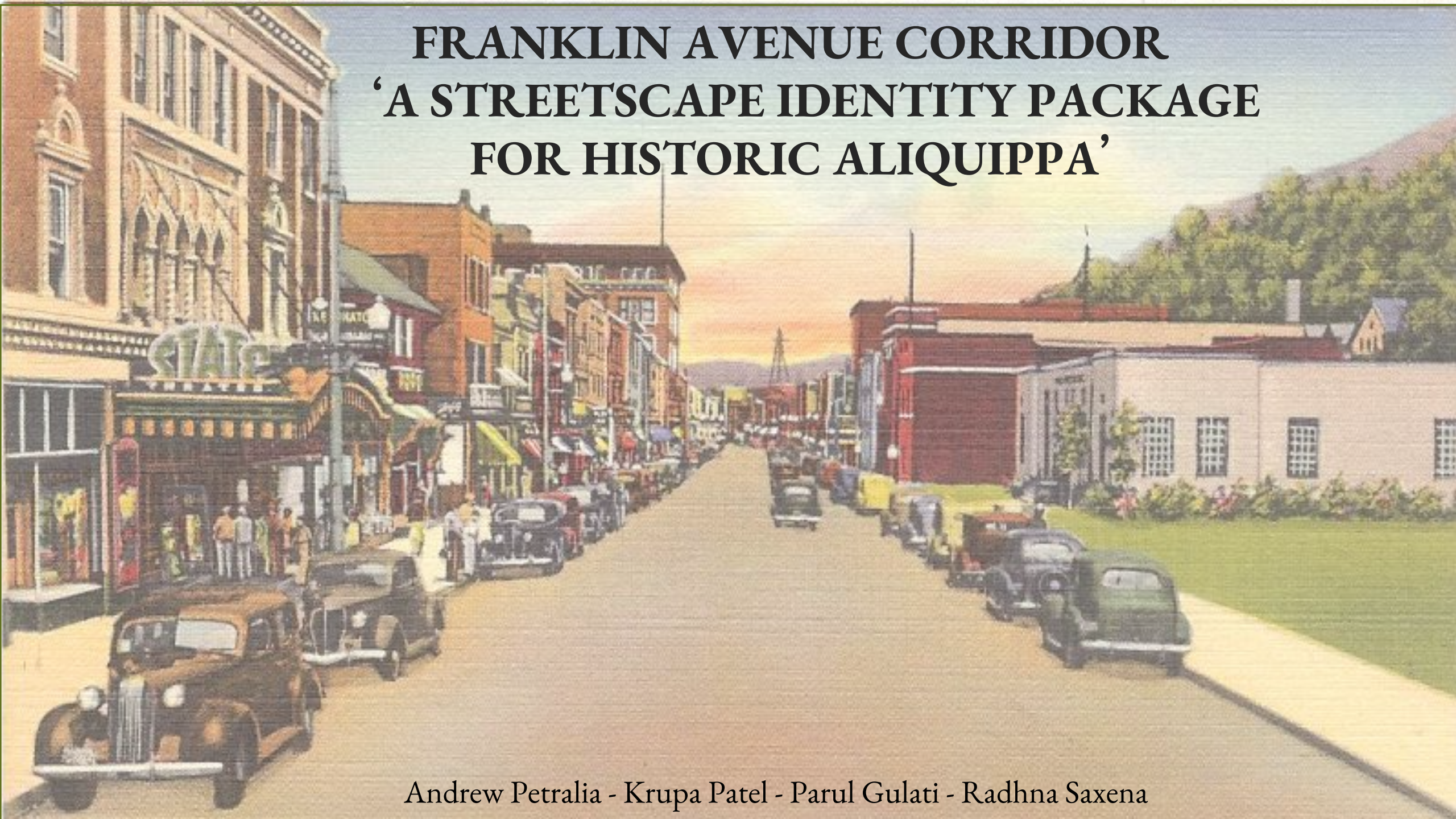
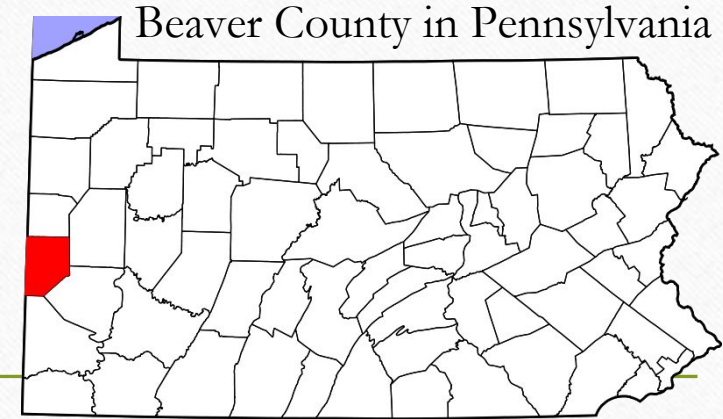
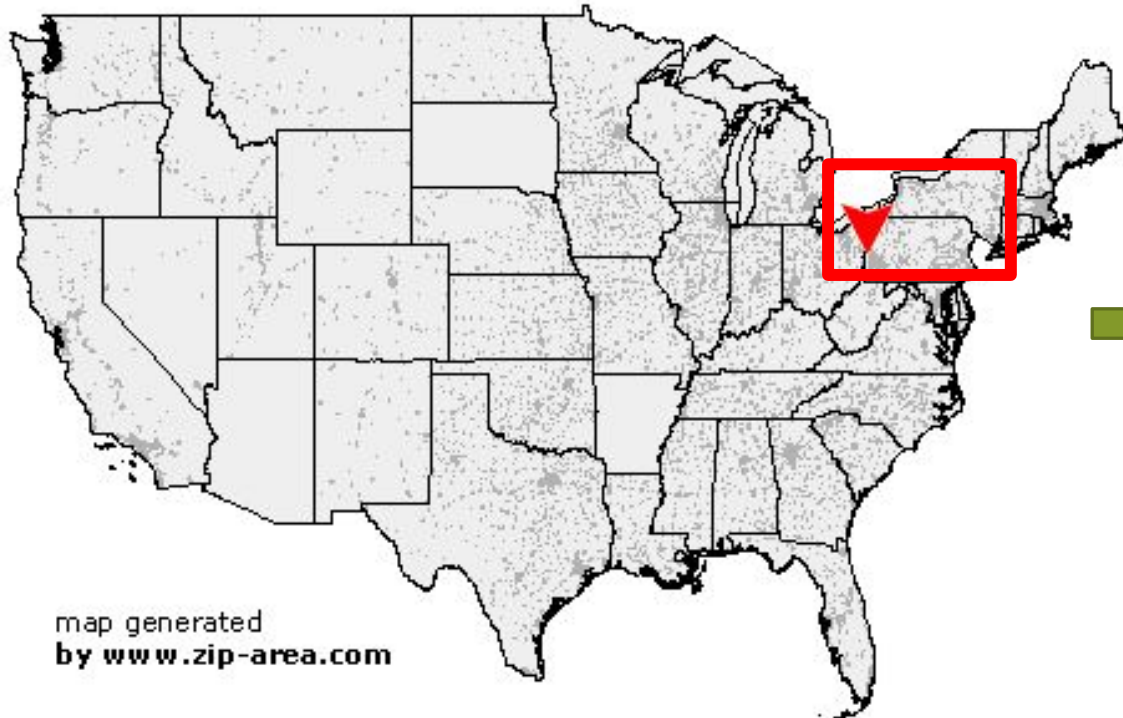


FRANKLIN AVENUE CORRIDOR 'A STREETScape IDENTITY PACKAGE FOR HISTORIC ALIQUIPPA'

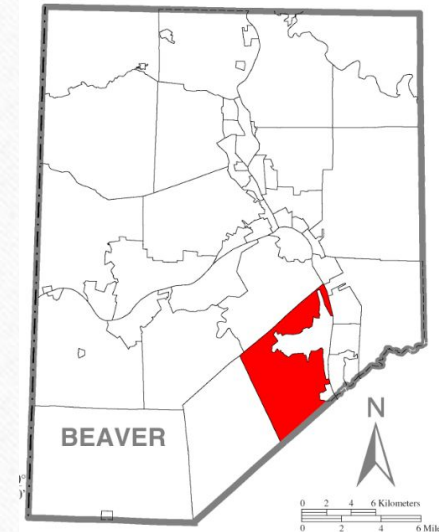


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ALIQUIPPA



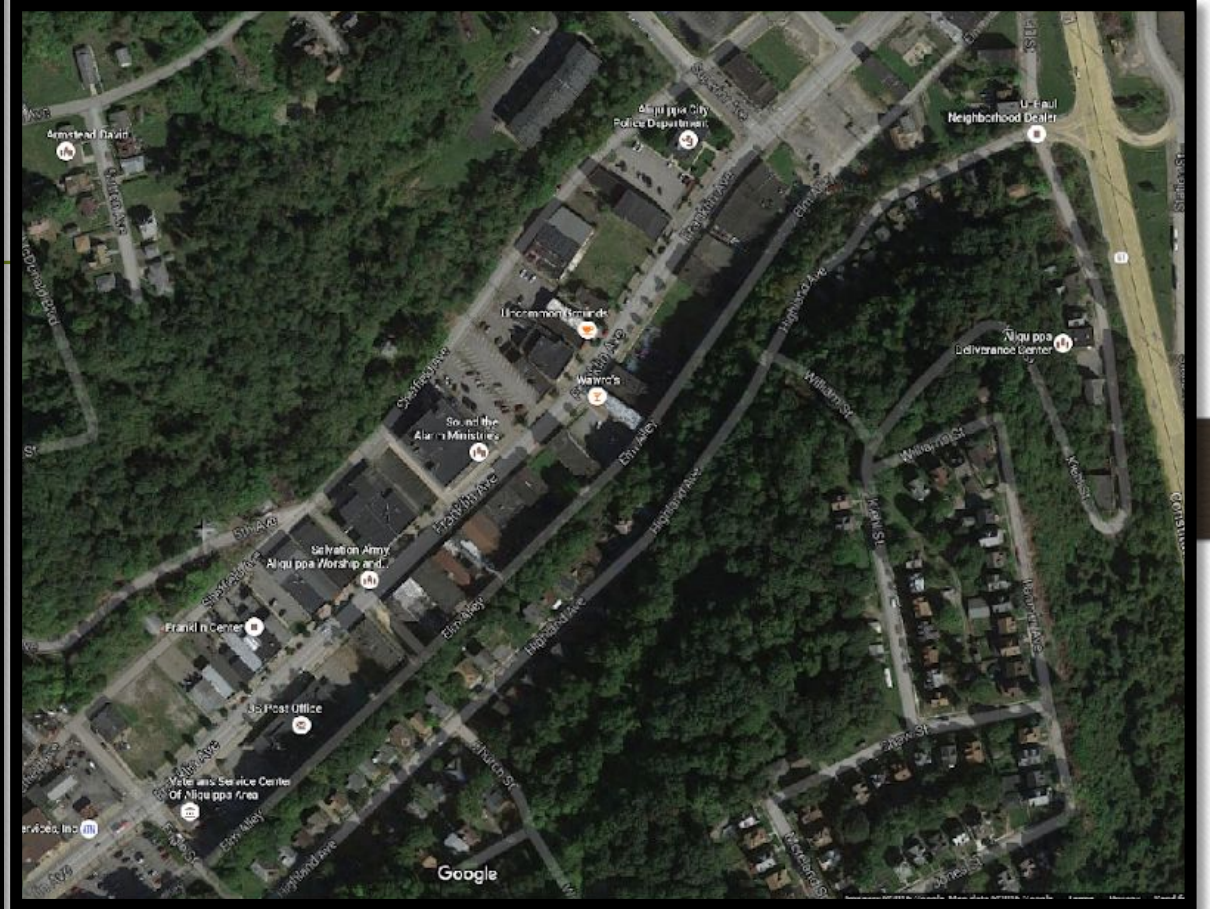
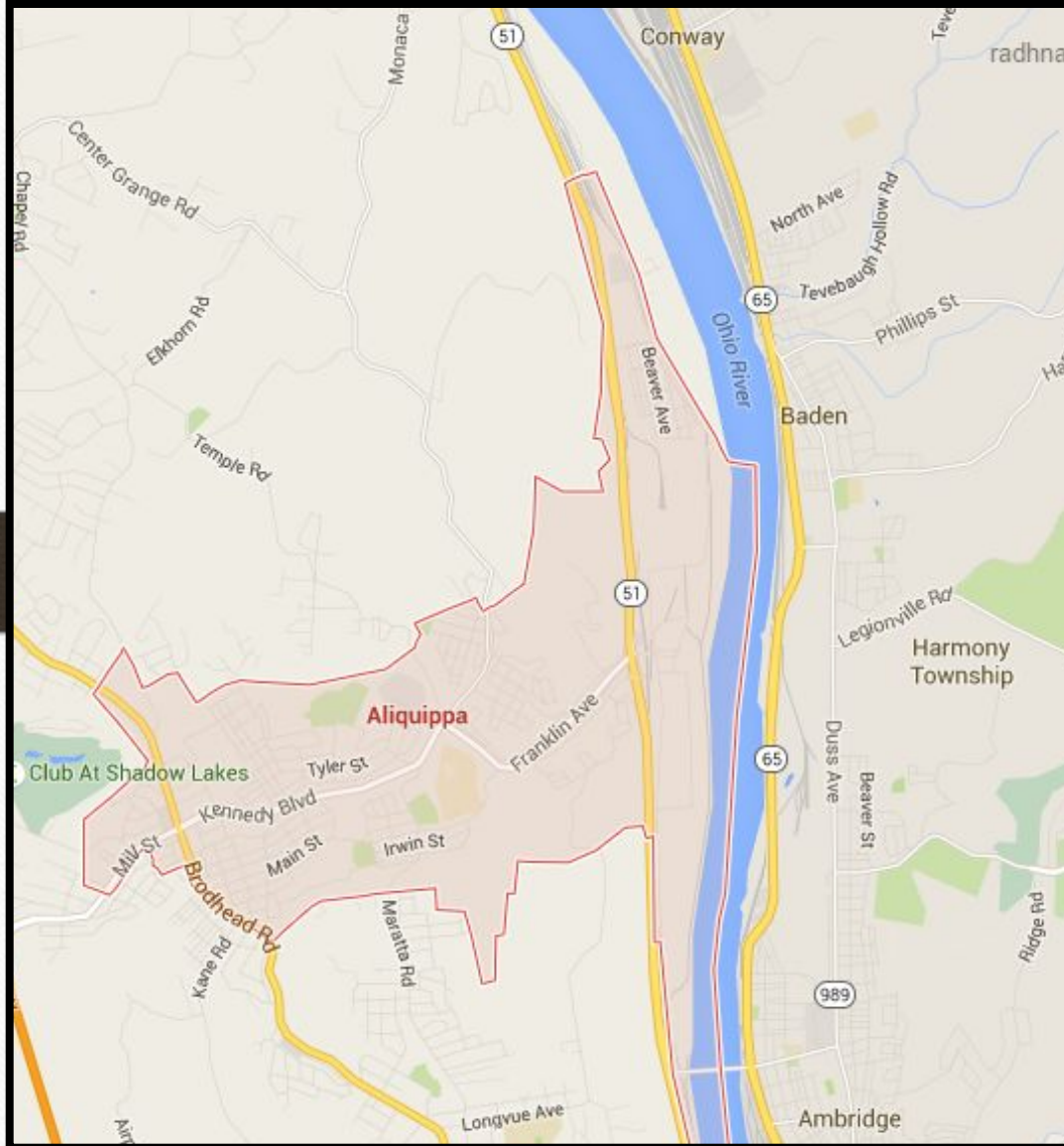
Aliquippa in Beaver County



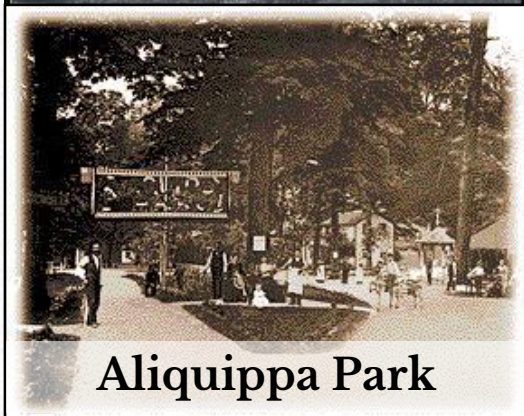
Aliquippa is a city in Beaver County in the U.S. state of Pennsylvania; it is within the Pittsburgh, PA Metropolitan Statistical Area.

The population was 9,438 at the 2010 census. Formerly the Borough of Aliquippa, it was formally named a city in 1987 by the Aliquippa Borough Council.

ALQUIPPA: LOCATION



STORY OF ALIQUIPPA



Aliquippa Park

June 1878

P&LE Railroad leases a 100 acre tract of land for amusement park

July 1880

Amusement park opens for visitors

1880 – 1906

Successful running of the park and the railroad

1907

Construction of The Pittsburgh Mercantile building and the Central Business District begins

1929

B.F Jones Memorial Library is built

1908

Franklin Avenue becomes the business district and the center of the town

Jan 1906

The park property is sold to Jones and Laughlin Steel Company

1906

Construction of the steel plant and the worker community begins

1958

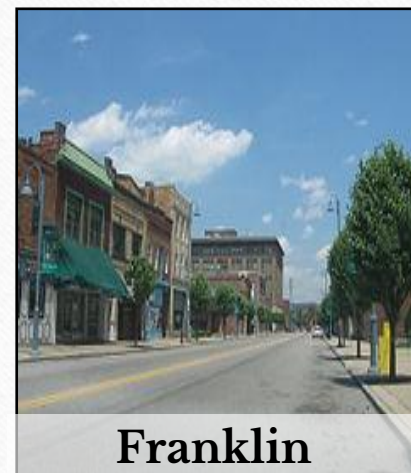
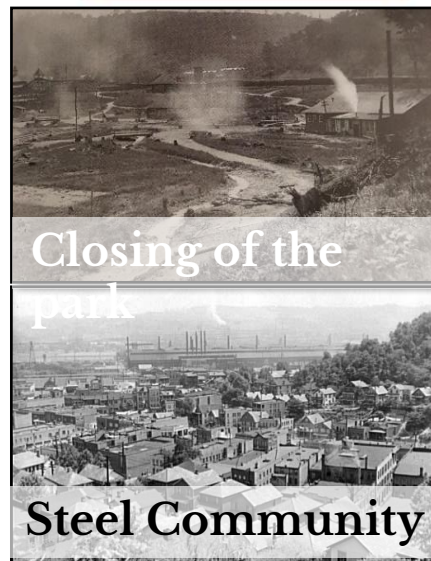
The golden jubilee of Aliquippa is celebrated with great pomp

1980

Closing of the steel mill leads to a slow town abandonment



Golden Jubilee



Franklin Corridor

FRANKLIN AVENUE CORRIDOR HISTORIC CHARACTER...



Franklin Avenue with traffic in the 1950s.

The WYE-intersection of Station street on left, Franklin Avenue at Center and Hopewell avenue on the right.



The Bustling Downtown

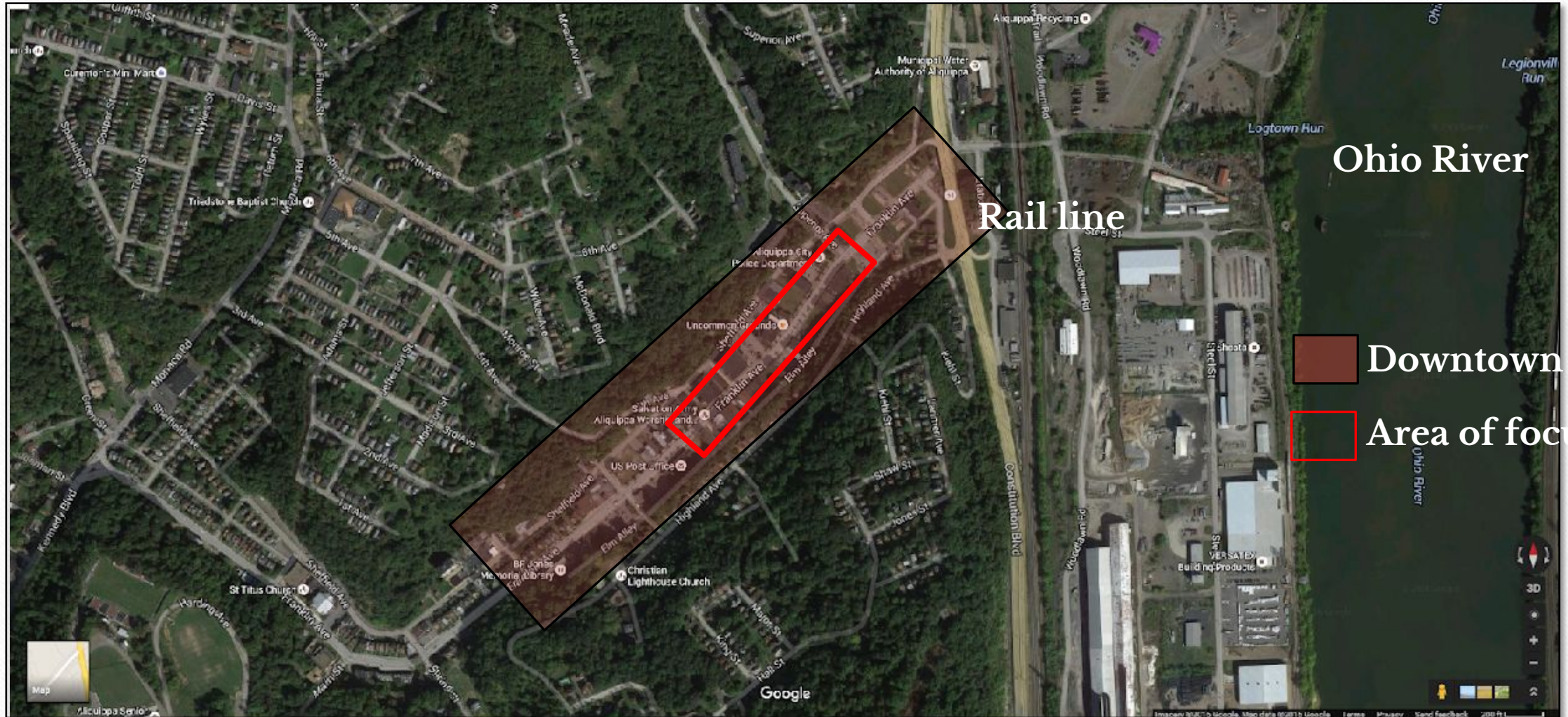
Restaurants and coffee shops lining the road



The Strand Theater in 1940

The steeple of St. Nicholas Russian Orthodox Church can be seen above the Strand Theater.

SATELLITE MAP SHOWING FRANKLIN AVENUE (DOWNTOWN)



STAKEHOLDERS

Residents of
Aliquippa

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graph TD; A((Residents of Aliquippa)) --- B((Samuel L. Gill  
City Administrator  
City of Aliquippa)); A --- C((Herb Bailey  
Project Chairman)); A --- D((Jack Manning  
Town Center Associates)); A --- E((Daniel Rossi  
Keen eQuip Books));
```

Samuel L. Gill
City
Administrator
City of Aliquippa

Herb Bailey
Project Chairman

Jack Manning
Town Center
Associates

Daniel Rossi
Keen
eQuip Books

CLIENT BRIEF

To restore the charm and historic character of the once vibrant community of Aliquippa.

- Forty-two percent of the downtown buildings are vacant or abandoned and more than half are in disrepair
- Many in the community share a strong desire for revitalization
- Aim to attract the investment and restoration required to kick-start its revival



OBJECTIVE: To Revive a Sense of Place



Aliquippa as a 'lively town center': not a mere travel corridor.

Relatively small investments in “place making” can result in dramatic public perception of vitality and community value.

Franklin Avenue Corridor

Pittsburgh Mercantile Store



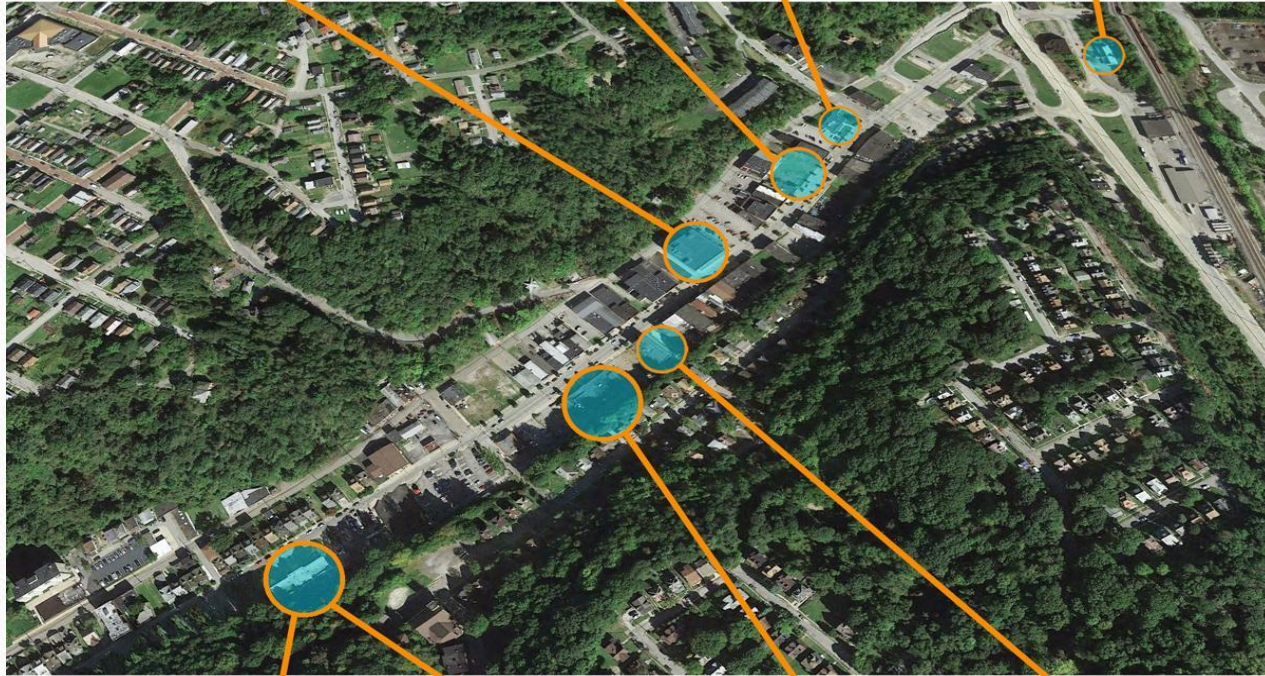
Community Park and Pavilion



J&L Steel Memorial



Alleghippa - Woodlawn Train Station



B. F. Jones Memorial Library



Library Interior



Post Office



Historic Architecture



The streetscape



The B F Jones Memorial Library

A Sense of Place – Analysis of Existing Strengths



The expanse of the street and the sidewalks



Historical Architecture



Streets lined with trees



Intricately designed metal strips



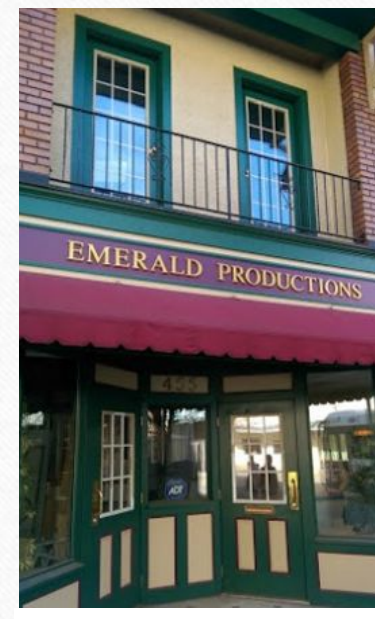
Detailed tree gratings



Cast Iron Benches



Streetlamps



Inviting Storefronts



Historical Identity

The Missing Elements – Analysis of Existing Weaknesses



Pedestrian safety



Absence of a 'Bus Stop'



Lack of distinction between pedestrian, parking, and travel lanes



Blocked Building Facades



Lack of a 'Sense of place'

Opportunities Abound

- Road pavement
- Sidewalk pavements
- Curb design
- Street lighting
- Sidewalk lighting
- Signage and way-finding
- Bike infrastructure
- Seating Clusters
- Efficient Drainage
- Trees and other vegetation

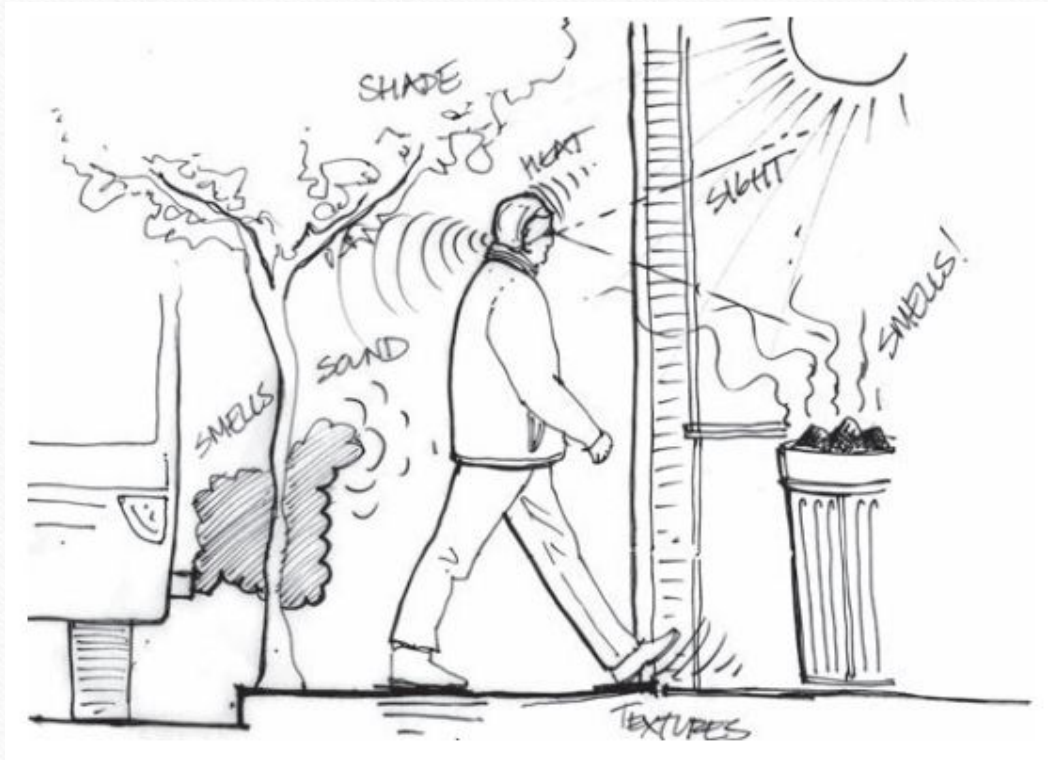


New York City's ACTIVE Guidelines for Sidewalks and Streetscapes

Sustainability
and Vegetation

Canopy and
Shade

Human Scale
and Complexity



Activity
and Rest

Connectivity

Accessibility

Visualizing a Renewed Franklin Avenue



‘Build an archway’ representing the essence of Aliquippa’s heritage.’

Why ? To create a sense of entrance into a historically rich town and attract passers-by to stop and notice



‘Build an archway’ representing the essence of Aliquippa’s heritage.’



‘Build an archway’ representing the essence of Aliquippa’s heritage.’



‘Produce a main street aesthetic using distinguishing materials.’

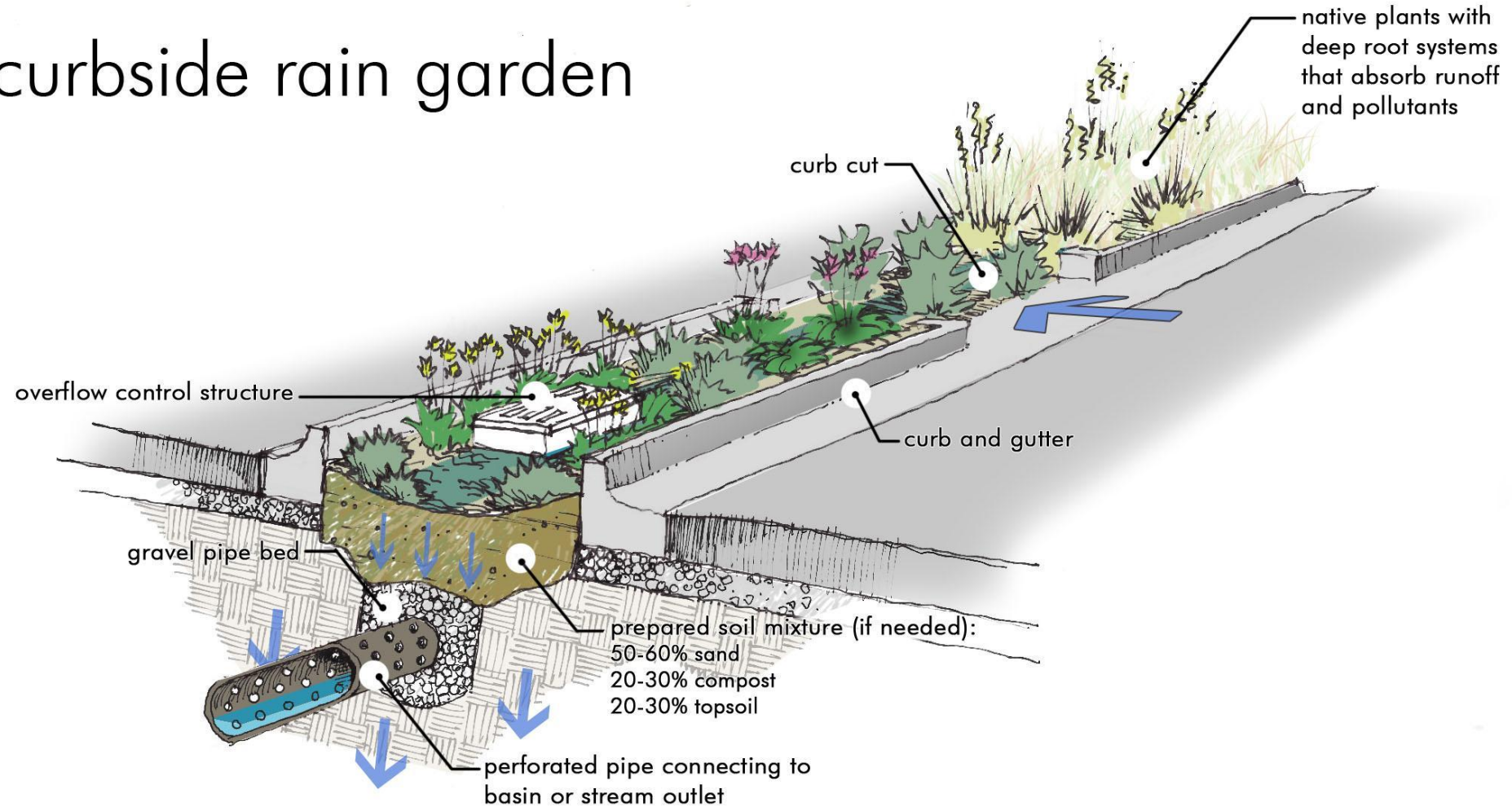
Why? To lend a distinctive look to the historic streetscape and increase permeability



‘Integrate a bio swale system that uses plants to naturally filter storm-water runoff.’

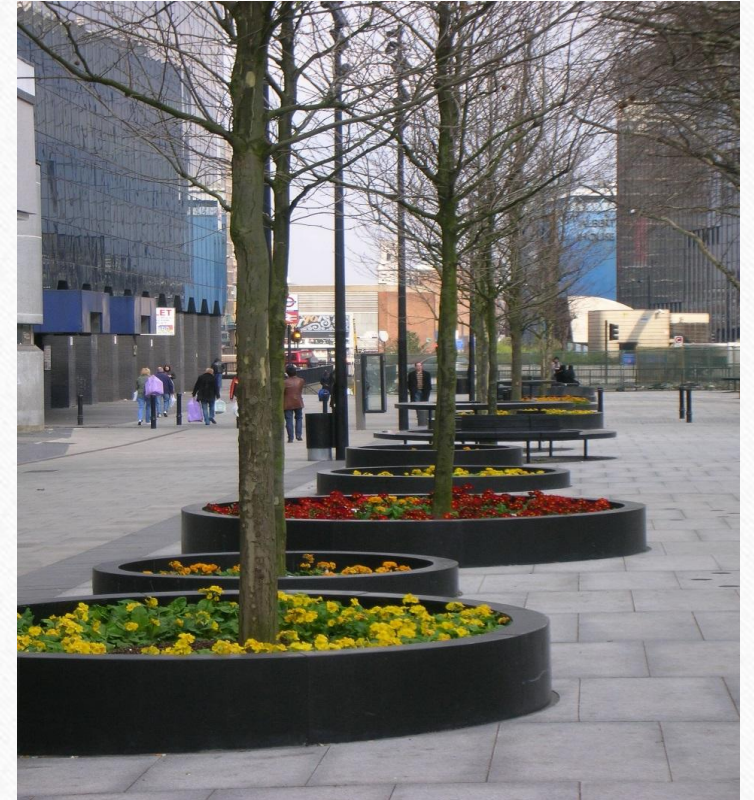
Why? To mitigate storm water drainage concerns

curbside rain garden



‘Introduce more planters’ to beautify the streetscape.’

Why ? Environmental (urban heat island, runoff, etc), health, activity, aesthetics, biodiversity.

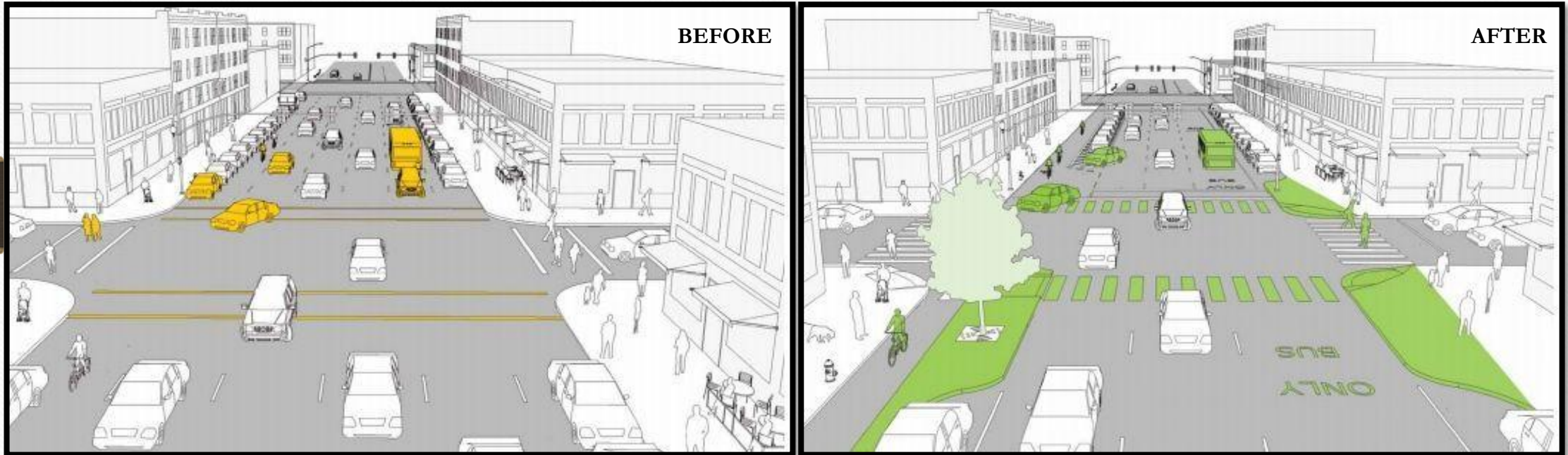


‘Introduce more planters’ to beautify the streetscape.’



‘Extend the curbs into the roadway allowing parking pockets at certain distances.’

Why? To buffer sidewalks and delineate the travel lane from the parking lane

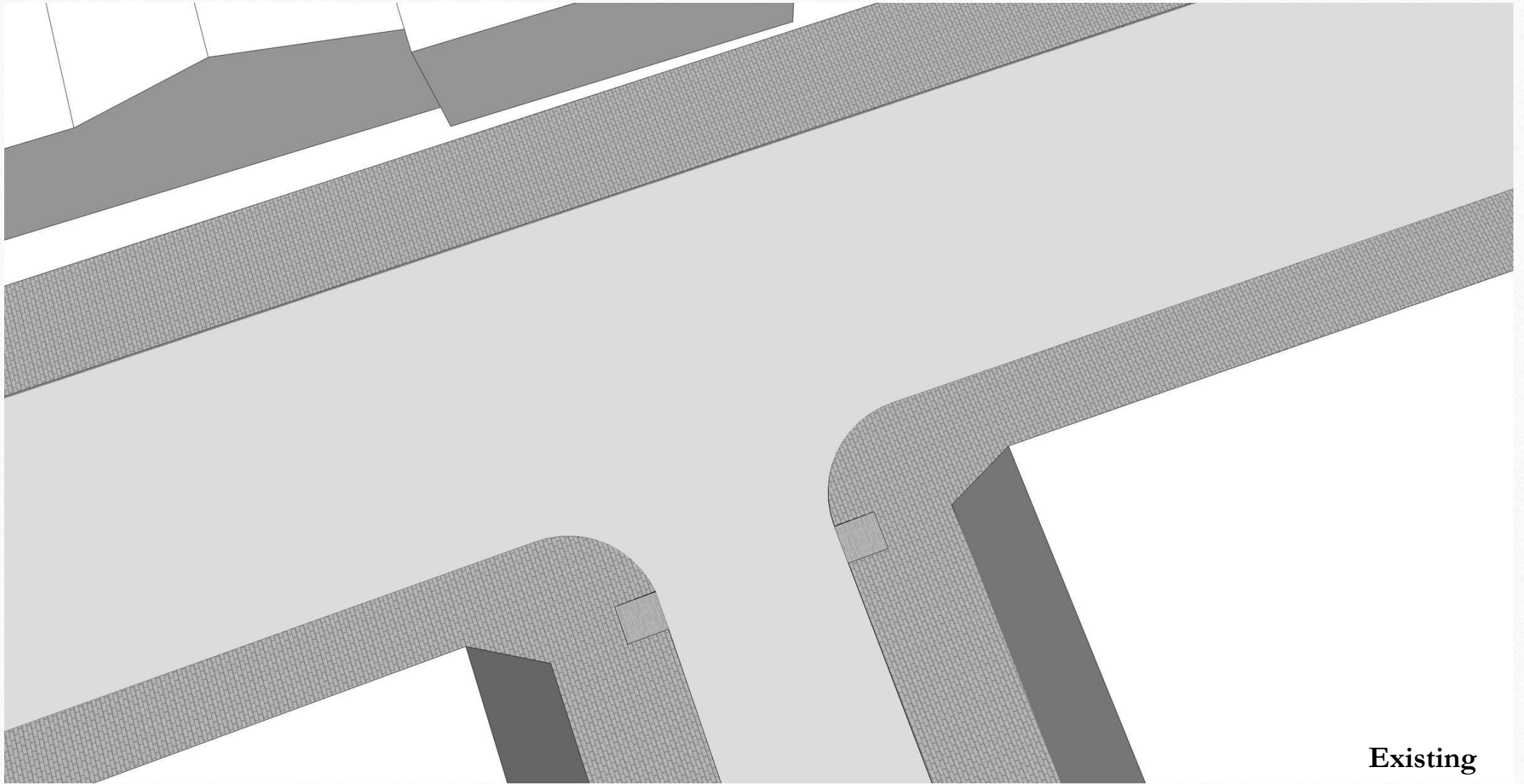


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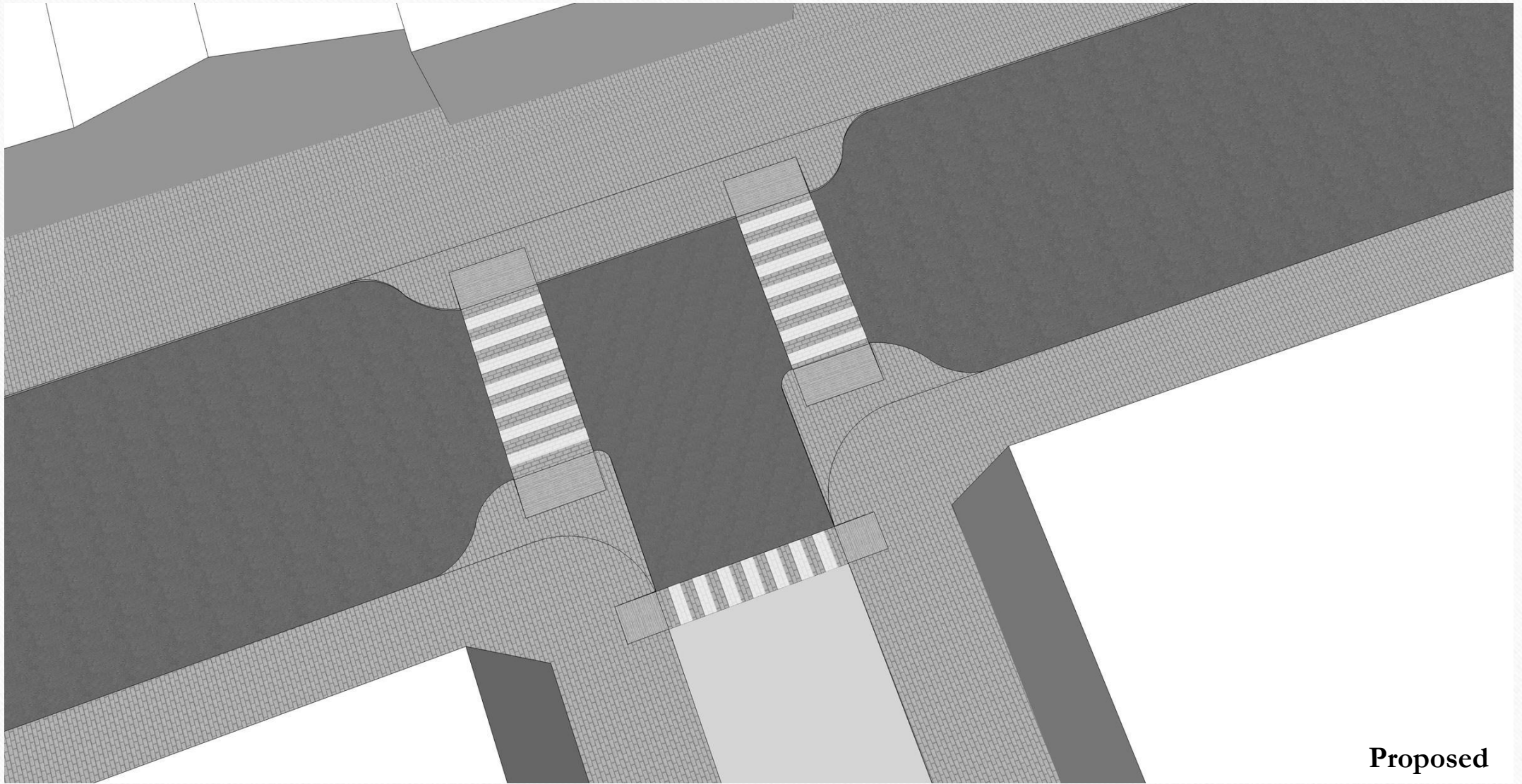


‘Extend the curbs into the roadway allowing parking pockets’



Existing

‘Extend the curbs into the roadway allowing parking pockets’



Proposed

‘Have illuminated crosswalks with clear, visible and attractive demarcation.’

Why ? To highlight pedestrian movement across the road allowing safe crossings



‘Have illuminated crosswalks with clear, visible and attractive demarcation.’



‘Encourage bike infrastructure such as parking racks with bike rental/bike share.’

Why ? To facilitate easy flow of traffic and reduce car dependence in the area



‘Encourage bike infrastructure such as parking racks with bike rental/bike share.’



‘Incorporate outdoor seating infrastructure along the pavements.’

Why ? To enhance the social gathering spaces for the community



‘Introduce activity pockets such as small kiosks for painting, reading newspapers etc.’

Why ? To foster community interaction and add vibrancy to the street



‘Introduce activity pockets such as small kiosks for painting, reading newspapers etc.’



‘Establish clear, concise and striking signage across Franklin Avenue.’

Why ? To enable wayfinding for commuters and lend prominence to the history of the town



‘Establish clear, concise and striking signage across Franklin Avenue.’



‘Incorporate tensioned cables for banners and holiday lighting across existing street lamps.’

Why ? To draw people to certain events like Farmers’ market, Holiday Market etc



‘Provide attractive, well shaded bus stops with seating.’

Why ? To provide commuters with a comfortable waiting space and act as street elements



Inspiration is Easy, Implementation is the Challenge



Community Development Block Grant Program – CDBG

“...allocates annual grants... to develop viable communities by providing decent housing, a suitable living environment, and opportunities to expand economic opportunities, principally for low- and moderate-income persons,”

Eligible Activities:

- Benefit low and moderate income persons, OR
- Prevention and elimination of slums or blight, OR
- Address needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community

Requirements:

- “A grantee must develop and follow a detailed plan that provides for and encourages citizen participation”.
- At least 70% of funds must be show to improve conditions for low or moderate income citizens.

Challenges and Considerations

Anticipated Challenges

- Capital cost
- Maintainability
- Road closure and construction
- Phased approach may help

Anticipated Rewards and Resources

- HUD Grant
- Increased re-investment of private owners
- Reinforced community pride
- Improved health, welfare, and safety
- Increased outside attention

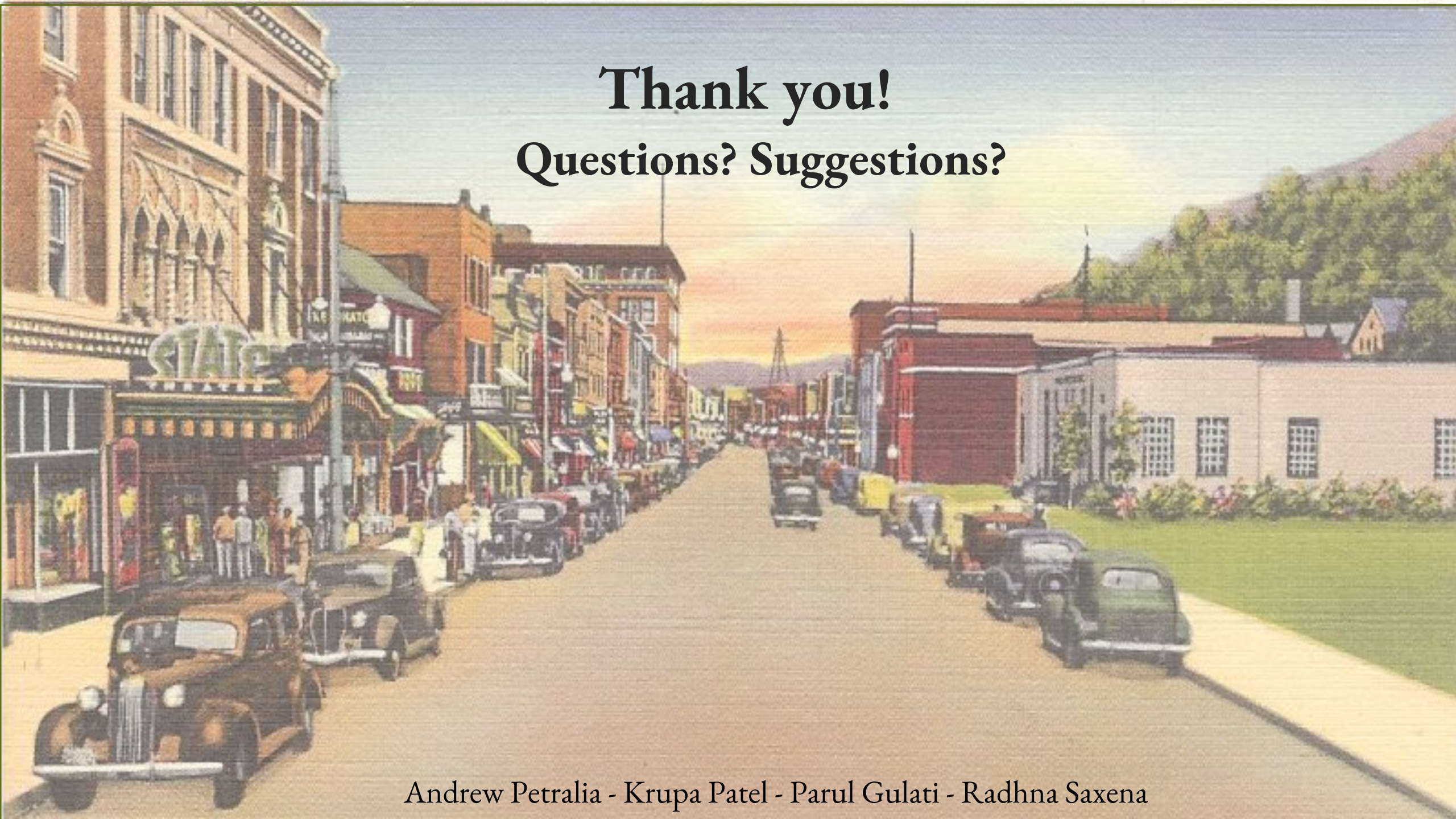


“What do you want to see Franklin Avenue become?”

The Path Ahead

- Use base 3D model as “blank canvas” for open competition.
- Encourage community participation in the re-design and renewal effort.
- Instill a sense of community ownership, control, and influence.





Thank you!
Questions? Suggestions?

Andrew Petralia - Krupa Patel - Parul Gulati - Radhna Saxena