

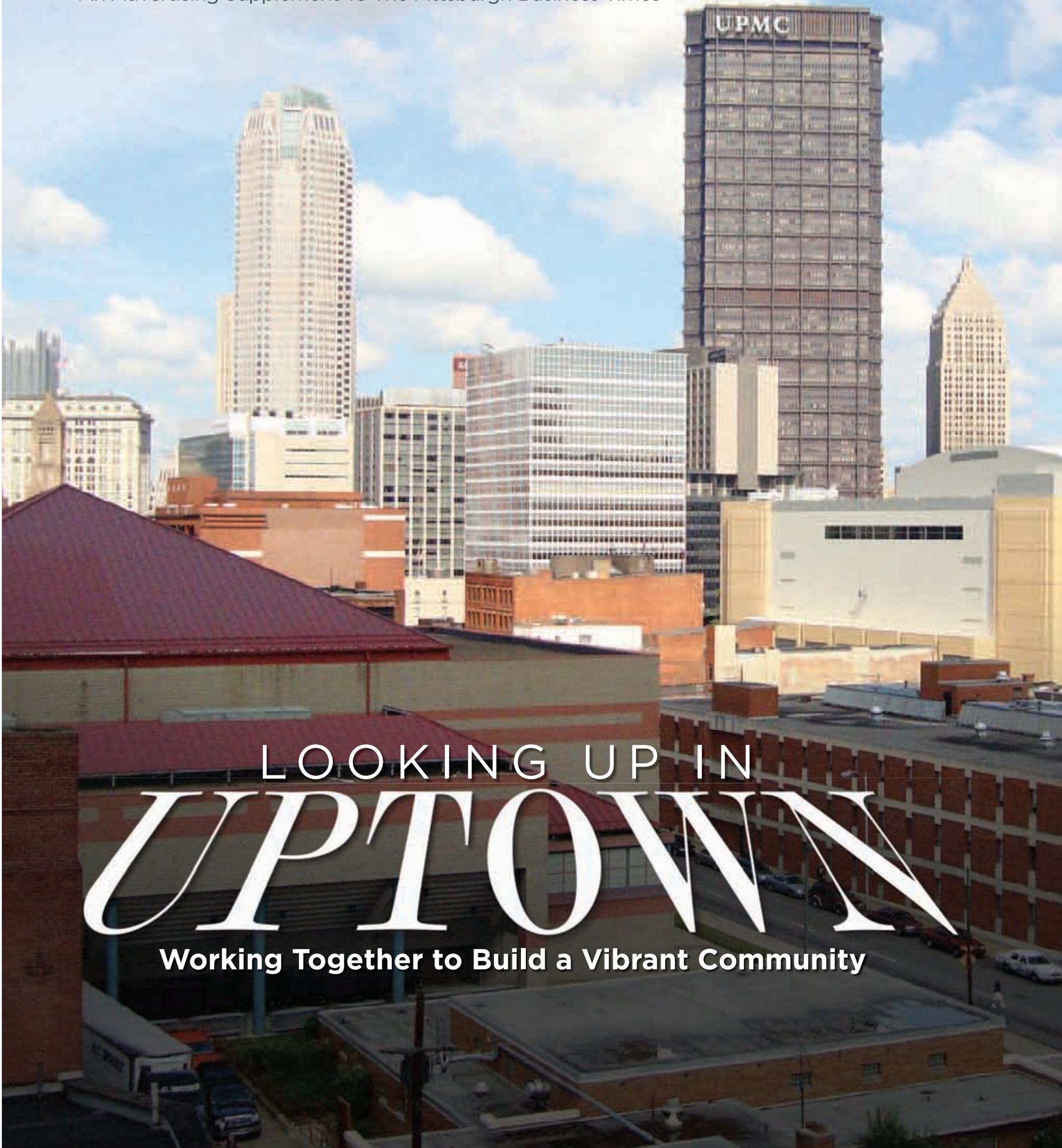
# POSITIVELY PITTSBURGH

SUMMER 2010

An Advertising Supplement To The Pittsburgh Business Times

## LOOKING UP IN *UPTOWN*

**Working Together to Build a Vibrant Community**





## Letter from the **MAYOR**

Uptown is a neighborhood poised for incredible transformation. Situated between our two major centers of commerce, Downtown and Oakland, its optimal location and organized stakeholders make this a natural center for development.

Our goal is to transform Uptown into a green, sustainable, mixed-use neighborhood and realize its full potential. Our public-private partnership with Uptown Partners and other stakeholders such as Duquesne University, University of Pittsburgh Medical Center, Pittsburgh Central Keystone Innovation Zone, Penn State Cooperative Extension and the Pittsburgh Penguins, is key to achieving our goal.

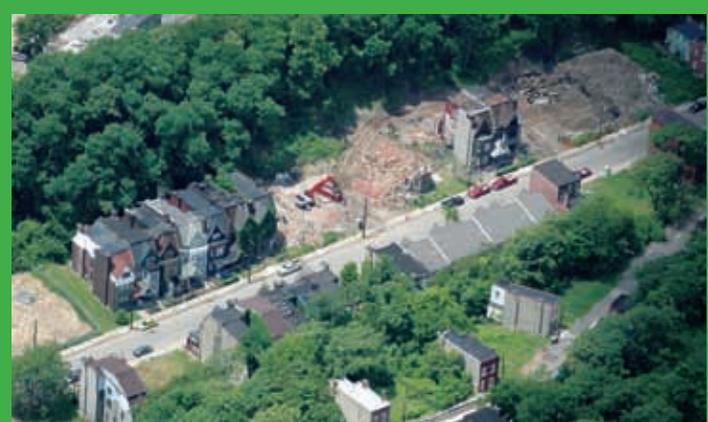
Many exciting projects are in place or planned for this historic and growing community. The new Consol Energy Arena, development plans for UPMC Mercy, the expansion of Duquesne University, redevelopment of Fifth Avenue High School and other new housing plans are just a few of the initiatives propelling Uptown's revitalization.

We hope that this publication will shed some light on the numerous assets of this unique neighborhood and aid in its transformation from a pass-through to a thriving and vibrant destination.

Sincerely,

A handwritten signature in blue ink that reads "Luke Ravenstahl". The signature is fluid and cursive.

Luke Ravenstahl  
Mayor, City of Pittsburgh



*"Many exciting projects are in place or planned for this historic and growing community. The new Consol Energy Arena, development plans for UPMC Mercy, the expansion of Duquesne University, redevelopment of Fifth Avenue High School and other new housing plans are just a few of the initiatives propelling Uptown's revitalization."*

## A Message from the URA

Over the past four decades, Pittsburgh's economy has evolved to include a robust range of industries including finance and banking, biotech and life sciences, digital media, robotics and nanotechnology which have attracted a diverse and highly educated workforce. This transformation didn't happen by accident, but with thoughtful strides taken by community, business and government.

Uptown has quickly become the area poised to accommodate this new regional growth, as it is home to the new Consol Energy Center, Duquesne University and University of Pittsburgh Medical Center.

A community of diverse stakeholders have come together to create a vision for Uptown that unites people, institutions and assets, which allows us to guide its future for everyone's shared benefit.

This neighborhood offers developers and investors valuable opportunities from available former industrial properties, to the renovation of historic commercial buildings within walking distance of Downtown, and unique residences nestled into green hillsides.

Market studies show that the new arena will attract 1 million pedestrian visitors to Uptown annually, and with a real connection to Downtown, Uptown could support 200,000 square feet of medical office space as well as nearly 200 units of student housing.

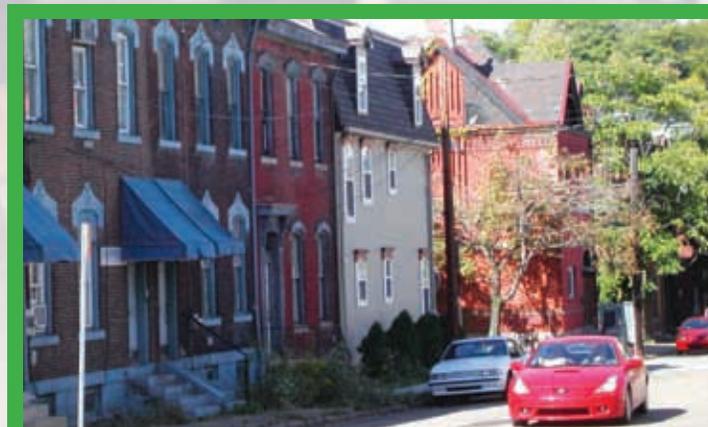
The URA, along with other governmental and non-profit agencies, is committed to working with the Uptown stakeholders to realize their shared vision for community improvement.

We invite you to learn more about this evolving neighborhood and to find your perfect opportunity to partner with us in its transformation.

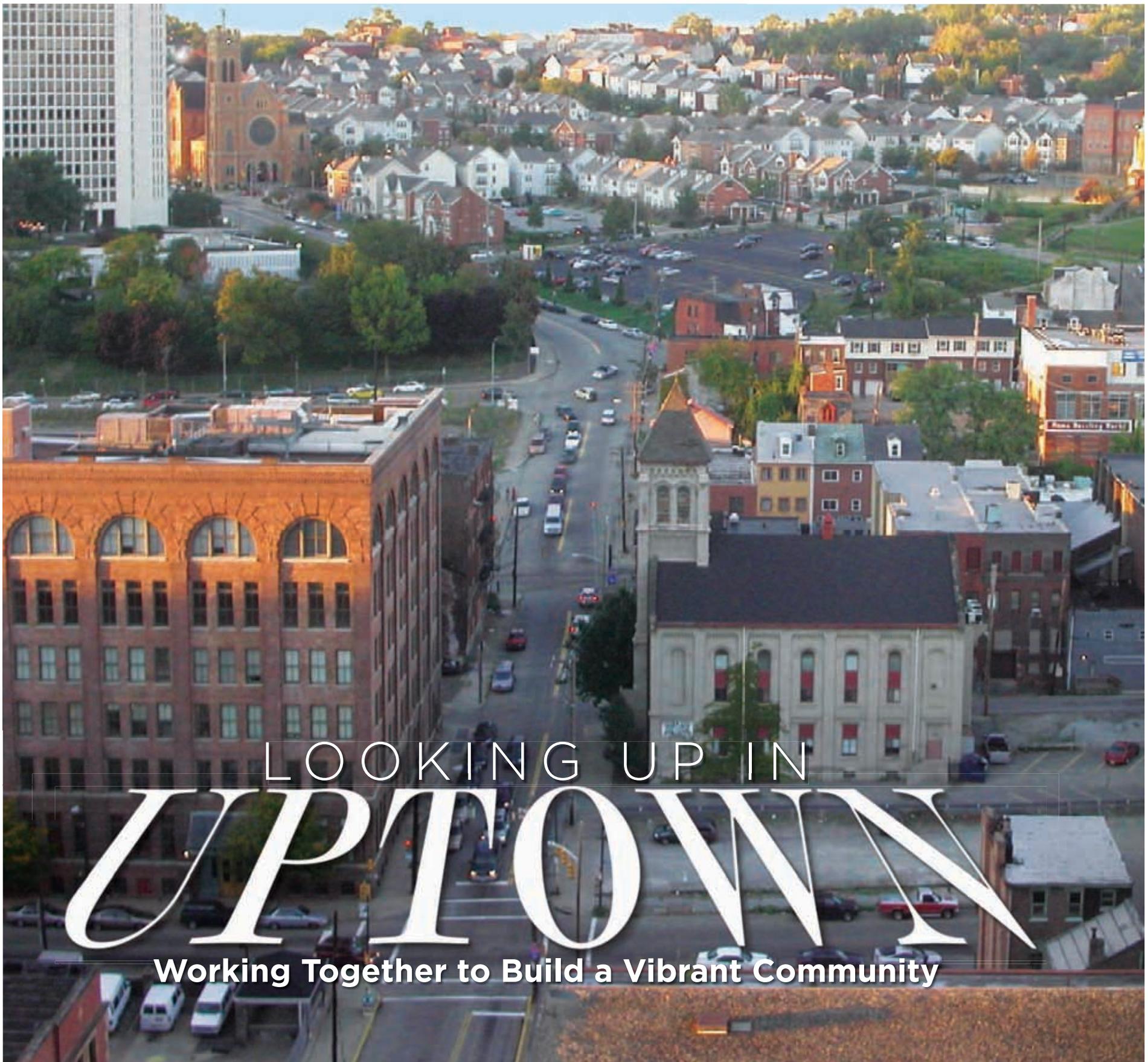
Sincerely,



Rob Stephany, Executive Director  
Urban Redevelopment Authority



*"This neighborhood offers developers and investors valuable opportunities from available former industrial properties, to the renovation of historic commercial buildings within walking distance of Downtown, and unique residences nestled into green hillsides."*



*Even if you haven't spent much time in Uptown, chances are you have at least driven through it.*

An estimated 44,000 transit riders each day travel the Downtown-Uptown-Oakland corridor, with the busy Uptown portion stretching between two of the largest economic activity centers in the state.

"We need to give people a reason to stop and take advantage of what the neighborhood has to offer, so it becomes a destination point, not just a pass-through," said Jeanne McNutt, executive director of Uptown Partners, a community development group focused on the revitalization of that neighborhood.

She is not alone; development of the Uptown is a priority for many stakeholders, from community development groups, to elected officials, to residents, to businesses and more.

For City of Pittsburgh Mayor Luke Ravenstahl, there are many reasons why he sees initiatives in Uptown as a priority – its optimal location, a relatively flat topography that offers great views with a solid and historic

housing market, easy access to major employment centers, walkability and accessibility to public transportation.

"Our goal is to make Uptown a green, sustainable, mixed-use neighborhood and realize all the potential it has and capitalize on the wonderful location it has," Ravenstahl said.

While the residential population in Uptown has dwindled to just 700, there is a large student population of 3,500, many of them students at Duquesne University, another key stakeholder in the effort.

Duquesne has worked closely with Uptown Partners, helping to attract businesses and promote neighborhood safety and beautification as the university extends its outreach through Uptown and into neighboring communities, including the Hill District. A partner in the Pittsburgh Central Keystone Innovation Zone (PCKIZ), an area specially designated for economic development, the university had a \$432 million impact on the economy of the region, including Uptown, last fiscal year.

Located between the downtown business district and the many universities of Oakland makes it a prime location for institutions and office space.



**TOP:** Artist Gregg Valley painted this vibrant mural on the side of Miryam's on Fifth Avenue, Uptown. The public arts project was produced in collaboration with the community group, Uptown Partners of Pittsburgh and the Sprout Fund. Photo: Jeanne McNutt **MIDDLE:** Parents Andrew Schwartz and Carolyn Yagle pick up their daughter Leisel, 13 months, from daycare at the John Heinz Family Center on Fifth Avenue, Uptown, and pedal home to the SouthSide. Photo: Jeanne McNutt **BOTTOM:** A sold-out crowd enjoys the annual Gist Street Reading Series summer cookout. Nearly every month, award-winning nationally recognized writers of poetry and prose attract fans from across the city to the staging at James Simon's sculpture studio. Photo: T. Foley

"Some places seem to have all the right ingredients for community development," explains Rob Stephany, Executive Director of the Urban Redevelopment Authority of Pittsburgh. "Interesting things are happening at the grass-roots level and the right people are at the table."

McNutt, a resident of the community, has been at that table from the beginning. Aside from serving as executive director of Uptown Partners, she also is one of the founders of the organization, which was incorporated in 2007 in an effort to develop the community.

"Because I live in the community, I feel that I have my finger on the pulse of the community and I am able to see and understand what the needs are by talking to the residents here and help to move something forward." An essential tool to help keep push the momentum forward is the Uptown Community Vision Plan, a comprehensive document that was published last year and reflects thoughts, ideas and goals of key stakeholders in the community. It serves a guidepost for the work of Uptown Partners. (The document in its entirety can be found at [www.uptownpartners.org](http://www.uptownpartners.org).)

"It's a proactive mechanism to cut through a lot of red tape," McNutt

explains. "It's a piece that needs to be in place so that developers aren't thwarted in their efforts to get things done."

The Vision Plan calls for development of residential properties as well as professional medical office space, research and technology space, public parking, and retail/service businesses such as restaurants, a gas station, entertainment venues, service industry outlets and a grocery store.

Stephany said what is key to the development of Uptown is making sure essential anchor pieces move forward, including the new Consol Energy Center, plans for development at UPMC Mercy, and Duquesne University expanding its reach into the community. Other essentials include plans to develop housing along Dinwiddie Street and the redevelopment of Fifth Avenue High School. Investment group LMS Fifth LP has announced plans to convert the former school, an historic 1894 Gothic Revival building, into 65 loft apartments with work anticipated to begin this fall.

"There are about five to six key projects being pushed through. We are hoping three or four can start shortly after the opening of the new arena," Stephany said.

Stephany sees Uptown as a key location for bolstering the regional economy as well. The Pittsburgh region is home to eight Fortune 500 companies with Downtown area accounting for 140,000 employees.

*"I would like to see the creation of a neighborhood that is a destination point and brings people back into the city, a place people can relocate to because they can walk or bike to work."*

- Mayor Luke Ravenstahl

With the growth in educational and medical institutions in Uptown playing a significant role in the regional economy, Stephany said. "These 'eds and meds' are a big bolstering element of our economy - technology, education, medicine and the supporting pieces. Uptown is a strategic place for that to unfold."

He acknowledges that creating transformative change agendas is not easy to do, that often is a slow, methodic process, but said that Uptown has great ingredients for such an agenda, including its proximity to downtown, so residents can live close to the city center.

Ravenstahl sees that as a plus for Uptown as well. "I would like to see the creation of a neighborhood that is a destination point and brings people back into the city, a place people can relocate to because they can walk or bike to work."

What is critical to the development of Uptown, according to McNutt, is to "blur the borderlines" between the Uptown and its neighbors, and make connections to Oakland, downtown and Hill District. "What any of us do benefits the other, especially in terms of increasing market value."

This is an important issue for residents, especially those who are low-income, who have seen their equity plummet, explains Stephany. "Dysfunctional market conditions impact low-income people in serious ways, so rebounding a place like Uptown can have a tremendous impact for low-income stakeholders."

While revitalization won't happen overnight, the community and its partners have their eyes on the prize. "In 10 years," according to the Vision Plan, "Uptown will be a popular and diverse Pittsburgh neighborhood, a national example of uniting people, institutions and assets to effect positive change." Now, McNutt said, there needs to be a strategy to implement the plan. To keep the momentum going, Uptown Partners and other stakeholders in the community are working on a strategy for the next steps in that community's development.

As this movement progresses, revitalization of Uptown will benefit not just the neighborhood, but the city as a whole, according to Ravenstahl. He said he hopes to establish Uptown as a neighborhood that attracts people from outside the city because of its unique nature. "Uptown will be identified as a place where good things are happening."

# GROWING GREEN

Pittsburgh is emerging as a ‘green city’ and there’s a lot more on the horizon.

Pittsburgh’s emerging green economy has caught national and international attention over the past year, thanks to playing host to events like the United Nations World Environment Day and the G-20 Summit.

Poised to become a national leader, the region is benefiting from the vision and dedication of the Pittsburgh Green Innovators project, a collaborative of regional stakeholders that have joined forces to advance the region’s sustainability industry.

The epicenter of the Pittsburgh Green Innovators initiative is the adaptive reuse of the former Connelley Technical School complex into a certified Platinum LEED building and the structure’s eventual conversion to a “living building” that will support education and training.

Connelley Technical School, which currently is owned by Pittsburgh Public Schools, is about to be acquired by Pittsburgh Gateways Corporation, a 501(c)3 non-profit that had been working on development projects in the area for the past 12 years, explains Robert Meeder, President of Pittsburgh Gateways and board member for Pittsburgh Green Innovators.

That acquisition, expected to be completed in August, also includes the Letsche School on a nearby parcel, which is separated from Connelley by just a few houses. A sales agreement has been in place since August 2009, and since then fundraising efforts have been underway.

U.S. Rep. Mike Doyle and state Sen. Jim Ferlo have been torchbearers for the project and instrumental in securing funding for development. “I believe that green energy technology will be one of the main drivers of economic growth in the coming decades – much as computers and the Internet have been in recent years,” Doyle said. “Our region is becoming a national leader in green energy technology, and I have been working with other local leaders to solidify and build on that lead so that southwestern Pennsylvania can benefit from this trend. The Connelley School project is another step towards that goal, and that is why I’ve worked to secure federal funding for it.”

Last month, Ferlo announced the award of \$4 million in Redevelopment Assistance Capital Program (RCAP) funding awarded by Gov. Ed Rendell to the Urban Redevelopment Authority of Pittsburgh to support Pittsburgh Green Innovators and the Connelley School project. Those funds will help to push the first phase of the project forward. Estimated at \$26 million, the first phase of the project will create a training area and location for Penn State University’s Metro Center and also will incorporate some space for corporations such as RJ LeeGroup and Eaton Corporation to demonstrate green technologies.

Also included in the first phase is transformation of the energy function of the building. So far, \$21 million of the estimated \$26 million cost has been secured, according to Meeder. “We are past the tipping point.” He credits the efforts Doyle and Ferlo who he calls “disciples” of the project for securing funding. In all, there are 21 different funders, including philanthropic founda-

tions, the U.S. Dept. of Energy, state funds, private corporations and others from a wide variety of sources.

Total investment required for completion of the project is estimated at \$40 million. Meeder said the stakeholders envision that phase two of the project, about \$19 million, will be corporated and will happen over the next three to four years. Meanwhile, the phasing is planned to be continuous.

The Connelley Center is situated on a 6.6-acre site between Downtown and Uptown, at the edge of the Hill District, and is poised to be a catalyst for sustainable development of both the central business district and the neighboring communities.

Creating and building upon the existing synergies of the region’s academic institutions and business community, PGI’s stated focus is to educate consumers, maintain an adequate and



Duquesne students and residents beautify the portal to Uptown by the Birmingham Bridge, with support from American Eagle Foundation, Pennsylvania Resource Center and the City of Pittsburgh. Photo: Uptown Partners

appropriately trained workforce, grow new physical space for education and training, capitalize on early stage market opportunities that result from university research and development efforts, and leverage multi-national corporate interests, specifically in the expanding green business market.

To that end, PGI’s goal includes leading by example and developing a trained green collar workforce, educating and engaging the community, creating K-12 learning experiences and promoting and showcasing new technologies, and building and converting businesses.

Project partners include the International Union of Operating Engineers Local 95, Penn State Extension and Metro Outreach Center, Pittsburgh Gateways Entrepreneurial Incubators, Pittsburgh Public Schools, the Community College of Allegheny County, the Rachel Carson Homestead Association, Three Rivers Workforce Investment Board and many others.

The Penn State University Pittsburgh Metro Center and IUOE Local 95 will be housed in The Connelley Center.

The IUOE trains nearly 2,000 students each year in the proper operation and maintenance of institutional and commercial buildings.

“Recently there has been interest in environmental and energy savings,” said Bill Cagney, business manager for IUOE Local 95, “but we have been doing that all along by making sure buildings run effectively and efficiently.”

Cagney says his organization did recognize a disconnect – green buildings were being constructed but, in many cases, the maintenance staff was not trained to properly maintain them. So the union designed training to address that need. IUOE Local 95 will set up shop in the Connelley Center once the renovation is complete and will train students there on best practices of the operation and maintenance of institutional and commercial buildings, Cagney said, also will offer vendors a place to display and promote their products.

“We will have a program where we can expose young people to our trade, and also show students and their counselors what we do,” Cagney said.

Meeder said he is looking for the Connelley Center to become an educational intersection. Conversion plans call for 21 deep energy retrofits in the building along with an educational interface. “We want to create jobs for a sustainable economy,” Meeder said.

He expects that, when complete, the facility will offer one of the finest programs in green building management, where students will have the opportunity to begin their training in high school and then move on to union apprenticeships, associates degrees or even graduate school. “Students can look through the window and see that they can have multiple applications for their training.”

This “organism for training” if not exclusive to the region, has the potential to emerge as a national leader, according to Meeder.

Construction at the site is scheduled to begin this fall and is not expected to interrupt programming at the site, where Pittsburgh Public Schools currently operates about 10 percent of the facility. Long-term plans include connecting with neighbors, such as the Penguin’s and the Consol Energy Center to share energy and create a carbon-neutral plan for the area. He said he hopes to achieve gold or higher LEED status.

The Connelley Center is expected to be a high-visibility project for Pittsburgh, according to Meeder, and the workforce development portion already has attracted attention from the White House.

Situated at a place where the Hill District was once separated from the city, Meeder anticipates the Connelley School project will work to stimulate minority wealth and entrepreneurship. “We are doing a lot to make sure that happens.”

# WORKING WITH A VISION

## Duquesne University initiatives improve the physical and economic health of the community

Duquesne University is working to improve the physical and economic health of its neighboring communities through several key initiatives in the university's Uptown and neighboring Hill District neighborhoods.

Duquesne's campus is situated along a corridor linking Downtown and its businesses with the medical and educational assets of Oakland—a site poised for further development and change. The university is contributing to this effort by initiating programs that target revitalization.

Two health care outreach initiatives are designed to help residents of the community breathe easier—literally and figuratively—as Duquesne pioneers a new model for a community pharmacy and launches a program designed to help children with asthma.

Duquesne's groundbreaking efforts will place the nation's first off-campus, community pharmacy that is designed and operated by a school of pharmacy into the Triangle Shops complex, 1860 Centre Ave., later this year.

For the past 10 years, lack of a pharmacy has been a void in the fabric of the community felt by residents of the Hill District, many of them senior citizens, along with area employees.

"Responding to the needs of others, particularly the underserved, is at the heart of Duquesne's mission," said President Charles J. Dougherty. "The School of Pharmacy has been serving in the community for more than 80 years and is pleased to move up to a new level of service."

The university and the school are investing more than \$600,000 in the project. The initiative has received widespread community support from city, county and state government leaders as well as those involved in civic and religious organizations, including The Urban League, the Allegheny Union Baptist Association, the Hill House Association and the Hill District Consensus Group.

"This pharmacy will not only bring vitally needed services, but will also add another step to the rebuilding of the Hill and Centre Avenue corridor," said Carl Redwood, chairperson of the Hill District Consensus Group at a press conference announcing the pharmacy.

The pharmacy will be staffed by a director, licensed pharmacists, Duquesne pharmacy faculty and student pharmacists. In addition to providing affordable access to prescription medication, the pharmacy will offer private patient consultations, health and wellness education, medication therapy management services and health risk assessments. Residents will have the opportunity to meet with pharmacy team members on an ongoing basis to ask questions, set goals and monitor their progress.

The University also will seek additional qualification to operate the pharmacy under the federal "340B" program, which will enable it to provide lower-cost medications to patients of federally qualified health centers.

The Hill District has long been an area of focus for Duquesne's community service efforts and its focus is strengthened in the University's current strategic plan.

Another initiative falling under the strategic plan's umbrella is a School of Pharmacy program offering free asthma camps.

Pharmacy professors Dr. Jennifer Padden and Dr. Nicole Marcotullio participated in a study with Allegheny General Hospital that showed an alarming rate of undiagnosed and undertreated asthma in the Hill District's children.

Research revealed that asthma was poorly controlled in 82 percent of the children screened who were known to have the condition. Nearly half of those with no asthma diagnoses failed the asthma screening test. As a result of this research, the two DU professors received a state grant to develop asthma education programming.

The two-year grant is supporting a series of free, community-based screenings and education camps for 5- to 17-year-olds to mitigate this pressing common, chronic condition.

More than 50 Duquesne pharmacy student volunteers, under the direction of pharmacy fellows, as well as university athletes and others are involved in the program. The sessions, which started in April, include screening tests, educational materials, lunch and basketball fundamentals. The next scheduled camp is set for Saturday, Aug. 7, at the A.J. Palumbo Center. More information and registration is available by calling (412) 396-2155.

Parents and caregivers are encouraged to stay at the sessions, where smoking cessation workshops, Ask

neighborhood safety and beautification.

According to [www.UptownPartners.org](http://www.UptownPartners.org), Duquesne "continues to spur economic development with real estate projects like the Power Center on Forbes Avenue. With a strong mission to serve and be a steward of the environment, DU is committed to the community's viability and is recognized as a leader in campus greening."

Jeanne McNutt, executive director of Uptown Partners, further explained, "Uptown Partners has a unique relationship with Duquesne University, which continues efforts in many areas to see that our organization effectively serves those who live and work in the community. As one of Uptown's largest stakeholders, DU has invested in working with Uptown Partners to thoughtfully implement the 2009 Uptown Vision Plan, a comprehensive report and guidepost for revitalization efforts."

"The school has not only made connecting to the community a priority, it's helping to connect Uptown to the Lower Hill," McNutt continued. "By coming off the Bluff onto Forbes and Fifth avenues, the University is bringing youthful vibrancy to the neighborhood, while providing local residents and employees a new marketplace to enjoy."

Duquesne lends faculty and organizational expertise to Uptown Partners and has provided hun-

*"the university's focus on community outreach as identified in its strategic plan calls for Duquesne to help strengthen the local economy."*

the Physician presentations and health screenings will occur.

Additionally, the university's focus on community outreach as identified in its strategic plan calls for Duquesne to help strengthen the local economy.

Duquesne, which had a \$432 million impact on the economy of the region last fiscal year, is a partner in the Pittsburgh Central Keystone Innovation Zone (PCKIZ), an area specially designated for economic development.

As a founding partner of the PCKIZ, Duquesne has welcomed the opportunity to positively impact the area's economic growth. Through the PCKIZ, more than \$1 million has been funneled to local startups, and its companies have received the second-highest tax credit total among economic development areas across the state.

More than 30 companies in the Hill District, Uptown, North Side, Downtown and South Side are in the PCKIZ, benefiting from the support offered—networking opportunities, grants, real estate location assistance, tax credit coordination, internship opportunities and more.

The PCKIZ is working to generate job growth in technology areas such as medical devices, tissue engineering, drug discovery, pharmaceuticals, compliance engineering, digital media, record management, software, cyber security and nanotechnology.

Additionally, Duquesne has assisted the community group Uptown Partners in its efforts to attract businesses to the Uptown area, and promote neigh-

hoods of volunteers to help with tree plantings and monthly clean-ups, as well as the major, annual Spring Clean-Up initiative. "Clean and Green Days" in March and April attracted approximately 400 Duquesne and community volunteers, leading up to the annual event in the Hill District and South Side, when more than 600 volunteers add their hands to beautification efforts.

Additionally, Duquesne volunteers are present at the Jubilee Association Soup Kitchen and Health Clinic, Womanspace East, Bethlehem Haven/Miryam's, Shepherd's Heart, UPMC Mercy and a variety of other sites including the Hill District Carnegie Branch and Hill House.

"Our founders and sponsors, the Congregation of the Holy Spirit, teach us that our destiny is bound to that of our neighbors," President Dougherty said. "For more than 130 years, we have maintained a steadfast commitment to education, service and social responsibility. Over our history, this University has also been a force for economic growth."

"Duquesne plans to build upon its successes, to the benefit of our students—and our neighbors."

**To learn more about the new pharmacy and the pharmacy school, visit [www.duq.edu/pharmacy](http://www.duq.edu/pharmacy).**

**For details on the next asthma camp, scheduled for Saturday, Aug. 7, at the A.J. Palumbo Center, call (412) 396-2155.**

**For information on the PCKIZ, visit [www.pckiz.org](http://www.pckiz.org).**

**For more information on Duquesne, including reports on community engagement, economic impact and sustainability, visit [www.duq.edu/reports](http://www.duq.edu/reports).**



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# SERVING AND SUSTAINING OUR COMMUNITY FOR 132 YEARS

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UNIVERSITY**

FOR THE MIND, HEART AND SPIRIT

[www.duq.edu](http://www.duq.edu)