



GRAND VIEW SCENIC BYWAY

CORRIDOR MANAGEMENT PLAN

Submitted To:

Pennsylvania Department of Transportation
State Scenic Byways Coordinator
400 North Street
P.O. Box 3555
Harrisburg, PA 17105-3553
Phone: (717) 787-0782

Submitted By:

Mt. Washington Community Development Corporation
Byways Committee
301 Shiloh St.
Pittsburgh, PA 15211
Phone: (412) 481-3220

Prepared By:

Shawn Westcott
Urban Imagination
414 S. Craig St. #285
Pittsburgh, PA 15213
Phone: (415) 216-9390

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ACKNOWLEDGEMENTS

Lead Agency - *Mount Washington Community Development Corporation (MWCDC)*

Wendy Powers – Executive Director
David Misra – Community Programs Manager
Tracy Link – Community Organizer
Alphonso Randolph – Administrative Assistant



MW CDC Byways Committee

Dr. Bebb Stone – Co-Chair
Darla D'Anna
Bernie Lynch
Margaret McKinley
Armand Panson
James West

Paul Renne – Co-Chair
Shelley Harnett
Charles McColleston
Therese Dillman Moss
Joyce Renne
Dror Yaron

Tinsy Lipchak
Mary McCoy
Al Nelson
Lynne Squilla

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Kate Sobocinski

Paul Renne, Vice President
Nina Pasini Deibler, Secretary
Jim Forrester
Donald Lehew
Susan McCullum
Albert L. Nelson
Bill Urbanic

Chris Furman
Bernie Lynch
Margaret McKinley, Ph.D.
Armand J. Panson, Ph.D.
Frank Valenta

City of Pittsburgh

Tom Murphy – Mayor
Alan Hertzberg – Former City Councilman, District 2
Susan Golumb – Director of City Planning
Sidney Kaikai – Principal Transportation Planner

Pennsylvania Department of Transportation (PennDOT)

Barbara Mason Haines – State Scenic Byways Coordinator

Southwestern Pennsylvania Commission

Ken Flack, Transportation Planner

I. INTRODUCTION

“In a nation with a wealth of stunning cities full of compelling stories, ranking Pittsburgh as the No. 2 beauty spot is perhaps our most surprising choice. But the Steel City’s aesthetic appeal is undeniable, as is its very American capacity for renewal. Standing atop Mount Washington, the steep hill that rises giddily on the city’s south side, sightseers enjoy the unforgettable panorama of the Allegheny and Monongahela rivers flowing together to create the mighty Ohio, that waterway so essential in the nation’s settlement. The rivers cup downtown’s lustrous Golden Triangle, where landmark skyscrapers thrust upward like rockets. At night, lights twinkle on no fewer than 15 bridges. Almost as breathtaking as the vista itself is the urban renewal that made it possible. A century ago, a pall of smoke lay so thick over town that streetlights burned all day. As Pittsburgh continues an evolutionary course that has taken it from trading post to transportation hub to industrial goliath, we salute its reinvention into one of America’s most scenic and livable communities. In the life of a city there’s nothing more beautiful, or inspiring, than a renaissance.”

- USA Weekend’s Annual Travel Report:
The 10 Most Beautiful Places in America
May 18, 2003

Mount Washington’s Grandview Avenue is a local, regional and national asset. The existing Grandview Overlook Park extends across the hillside between the Mount Washington and Duquesne Heights neighborhoods in the City of Pittsburgh. Walking along the Park and seeing the City framed by the three rivers is an opportunity for Pittsburghers and visitors, alike, to appreciate the beauty of the rivers, the history of the region, and the excitement of the dynamic growth and progress in the City.



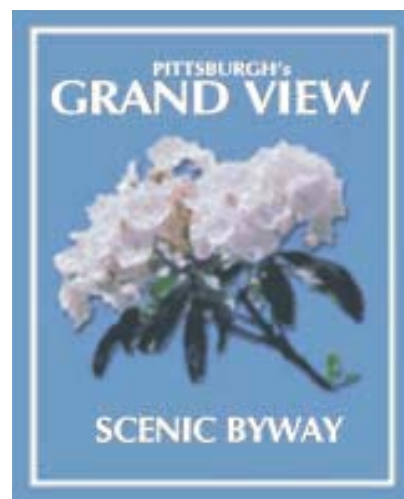
The corridor received designation as a State Scenic Byway from the Commonwealth of Pennsylvania in the winter of 2003 following years of community discussion, planning,

and subsequent legislation and development. Beloved by locals and visitors alike, the Byway serves as Pittsburgh's "front porch" and is a major regional destination for tourists and residents, who consider it one of the most special places in the city.

The Lead Agency for this project has been the Mount Washington Community Development Corporation (MWCDC). Formed in 1990 in response to the need for a centralized group to oversee the continuing development for the neighborhoods, MWCDC has facilitated community meetings and served as the recipient organization for funds to improve the corridor and, now, the Byway. Throughout the community planning process, the Byway Committee of the Mount Washington Community Development Corporation followed a guiding vision and mission.

Mission: To preserve, enhance and improve the Grand View Scenic Byway's intrinsic historical, scenic, recreational and economic assets to secure it as an international destination that benefits residents and visitors alike now and for future generations.

Vision: To capitalize on the uniqueness of a series of Pittsburgh roadways so that they will attract regional, national, and international visitors through their vibrant combination of scenery, views and history, as well as recreational and commercial opportunities.



The committee and community participants have addressed corridor improvements and created short- and long-term strategies for success, which fall under five general goals:

1. *Create a warm and welcoming visitor experience*
2. *Preserve and enhance green space*
3. *Develop overall cohesive and cooperative design plan*
4. *Improve the infrastructure of the Byway*
5. *Ensure continual community participation*

This Corridor Management Plan (CMP) has been developed to maintain the corridor and establish a system for management and upkeep. The CMP has relied on intensive public process with a thorough evaluation of the corridor's needs. Fundraising and partnership opportunities have been established, along with roadway safety, maintenance, transportation, and pedestrian needs. Additionally, an ongoing review of these aspects has been put in place.

The goal of the CMP is to preserve, enhance, and improve the three intrinsic qualities (*scenic, historic, and recreational*) that contribute to the essence of the urban Byway experience. By highlighting past successes and demonstrating future potential, we will demonstrate why the Grand View Scenic Byway deserves distinction as a National Byway.

II. CORRIDOR DESCRIPTION

NARRATIVE DESCRIPTION OF THE BYWAY

The Grand View State Scenic Byway is located in Pittsburgh, Pennsylvania in the neighborhoods of Mt. Washington and Duquesne Heights, due south of the city's Downtown. The Byway is situated above the confluence of the Monongahela and Allegheny rivers, which come together to form the Ohio River. The Byway is composed of three separate (but adjoining) roads:



An aerial view of the Byway

Grandview Avenue (locally-owned)

Location of Road: City of Pittsburgh, Mt. Washington and Duquesne Heights neighborhoods
Beginning Terminus: Republic Street
Ending Terminus: Wyoming Street
Approximate Length of Byway Section: 1.25 miles
Width of Byway Section: Two-lanes

McArdle Roadway (locally-owned)

Location of Road: City of Pittsburgh, Mt. Washington & South Side neighborhoods
Beginning Terminus: Grandview Avenue
Ending Terminus: 10th Street
Approximate Length of Byway Section: 1.25 miles
Width of Byway Section: Two-lanes

East Sycamore Street (locally-owned)

Location of Road: City of Pittsburgh, Mt. Washington neighborhood
Beginning Terminus: Wyoming Street @ Grandview
Ending Terminus: Arlington @ Carson
Approximate Length of Byway Section: 0.5 miles
Width of Byway Section: Two-lanes

For the purpose of this description, the Byway is divided into eight different segments: six segments on Grandview Avenue and one each on McArdle and Sycamore. Each segment differs in urban form, occupancy and character from the others. In addition there are three intersections along Grandview Avenue, which are important points of reference. The following descriptions broadly characterize the areas of interest:

The West End Terminus: The west end of Grandview Avenue is marked by Grandview Towers, an eleven-story apartment building. This building caps the view at the end of the street and reinforces the cart way's change of direction as Grandview turns into Republic Street.

West Promenade: The West Promenade is the "one-sided," residential district which runs from the Republic Street terminus to the beginning of "Restaurant Row." The north side of the street is open to the magnificent view across the Ohio River and is edged

with a sidewalk and fence, which abuts the steep slope of parkland that drops to Carson Street below. There is a highly used unlandscaped outcropping at Sweetbriar Street. During fireworks events hundreds of people sit on the grass to view the city and display.

The West Promenade is predominantly a historic residential district. High-rise apartment buildings are situated at either end and are connected along the south side of the street by houses, duplexes and empty lots. These are of varied ages and styles, but are similarly scaled, ranging up to 2 1/2 stories in height. Those near the Augusta Street intersection are elevated above the street level. The houses in this stretch, though modest, typify the eclectic nature of Mount Washington, with styles reminiscent of turn of the century architecture alongside modern designs

West Commercial and Residential District: This district is distinguished from the Promenade by having buildings on both north and south sides of the street. The commercial area extends generally from Plymouth Street to Hallock Street. At Plymouth Street, across from the twenty-five story Trimont Condominium begins “Restaurant Row”, which comprises ten popular restaurants of different styles and cuisines. A 200-car parking lot, located on the south side, serves the restaurants. Next to the public parking lot is an additional lot belonging to the four star restaurant across the street.



“Restaurant Row” in the Central Commercial District.

The historic Duquesne Incline is located in the commercial district and provides a scenic overlook as well as tourist and neighborhood transportation to and from downtown Pittsburgh.



The Duquesne incline is well maintained by the Society for the Preservation of the Duquesne Incline.

Although the buildings in the rest of the Restaurant Row are not of the same historical character as the Incline, they are all of a similar scale. They have no setbacks, and have a rich tapestry of colors and signs that convey the vitality of a lively commercial district.

A condominium and a small house provide a transition to the adjacent residential zone at Hallock Street, which extends to the Gazebo Garden at the McArdle intersection. The only exception to residential occupancies is the St. Mary’s School. The elementary school on the south side of the street is a large, historic school building.

The south side of the street is characterized by a row of single-family houses in relatively uniform scale. The houses, while not all the same style, share similar architectural elements such as dormers, porches and sliding roofs. There is a discernible and pleasing pattern to the massing and spacing of houses. Front yards are landscaped. There are no blank walls. While some houses have driveways, many do not. The block from Hallock to Bigham is backed by alleyways that provide access to garages and outbuildings.

Architecturally ambitious houses on individual lots are found on the north side of this expanse. Frequently, the structures cover most of the buildable area on the property. Front yards are minimal; front steps frequently come right onto the sidewalk. Narrow side yard setbacks are maintained, however, and slots between the houses do afford a sense of the spectacular view beyond. These houses are quite consistent; they display a vibrancy of styles and materials, with old and new standing shoulder to shoulder.

The McArdle/Merrimac Intersection: McArdle Roadway intersects with Merrimac Street to provide the main access to Grandview. This intersection bisects the length of the Avenue. Large and attractive houses occupy three corners. There is a city-owned parklet at the top of McArdle, which is pleasantly planted with trees. The MWCDC, in 1992, working with the Western Pennsylvania Conservancy, landscaped a vacant lot on the north side of the intersection. The charming gazebo and brightly colored flowers welcome visitors to Mount Washington. As part of the Anchor Greening Project—a joint effort of the Western Pennsylvania Conservancy, Heinz Endowments, and MWCDC to kick off its Emerald Link initiative—the Garden will be renovated with new railings, walkways and seating walls, along with seasonally blooming trees, shrubs and perennials.

East Promenade: The East Promenade is the other “one-sided” segment of Grandview. The north side of the Street opens to the spectacular view over the Monongahela River. The street and the north edge sidewalk have been developed with special lights, fencing and overlooks.

The south side of the street has a row of skyline-defining buildings. The historic St. Mary’s Catholic Church, with its 100-foot tall spire, can be seen from all over the city. Further along the street are the public library and the Presbyterian Church.

From Merrimac to Shiloh, the predominant use is residential. The buildings are a mix of single-family homes, large houses that have been converted to multifamily residences, and both large and small apartment houses. Front yard setbacks range from none to generous. Recent construction has added new architectural interest, and impressive restorations of original Victorian structures mingle handsomely with more contemporary designs.

The East End Terminus: The promenade ends at the Mon incline, where Grandview makes a hard right turn and becomes Wyoming Street. One Grandview, a former restaurant and hotel, encloses the space at the end of the street. Its mass drops several floors below street-level.



The Gazebo Garden is located at the intersection of McArdle Roadway, Merrimac St., and Grandview Avenue.



Many of the historic homes along the Byway have been preserved, such as this home on Grandview Avenue.

Shiloh Street Entrance: Two residential high-rise buildings mark the entrance to the neighborhood business district at Shiloh Street. The intersection has a parklet with landscaping, benches and business signage.

P.J. McArdle Roadway: The most frequently used approach to the Byway is from this roadway, which starts at 10th Street in South Side, then intersects with the Liberty Bridge at the entrance to the Liberty Tunnel. The road ascends the slope while affording a constantly changing view of the city and ends at the intersection of Grandview Avenue, where it feeds into Merrimac Street (McArdle/Merrimac Intersection). The roadway, which has no housing or businesses located on it, also has a sidewalk with guardrails to accommodate pedestrians. This steep roadway is popular with joggers.

East Sycamore Street: This Street winds its way up the slope on the eastern edge of the Byway from Arlington Avenue. Homes along the street range from the very modest to architecturally significant. The charm of this winding roadway is its consistent canopy of trees and wooded area called the “Saddle.” East Sycamore intersects at Wyoming Street and leads to the East End Terminus of Grandview. East Sycamore is used by both recreational and commuters on foot, bicycle, and even skateboard. In the winter, a few intrepid souls have even been known to ski down this hill.

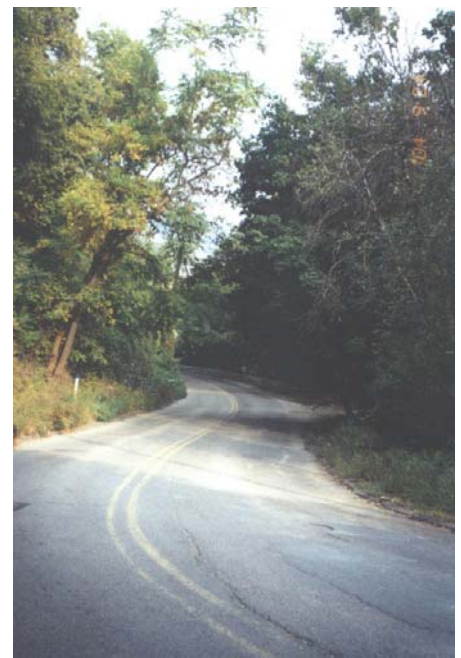
EXISTING ZONING

The “Grandview Public Realm” zoning was created in response to studies and community input seeking specific guidelines for the development and maintenance of the Grandview Avenue portion of the Byway. The zoning was approved by Pittsburgh City Council and went into effect on December 31, 1998. It is one of only two such zoning ordinances in the city to address a “public realm” and regulates, among other things, building height, occupancy, and usage.

LAND USE

Residential Uses: Grandview Avenue is primarily a residential street with one overriding asset: a spectacular view. View-oriented development of expensive apartments and condominiums began in the 1970s with the construction of 1000 Grandview Avenue, a unique condo that descends down the hillside.

In 1984 the Trimont development project, in the 1200/1300 block of Grandview, dramatically changed the neighborhood of Duquesne Heights. The neighborhood commercial district was demolished to make way for luxury condos and office space. The “give back” to the neighborhood was the overlook at the Duquesne Incline.



East Sycamore is a scenic roadway that approaches the Byway from the East.

Development of high-rise buildings has largely occurred at the topographical high points, where the view potential is the greatest. The ends of the Avenue are punctuated with nine to eleven story buildings. Shorter, but still substantial buildings, like 1000 Grandview, and the address Marmont are located all along the Avenue where the view can be exploited. There are approximately 30 multi-family structures, which comprise 20% of all parcels fronting on the avenue.

Park Land and Green Space: The City is the major landowner along Grandview. With the exception of the strip of buildable land in the Central Zones, all of the property on the north side of Grandview is City-owned parkland, mostly cliffside. It is traversed by the two inclines, McArdle Roadway, and East Sycamore. It is valuable to the cityscape in not only preserving the view from Grandview, but also in providing a unique green backdrop to the Golden Triangle.

The overlook area is an official city park, Grandview Overlook Park. Currently, the Parks Division of the Department of Public Works maintains the public open space on the hillside, promenade and the street trees. The City has responsibility for the hillside 20 feet down from the sidewalk with weekly debris pickup. The promenade has daily trash and debris pick up, and weekly mowing. Fence repair, drainage structures and retaining walls are under the jurisdiction of Public Works.

Commercial Uses: Commercial nodes occur at the tops of the inclines, a remnant of pre-automobile land use patterns. The businesses along Shiloh Street, at the top of the Monongahela Incline, begin the neighborhood business district and connect Grandview to the neighborhood shopping area along Virginia. Wyoming Street connects Virginia to the secondary business area of Boggs and Bailey. Due to the configurations of the intersection and the parking areas, and the alignment of the street itself, the Shiloh Street businesses are not visible from Grandview. However, the recent addition of the Shiloh Street Entrance—a parklet at the intersection of Grandview and Shiloh with landscaping and benches—has been a welcome addition to the business district.

The commercial strip of Grandview in Duquesne Heights consists of restaurants with the Trimont housing doctors and financial/investment businesses.

Station Square, a major commercial development, sits at the base of Mt. Washington stretching from the Monongahela Incline to the Duquesne Incline. Station Square was a project initiated by the Pittsburgh History and Landmarks foundation in the 1970s. It was created out of a former rail station, which became the Freight House Shops. A hotel was developed to attract tourists. Now owned by Forest City Enterprises, it is the largest commercial corridor along the Byway and contains offices, shops, art galleries,



The Trimont condominiums



The Byway is surrounded by parks, green space, and trails.

restaurants, and entertainment venues. Station Square is also the new home of the Bradford School of Business.

Station Square connects the Byway to the city's three rivers. Tourist and commuter boats travel up and down the rivers and across to the North Side sports arenas. Grandview is also connected via the Monongahela Incline to allow foot traffic over Smithfield Street Bridge and directly into Downtown.

Institutions: There are four institutional structures along Grandview Avenue. These include two churches—one Roman Catholic and one Presbyterian—a library, and a Catholic school. The churches and the library have been given dignified situations, befitting their historic importance to the community, on the East Promenade. The school is located appropriately in a more densely residential segment of the Avenue, but not very far from their Catholic Church sponsor.

Parking: Although parking issues demand much attention in land development, parking is, in fact, an ancillary use to all other activities on Grandview Avenue due to the use of the inclines and the abundance of parking at Station Square. See the section on existing resources for a more specific assessment of parking.



The Carnegie Library of Mount Washington was finished in 1900 and is part of the Carnegie Libraries of Pittsburgh.



St. Mary on the Mount Church is on Grandview Avenue and is on the National Historic Register.

III. PROXIMITY TO OTHER BYWAYS AND HISTORIC POINTS OF INTEREST

It is the hope of this committee, the Pennsylvania State Scenic Byways office, and other local community organizations to eventually connect the various Scenic Byways and historical attractions of the region into a single, cohesive corridor, highlighting the myriad scenic, historic, and recreational qualities of the region.

The Ohio River Scenic Drive and the Historic National Road are located just a short drive from the Grand View Scenic Byway. Combined with the Grand View Scenic Byway, the three byways tell the story of the significance of the Ohio River Valley in the development of our nation and provide numerous opportunities to learn this history more closely while traveling along a beautiful stretch of road.

Two additional partners in this potential grand corridor would be the Rivers of Steel National Heritage Region and the Southside National Historic District. The Rivers of Steel National Heritage Region explores the legacy of Big Steel in the Pittsburgh area and the river valleys of Southwestern Pennsylvania. Visitors travel on riverboats and buses to visit the mill towns that gave this region the title "Steel Making Capital of the World." Tours include a working coalmine in Tarentum and the Edgar Thomson Works in Braddock.

The Southside Historic District, which has recently applied for its own state scenic byway designation, is located in the city of Pittsburgh and is just minutes from Mt. Washington, Downtown Pittsburgh and Oakland. Known for its cafes, restaurants, galleries, theatre, and retail shops, South Side is one of Pittsburgh's favorite neighborhoods. Listed on the National Register of Historic Places in 1984, East Carson Street features one of the longest continuous stretches of Victorian Architecture in a business district in the country. Thanks to all of its attributes, the South Side was named a Great American Main Street Community in 1996.

An ideal site for heritage tourism, the South Side offers markers from the now historic days of industry including a re-developed home to J&L Steel and the 'Hot Metal Bridge', once used to transport molten iron across the Monongahela river. The main thoroughfare, East Carson Street also offers views of natural assets such as the Monongahela River and the South Side Slopes or hills. Cultural attractions including numerous churches built by the Eastern European immigrants that settled the area also contribute to a visitor's experience.



IV. ASSESSMENT OF TRAFFIC, TRANSIT, AND OTHER EXISTING RESOURCES

VEHICULAR TRAFFIC

The corridor, as is, can reasonably accommodate cars, trucks, buses, motorcycles, bicycles, and pedestrian traffic, along with local commercial traffic. The major access point to the Avenue is at the P.J. McArdle/Merrimac Street intersection. Lesser access routes are Sycamore Street on the east end, and Shaler and Greenleaf Streets on the west end.

Grandview is a major east-west neighborhood route, and in fact is the only east-west route at the western end. Virginia Avenue, although a strong connector in the eastern end, does not continue past Plymouth Street.

The inclines provide pedestrian access points, particularly serving commuters to Downtown and sightseers arriving from Station Square and by tour buses.

TRAFFIC COUNTS

In October of 2004, the Southwestern Pennsylvania Commission (SPC), on a request from the Mount Washington Community Development Corporation, conducted a one-day traffic count program for the purpose of this Corridor Management Plan. Below is a summation of the SPC's results.

McArdle Roadway

Location Tested: Btwn. Grandview Ave. & Liberty Bridge
Count: 11,756 Total (4,665 eastbound, 7,091 westbound)

McArdle Roadway

Location Tested: Btwn. Arlington Ave. and S. 10th St.
Count: 7,025 Total (3,731 eastbound, 3,294 westbound)

E. Sycamore Street

Location Tested: Btwn. Wyoming St. and Arlington Ave.
Count: 2,232 Total (2,232 for both directions)

SAFETY RECORDS AND POTENTIAL HAZARDS

Given the large volume of both pedestrians and vehicles in such a confined area, there have been surprisingly few injuries due to accidents over a three-year period. However, the biggest risks that exist along the corridor involve accidents from icy road surfaces on McArdle and E. Sycamore, and pedestrian safety accidents, mainly low speed accidents from crossing streets and falls from the edge of the slope.

In order to reduce the number of accidents and injuries—especially pedestrian—along the Byway, several improvements and enhancements should be installed. These include upgrading railings along the overlooks, updating and extending crosswalks and

sidewalks, walking paths, bike paths, and bus pullouts; and installing and extending architectural elements, such as transit shelters, trash receptacles, and lighting, as well as the drainage system on the Byway. Further recommendations can be found in Section VII.

CONNECTION TO PUBLIC TRANSIT

The Grand View Scenic Byway is the only corridor in the entire city served by every mode of public transit available. The region's Port Authority Transit system (PAT) operates a diverse public transit network connecting the Byway to the city and surrounding communities. The system includes regular bus routes and a light rail system (known as the T), which can be accessed at the base of the slope. The T connects travelers to Downtown and the South Hills. The rail line travels underneath the Byway through the McArdle tunnel.

In addition, PAT operates the Monongahela Incline, which is one of the two active inclines in the city. The second incline—the Duquesne Incline—is privately operated by the Society for the Preservation of the Duquesne Incline.

INCLINES

The two inclines serving the Byway carry passengers 400 feet up and down the steep hillside. The inclines are a popular attraction for visitors, who take in the changing views of the city throughout the descent to Grandview Avenue and utilize the incline stations for visitor information. Additionally, commuters ride the incline daily to Downtown office jobs, just as workers descended the hill on their way to plants and factories 100 years ago. Nearly one million visitors annually ride the inclines to Grandview Avenue for a scenic “slant on the past.”

To read more about the history and evolution of inclines on the Byway, see Section VI: Intrinsic Qualities, History.

SIGNAGE AND COMPLIANCE WITH REGULATIONS

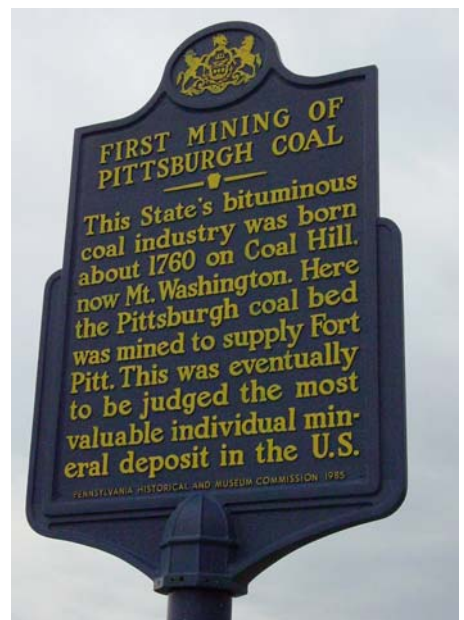
MWCDC and the City of Pittsburgh have worked with the Pennsylvania Department of Transportation to develop additional signage for the Byway that is in compliance with local, state, and federal regulations. The signage is being placed along the Byway and the state and local roads and highways that feed the corridor. Signage needs for additional roadways may be determined upon designation. Consideration for placement of signage will be made to



The Mon Incline Station on Grandview Ave



The Monongahela Incline climbs the eastern end of Mt. Washington, connecting visitors and residents from Station Square to Grandview Avenue.



A state historical marker on Grandview Ave.

ensure all needs of tourists are met, including appropriate directions for international visitors, without interfering with the scenery and overall aesthetic appeal of the corridor.

PARKING

Parking for most of the neighborhood's residences is accommodated in private driveways or on public streets and alleyways. Higher density residential sites provide higher density parking. The largest condominium blocks also provide structured parking, some in the form of underground garages.

Parking for visitors to the corridor is generally located at the base of the inclines at Station Square, which can accommodate thousands of vehicles and is easily accessible to the Byway via the inclines. In addition, surface lots are located throughout the corridor. Two lots, one in the West End Terminus and the other in the Central Business District, are vacant for most of the day and have been identified by their owners as suitable for future Byway use.

AMENITIES

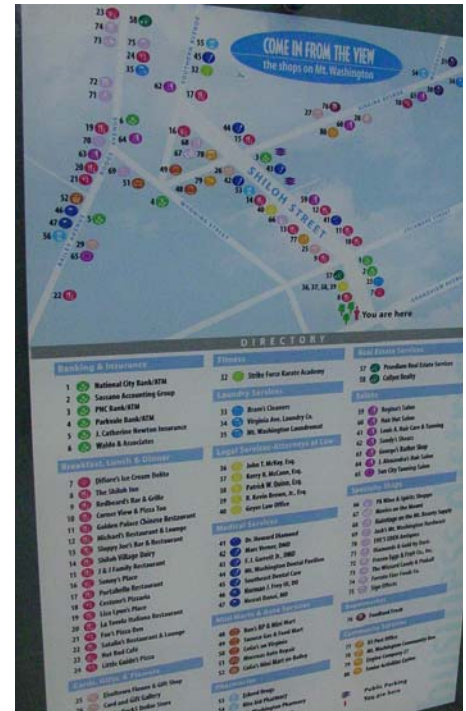
The Byway has a strong association with the many joyful events that take place throughout the year, giving the corridor a reputation as a happy and memorable place in the city. Already a popular destination for city visitors, the corridor is rich in amenities.

The restaurants of "Restaurant Row," in the Central Commercial District along Grandview, are very popular among locals and visitors for the breathtaking views they afford while dining.

Station Square, which is a converted train station at the base of the Monongahela Incline, is one of the most popular destinations for shopping and entertainment in the region. It offers several destination restaurants, restrooms, a hotel, music and art venues, restroom facilities, and ample parking.

The public library on Grandview Avenue, an historic building cherished by locals, is often used as a community meeting place and is a great location for visitors to learn more about the history of the neighborhood.

Additionally, the Shiloh Street business district offers a number of restaurants, taverns, and shops.



Directional maps like this one show visitors key shops, restaurants, and destinations along the Byway.



Visitors to the inclines are treated with a history of the inclines and the neighborhood. A gift shop is available at the Duquesne Incline station at the top of the Byway.

OUTDOOR ADVERTISING

Outdoor advertising is limited in the corridor and is controlled by the City of Pittsburgh zoning ordinance. This zoning ordinance is in compliance with all Federal and State regulations and National Scenic Byways guidelines relating to outdoor advertising.

There is a one-of-a-kind Bayer billboard that stretches across a small portion of the slope on the western edge of the Byway.

OVERLOOKS

There are five overlooks on the Byway, each with its own unique view of the city. Built in 1969 to accommodate the hundreds of thousands of yearly visitors to the corridor, these overlooks (also referred to as “pods”) are the most popular destination for tourists visiting the corridor. They provide an ideal and unobstructed view of the scenery, which is ideal for photographers.

The overlooks are heavily used by visitors, and initial plans have been drawn to renovate them with new signage, rocking chairs, and other visitor-friendly accommodations.



There are five overlooks along the Byway, each with their own unique perspective of the city.

V. COMMUNITY PLANNING PROCESS

The Lead Agency for this project has been the Mount Washington Community Development Corporation (MWCDC). Founded in 1990 as a 501(c)(3) community-based organization, MWCDC promotes the interests of Mount Washington and Duquesne Heights citizens, institutions, businesses and investors. Its mission is focus on issues vital to the community well being while involving residents, homeowners, property owners, businesses, and institutions within the community. The organizational goals are to:

- Preserve and enhance the neighborhood and its institutions.
- Promote environmental, visual and physical improvements.
- Conduct master planning for neighborhood improvements.
- Provide forums for community involvement in neighborhood improvements and development.

MWCDC has facilitated community meetings and served as the recipient organization for funds relating to the improvement of the corridor. Since the success of the Byway relies on community driven action, MWCDC convened a Scenic Byway Committee made up of volunteers and representatives of stakeholder organizations. The committee was formed to oversee the more detailed aspects of the community process and to ensure the ongoing stewardship of the Byway.

The committee held its first meeting on June 7, 2004 and has since taken several steps to encourage partnering, community involvement, and consensus building. The Committee's meetings are open to the public and any interested party is invited to become a member.

SUMMARY OF PAST COMMUNITY WORK

Realizing the great economic potential of this regional asset, the City has been planning, since 1992, to upgrade Grandview Avenue. The first action taken by the new CDC was to commission a Grandview Corridor Study in cooperation with the Pittsburgh Department of City Planning. The firm of Bohlin, Cywinski & Jackson, Consulting Architects and Planners, was hired to undertake a comprehensive evaluation of the opportunities and constraints to expansion of housing and commercial development on Grandview. The Grandview Avenue Corridor Urban Design & Development Study was completed in October 1993 and approved by the Planning Commission on May 30, 1995. This study recommended increasing the housing density, limiting areas for commercial expansion and creating a "Promenade" which would appeal to residents and tourists. It also recommended housing development patterns and called for special Public Realm zoning to protect this city asset. The Grandview Public Realm zoning went into effect on December 31, 1998.

Using the Corridor Study as a foundation, a variety of entities worked together to develop a Conceptual Design for the Grandview Walk. Community Forums, open to all Mount Washington and Duquesne Heights residents, were held to discuss the project, and a steering committee of interested residents met five times, reviewing the designs

presented. The product of the community and professional collaboration was presented and the design concept was published and distributed in October 1996. The consulting architect was Jennifer Higgins of Machian MacLachlan Cornelius & Filoni, Inc.

The 1997, 1998 and 1999 City Capital Budgets provided funding to initiate two Grandview Walk projects: Photography Park and the Shiloh Gateway Entrance. The City Engineering Department entered into a contract with Bohlin Cywinski Jackson, in 1999, for design drawings for these two projects. Additional funds were allocated for construction. At this juncture, the Shiloh Street entrance has been completed. Photography Park, now referred to as the Meeting Point, has not been completed. A simpler, low-cost design has been developed and may be implemented in late 2005.

Forest City Enterprises, in 1999, tied their multi-million dollar development of Station Square to the creation of the Grandview Walk. Terms of the Tax Increment Financing (TIF) approved for Station Square include spending \$750,000 to improve pedestrian access to Mount Washington at the Monongahela and Duquesne inclines, as well as creating a direct connection to the River Trail at the Monongahela.



Flyers were distributed and advertisements were made in local newsletters inviting the community to participate in Byway planning.

The Grandview Walk Task Force, created by former Pittsburgh Councilman Alan Hertzberg and comprising city and county administrators, project architects, regional planning staff, local business owners, Forest City, and representatives of the Mount Washington Community Development Corporation, was formed by City Council in April 2000. The Task Force met in May to create a business plan to fund and implement the Grandview Walk. The first project was to submit a request for Regional Asset District (RAD) funding of \$650,000 to rejuvenate the overlook pods. This request was not approved, though some design and engineering work has been done for the renovation. MWCDC is still pursuing additional resources to undertake this important project.

CURRENT PROGRAM OVERVIEW

The intent of the Byways Committee is to ensure the long-term success of the Grand View Scenic Byway. Community support for the projects in the corridor, therefore, is paramount. Community meetings, workshops, and informal interviews were conducted as essential elements to collecting meaningful data and information. In addition, a survey was mailed to residents in the neighborhood seeking their opinion on the Byway. Ultimately, All of this input has been used in the development of this Corridor Management Plan.

NOTIFICATION AND PUBLIC INFORMATION

The Byways Committee, MWCDC, and Greater Pittsburgh Convention and Visitors Bureau created a comprehensive mailing list that was used for contacting the

community regarding Byways meetings and general updates on the progress of the Byway planning process. Meeting announcements were listed in the local community newspapers and newsletters and announcements were sent to everyone on the mailing list. People on the mailing list included:

- Committee Members
- Community and civic organizations
- Business associations
- Local elected officials
- Local media contacts
- City and state transit officials
- Local and regional planning associations

The mailing list was continually updated throughout the process to include interested individuals who attended workshops and/or requested additional information.

COMMUNITY PARTICIPATION SURVEY

To begin collecting comments and information from the public regarding the Byway, a survey was mailed to residents. The survey asked respondents what their general feelings were about the various elements of the Byway, including:

- What improvements they would like to see
- What street they most often use to enter Mt. Washington
- What street they most often use to leave Mt. Washington
- What mode of transportation they most often utilize
- The level of importance of recommended improvements

NEXT STEPS

The results of the survey, interviews, and ongoing community meetings have been crucial to the development of this CMP. Community support for the Byway, as a result, is high. MWDC and the Byways Committee, along with local developers and business owners, the City of Pittsburgh, and the Pennsylvania Department of Transportation, are in support of this project and will continue to work toward its realization.

The committee and stakeholders will continue to seek funding and community support for the goals and strategies outlined in this document.

VI. INTRINSIC QUALITIES

All Federal and Commonwealth of Pennsylvania Byways must have at least one of the following six intrinsic qualities in order to be designated as a Byway: scenic, natural, historic, cultural, archeological, and recreational. The Grand View Avenue Scenic Byway has chosen to highlight three of these intrinsic qualities: **Scenic, Historic, and Recreational.**

INTRINSIC QUALITY ONE: SCENIC

“...the Steel City’s aesthetic appeal is undeniable, as is its very American capacity for renewal. Standing atop Mount Washington, the steep hill that rises giddily on the city’s south side, sightseers enjoy the unforgettable panorama of the Allegheny and Monongahela rivers flowing together to create the mighty Ohio...”

- From USA Weekend’s Annual Travel Report:
The 10 Most Beautiful Places in America
May 18, 2003

The evolution of Mt. Washington, from burning, smoky “Coal Hill” with a dismal view of the old industrial Pittsburgh, to its place as one of America’s finest urban scenic destinations, is a testament to the resiliency of the city and its residents.

Hundreds of thousands of visitors flock to the corridor yearly simply for the chance to look out over the City of Pittsburgh to enjoy this gorgeous and unique urban vista. The overlooks are the most popular destination for tourists visiting the corridor, as they provide an ideal and unobstructed view of the scenery. The perspective the Byway has provided for this unique visitor experience has earned the Byway the distinction of being Pittsburgh’s “front porch.”

The fact that this view was largely unavailable from the beginning of the industrial age in Pittsburgh until the 1940’s makes the scenic quality of the Byway even more endearing and further illustrates the transformative nature of the city and its commitment to environmental clean up.

Early History of the “Vista”

In 1801, Pittsburgh publisher Zadok Cramer produced a guide for immigrants called *The Navigator*. He described the city in the context of the development of the Ohio Valley. He discussed several themes, one of which included the city’s natural beauty:

The prospect from the top of the Coal Hill is extremely beautiful and romantic. The distant view presents forest-clad hills, sloping into narrow vales; the beautiful Allegheny with its clear and limpid waters, bright and



A view from the Byway toward Downtown with the Duquesne Incline in the foreground.



The Byway stands above the fog line as portions of Downtown peak out.

shining, and holding a rapid course compared with that of the Monongahela which, the contrary, seems with its turbid waters to advance lazy and slow, as if to yield involuntary submission...In looking down from Coal Hill into Pittsburgh, one is reminded of Shakespeare's description of the view from Dover cliff; and seems a giant compared to the busy Lilliputians below...



A panoramic view from the Byway, circa 1920.

For the majority of the next two hundred years, however, the soot and grime of the industry below often clouded the natural beauty of Coal Hill and the surrounding area. It was during the mid-1800s when Pittsburgh earned one of its lasting nicknames, "the Smoky City," or, as James Parton declared so famously in 1866, "hell with the lid taken off."

Two years later Parton, in an *Atlantic Monthly* article titled "Some of the Wonders of Pittsburgh," wrote of how the coke ovens of Pittsburgh announced the city's "peculiar character" from a distance, describing the "fiery eyes" coming from the hillsides. As if Hades had been responsible for this scene, he wrote that it was "at work behind those fires, naked to the waist with hairy chest and brawny arms, doing tremendous things with molten iron, or forging huge masses white-hot amid showers of sparks."

In May 1903, Lincoln Steffens wrote "Pittsburg: A City Ashamed." In it, he described Pittsburgh as a "city better seen at night," writing how it had "mystery, beauty and grandeur – a mammoth black patchwork, spotted with the pink blossoms of the Bessemers, hung with light stretching out between the pale river highways, the Ohio, the Allegheny and the Monongahela."

Nevertheless, the hill continued to earn recognition for its vantage over the industrial city, and many flocked to its neighborhood to, at the very least, be above the smoke line.

After World War II, smoke abatements and other legislative and civic actions were passed starting a new era in environmental clean up. The change was characterized by a 1949 *Newsweek* article as the "greatest" and "most visible...miracle...so far." The article claimed that "in less than two years the city of Pittsburgh alone...has cut the famous smoke pall by half."



This picture from 1961 shows how Grandview Avenue used to be lined with trees. Before smoke abatement there was no real incentive to have a home facing the city because it usually wasn't visible.

The result has been a revelation to the city's dwellers. They are discovering unsuspected beauties in the hilly vistas, a crude grandeur in the city of steel, a surprising amount of leafy green. At night the city glitters with a new brightness, under a sky filled with stars and moonlight. The current younger generation will be the first to have lunar help in the discovery of romance...Pittsburgh has always had its underworldly glow, the deep orange red of the furnaces lighting up the bowl of smoke that served for sky. Now, in some measure at least, even these are dimmed under the visible heavens and Pittsburghers have gained a new sense of proportion from the change.

A picture of the city taken from Mount Washington in September of 1948 led an article claiming Pittsburgh's skyline "once almost continually dimmed out by soot-filled haze" now showing "up boldly against the horizon."

A Growing Appreciation for the View

The development of Grandview Avenue as a scenic tourist destination has evolved over time. For its first fifty years, Grandview served as a neighborhood street used by workers to access the Inclines that took them to mill, mine, and railroad jobs on the river. Houses faced the street, not the city, because the city view was obscured by smoke from the prosperous mills. McArdle Roadway brought automobile access to Grandview in 1928. At the same time a filigreed cast iron fence was installed along the north edge, but it was not until smoke abatement laws came into effect, in the 1940s, that residents and tourists began to appreciate the spectacular view.



These children are viewing the city from the western edge of Grandview Avenue. Today, fencing exists along most the Byway.

In 1963, federal highway funds were used to develop the east end of Grandview as a tourist area. Four overlooks were created, the lighting and fencing were modernized, and a public seating area was created. No other significant changes were made in the tourist area until 1995 when the Port Authority expanded and modernized its Monongahela Incline building. The change made this unique transit experience more attractive for tourist and resident riders. Private funds created a fifth overlook at the Duquesne incline when the multi-million dollar, 25-story Trimont Condominium was constructed in 1984.



Construction of an overlook in 1967

By 1990, writers had a different take on what was once called the Steel City. Brendan Gill wrote in *The New Yorker* that the three most beautiful cities in the world were Paris, St. Petersburg, and Pittsburgh.

The View Today

As part three of this section will illustrate, the scenic view from the Byway is one treasured by visitors and residents and lends itself to the many recreational aspects of the corridor. This impressive urban presence has found a balance with the preservation of natural beauty, creating a unique combination of urban architecture and green space. Views of the beautiful rivers, lush green hills, and rolling vistas of the city have returned, along with a shining skyline that demonstrates Pittsburgh's renewal. Steep slopes and open green space combine with rich natural landscaping, massive rock retaining walls, and unique tunnel façades. Additionally, the view from below, looking up at the Byway, reveals a neighborhood that, itself, is constantly maturing. It is for these reasons *USA Weekend* named the scenic beauty from the Byway the second best in the country in 2004.

Wildlife has also returned to the Byway. Red-tailed hawk, deer, wild turkey, a number of native plant species previously thought not to exist here are once again cohabitating with Byway residents.

Traveling up either P.J. McArdle Roadway or E. Sycamore Street slowly introduces visitors to the scenic wonder of the Byway. Each ascent is a winding, tree-lined road, and the view over the slope gives a changing glimpse of Downtown and the scenery below.

Upon arriving at the top, either from one the roadways or one of the inclines, visitors are greeted by a vibrant neighborhood full of architectural treasures and the awe-inspiring *grand views* of the city below.

Though the businesses throughout the corridor offer plenty for visitors, the scenery itself has become the true destination. Utilized as a backdrop for photos—including weddings, graduations, proms, and other events—the unique vista also serve as a wonderful prop in the various movies filmed in the city and as an economic engine for restaurants along “Restaurant Row,” who offer not only fine food but also the best views in town.

Visitors gazing out across the city can make a series of historical connections between Pittsburgh and U.S. history. Visitors see the remains of Fort Pitt and Fort Duquesne on the Point, as well the launch site for Lewis & Clark's westward expedition. In Duquesne Heights and Mt. Washington, there were two Civil War forts. And the Byway



After a summer storm, rainbows can often be seen from the Byway.

“I remember the day they demolished Three Rivers Stadium (February 11, 2001). We hosted an open-house breakfast at 6am at the church, and it was such a cold morning! We had over 200 folks show up, and they were so grateful for the hot cocoa and use of our restrooms.

The view of the demolition from Grandview was spectacular. I don't think anyone is going to forget that day.”

- Rev. Bebb Stone



A view from Mount Washington of the demolition of Three Rivers Stadium

is also home to the most diverse availability of transit options in the city, from cars and buses, to light rail, boats, and inclines.

As Pittsburgh has grown and evolved, so, too, have its symbols of evolution. The skyline below boasts several unique, marquee skyscrapers, including:

PPG Building: The sand and glass manufacturer, which used to have its original glass works at the foot of the slope, now has the most instantly identifiable building in the city, which resembles a giant glass castle.

USX Tower: The tallest building in the city, built by US Steel in the 1970s, stands as a testament to the lasting legacy of Pittsburgh's steel-rich past.

Heinz Plant: Much of this plant, which was fueled by provisioning westward pioneers, has been converted to modern loft apartments along the North Shore.

"New" Alcoa Headquarters: The leading international aluminum manufacturer has an environmentally friendly modern complex along the North Shore.

"Old" Alcoa Headquarters: Before Alcoa moved to its current headquarters, the old Alcoa building was the first building in the world to make use of aluminum as a building material. The building now serves as the Regional Enterprise Building, hosting a wealth of non-profit organizations and foundations dedicated to the growth of Pittsburgh.

Gateway Center: This series of buildings at the tip of the Golden Triangle were Pittsburgh's first experiment in urban renewal and eminent domain. "Renaissance" was the term used to proclaim the rise of downtown from the smoke, soot, and grime of its industrial heritage to a 36-acre park at the Point and 23 acres of commercial development.

Mellon and PNC Banks: These two large financial institutions own several of the larger buildings Downtown.

The Cultural District: This area of Downtown houses the city's larger theaters and cultural institutions.

Gulf Tower: This building is the former headquarters of one of the United States' largest oil companies. The old art deco era Gulf Building, once the tallest structure in Pittsburgh, has been for the past 12 years been home to rare Peregrine falcons, which regularly nest in a box installed and monitored by the Three Rivers Birding Club. Various nesting pairs have produced 39 chicks to date.

PNC Park and Heinz Field: These two state-of-the art stadia, which replaced the former Three Rivers Stadium, are considered some of the finest stadiums in the country. In addition to changing the view from the

Byway, they have helped lead the revitalization of the city's North Side. During each televised Steelers football game, viewers can see Mount Washington from the open end of Heinz Field.

Recent examples of the continuing metamorphosis of the Pittsburgh area include the evolution of industry Downtown; clean and clear skies replacing the “perpetual darkness” of the old; and the demolition of Three Rivers Stadium and the subsequent construction of two world-class facilities—Heinz Field and PNC Park. Thus, the ever-changing views, both *of* Mt. Washington and *from* Mt. Washington, ensure this unique urban location will remain a treat for returning visitors for years to come.



INTRINSIC QUALITY TWO: *HISTORIC*

The history of Pittsburgh is the history of America: growing from its role in the westward expansion into the new frontier, the city has constantly reinvented itself. Pittsburgh has evolved from an early trading outpost and fort, to the center of the rise and fall of industrial dominance, to a Renaissance defined by the embrace of change and new technology.

From the beginning of this history has stood Mt. Washington, a mighty slope on the edge of the three rivers. More than just another scenic overlook, Mt. Washington, its residents, and its coal were essential to the development of Pittsburgh as an internationally recognized industrial city. Once known as Coal Hill, Mt. Washington and its rich resources from this hill and others like it were almost exclusively responsible for fueling the city's entrance into industrial dominance.

The neighborhood that grew from the hill once known to be perpetually "on fire" has, much like the city it is a part of, become a symbol for perseverance and change. From the dark industrial past has sprung a vibrant neighborhood that has continually reinvented itself, all the while bearing witness to this city's history.

Undoubtedly, as eras pass, much like the boats and ships that have traveled the confluence of the mighty Three Rivers, Pittsburgh and its history will continue to represent American progress and ingenuity. And the good people of Mt. Washington, who occupy the winding streets and slopes of this unique urban environment, will continue to enhance their neighborhood, keeping in step with the changing landscape of the American experience.

Early History

Indigenous Groups

Long before the arrival of white settlers, the area defined by the confluence of the Monongahela and Allegheny Rivers, which come together to form the Ohio River, was territory shared by indigenous people, loosely and collectively known as Eastern Woodlands Indians (Delaware, Shawnee, Iroquois and others). They had an elaborate system of diplomacy and government that early white explorers and traders initially complied with.

For native people, most of the surrounding forest was good hunting territory, and they burned or cut away the underbrush beneath the massive deciduous trees to provide for clear sighting of quarry. The prevalence of rock outcroppings along the steep face of Mount Washington suggest to some archaeologists that people may have lived here for perhaps thousands of years before white Europeans arrived. Colloquial references to "Indian Caves" and "Indian steps" are now believed to be references to very real things.

These first peoples relied on the three rivers for drink, fishing and transport. Even into the 18th century, the flat, triangular spit of land where the three rivers met was essentially a navigational landmark; it did not hold the same commercial or tactical military significance for indigenous people that Europeans would later attach to it. In the

mid-1750s France and England literally went to war over this point of land. That war spelled the beginning of the end of native predominance in North America changed the fortunes of European Empires and begat the American Revolution.

The Struggle for Colonial Power

Early European explorers saw the advantage of this well-situated flat plain nestled between great rivers and steep hills. First the French claimed it, trading, living and even intermarrying with native populations. But soon, the British began encroaching as their Eastern coastal populations grew.

A 19-year-old George Washington, surveying the territory for the Ohio Company, but with a decidedly military eye, described the point as an ideal site for a fort, noting its attractive “command of the two rivers.” As a young Provincial Officer, he relied on a young Seneca named Guyasuta (the Hunter), to guide him up the Allegheny to deliver a request that the French leave the territory.

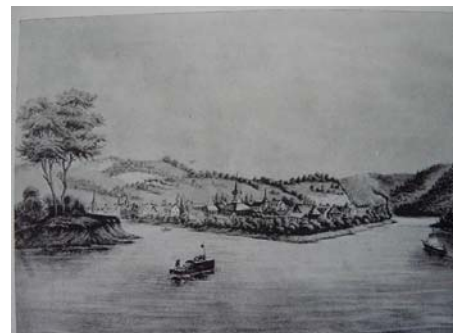
Washington would later survive a winter plunge into the icy Allegheny, and gain both fame and infamy for his interactions in this part of the world. He arguably began the French and Indian War over this land, and that war would forge his character as a leader of men.

The area now known as the “Point” or the “Golden Triangle” saw much hostility in that war. Britain originally received permission from area Indians to build a stronghold at this location, realizing its importance as a trading center. The French razed that structure practically before it was started, and built a fort, called Duquesne. But they themselves burned that structure to the ground rather than let the British conquer it in 1758. In its place, England erected a fortress three times the size of Fort Duquesne and christened it Fort Pitt (after Prime Minister William Pitt), despite treaties with the Indians promising no white settlement in the region. Legend has it that smallpox-infested blankets were handed out from this fort in an effort to eradicate the native populations.

The Beginnings of a City

Despite the Proclamation of 1763, promising no white settlers west of the Allegheny Mountains, the emigration could not be stopped, and the area around this prime piece of real estate would eventually be called *Pittsburgh*.

Its waterway became famous as the route for cross-country commerce before any roads or turnpikes were established in Pennsylvania. George Washington would make another land assessment trip to this region in 1770, dining both inside Fort Pitt and, several days later, down the Ohio River with fellow veteran of the French and Indian War, his old acquaintance, Guyasuta. (This event is the inspiration for the proposed “Meeting Place” sculpture.) Theirs’ was a bittersweet reunion, with one man destined to take leadership of a new country and another to lose dominion over his ancestral lands.



Pittsburgh was destined to be more than just a fort-trading outpost. By the 1790s, defeat of Indian resistance helped spur greater migration westward. Pittsburgh, with a population of just over 1,000, earned designation as the Allegheny County seat in 1788 and was incorporated as a borough in 1794.

The population began to grow as the city gained renown as a center of trade, early industry and travel. Visitors who passed through were undoubtedly impressed with the scenic natural beauty of the area. They also helped to create a constant market for goods. These items, which were more easily produced here rather than risking transport from the East, helped grow the early industrial base of the city.

The Journey of Lewis and Clark

In 1802 President Jefferson began to organize an official, government-sponsored expedition westward. The journey, which would travel up the Missouri River and overland to the Pacific Ocean, was to be led by Meriwether Lewis, Jefferson's personal secretary. Before being called to serve Jefferson, Lewis was an officer in the military who had been stationed throughout the Pittsburgh area.

In 1803, before joining William Clark in Indiana, Lewis departed Elizabeth, Pennsylvania (which is in the Pittsburgh area along the Monongahela River) in his 55-foot keelboat, which was built here. It was from Pittsburgh that he made his journey down the Ohio River and into history.

Coal Hill

Visitors of all backgrounds noted the beauty of the rivers and mountains, and the natural beauty and bountiful resources of the region gave the city its great advantage in the market. No resource would be perhaps so notable, however, than coal, whose abundance along the vast Pittsburgh Seam was valued by settlers who were used to its scarcity in their homelands. The abundance of coal along what is now known as Mt. Washington earned the hill the name, "Coal Hill."



Mt. Washington was once known as "Coal Hill" because of the abundance coal located beneath its surface.

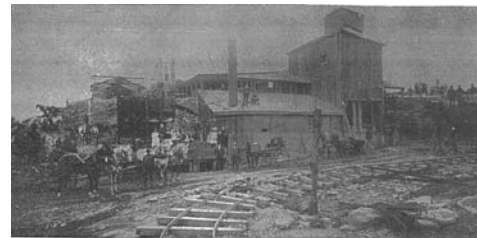
Johann Schopf described the situation in Pittsburgh in 1783:

The...coal bed in the heart of the hill is the more remarkable because coal must usually be dug down for.... The strange situation of this horizontal layer of coal is most convenient for the inhabitants. The loosened coal is merely thrown into a trench dug in the steep face of the hill, in which it rolls down to the riverbank and is caught in the boats waiting there for it.... The coal is the property of the landowner, who for the small price of one penny a bushel lets every one help himself at his own pleasure. In the future settlement of this region the great coal supply will be of particular advantage in the general development of the country because economy in the use of timber will be less necessary; it will facilitate the use of other minerals here, and even be a considerable article of export.

Industrial Revolution

While rivers, railroads, the abundance of steel, and the talent of the individuals in this city were the driving force and the competitive advantage that helped Pittsburgh later stake its claim as the “Iron City” and the “Steel Capital of the World,” the development of the region’s industrial dominance was intrinsically linked to coal.

Mount Washington was originally known as “Coal Hill,” due to the rich strata of coal that lies under it, and throughout the region. In fact, it was the first site of bituminous coal mining in Pennsylvania, beginning in 1762.



Minsinger Quarry stood on Coal Hill and helped feed the growth of industry in Pittsburgh.

The layer of coal is exposed in the steep bluff face of the landform that facilitated its discovery and the inception of coal mining in Western Pennsylvania in the early nineteenth century. The coal under Mount Washington was almost completely extracted by the beginning of the twentieth century, leaving only widely spaced columns of coal to support the earth-form and the developing neighborhood above it.

As the historic marker on Grandview Avenue points out, the Pittsburgh Seam has proven to be the most commercially valuable mineral deposit in North America. Certainly its exploitation has been partially responsible for the development of Pittsburgh as an industrial and financial center of the nineteenth century, and as the major metropolis we know today.

A great fire in the coal seams, which started in the early 1760s, burned on for decades. While preaching in Pittsburgh in 1766, Reverend Charles Beatty described the underground fire:

A fire being made [on the hill] by the workmen not far from the place where they dug the coal, and left burning when they went away, by the small dust communicated itself to the body of the coals and set it on fire, and has now been burning almost a twelve month entirely under ground, for the space of twenty yards or more along the face of the hill or rock, the way the vein of coal extends, the smoke ascending up through the chinks of the rocks, The earth in some places is so warm, that we could hardly bear to stand upon it; as one place where the smoke came up we opened a hole in the earth till it was so hot as to burn paper thrown into it; the steam that came out was so strong of sulphur that we could scarce bare it. We found pieces of matter there, some of which appeared to be sulphur, others nitre, and some a mixture of both...

The fire continued to burn for many years. In the 1826 Pittsburgh City Directory substantiated this claim:

In that part of the hill above the Pittsburgh Glass-works...there has been fire burning for many years, and the smoke may be seen daily curling from out the fissures of the rocks. The fire is in the midst of the great strata of

coal that here stretches along the hill.... Frequent attempts have been made to suppress the burning, by stopping up the mouth of the mine and neighboring crevices...but in vain it still rages, and is daily extending, and may some day produce serious consequences.

The value of the large deposits of the region's coal—which were close to the surface, plentiful, and highly inexpensive—were made even more important because of the river transportation network at the bottom of the hills. The industrial potential created with this situation was made even better through the presence other mineral resources useful for iron and glass making: sand, limestone, and iron ore.

As settlers continued to push westward, Pittsburgh, for a while, was seen by many as the furthest point West in America, still untamed and full of the hope and possibility that only the west could afford. Combined with the industrial growth of the region and the abundance of raw materials, Pittsburgh embarked on a period of immense growth.

The coal of Mt. Washington helped heat the furnaces that would lead to glass and iron production. When the city was chartered as a city in 1816, iron production was already the biggest industry. By this period, Pittsburgh had gained its nickname, the “Iron City.”

The dominance of the iron industry in Pittsburgh was joined by the successes of several other major industries, including materials and goods for those traveling west and the materials needed for waging war. The War of 1812 created a boom for the city, as the Ohio and the Mississippi provided the main water route north and south after the coastal sea route was cut off. More commerce went through Pittsburgh during the war than ever before. The military industry has always fueled the business of Pittsburgh's mills and factories, which was a natural growth as wars were of economic significance since the French and Indian War. Pittsburgh's growth from a population of 2,400 in 1800 to an estimated 9,000 in 1815 was directly attributed to the War of 1812, according to the *Pittsburgh Directory* for 1815.

In 1855, Henry Bessemer took out a patent for his process of rendering cast iron malleable by the introduction of air into the fluid metal to remove carbon. Bessemer's process was a method to refine iron into steel, and it quickly caught on in the Iron City. This helped further the industrialization and improvements in the iron making process and lead to the growth of the steel industry.

The growth of the steel industry was crucial to westward expansion and improvements to the industrial process. The success of the railroad industry was directly tied to the stronger material of steel and Pittsburgh served as the center of the railroad industry.

The Civil War brought a need for increased steel production and, yet again, more war profits were created. During the Civil War, several forts were built on Mount Washington and

coke – *A solid carbonaceous residue derived from low-ash, low-sulfur bituminous coal from which the volatile constituents are driven off by baking in an oven at temperatures as high as 2,000 degrees Fahrenheit so that the fixed carbon and residual ash are fused together. Coke is used as a fuel and as a reducing agent in smelting iron ore in a blast furnace. Coke from coal is grey, hard, and porous and has a heating value of 24.8 million Btu per short ton. (From the*

Duquesne Heights, along with another at a high point in the West End. One fort sat above either end of Fingal Street in Mount Washington, just one block from the Byway. Another was in the block now bounded by Oneida, Virginia, Meridan and Sycamore.

As the city moved into the later part of the century, fortunes were made and empires built with Pittsburgh steel. Barons like Andrew Carnegie, who owned most of the coal, steel, and railroad interests in the country, built plants and employed the workforces of Pittsburgh.

Industry flourished into the next century, until foreign steel and other industrial materials began to compete with American made steel and goods. By the early 1990s, no steel mills existed in Pittsburgh, but the legacy that was left by those boom times have helped build the city. The fortunes of Carnegie, the Heinz and Mellon families, and others have contributed greatly to the cultural growth of the city and their foundations have been the cornerstones of community development in Pittsburgh.

Growth and Environmental Clean Up

By 1813, coke was being produced in Pittsburgh and by 1833 there was a row of coke ovens at the base of Coal Hill along the Monongahela River, along with five on Sycamore Street. The smoke and soot of the times were signs of Pittsburgh's industrial prowess, but presented significant public health environmental concerns

Smoke from burning coal and the coke ovens became such a significant issue in the city that in 1849, City Council proposed prohibiting further construction of coke ovens and brick kilns within Pittsburgh's city limits. Smoke abatement ordinance, however, wasn't actually introduced until 1892. The coke oven ordinance was presented by John Paul, who represented Mount Washington's 32nd Ward. The bill was passed unanimously by twenty-four members of the Select Council in attendance and sent on to Common Council.

In 1846 the Pittsburgh Chronicle ran a brief article lamenting the degraded environmental condition of Coal Hill.

Coal mines, stone quarries and railroads have sadly marred the beauties of this noble barrier to our view towards the West. In the days of its glory, which covered with trees from summit down to the edge of the water, it was the fairest portion of our surrounding scenery. But, now how changed! At its base vast furnaces belch forth dense clouds of flame and smoke, its steep side has been cut down by large quarries, and all along near its top a dozen yawning throats pour down a dozen railroads its rich treasures. Tree and shrub have been reft from their fast hold, and the old hill now stands before us with scarred sides and almost shaven crown.



There were five coke ovens on the "Saddle" of the Byway.



An etching showing the various coke ovens and mills along the Monongahela River.

We love that hill, and when ever we turn our gaze upon it a thousand pleasing recollections flit across the memory. Our foot has pressed a hundred times upon almost every inch of its summit. Every knoll from which the eye can gaze upon the scenery below, and every grove and clump of trees with their cool shade, has its pleasing associations, and we feel half sad to see the old hill bereft of its glory. But this is a matter of fact world and we live in a money-getting, money-loving generation and the beautiful must give place to the useful.



Workers along Coal Hill in the 1880s.

In September 1948, *Business Week* was among the first to claim that Pittsburgh's new anti-smoke efforts were succeeding. It claimed that Pittsburgh's skyline "once almost continually dimmed out by soot-filled haze" now "show[ed] up boldly against the horizon." It illustrated this with a picture of the city taken from Mount Washington.

Pittsburgh looked to a greater availability of smokeless fuels to keep skies clear through the winter heating season. A month later, in October 1948, *American City's* "Our Municipal Notebook" section actually published a poem about Pittsburgh's cleanup, which had been inspired by a Wall Street Journal Report:

"Pittsburgh's victory over smoke inspires 200 other communities." The doggerel began:

The streets of Pittsburgh now are clean,
The grass of Pittsburgh now is green,
The sky of Pittsburgh now is blue,
At night, the Pittsburgh moon winks through;
Gone is the smog that made unpretty
The town yclept "The Smoky City."

The poem listed

Communities both near and far –
From L. A. (Cal.) To Zanzibar,
From Gary, Boston and New York
To Halifax and County Cork

On October 3, 1949 "Pittsburgh's Richard Mellon" was on the cover of *Time*. The article "Mr. Mellon's Patch" portrayed Pittsburgh as a "city of new hope." The article celebrated "an industrial development" that was unequalled anywhere in the world.

The Evolution from Coal Hill to a Neighborhood

While long a coal-mining hill, Coal Hill was largely vacant to residents with the exception of miners. Initially, German immigrants settled in the areas, followed by a wave of Irish and English, then later Italians, Polish, and other mostly Eastern European immigrants. Remnants of these ethnic groups are still here today.

At this time, public transit was practically nonexistent. People needed to live within walking distance of their place of employment. While industry occupied most flat lands near the rivers, only the steep, surrounding hillsides provided land for housing. "Indian Steps," a one-mile long switchback of steps ran the entire front of Mount's cliff from Duquesne Heights to where Station Square is today. It was a principal route to and from the mount in pre-incline days, but fell into disuse by 1937.

The topography of Pittsburgh was then, and continues to be, a great challenge for moving people and goods. Before tunnels were carved through the giant hillsides, inclines were constructed to transport people, horse carriages and cars up the steep slope. The post-Civil War construction (1867 to 1877) of four inclines included the Monongahela Incline (1870) and Duquesne Incline (1877), which still operate today.

The creation of the inclines was due to the technical and engineering skills of the German immigrants who resided on the hill. They became weary of climbing steep footpaths and steps to their homes from the river valley after work, and were reminded of the "steilbahn"s (steel roads), which similar to inclines in Germany. The inclines' development eased the journey up the face of Mount Washington and allowed the development of the residential neighborhoods at the top of the bluff.

In the 25 years following the opening of the Monongahela Incline, on May 28, 1870, at least 17 of these inclined planes were built in the Pittsburgh area; and as the city grew and expanded over the hills that almost surround it, inclines enjoyed great popularity and steady patronage. Speaking of The Duquesne Incline in the autumn of 1880, *Scientific American* magazine noted, "On Sundays during the summer, 6,000 passengers are carried during the day and evening, the cars ascending and descending as rapidly as filled and emptied."



Residents who couldn't afford the fare of the inclines used these "Indian Steps," which traveled along the slope of the hill down to the Monongahela River. The building of roads made these steps virtually obsolete by the 1930s.



An early view of the "Mon" Incline.

As the hilltop communities were virtually inaccessible by any other means, many of Pittsburgh's inclines carried horses and wagons as well as foot passengers. All carried some light freight. The meager roads that wound up the steep slopes were barely passable to a team of horses pulling a loaded wagon.

The neighborhood began to supply homes to workers who commuted to jobs Downtown or in the mills along the Monongahela River, and could manage a home site above the smoke and pollution of the river valley. Commercial areas developed along the routes between the top of the inclines and the workers' houses deeper in the neighborhoods.

Today, only two inclines remain, and they are both on our Byway. The inclines carry passengers 400 feet up and down the steep hillside. Commuters ride the incline daily to Downtown office jobs, just as workers descended the hill on their way to plants and factories 100 years ago.

Grandview Avenue wasn't actually paved until 1890—and only then after years of indecision on the part of the city. Muddy, rutted and lacking a guardrail, the former High Street was known more for the peril than the view it afforded. An ordinance authorizing the grading, paving and curbing of Grandview was passed in 1873 but, as public works projects go, construction didn't begin for sixteen years, and then and only half the job was done. The road was graded and curbed but wasn't paved until two years later.

For more on the development of the neighborhood, see the description under the Scenic Intrinsic Qualities section.

Library

The Carnegie Library on Grandview Avenue was built as part of the Carnegie Library system in 1900.

Unlike other libraries in the system, the Mount Washington library isn't owned by Carnegie Libraries. Instead, the building and land are owned by the City of Pittsburgh, which in turn leases it to the library.

At the time when the library was built, an insufficient amount of money was provided by Andrew Carnegie to ensure completion of the branch, so local residents, whose love for books created a strong desire for a neighborhood library,



The Point during the 1880s



Elementary school students from the old Prospect School.



Farm animal, like these goats, and advertising were once acceptable along the "Saddle."



Children, in 1906, wait to use the Carnegie Library.

pooled their resources and raised the thousand dollars needed to ensure the library's opening.

Neighbors' love for the library continues to this day, and repeated attempts to close the branch have been met with passionate neighborhood opposition.

INTRINSIC QUALITY THREE: *RECREATIONAL*

Mt. Washington is an active destination for tourists and residents alike. Always a popular destination because of its scenic view (it has been consistently recognized as Pittsburgh's number one place to take a date); the Byway serves a host of other recreational purposes.

Street Life

Due to its unique location in Pittsburgh, the Byway—and especially Grandview Avenue—differs from most neighborhoods in the breadth of the people who use the streets. The major users of the Avenue are:

Residents of Mount Washington: Residents see Grandview Avenue as their Main Street and enjoy talking to tourists about their neighborhood with a view. The residents of Mount Washington are more likely than any other group to visit the area repeatedly, whether to show the view to guests, for walks, jogs, or strolls. Other frequent users of the sidewalk are commuters. Residents of the neighborhood are also more likely to routinely participate in event nights since they can participate more conveniently than other city residents.



Close to one million people visit the Byway every year.

Tourists: **Grandview Avenue is the premier tourist destination in the city.** On nice days, the East Promenade is crowded with people who come to look over the edge of the hill. And as long as there is such a beautiful view available on a public street, it is inevitable that tourists will come here.

Celebrants: As described earlier in this report, one of Grandview's most popular roles is as a platform for viewing spectacular municipal displays. Thousands of people converge on the neighborhood to see Fourth of July. Grandview Avenue is closed for the Fourth of July celebration to accommodate the crowds and tents of food and souvenir sellers. Other citywide events such as Light-Up Night and the Pittsburgh Marathon bring celebrants to the Byway.



Exercisers: Grandview is used extensively as a physical recreation resource. The path from Downtown, up McArdle, to either the East or West Promenades and back is reportedly the favorite route of serious lunchtime runners. Like other visitors, walkers and joggers appreciate the view. But more importantly, the north edge of the Avenue,

with only one intersection, offers the opportunity to proceed for a considerable distance without the vehicle/pedestrian conflicts presented by most city streets. The safety and ease of this route makes it very popular for pedestrians.

Other Users: There are also a number of smaller groups of users whose activities contribute to the character of life on Grandview:

At the western end of the Avenue, activity is centered on the dining experience of Restaurant Row. Customers occupy the sidewalks while waiting for their tables and enjoy a stroll after meals.

Photographers are a common sight along the overlooks, as are vans set up for TV and radio transmission. Street vendors find their way to Grandview with regularity. People practicing tai chi and yoga can also be seen in the mornings using the overlooks for inspiration.



During the spring and summer months, lines of wedding parties can be seen waiting to have their photos taken from the Byway.

Additionally, the Explorers Club has organized a hillside clean-up day for the front of Grandview each spring for the past twelve years. Approximately one hundred mountain climbers from all over the region come to repel over the cliff and pick up trash.

Uses

As Pittsburgh's premier vista, Grandview Avenue hosts thousands of visitors each year for grand municipal displays, such as:

Fireworks: Pittsburgh has a magnificent annual Fourth of July fireworks celebration. Throughout the year, other fireworks displays are frequent, and the view from the Byway is perhaps one of the best in the city.

Light Up Night: This celebration, held in November around Thanksgiving, is the evening when all the lights in the city are left burning to mark the start of the winter holiday season.



A neighborhood Presbyterian church congregation uses the Byway on Palm Sunday for a traditional procession.

Marathon: Each spring the neighborhood comes alive as the Pittsburgh marathon passes along Carson Street (? Grandview?). Large crowds typically gather at the Duquesne Incline overlook and other sections of the corridor to cheer on runners during this grueling race.

Biking: Pittsburgh long played host to the Thrift Drug Classic and still hosts a number of other bike races and tours throughout the year. The corridor has always been a training ground for cyclists seeking terrain that will challenge them. While training for the Tour de France, Lance Armstrong earned his stripes climbing the ferocious E. Sycamore Street on his way to the top of Mt. Washington.

Recreational bikers enjoy the area for its views and challenging hills. In May of each year, the Community Design Center of Pittsburgh hosts “Pedal Pittsburgh” as part of its mission to help residents and visitors discover the neighborhoods and unique design of the city. More than 1,200 riders participate each year—but only about 150 make it up the hill!

Outdoor Enthusiasts: The slopes of the corridor have long been a destination for runners, mountain climbers, and hikers. With the introduction of the 264-acre Emerald Link, the Byway will serve as an access point and centerpiece for existing and future trail systems.

Shopping: The inclines serve as a popular link between the shops and hotels at Station Square and the view and other attractions at the top. Visitors can find souvenirs in the shops and enjoy the many restaurants and galleries that are part of the corridor.

Dining: The Byway has a wealth of restaurants that fit nearly every taste and budget. Located in Station Square, along the Shiloh Business district, and in the Western Promenade’s Restaurant Row, there is a great deal to offer both visitors and residents

Hotels: The Sheraton Station Square, located adjacent to the Byway, is the most popular hotel in the city and enjoys the highest occupancy rate of any area hotel.



Biking is popular along the Byway and surrounding trails.



The Byway attracts all different kinds of visitors.

VII. STRATEGY FOR MAINTAINING AND ENHANCING THE BYWAY AND ITS INTRINSIC QUALITIES

The success of Mt. Washington and its continuing effort to grow and improve throughout the years has revolved around continual community discussion and input. Designation as a State Scenic Byway was the culmination of years of community effort. This application and its processes have been no different. Upon designation as a National Scenic Byway, the MWDC, as the lead agency, will continue to solicit the guidance and participation of its community members and stakeholders.

Community members and stakeholders were surveyed to create a wish list of improvements they would like to see along the Byway in order to transform this nationally recognized asset into a stunning destination for visitors and local residents alike. As a result, a series of goals were established to serve as a guideline for future development along the Byway.

1. *Create a warm and welcoming visitor experience*
2. *Preserve and enhance green space*
3. *Develop overall cohesive and cooperative design plan*
4. *Improve the infrastructure of the Byway*
5. *Ensure continual community participation*

A table showing the preliminary action plan for the implementation of these goals and strategies, along with a timeline, can be found in the Appendix.

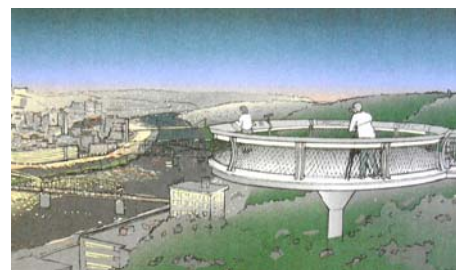
GOAL 1:

CREATE A WARM & WELCOMING VISITOR EXPERIENCE

The Byway is a special place for visitors and residents alike. Improving the visitor experience is crucial to the long-term success of the Byway, not just as a place where one can view the city, but a place where visitors feel continually safe and welcome, and where the feeling of belonging translates into more visits and longer stays. The Byway is Pittsburgh's "front porch," and everyone is welcome to visit.

Strategies to improve the overall visitor experience include:

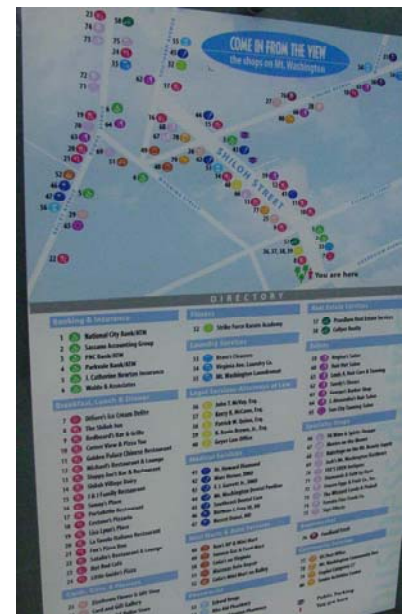
1. Overlooks: One of the most important issues for those surveyed was the need for improvements to overlooks. The safety and overall appearance of the overlooks will be improved. Recommendations for renovations to the pods have included improving the rails, installing rocking chairs or benches, and adding signage.
2. Safety and Accessibility: Pedestrian and bicycle safety would be improved with the installation and/or improvements to walking and bicycle paths. The addition of a continuous sidewalk along East Sycamore Street, so that pedestrians may safely



This drawing shows one idea for how the renovation of the overlooks might look.

walk this steep, winding and heavily trafficked road, would be installed. These paths, in addition to improving overall safety, would create a more cohesive visitor experience by tying together the various sections of the corridor. Additionally, speed limitations would be imposed and enforced along the corridor.

3. **New Visitor Center:** The visitor center would serve as a central intake location for visitors and be located at the top one of the inclines. In addition to restroom facilities, maps and other visitor information for the Byway, the visitor center would provide refreshments to visitors such as lemonade in the summer and hot chocolate in the winter. Friendly “Grand View Ambassadors” would greet visitors at the top of the inclines at peak times, offering information, directions, and history about the Byway.
4. **Interpretive Signage, Maps, and Brochures:** In addition to directional signage along the roadways, interpretive signage describing the history and scenic qualities of the Byway will be placed at various spots along the corridor, including on the overlooks. The Grand View visitor map and brochure would lead visitors on self-guided tours of the Byway, with the signs complimenting the tour. The map will direct visitors to restroom, parking, and dining facilities, as well as to other businesses and attractions. In cooperation with various community groups, literature will be created in other languages. Additionally, unique and quirky facts about the area will be included in these materials.
5. **Communications, Marketing, and Promotions:** The Byway has a great deal to offer visitors, so a thorough communications, marketing, and promotions plan would be implemented in order to attract more visitors and educate them about upcoming and ongoing events. This effort would be in collaboration with the Greater Pittsburgh Visitors and Convention Bureau, along with other local community groups, publications, and event listings. A complete description of the plan can be seen in Section IX: Tourist and Business Development.
6. **Parking Management:** An improved parking management plan would be implemented to ensure safe and fast access to attractions on the Byway while not obstructing overall traffic flow and scenic beauty of the area. The effort would be in cooperation with both city and private stakeholders.
7. **Trolley:** A trolley would run a route around the Byway, with stops along key scenic, historic, and recreational spots. The loop would start at Station Square and stop at parking facilities, as well. A Grand View Ambassador would be on trolleys at peak times to point out key features along the way.



Directional maps like this one show visitors key shops, restaurants, and destinations along the Byway.

GOAL 2: PRESERVE AND ENHANCE GREEN SPACE

With the development of the Emerald Link plan, the community has already shown its commitment to preserving and enhancing the Byway's green spaces. The specific goal here is to create an effective connection between the Byway and the Emerald Link while focusing on preservation of the green space specific to the Byway corridor. Attention will be given to the "small touches" that make the Byway experience so enjoyable. The complete Emerald Link scope document can be found in the Appendix.

Strategies to preserve and enhance green space include:

1. Balance: MWCDC would work with developers, property owners and groups using the Byway to find ways to maintain a balance between development and scenic open space of the corridor.
2. View: Ensure "view-conscious" planting and sustainable maintenance of hillsides so that views and green spaces are managed in harmony.
3. Hillside Preservation: Working with various conservation groups, the city, and residents, MWCDC would reclaim the hillside (including McArdle Roadway hillside) from neglect and promote native four-season plantings while preserving hillsides as green, natural spaces.
4. Ecological Studies: Environmental consultants and landscapers would be brought on to investigate ecological issues with regard to plant species (native vs. invasive), erosion, and pollution, and offer suggestions for future management.
5. Parklets: Efforts to use open spaces in the neighborhood for miniature parks, such as the one that is part of the Shiloh Street entrance, would continue. Keeping true to ecological responsibility, only native and non-invasive plants would be planted.
6. Private Properties: MWCDC would work with the owners of private properties along the Byway to identify and develop conservation strategies that promote the cohesive and cooperative design and ecological balance of the corridor.



GOAL 3: DEVELOP OVERALL COHESIVE AND COOPERATIVE DESIGN PLAN

The Grandview Public Realm zoning ordinance approved in 1998 created a strong starting point for ensuring the positive and responsible development of the Byway by shaping development and zoning requirements along Grandview Avenue. Developing an overall cohesive and cooperative design strategy has been seen as another way to ensure greater continuity among the public sections of the Byway. MWCDC, as steward of the Byway, will work with property owners and the city to create and implement design guidelines that will ultimately improve the appeal of the Byway and illustrate to visitors the Byway's boundaries.

Strategies to develop the design plan include:

1. Identity: Working with designers and community members, MWCDC will work to improve the aesthetics of the area and create a unique identity for the Byway. The identity would establish design and color schemes for fences, benches, trashcans, signage, and lighting fixtures.
2. Landscaping: MWCDC will work with landscape architects to coordinate colorful native landscaping along the entire Byway, along roadways and sidewalks, on the hillside, and in open green spaces.
3. Cohesive Business Districts: In cooperation with business owners in the three business districts along the corridor, a more cohesive business district plan will be created to improve the overall aesthetic nature of the area and attract visitors to the small business and restaurants of Mt. Washington and Duquesne Heights. The streetscapes of the Byway and the Shiloh/Virginia and Bailey/Boggs business districts will be coordinated to develop an attractive and welcoming continuity of the public streets and spaces of the neighborhood.
4. Lighting: Improvements to lighting along the Byway will enhance visibility while reducing the impact on neighbors. Lighting improvements would include replacement of the outdated lights along the Byway with lower light posts. Lighting will be redirected away from residents' windows and focused instead on bicycle and pedestrian paths and signage. Low lighting would be installed along the fences and overlooks to minimize the interruption of the view while enhancing safety and visibility.
5. Implementation: MWCDC will work with stakeholders and city officials to develop strategies for implementation of these strategies.



This perspective shows how a cohesive design plan—including fencing, lighting, and signage—will improve the aesthetics of the Byway and improve the visitor experience.

GOAL 4: IMPROVE THE INFRASTRUCTURE OF THE BYWAY

Several parts of the Byway's infrastructure are in disrepair and have been targeted by the city for long-term renovations. MWCDC will work with the city as well as state and federal officials to address continuing maintenance issues and find ways to fund and improve the Byway.

Strategies to improve the infrastructure include:

1. Signage: In order to improve access to the Byway from other parts of the city and region and to identify the Byway along the corridor itself, additional directional signage will be installed. Attention will be given to uniformed design and optimized visibility.
2. Roadways: As the roadways along the Byway are updated, MWCDC will work with the city and transportation authorities to ensure proper materials are used to prevent improper drainage and improve the longevity of the road surfaces.

For example, cement rather than macadam would be used along Grandview in future resurfacing.

3. Power Lines: A recommendation of the Grand View walk Plan was to bury power lines along the corridor. As they stand, power lines obstruct the scenic quality of the area and have fallen victim to intense winds created by storms, including a recent tornado. Burying the lines will increase safety along the corridor, improve the views, and reduce the burden caused by power outages associated with high winds and storms.
4. Safety: In addition to traffic and accessibility issues already addressed, the Byway would be made safer for all users by replacing broken fences and cracked sidewalks.
5. Curbs: The City, in compliance with the Americans with Disabilities Act, recently made curb cutouts along the corridor. In order to improve safety and aesthetic beauty of the corridor, uniform curbs will be installed. These curbs will be lower and made from granite, rather than the mixture of cement and steel currently used. Granite is longer lasting, requires less maintenance, and creates a look of timeless quality.

GOAL 5:

ENSURE CONTINUAL COMMUNITY PARTICIPATION IN THE PROCESS

The Byway's success to date has been the result of years of community cooperation and planning. MWCDC will continue to work with stakeholders and residents to ensure this type of partnership continues.

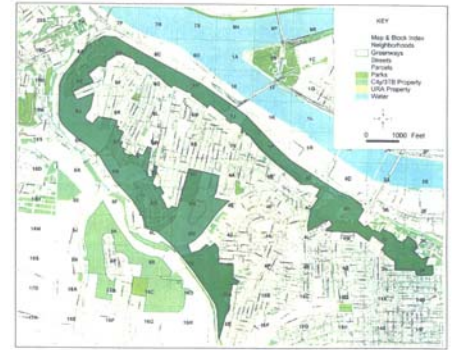
Strategies include:

1. Strengthen Interests: MWCDC will continue to build and strengthen stakeholder interests in the Byway through continued conversation, relationship building and community planning sessions.
2. Participation: Community participation will be crucial to the future of the Byway. Residents, business owners, relevant organizations and city officials will continue to be invited to participate in the management and operation of this valuable community asset. Planning meetings and information sessions will continue to be open to the public. In addition, visitors will be asked for feedback on their experiences along the Byway and this feedback will be used to strengthen corridor management and future improvements.
3. Interpretation Project: MWCDC will implement a Byway interpretation project in association with other organizations to ensure the continued success and coordination of efforts. Using this Corridor Management Plan as a guide, along with the plans of neighboring communities, byways, and historic districts, this project will help move forward the aims of this document and ensure the long-term success of the Byway.
4. Implementation of Goals: It will be the ultimate goal of MWCDC and its stakeholders to ensure the success and implementation of the goals established in this document. Development of more specific plans and implementation for each goal will proceed with community and stakeholder participation.

VIII. WORKS IN PROGRESS

Following several neighborhood studies and State Scenic Byway designation, current work has been underway to improve the Byway.

The Emerald Link connects and protects our public green spaces and parks by linking the sections together to create a continuous network of parks and trails, containing world renowned urban views, recreational spaces, and natural woodlands. The Student Conservation Association worked for three years to clear the trails within Grandview Park section of the Link. Now, with funding from the Heinz Endowments and in partnership with the Western Pennsylvania Conservancy, the anchor greening project at McArdle Roadway and Grandview Avenue will be completed by June 2005.



This map depicts of the Emerald Link shows the various green spaces to be preserved as parks and trails.

The Grandview Walk plan makes recommendations for the redesign and renovation of the Byway. The plan has been approved by the city, but requires additional community input and revision, and fundraising before it can be implemented.

Shiloh Gateway Entrance is located at the corner of Grandview Avenue and Shiloh Street and provides an attractive welcome to the Mount's business district.



The Shiloh Gateway Entrance

Shiloh Street Parking Plaza and Garden was created through MWCD's partnership with PNC Bank, Pittsburgh Parking Authority, Urban Redevelopment Authority, and former City Councilman Hertzberg. The plan improved the business district by adding 40 parking spaces accessed from Shiloh Street and 32 spaces accessed from Virginia Avenue.

The Gazebo Garden is located on the corner of Grandview Avenue and McArdle Roadway on a spot that was once a vacant lot. The Gazebo garden shows the community's ongoing commitment to maintaining and enhancing green spaces along the corridor. It has been maintained in partnership with the Western Pennsylvania Conservancy for almost 15 years.

The Saddle Landscaping Project helped to reclaim and improve city-owned property along the hillside of Mt. Washington, an area referred to as the "Saddle." This area is a pivotal piece of the Emerald Link. The creation of Saddle trails, contouring, and a revegetation project begun in late summer 2003 helped to beautify a public green space and provides trail access through the urban woodland. MWCD and residents fought for the approval of this project for years, and its success guarantees the continued scenic beauty of the Byway for the future.

Designated greenway areas around Mount Washington are home to deer and birds. In addition to the Saddle at the East end, the Duquesne Heights Greenway starts at the western end of the Byway and extends around the neighborhood to Route 51.

Overlook Renovation: Preliminary plans for overlook renovation have been prepared by the City of Pittsburgh. In addition to general repairs and improvements mentioned in this document, MWCDC intends for each overlook to have a “view” of historical events that shaped the region. A walk along the Byway will create a cohesive vision of not only Pittsburgh’s present, but its past as well. The Heinz Regional History Center will produce a diorama of Grandview Avenue and direct its visitors to relevant exhibits.

Meeting Point is the name now reserved for the project originally known as Photography Park. At this spot, which sits on the western edge of the corridor, local sculptor Jim West has proposed a park featuring a sculpture of George Washington and Seneca leader Guyasuta, who met on the Ohio River in 1770 after the French & Indian War and not long before the Revolutionary War. The city’s Public Works department has verbally pledged labor, along with recycled railing and stone block for this park.

The Bridge to Station Square was approved by the city of Pittsburgh and has received initial funds of \$6 million from the Commonwealth of Pennsylvania. The bridge connects Station Square across E. Carson Street to the Monongahela Incline. It offers a safe path for visitors and residents from Station Square to the incline and up to Grandview Avenue.



EXISTING PLANS FOR CAPITAL RENOVATIONS AND IMPROVEMENTS

The Grandview Avenue Business Plan was drafted in 2000 in response to past studies and calls for action. The major infrastructure upgrades addressed in the Plan and approved by the City of Pittsburgh Planning Department have been placed on the long-term plan (2015-2030) in the Southwestern Pennsylvania Commission’s 2030 *Transportation and Development Plan for Southwestern Pennsylvania*. The report calls for the following renovations, pending the availability of funds:

Grandview Avenue Roadway Upgrade

Location: Between. McArdle and Wyoming

Type: Capital Maintenance

McArdle Viaducts

Type: Capital Maintenance

McArdle Roadway Upgrade

Location: S. 10th St. to Grandview Ave.

Type: Capital Maintenance

Additionally, normal routine maintenance can be expected, but will not have an impact on the intrinsic qualities of the Byway.

IX. TOURIST AND BUSINESS DEVELOPMENT

Hundreds of thousands of visitors flock to the Byway yearly to visit the inclines, take in the view, eat at the restaurants, and visit the business districts. The further development of the Byway to better attract and accommodate these tourists is crucial. The tourist and business development plan will incorporate separate but cohesive communications, marketing and promotions plans and will strengthen the overall connectivity of the Byway to the rest of the community and region.

COMMUNICATIONS PLAN

Upon designation as a National Scenic Byway, the Byways Committee will implement a detailed communications plan to improve the overall navigability of the Byway by visitors. Elements of this will include:

- A new visitor center
- A Grand View Byway visitor map
- Trolleys to drive visitors along the Byway
- Grand View Ambassadors to greet guests on arrival
- Informative and historic interpretive signage
- Byway directional signage
- Informative brochures, including languages other than English
- A dedicated Byway web site
- Ongoing press relations and event listings

MARKETING AND PROMOTIONS

One of the first steps in the marketing and promotion of the Scenic Byway is to build awareness, including activities that stir interest in the area's scenic, historic, and recreational resources. Understanding that a regional approach will strengthen the overall experience for visitors to the area, the Byways Committee has discussed opportunities and techniques to promote awareness of the highway throughout the region.

Currently, the Greater Pittsburgh Convention and Visitors Bureau, Duquesne Incline Organization, and the Port Authority Transit distribute informative materials about the Shiloh Business District to their visitors. MWCDC will serve as the lead organization managing the operations of the Grand View Scenic Byway. In order to better market and promote the Byway, MWCDC will enhance ongoing relationships and create new cooperative partnerships with the following organizations and community groups:

Language for Attracting Visitors to the Byway

If it's cultural experiences you are looking for Pittsburgh has its share of attractions including...

A ride on the incline to the top of Mt. Washington is a must for a panoramic view of the city and its three rivers.

Afterwards, sample a few of the culinary delights offered in the numerous ethnic communities located throughout the Pittsburgh region...

Be here for the Pittsburgh Arts Festival in June or the Great Steel Valley Pierogi Cook-Off in late August...

Catch a Pirates or a Steelers game at the city's two new sporting venues, PNC Park and Heinz Field. Or make it a cool treat and take in a Penguins game at the Mellon Arena...

- Greater Pittsburgh Convention and Visitors Bureau
- Main Streets Program
- Emerald Link
- Duquesne Incline Organization
- Port Authority Transit
- Downtown Pittsburgh Partnership
- South Side Local Development Company
- National Historic Road
- Local chambers of commerce
- Restaurant, business, and condo associations
- Ft. Pitt Museum
- River Life Task Force
- Point State Park
- Andy Warhol Museum
- Heinz Hall
- Carnegie Museums of Pittsburgh
- Phipps Conservatory and Botanical Gardens
- National Aviary Heinz Regional History Center
- Carnegie Science Center
- Gateway Clipper Fleet
- Station Square Association
- Carnegie Library
- Other local community development corporations
- Local community groups
- Area universities

BYWAY BENEFICIARIES

Successful Federal designation of the Grand View Scenic Byway will have a major impact, and its realization will provide benefits to many, including:

Pittsburgh Visitors: Over a million visitors come to the Byway each year. Residents find it troubling to escort out-of-town guests to the crumbling, littered Overlooks. The current condition of this area in no way matches similarly important destinations in other major cities. In addition, the lack of information available to visitors about Byway landmarks could be corrected by the creation of the proposed centralized visitor center and improved signage throughout the Byway.

Pittsburgh Residents: The residents of Pittsburgh and their descendents will be the primary beneficiaries of the Byway and the successful continued development of the Byway will guarantee the long-term enjoyment by residents and generations to come. Residents from around the city and County currently enjoy the Byway.

Residents of Mt. Washington and Duquesne Heights: An enhanced Grand View Scenic Byway will be an economic generator for the neighborhood. Continued improvements to infrastructure and amenities along the corridor will raise home values, encourage restoration and attract new homebuyers to the community.

Pittsburgh Businesses: The completed Byways will contribute to the economic health of businesses within and adjacent to the Byway by increasing the number of visitors to the area. In addition, excitement around the Byway will enhance the community's profile and image, which will also benefit the local business community.

Southwestern Pennsylvania: The success of the Byway will further solidify Pittsburgh as a primary mid-Atlantic destination due to its numerous attractions. This will energize Southwestern Pennsylvania and spread economic benefits region-wide.

