get Oriented** at the entry area and cafe space.
3. **The Big Picture** view to see how it all comes together. Step into an active environment that unifies the place.
4. **Move On Up** to the overlook space meeting and contemplative study.
5. **Look Out** to the park and sky reconnecting with the exterior, providing the “long view” from the depot spaces.
Greening Through

Cool City Campus:

- **Open the Box**
  Increase natural light / improve views through spaces

- **Collaborative Environment**
  Create an interior campus space with views and connections between floors to various departments and activities

- **Movement Through**
  Opportunities for informal gathering along a central path

- **Uplifting** space
  Open space connects the three floors providing an awareness of

A larger opening creates a link between interior and exterior green spaces

Opened to Mezzanine
Level beyond

Building Cut Away to show Interior Space

3rd Floor occupied by SNC (existing tenant)
To be opened up for phase II and III.

Communicating Stair and Skylight

New Entry addition

Elevator shaft

Greenway connection

Indoor / Outdoor connection
The unified approach to Chatham Eastside will create a new campus within and around the current building, significantly elevating Chatham University’s urban presence.

**THE HEART OF IT ALL**  The mezzanine lobby looking up to the top floor

**WELCOME TO CHATHAM EASTSIDE**  The second phase entrance and garden plaza will create an interior and exterior urban oasis.