

**City of Pittsburgh
Pedestrian Wayfinding System
Design Intent Package**

May 2020

Introduction

PROJECT OVERVIEW

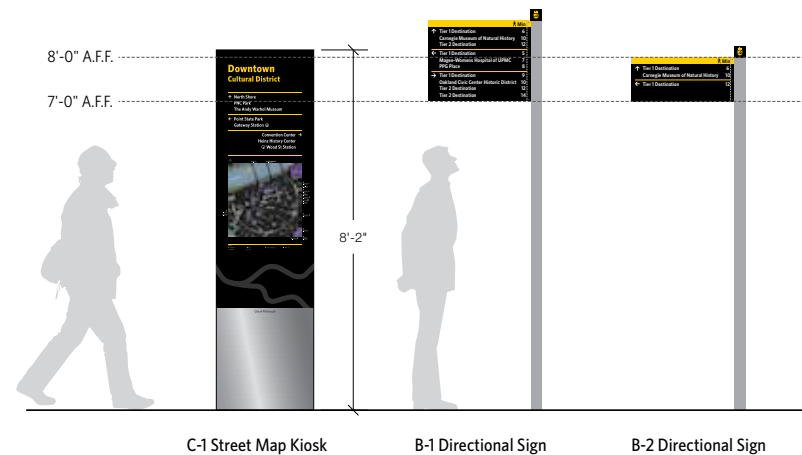
The Pittsburgh Wayfinding project establishes a world class pedestrian wayfinding system to support Pittsburgh’s geography, transportation infrastructure, and the flourishing communities of Oakland, Downtown, North Side and North Shore. Wayfinding can help reduce confusion and create incentives for people to walk within and between neighborhoods, to explore as a resident or visitor, and to consider transit and other active modes. Thus, a wayfinding system must prioritize pedestrians, be grounded in best practice, project a city identity, and respond to the needs of different user groups.

Pittsburgh’s complex highway system and topography create challenges to exploring the city, especially on foot, and hinders navigation for both residents and visitors. Successful wayfinding is achieved by providing the optimal amount of information at the right time, efficiently and clearly for all users. While Pittsburgh’s current Wayfinder System is well-known and consistent in design, it is a driver-focused system. Signage placement is inconsistent and scarce for many important destinations. Implemented in 1996, the current system has grown faded and outdated.

This project has developed a new pedestrian signage system including:

1. New pedestrian directional signs
2. Kiosks including clear and highly designed maps oriented towards the pedestrian direction of travel
3. Careful sign placement plans to major destinations and institutions for pedestrians in each neighborhood
4. A full message schedule for each proposed sign location
5. Recommendations for materials that adhere to the design intent of each sign type

While the original wayfinding strategy developed as part of this process also included additional sign types and a strategy for vehicular signage, it was ultimately determined that pedestrian wayfinding, in particular the directional and map kiosk signs, should become the focus for the system at this stage.



PARTICIPANTS

At the outset, a Wayfinding Advisory Committee (WAC) was established to lead the project and communicate with stakeholders from City and regional organizations, as well as from each neighborhood involved in this phase of the project.

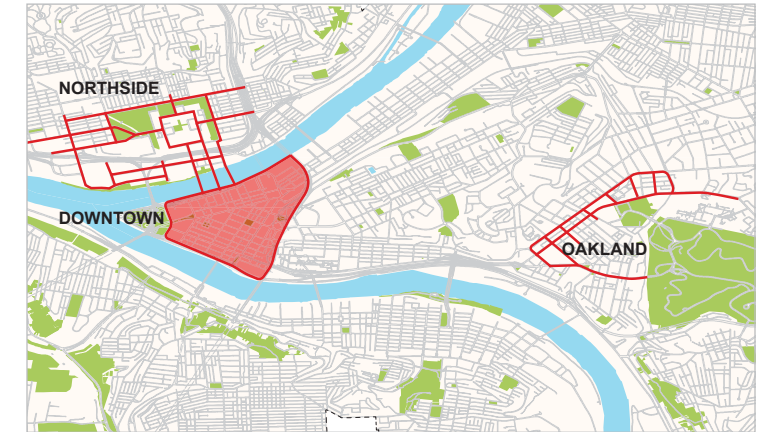
The WAC includes:

- Oakland Business Improvement District (OBID)
- Oakland Transportation Management Association (OTMA)
- Pittsburgh Downtown Partnership (PDP)
- North Side Cultural Collaborative (NSCC)
- Southwestern Pennsylvania Commission (SPC)
- Pittsburgh Department of City Planning
- Pittsburgh Department of Mobility and Infrastructure (DOMI)

Many stakeholder workshops, presentations, site visits, and art commission reviews were held during the visioning, analysis, strategy development, sign design, and programming stages of the project to gain consensus among the various institutions, both citywide and from each of neighborhood.



Visioning Workshop 2013



Wayfinding Study Boundaries

STUDY AREA

The Oakland, Downtown, North Side and North Shore neighborhoods are part of the initial signage program, and represent places of residence, business, learning, healing and entertainment. They constitute the highest concentrations of these activities in Western Pennsylvania and are areas that most people associate with Pittsburgh and its status as one of the most livable cities in the world. Celebrating the unique strengths of each community while also creating a wayfinding strategy and design interventions that connect these areas together was a key outcome from this process.

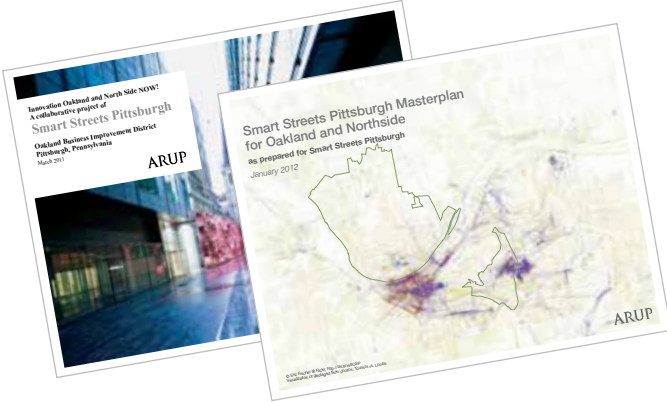
While the focus of this current wayfinding work is on these four neighborhoods, the strategy is designed with the flexibility to expand the system City-wide.

The following maps show the destinations that are currently included in the wayfinding system, which was a culmination of extensive stakeholder outreach and reviews with the WAC.

Introduction

THE NEED FOR WAYFINDING

The need for a new wayfinding system initially emerged in 2011 from the Innovation Oakland and Smart Streets Pittsburgh projects’ aim to facilitate and inspire neighborhood transformations and economic development initiatives already taking place in the City. The recommendations from these reports identified wayfinding as one of the key opportunities to create a sense of place and improve navigation within and between neighborhoods. Through a series of stakeholder workshops conducted from September 2013 to May 2015, wayfinding issues and opportunities were shared, and a unified vision for the future wayfinding system developed. In addition, as the wayfinding system has been in development, members of the WAC have reached out to get feedback and insight from key stakeholders from each neighborhood.

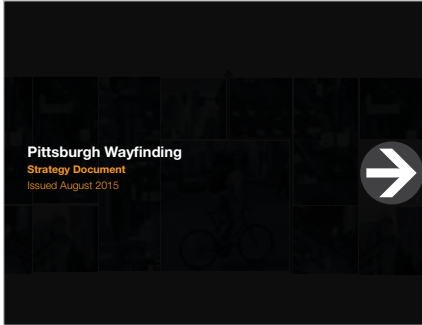


Smart Streets Pittsburgh

During this process, it was agreed that while the existing wayfinding system is well-known and consistent in some aspects of its design, there are some challenges:

- Lack of pedestrian wayfinding
- Incomplete vehicular wayfinding system
- Signs could be improved in their conspicuousness- placement and sign clutter contribute to this
- Visitors do not understand the color-coded system
- Lack of neighborhood identity conveyed in signage

Pittsburgh’s new wayfinding system will be structured around major pedestrian and vehicular corridors, highlighting key landmarks in each neighborhood. The wayfinding system could ultimately be applied to each neighborhood in Pittsburgh by applying the same logic for directing users within and between neighborhoods.



Wayfinding Strategy

WAYFINDING VISION AND GOALS

Create a uniform, comprehensive, and distinct wayfinding system that overcomes physical and perceptual obstacles to connect the city and celebrate what each neighborhood has to offer. To achieve this vision, several measurable goals were set out for the project to help guide development of the wayfinding strategy, system logic, and sign design:

- **Convey an image or identity** for each neighborhood
- **Be multi-modal** for all users, with a focus on pedestrians
- **Welcome visitors** while creating a sense of safety and comfort
- **Encourage adventure** and exploration
- **Provide guidance** across infrastructure and topographical barriers between neighborhoods
- **Be scalable** beyond Oakland, North Side, Downtown and North Shore
- **Integrate universal design** principles

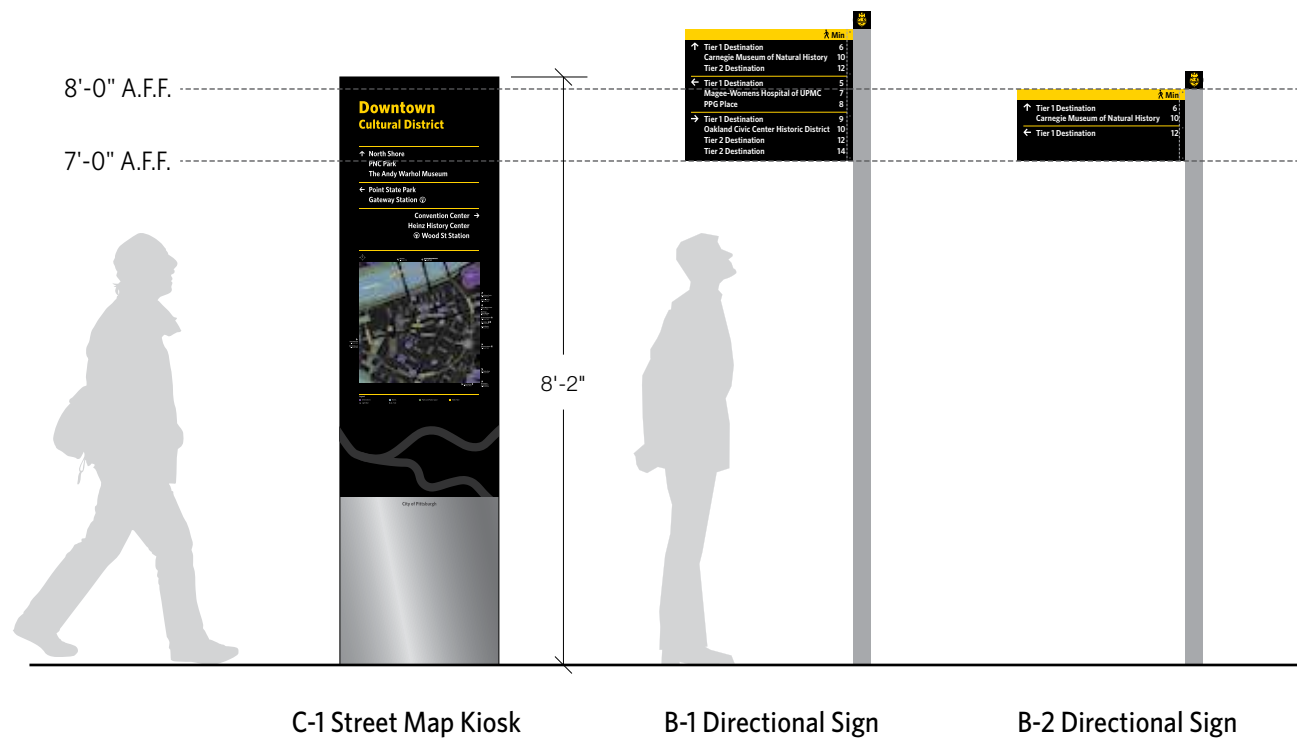
PURPOSE OF THIS DOCUMENT

The Design Intent Package is the culmination of the wayfinding strategy, design and programming process. It also is a package that provides a sign manufacturer with all of the details they would need to develop shop drawings, fabricate and install the complete wayfinding system to the quality standards that adhere to the overall project goals. This includes detailed sign design drawings, graphic standards, performance specifications for materials, a location plan showing sign placement for each sign in each neighborhood, and a corresponding message schedule. For the purposes of the Pittsburgh Wayfinding project, it will be used as a basis to inform the Plan, Specification and Estimate (PS&E) process that is a requirement of the grant funding received for this project, and should be used as a guide to review and approve final shop drawings before installation.

Project Overview

DESIGN INTENT PACKAGE

The following package lays out the design intent for the pedestrian wayfinding program. It describes materials and fabrication in outcome specifications, allowing input from engineers and fabricators as to how to best execute the design intent.



SIGN COUNT OVERVIEW

Sign Type	Qty.	New Pole	Existing Pole	Notes
Downtown				
B-1	46	18	28	
B-2	4	0	4	
C-1	19	Ground Mounted		
North Shore / North Side				
B-1	14	12	2	2 soil mounted
B-2	24	18	6	1 soil mounted
C-1	17	Ground Mounted		3 possibly soil mounted
Oakland				
B-1	19	17	2	
B-2	3	3	0	
C-1	16	Ground Mounted		1 soil mounted; 1 TBD
DRAFT TOTALS - 05/2020				
B-1	79	47	32	
B-2	31	21	10	
C-1	52	Ground Mounted		

COLORS



TYPOGRAPHY

Whitney Narrow - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Whitney Narrow - Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Whitney Narrow - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Project Overview

SIGN ICONS



Pittsburgh City Seal

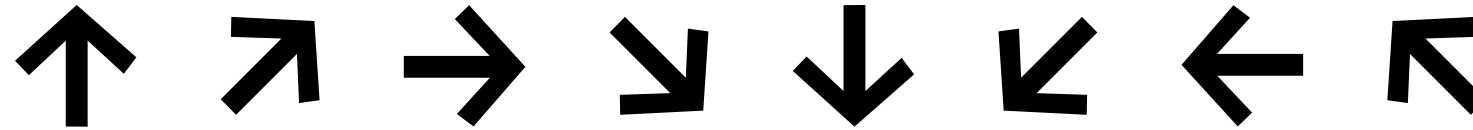


Walk Icon



3 Rivers Graphic

ARROWS

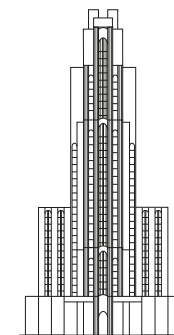
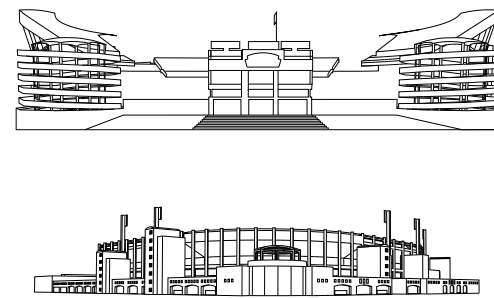
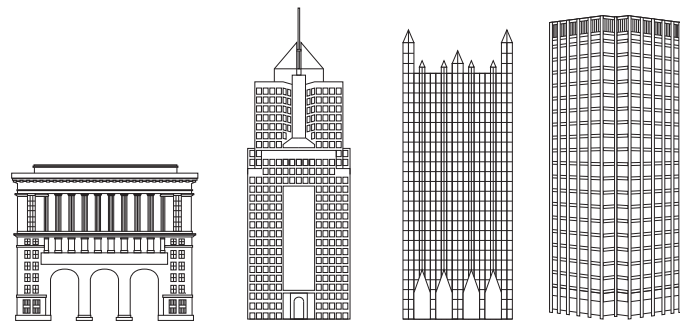


PREFERRED ARROW ORDERING

	Min
↑ Tier 1 Destination	6
Carnegie Museum of Natural History	10
Tier 2 Destination	12
← Tier 1 Destination	5
Magee-Womens Hospital of UPMC	7
PPG Place	8
→ Tier 1 Destination	9
Oakland Civic Center Historic District	10
Tier 2 Destination	12
Tier 2 Destination	14

MAP PICTOGRAMS

Downtown	North Shore / North Side	Oakland
City County Building	Heinz Stadium	Cathedral of Learning
Fifth Avenue Place	PNC Park	Carnegie Museum
One PPG Place	Children's Museum	Soldiers & Sailors
US Steel Tower	Allegheny General Hospital	Phipps Conservatory and Botanical Gardens



NOTE

All pictograms, listed above, will be submitted with final graphics submittal.

When arrows are employed to direct users to multiple destinations on one sign, the messaging should follow the preferred ordering of destinations. The order, top aligned, is as follows:

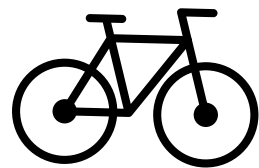
1. Destinations straight ahead
2. Destinations to the left
3. Destinations to the right

If two destinations occur in the same direction, the destinations are listed together employing only one arrow.

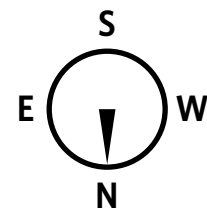
MAP ICONS



Trail



Light Rail Station



Compass



Bus Directional



Rail Directional

Signage Programming

LOCATION PLANS

An interactive map version of the following location plans can be viewed at shorturl.at/fmnDQ

MESSAGE SCHEDULES

Each sign location is labeled with a sign type and location number, with a corresponding message provided in the following section of this report.

See associated editable files:
 MS-Downtown.xlsx
 MS-NorthShoreNorthSide.xlsx
 MS-Oakland.xlsx

OVERVIEW

Sign Type	Qty.	New Pole	Existing Pole	Notes
Downtown				
B-1	46	18	28	
B-2	4	0	4	
C-1	19	Ground Mounted		
North Shore / North Side				
B-1	14	12	2	2 soil mounted
B-2	24	18	6	1 soil mounted
C-1	17	Ground Mounted		3 possibly soil mounted
Oakland				
B-1	19	17	2	
B-2	3	3	0	
C-1	16	Ground Mounted		1 soil mounted; 1 TBD
DRAFT TOTALS - 05/2020				
B-1	79	47	32	
B-2	31	21	10	
C-1	52	Ground Mounted		

Destinations

Neighborhood	Destination Name	Type	Tier
Oakland	Carnegie Library of Pittsburgh	Cultural/Performance	2
Oakland	Carnegie Music Hall	Cultural/Performance	2
Oakland	Cathedral of Learning	Academic	2
Oakland	William Pitt Union	Academic	3
Oakland	Alumni Hall	Academic	3
Oakland	UPMC Magee-Womens Hospital	Healthcare	2
Oakland	Petersen Event Center	Cultural/Performance	2
Oakland	Schenley Park	Public Open Space/ Park	2
Oakland	Soldiers and Sailors	Cultural/Performance	2
Oakland	UPMC Montefiore	Healthcare	2
Oakland	UPMC Presbyterian	Healthcare	2
Oakland	VA Pittsburgh Healthcare	Healthcare	2
Oakland	UPMC Western Psychiatric	Healthcare	2
Oakland	Oakland Historic Civic District	District	2
Oakland	Central Oakland Shop & Dine	District	2
Oakland	Charity Randall Theater (SFM)	Cultural/Performance	3
Oakland	Dan Marino Field House	Athletic/Sports Complex	3
Oakland	Frick Fine Arts	Cultural/Performance	3
Oakland	Henry Heymann Theater (SFM)	Cultural/Performance	3
Oakland	Kresge Theater at CMU	Cultural/Performance	3
Oakland	Petersen Sports Complex	Athletic/Sports Complex	3
Oakland	Fitzgerald Field House	Athletic/Sports Complex	3
Oakland	Schenley Park Visitor's Center	Visitor Services	3
Oakland	Schenley Plaza	Public Open Space/ Park	3
Oakland	Westinghouse Memorial and Pond	Public Open Space/ Park	3
Oakland	Bob O'Connor Golf Course	Public Open Space/ Park	3
Oakland	Stephen Foster Memorial (SFM)	Cultural/Performance	3
Oakland	W PA School for Blind Children	Academic	3
Oakland	Oakland Square Historic District	District	3
Oakland	Craig Street Shop & Dine	District	3
Oakland	Schenley Farms Historic Dist.	District	3
Oakland	Miller ICA	Cultural/Performance	3

Neighborhood	Destination Name	Type	Tier
Oakland	Purnell Center for the Arts	Cultural/Performance	3
Oakland	Cohon University Center	Athletic/Sports Complex	3
Oakland	Gesling Stadium & Soccer Field	Athletic/Sports Complex	3
Oakland	Skibo Gymnasium	Athletic/Sports Complex	3
Oakland	CMU - Coulter Welcome Center	Visitor Services	3
Oakland	Carnegie Library Lecture Hall	Cultural/Performance	3
Oakland	Rosemary Heyl Theater	Cultural/Performance	3
Oakland	Saint Agnes Center	Cultural/Performance	3
Oakland	Gailliot Center	Cultural/Performance	3
Oakland	Pittsburgh Board of Education	Academic	3
Uptown	PPG Paints Arena	Athletic/Sports Complex	1
Uptown	Duquesne University	Academic	2
Uptown	UPMC Mercy Hospital	Healthcare	2
Uptown	UPMC Cooper Field House	Athletic/Sports Complex	3

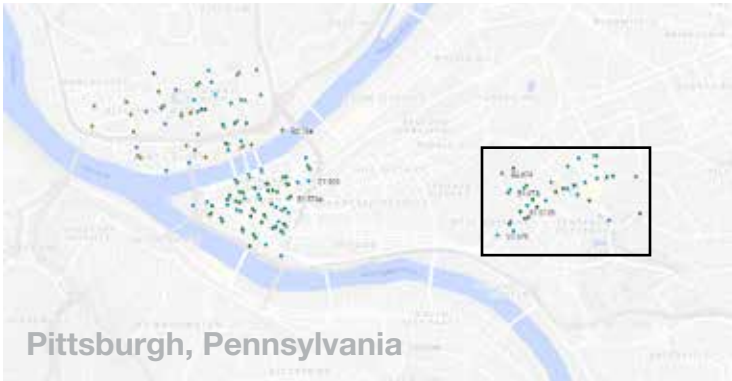
Location Plan

The link below provides the revised location plan based on input received from site walk-throughs conducted in each neighborhood November 2018 – March 2019 with the Wayfinding Advisory Committee (WAC) team members.

Each sign location is labeled with a sign type and number, with a corresponding message provided in the message schedule section of this report.

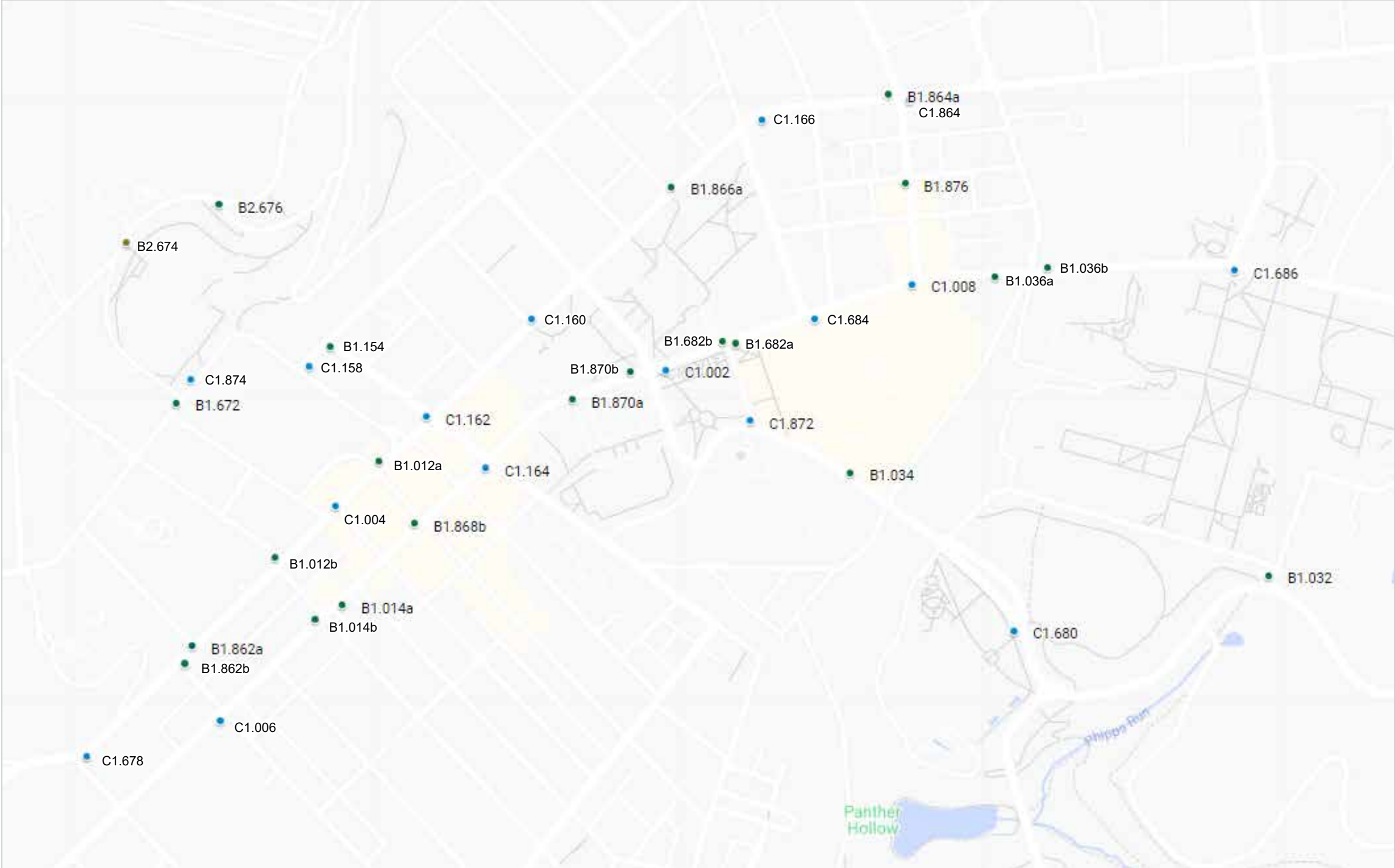
An interactive map version of the following location plan can be viewed at shorturl.at/fmnDQ

- B1, B2 - Directional
- C1 - Kiosk



Sign Type	Qty.	New Pole	Existing Pole	Notes
B-1	19	17	2	
B-2	3	3	0	
C-1	16	Ground Mounted		1 soil mounted; 1 TBD

OAKLAND



Message Schedule

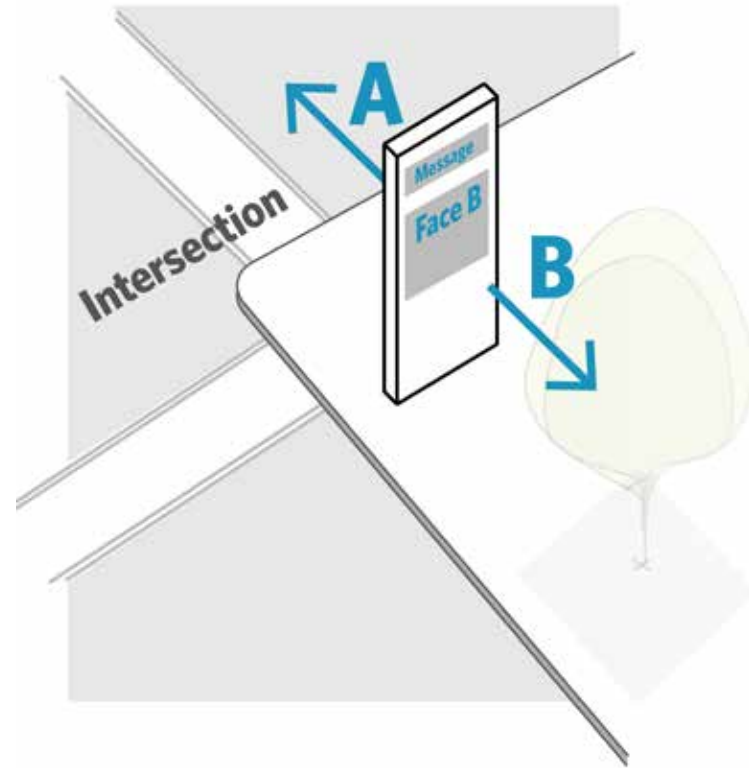
OAKLAND

Sign Type	Qty.	New Pole	Existing Pole	Notes
B-1	19	17	2	
B-2	3	3	0	
C-1	16	Ground Mounted		1 soil mounted; 1 TBD

See associated editable file MS-Oakland.xlsx

PRODUCTION NOTE:

Destinations are to be grouped by arrow direction on sign face layouts.



Sign Type	Sign Number	Neighborhood	Arrow Direction			Arrow Direction			New Pole	Placement Description	Notes
			Face A	Minutes	Messaging Face A	Face B	Minutes	Messaging Face B			
B1	12a	Oakland	<	4	UPMC Western Psychiatric	>	4	UPMC Western Psychiatric	YES	On Fifth Avenue, northeast of intersection with Atwood Street, north side of street, where sidewalk and paved path meet, east of crosswalk stop line, oriented toward curb.	
			<	4	UPMC Montefiore	>	4	UPMC Montefiore			
			<	4	UPMC Presbyterian	>	4	UPMC Presbyterian			
			<	5	Ctl. Oakland Business District	>	5	Ctl. Oakland Business District			
			<	5	Petersen Event Center	>	5	Petersen Event Center			
			<	7	Soldiers and Sailors						
			<	4	University of Pittsburgh						
			<	8	Cathedral of Learning						
	>	9	UPMC Magee-Womens Hospital								
	>	4	UPMC Western Psychiatric	<	4	UPMC Western Psychiatric	YES	Location Change: On Darragh Street, west of intersection with Fifth Ave, south side of street, aligned with stop line paint on Darragh, oriented toward curb edge. On slight incline.	Note: Side A is walking from Fifth Avenue towards Victoria Street		
	>	4	UPMC Montefiore	<	4	UPMC Montefiore				Note: Existing hospital directory signage on the corner	
	>	4	UPMC Presbyterian	<	4	UPMC Presbyterian					
	>	5	Carlow University	<	5	Carlow University					
>	5	Ctl. Oakland Business District	<	5	Ctl. Oakland Business District						
B1	14a	Oakland	>	5	Petersen Event Center	<	5	Petersen Event Center		On Forbes Avenue, east of intersection with McKee Place, south side of the street, east of curb cut to the marathon gas station, oriented towards curb edge.	Sign can be removed if install location unavailable
			>	7	Soldiers and Sailors	<	7	Soldiers and Sailors			
			>	7	University of Pittsburgh	<	7	University of Pittsburgh			
			>	8	Cathedral of Learning	<	8	Cathedral of Learning			
			>	8	UPMC Magee-Womens Hospital	<	8	UPMC Magee-Womens Hospital			
			>	9	UPMC Hospitals	<	9	UPMC Hospitals			
			>	9	Petersen Event Center	<	9	Petersen Event Center			
			>	9	Carlow University	<	9	Carlow University			
			>	9	Cathedral of Learning	<	9	Cathedral of Learning			
	>	2	Ctl. Oakland Business District	<	2	Ctl. Oakland Business District	YES	On Forbes Avenue, west of intersection with McKee Place, north side of the street, in front of next tier bank parking lot, oriented towards curb edge.			
	>	3	UPMC Montefiore	<	3	UPMC Montefiore					
	>	5	UPMC Magee-Womens Hospital	<	5	UPMC Magee-Womens Hospital					
	>	5	UPMC Hospitals	<	5	UPMC Hospitals					
B1	32	Oakland	>	8	Petersen Event Center	<	8	Petersen Event Center		On Tech Street, between Frew Street and Schenley Drive, west side of street, oriented towards interior sidewalk	Face A: Walking on Tech from Frew towards Schenley
			>	9	Carlow University	<	9	Carlow University			
			>	9	Cathedral of Learning	<	9	Cathedral of Learning			
			>	4	University of Pittsburgh	<	4	University of Pittsburgh			
			>	7	Phipps Conservatory	<	7	Phipps Conservatory	Yes		
			>	14	Cathedral of Learning	<	14	Cathedral of Learning			
			>	2	Carnegie Mellon University	<	2	Carnegie Mellon University			
			>	15	Carnegie Music Hall	<	15	Carnegie Music Hall			
>	15	Carnegie Museums	<	15	Carnegie Museums						
>	16	Carnegie Library of Pittsburgh	<	16	Carnegie Library of Pittsburgh						
>	16	Schenley Plaza	<	16	Schenley Plaza						
>	17	Oakland Historic Civic District	<	17	Oakland Historic Civic District						
>	18	Soldiers and Sailors	<	18	Soldiers and Sailors						

Message Schedule

OAKLAND

Sign Type	Sign Number	Neighborhood	Arrow Direction			Arrow Direction			New Pole	Placement Description	Notes
			Face A	Minutes	Messaging Face A	Face B	Minutes	Messaging Face B			
B1	34	Oakland	^	5	Cathedral of Learning				YES	On Schenley Drive, west of the Schenley Bridge, north side of the street, where path from Carnegie Music Hall meet Schenley Drive, oriented toward curb edge where curb begins to rise for bridge walkway.	Face A: Walking from Boundary Street towards Schenley Dr. Extention.
			^	4	Carnegie Music Hall	^	5	Phipps Conservatory			
			^	4	Carnegie Museums						
			^	4	Carnegie Library of Pittsburgh						
			^	8	Oakland Historic Civic District	^	4	Schenley Park			
			^	9	Soldiers and Sailors						
			^	10	University of Pittsburgh						
B1	36a	Oakland	^	3	Carnegie Museums				YES	On Forbes Avenue, west of where the road becomes a bridge, south side of the street, oriented towards curb edge.	Face A: Walking from S. Neville Street towards S. Craig Street
			^	4	Carnegie Library of Pittsburgh						
						^	2	Tepper Visitor Center			
						^	5	Carnegie Mellon University			
						^	5	Carnegie Music Hall			
						^	6	Cathedral of Learning			
						^	6	Oakland Historic Civic District			
						^	10	Phipps Conservatory			
						^	10	University of Pittsburgh			
						^	10	University of Pittsburgh			
B1	36b	Oakland				^	3	Carnegie Museums	YES	On Forbes Avenue, east of where the road becomes a bridge, north side of the street, opposite to collaboration innovation centre garage, oriented towards curb edge.	
						^	4	Carnegie Library of Pittsburgh			
			<	1	Tepper Visitor Center	>	1	Tepper Visitor Center			
			^	5	Carnegie Mellon University						
						^	5	Carnegie Music Hall			
						^	6	Cathedral of Learning			
						^	6	Oakland Historic Civic District			
			>	10	Phipps Conservatory	<	10	Phipps Conservatory			
B1	154	Oakland	>	1	UPMC Western Psychiatric	<	1	UPMC Western Psychiatric	NO	On N. Bouquet Street, south of intersection with O'Hara St, west side of street, re-purposing existing pole.	
			>	4	UPMC Presbyterian	<	4	UPMC Presbyterian			
			>	4	Petersen Event Center	<	4	Petersen Event Center			
			^	11	UPMC Magee-Womens Hospital						
			<	6	Soldiers and Sailors	>	6	Soldiers and Sailors			
			^	7	UPMC Montefiore						
			^	8	Ctl. Oakland Business District						
			>	9	Carlow University	<	9	Carlow University			
		<	7	Cathedral of Learning	>	7	Cathedral of Learning				

Message Schedule

OAKLAND

Sign Type	Sign Number	Neighborhood	Arrow Direction			Arrow Direction			New Pole	Placement Description	Notes				
			Face A	Minutes	Messaging Face A	Face B	Minutes	Messaging Face B							
B1	682a	Oakland	^	1	Carnegie Music Hall				YES	On Forbes Avenue, east of Schenley Drive Extension, south side of the street, past the traffic signal post and fire hydrant, oriented toward curb edge.					
			<	1	Cathedral of Learning	>	1	Cathedral of Learning							
						^	11	UPMC Hospitals							
						>	2	Carnegie Library of Pittsburgh	<		2	Carnegie Library of Pittsburgh			
						^	3	Carnegie Museums							
						<	4	Oakland Historic Civic District	>		4	Oakland Historic Civic District			
						<	6	Soldiers and Sailors	>		6	Soldiers and Sailors			
									^		5	University of Pittsburgh			
						>	10	Phipps Conservatory	<		10	Phipps Conservatory			
						^	10	Carnegie Mellon University							
B1	682b	Oakland				^	1	Carnegie Music Hall	YES	On Forbes Avenue, east of Schenley Drive Extension, north side of the street, in front of Stephen Foster Memorial oriented toward curb edge.					
						>	1	Cathedral of Learning	<		1	Cathedral of Learning			
									^		2	Carnegie Museums			
						<	2	Carnegie Library of Pittsburgh	>		2	Carnegie Library of Pittsburgh			
						^	11	UPMC Hospitals							
						>	4	Oakland Historic Civic District	<		4	Oakland Historic Civic District			
						>	6	Soldiers and Sailors	<		6	Soldiers and Sailors			
						^	5	University of Pittsburgh							
						<	10	Phipps Conservatory	>		10	Phipps Conservatory			
									^		10	Carnegie Mellon University			
B1	672	Oakland	>	1	Petersen Event Center	<	1	Petersen Event Center	YES	On Terrace Street, south of intersection with Sutherland Drive, west side of street, located between temporary sign and crosswalk curb cut, oriented towards curb edge.					
								^	3		UPMC Presbyterian				
									^		4	UPMC Western Psychiatric			
						^	5	Carlow University							
						<	6	UPMC Montefiore	>		6	UPMC Montefiore			
									^		7	Ctl. Oakland Business District			
									^		8	Soldiers and Sailors			
			<	10	UPMC Magee-Womens Hospital	>	10	UPMC Magee-Womens Hospital							
B2	674	Oakland	>	5	Petersen Event Center	<	5	Petersen Event Center	YES	On Allequippa Street, north of cross walk at terraced stairs to Peterson Sports Complex, east side of street, oriented toward curb edge.	Face A: Walking on Allequippa from Southerland Dr. towards University Dr				
								>	6			UPMC Hospitals	<	6	UPMC Hospitals
						^	7	VA Pittsburgh Healthcare							
						>	8	Carlow University	<			8	Carlow University		
			>	11	Ctl. Oakland Business District	<	11	Ctl. Oakland Business District							
B2	676	Oakland	^	5	VA Pittsburgh Healthcare				YES	On Allequippa Street, east of intersection with University Drive C, between both crosswalks, south side of the street, Southeast of tree, oriented toward curb edge.					
								^	8		Petersen Event Center				
								^	9		UPMC Hospitals				
							^	11	Carlow University						

Message Schedule

OAKLAND

Sign Type	Sign Number	Neighborhood	Arrow Direction			Arrow Direction			New Pole	Placement Description	Notes	
			Face A	Minutes	Messaging Face A	Face B	Minutes	Messaging Face B				
B1	862a	Oakland				^	2	UPMC Montefiore	NO	On Fifth Avenue, northeast of intersection with Halket Street, north side of street, past garage parking symbol, oriented toward curb.	Face A: Walking on 5th av from Chesterfield St towards Halket St.	
						^	4	Ctl. Oakland Business District				
				<	4	UPMC Magee-Womens Hospital	>	4	UPMC Magee-Womens Hospital			
				^	3	Carlow University						
							^	7	University of Pittsburgh			
							^	6	UPMC Hospitals			
							^	8	Petersen Event Center			
				>	11	Phipps Conservatory	<	11	Phipps Conservatory			
		862b	Oakland	^	2	UPMC Montefiore				YES	On Fifth Avenue, southeast of intersection with Halket Street, south side of street, past traffic signal post and along the barricade, oriented toward	Sign can be removed if install location unavailable
				^	4	Ctl. Oakland Business District						
				>	4	UPMC Magee-Womens Hospital	<	4	UPMC Magee-Womens Hospital			
						^	3	Carlow University				
			^	7	University of Pittsburgh							
			^	6	UPMC Hospitals							
			^	8	Petersen Event Center							
			<	11	Phipps Conservatory	>	11	Phipps Conservatory				
B2	864a	Oakland	<	5	Carnegie Museums	>	5	Carnegie Museums	YES	On Fifth Avenue, west of intersection with N Craig Street, north side of the street, past the walkway curb cut, oriented toward curb edge.		
			^	5	Oakland Historic Civic District							
			<	6	Carnegie Library of Pittsburgh	>	6	Carnegie Library of Pittsburgh				
			^	6	University of Pittsburgh							
			<	15	Schenley Park	>	15	Schenley Park				
			<	7	Carnegie Music Hall	>	7	Carnegie Music Hall				
			^	8	Cathedral of Learning							
			^	9	Soldiers and Sailors							
		<	10	Carnegie Mellon University	>	10	Carnegie Mellon University					
B1	866a	Oakland	^	1	University of Pittsburgh				YES	On Fifth Avenue, east of intersection with Tennyson Avenue, north side of street, just past the stop bar, oriented toward curb edge.		
			>	4	Oakland Historic Civic District	<	4	Oakland Historic Civic District				
			^	4	Soldiers and Sailors							
			<	2	Cathedral of Learning	>	2	Cathedral of Learning				
			<	6	Carnegie Music Hall	>	6	Carnegie Music Hall				
			<	6	Carnegie Museums	>	6	Carnegie Museums				
			<	7	Carnegie Library of Pittsburgh	>	7	Carnegie Library of Pittsburgh				
						^	14	Carnegie Mellon University				
			^	10	UPMC Hospitals							
		^	14	Carlow University								
B1	868b	Oakland							YES	On Forbes Avenue, west of intersection with Atwood Street, North side of the street, in front of Chipotle and the Exchange, oriented towards curb edge		
			>	7	Carlow University	<	7	Carlow University				
						^	18	Carnegie Mellon University				
			>	6	UPMC Hospitals	<	6	UPMC Hospitals				
						^	7	Cathedral of Learning				
			>	7	Petersen Event Center	<	7	Petersen Event Center				
			^	8	UPMC Magee-Womens Hospital							
						^	8	Carnegie Music Hall				
					^	8	Soldiers and Sailors					

Message Schedule

OAKLAND

Sign Type	Sign Number	Neighborhood	Arrow Direction			Arrow Direction			New Pole	Placement Description	Notes
			Face A	Minutes	Messaging Face A	Face B	Minutes	Messaging Face B			
B1	870a	Oakland	^	3	Cathedral of Learning				YES	On Forbes Avenue, mid block between S Bouquet Street and Bigelow Blvd, south side of the street, oriented toward curb edge, perpendicular to pedestrian pathway between Lawrence Hall & Hillman Library.	Face A: Walking on Forbes av from south Bouquet St towards Bigelow Blvd.
			^	5	Carnegie Music Hall						
			^	5	Carnegie Museums						
			^	6	Soldiers and Sailors						
			^	6	Carnegie Library of Pittsburgh						
						^	11	Carlow University			
						^	14	Carnegie Mellon University			
						^	8	UPMC Hospitals			
						^	7	Oakland Historic Civic District			
						^	5	Ctl. Oakland Business District			
B1	870b	Oakland				^	1	Cathedral of Learning	YES	On Forbes Avenue, west of Schenley Drive, North side of street across from Hillman Library, between no parking sign and handicap parking, oriented towards curb edge	
						^	3	Carnegie Music Hall			
						^	4	Carnegie Museums			
			>	3	Soldiers and Sailors	<	3	Soldiers and Sailors			
						^	3	Carnegie Library of Pittsburgh			
						^	12	Carnegie Mellon University			
						^	12	Carlow University			
						^	7	UPMC Hospitals			
B1	876	Oakland	^	4	Carnegie Museums				YES	Southwest corner of South Craig Street and Winthrop Street in front of Razyzy Fresh	
			^	12	Schenley Park						
			^	6	Carnegie Music Hall						
						^		University of Pittsburgh			
						^	6	Cathedral of Learning			
						^	9	Carnegie Mellon University			
					^		Soldiers and Sailors				

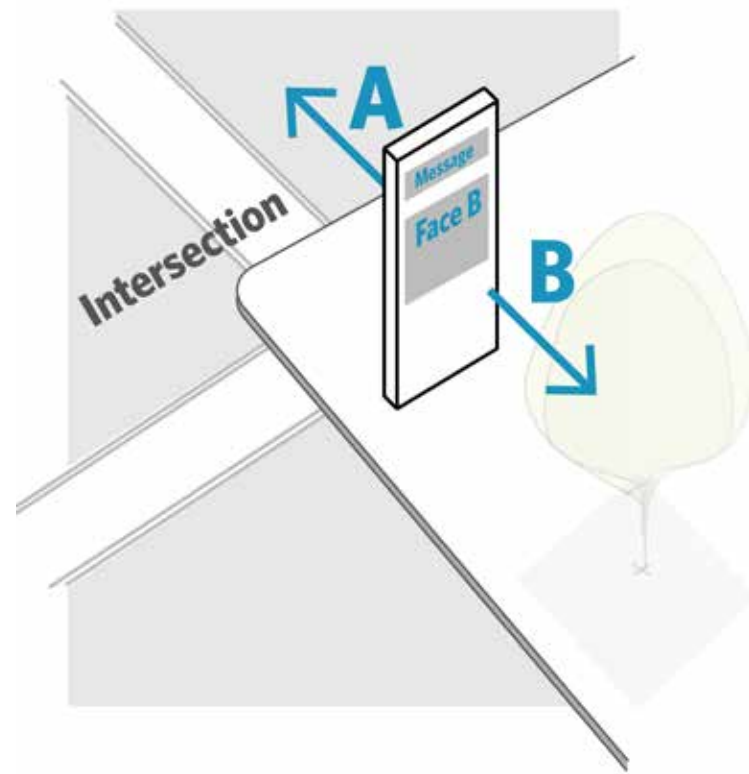
Message Schedule

OAKLAND

See associated editable file MS-Oakland.xlsx

PRODUCTION NOTE:

Destinations are to be grouped by arrow direction on sign face layouts.



Sign Type	Sign Number	Neighborhood	Arrow Direction Face A	Minutes	Messaging Face A	Arrow Direction Face B	Minutes	Messaging Face B	Placement Description	Notes	
C1	2		<	1	Cathedral of Learning	>	1	Cathedral of Learning	On Forbes Ave, east of intersection with Bigelow Blvd/Schenley Drive, south side of street, between street light and accessible parking spot, oriented towards curb edge.		
			^	3	Carnegie Music Hall						
			^	3	Carnegie Museums	^	13	Carlow University			
			^	4	Carnegie Library of Pittsburgh	^	9	UPMC Hospitals			
			<	4	Soldiers and Sailors	>	4	Soldiers and Sailors			
			^	11	Carnegie Mellon University						
			<	5	Oakland Historic Civic District	>	5	Oakland Historic Civic District			
			>	9	Schenley Park	<	9	Schenley Park			
			^	6	Central Oakland Shop & Dine	^	6	Central Oakland Shop & Dine			
C1	4					^	1	UPMC Montefiore	Location Change: On Fifth Avenue, northeast of intersection with Meyran Street, North side of street, in between traffic light and potted plant, in front of Falk Medical Building oriented toward curb.	Face A: Walking from Lothrop Street towards De Soto Street	
			>	2	Central Oakland Shop & Dine	<	2	Central Oakland Shop & Dine			
			<	4	UPMC Presbyterian	>	4	UPMC Presbyterian			
			^	6	UPMC Western Psychiatric						
			<	6	Petersen Event Center	>	7	UPMC Magee-Womens Hospital			
			^	6	Soldiers and Sailors	>	6	Petersen Event Center			
			^	6	University of Pittsburgh	^	5	Carlow University			
C1	6		>	2	Carlow University	<	2	Carlow University	On Forbes Ave, south of intersection with Halket St, south side of street, past bus stop, not obscuring womens hospital sign, oriented toward curb edge.	*Updated knowledge of site conditions show a possible obstruction by some new infrastructure being installed. Exact location needs to be coordinated.	
			>	4	UPMC Montefiore	<	3	Central Oakland Shop & Dine			
						<	4	UPMC Montefiore			
						^	8	University of Pittsburgh			
						^	8	UPMC Hospitals			
						^	10	Petersen Event Center			
						^	12	Cathedral of Learning			
						^	14	Soldiers and Sailors			
C1	8		^	1	Carnegie Museums	^	6	Carnegie Mellon University	On Forbes Ave, east of intersection with S Craig St, south side of street, oriented toward curb edge.		
			^	2	Carnegie Library of Pittsburgh						
			^	4	Schenley Plaza						
			^	4	Carnegie Music Hall						
			^	5	Cathedral of Learning						
			^	8	Oakland Historic Civic District						
			^	14	UPMC Hospitals						
			^	9	University of Pittsburgh						
			^	10	Soldiers and Sailors						
^	13	Phipps Conservatory									
C1	158					^	1	UPMC Presbyterian	De Soto St, East/South side of O'Hara street,		
			<	3	Petersen Event Center	>	3	Petersen Event Center			
			>	10	UPMC Magee-Womens Hospital	<	10	UPMC Magee-Womens Hospital			
			^	6	Soldiers and Sailors						
			>	7	UPMC Montefiore	<	7	UPMC Montefiore			
			>	7	Central Oakland Shop & Dine	<	7	Central Oakland Shop & Dine			
			>	8	Carlow University	<	8	Carlow University			
			>	9	University of Pittsburgh	<	9	University of Pittsburgh			
			>	9	Cathedral of Learning	<	9	Cathedral of Learning			
C1	160		<	2	Soldiers and Sailors	>	2	Soldiers and Sailors	On Fifth Avenue, NE of intersection with University Pl, North Side of the street, on curb cut between stop line and parking, oriented toward curb edge.		
			^	4	Cathedral of Learning	^	11	Carlow University			
			>	5	Carnegie Music Hall	<	5	Carnegie Music Hall			
			>	6	Carnegie Museums	<	6	Carnegie Museums			
			>	6	Schenley Plaza	<	6	Schenley Plaza			
			>	6	Carnegie Library of Pittsburgh	<	6	Carnegie Library of Pittsburgh			
			^	16	Carnegie Mellon University						
						^	9	UPMC Hospitals			

Message Schedule

OAKLAND

Sign Type	Sign Number	Neighborhood	Arrow Direction		Messaging Face A	Arrow Direction		Messaging Face B	Placement Description	Notes
			Face A	Minutes		Face B	Minutes			
C1	162		>	3	UPMC Western Psychiatric	<	3	UPMC Western Psychiatric	On Fifth Ave, SW of intersection with N Bouquet Street, north side of street, oriented toward curb edge.	
			^	5	UPMC Presbyterian					
			^	5	UPMC Montefiore					
			^	8	Carlow University	^	6	Soldiers and Sailors		
			^	9	UPMC Magee-Womens Hospital					
			>	6	Petersen Event Center	<	6	Petersen Event Center		
			<	6	Central Oakland Shop & Dine	>	6	Central Oakland Shop & Dine		
			<	17	Carnegie Mellon University	>	17	Carnegie Mellon University		
C1	164		>	9	Carlow University	<	9	Carlow University	On Forbes Avenue, west of intersection with S Bouquet Street, south side of street, oriented toward curb edge.	Align kiosk with colonnade
			^	6	Central Oakland Shop & Dine					
			^	8	UPMC Magee-Womens Hospital					
						^	16	Carnegie Mellon University		
			>	7	UPMC Hospitals	<	7	UPMC Hospitals		
			>	7	Petersen Event Center	<	7	Petersen Event Center		
						^	7	Carnegie Music Hall		
			>	7	Soldiers and Sailors	<	7	Soldiers and Sailors		
C1	166					^	3	Oakland Historic Civic District	On Fifth Ave, east of intersection with S Bellefield Ave, south side of street, oriented toward curb edge.	Located just east of the no parking sign
						^	3	University of Pittsburgh		
			>	5	Carnegie Music Hall	<	5	Carnegie Music Hall		
			>	5	Carnegie Museums	<	5	Carnegie Museums		
			>	5	Carnegie Library of Pittsburgh	<	5	Carnegie Library of Pittsburgh		
						^	7	Soldiers and Sailors		
						^	7	Cathedral of Learning		
			>	12	Carnegie Mellon University	<	12	Carnegie Mellon University		
C1	678		^	5	UPMC Montefiore				On Fifth Ave, east of the intersection with Craft Ave, south side of street, oriented toward curb edge.	
			^	5	Central Oakland Shop & Dine					
			>	6	UPMC Magee-Womens Hospital	<	6	UPMC Magee-Womens Hospital		
			<	1	Carlow University	>	1	Carlow University		
			^	9	UPMC Hospitals					
			^	10	Petersen Event Center					
			^	15	Soldiers and Sailors					
C1	680		<	1	Phipps Conservatory	>	1	Phipps Conservatory	On green space between paved path and Schenley Drive, parallel to Schenley Drive, on west side of street, oriented toward paved path. Foundation on soil.	
			^	9	Cathedral of Learning					
			^	10	Carnegie Music Hall					
			^	11	Carnegie Museums					
			^	11	Carnegie Library of Pittsburgh					
			^	12	Schenley Plaza	^	2	Schenley Park Visitor Center		
			^	12	Oakland Historic Civic District					
			>	13	Carnegie Mellon University	<	13	Carnegie Mellon University		
C1	684		>	1	Carnegie Museums	<	1	Carnegie Museums	On Forbes Ave, east of intersection with S. Bellefield Ave, east of crosswalk before curb cut, south side of street, oriented toward curb edge.	
			>	1	Carnegie Library of Pittsburgh	<	1	Carnegie Library of Pittsburgh		
			>	1	Carnegie Music Hall	<	1	Carnegie Music Hall		
						^	2	Schenley Plaza		
						^	3	Cathedral of Learning		
			<	3	Oakland Historic Civic District	>	3	Oakland Historic Civic District		
						^	7	University of Pittsburgh		
			^	8	Carnegie Mellon University	^	7	Soldiers and Sailors		
			^	13	UPMC Hospitals					
			^	11	Phipps Conservatory					

Message Schedule

OAKLAND

Sign Type	Sign Number	Neighborhood	Arrow Direction		Messaging Face A	Arrow Direction		Messaging Face B	Placement Description	Notes		
			Face A	Minutes		Face B	Minutes					
C1	686		>	1	Carnegie Mellon University	<	1	Carnegie Mellon University	On Forbes Ave, at T intersection with Morewood Ave, south side of street, between two crosswalks across Forbes Ave, oriented toward curb edge.			
						^	7	Carnegie Museums				
						^	8	Carnegie Library of Pittsburgh				
						^	4	Tepper Visitor Center				
						^	9	Carnegie Music Hall				
						^	11	Cathedral of Learning				
					>	5	Schenley Park	^			11	Oakland Historic Civic District
					>	14	Phipps Conservatory	<			14	Phipps Conservatory
C1	872					^	1	Frick Fine Arts Library	On Schenley Drive Extension, north of intersection with Schenley Drive, on west side of street, between stop line and crosswalk, oriented toward curb edge.	Face A faces toward Schenley Drive		
						>	3	Carnegie Music Hall				
						>	4	Carnegie Museums				
						>	4	Carnegie Library of Pittsburgh				
						>	13	Carnegie Mellon University				
						^	6	Oakland Historic Civic District				
						^	7	Soldiers and Sailors				
						<	7	University of Pittsburgh				
						>	8	Phipps Conservatory				
						^	11	UPMC Hospitals				
C1	874		<	1	Petersen Event Center	>	1	Petersen Event Center	On Terrace Street, north of intersection with Sutherland Drive, west side of street, located between temporary sign and crosswalk curb cut, oriented towards curb edge.			
						>	3	UPMC Western Psychiatric				
						>	4	UPMC Presbyterian				
								^			5	Carlow University
						>	7	UPMC Montefiore				
						>	7	Central Oakland Shop & Dine				
						^	9	Soldiers and Sailors				
						>	11	UPMC Magee-Womens Hospital				
			<	12	VA Pittsburgh Healthcare							
C1	864		>	5	Carnegie Museums	<	5	Carnegie Museums	On S. Craig St, south of intersection with Henry St, west side of street, between fire hydrant and parking sign, oriented toward curb edge.			
						^	5	Oakland Historic Civic District				
						>	6	Carnegie Library of Pittsburgh				
								^			6	University of Pittsburgh
								<			7	Carnegie Music Hall
								^			8	Cathedral of Learning
								^			9	Soldiers and Sailors
			>	10	Carnegie Mellon University	<	10	Carnegie Mellon University				
					^	15	UPMC Hospitals					

Message Schedule: C-1 - Map Directional Information

See associated editable file MS-Oakland.xlsx

Neighborhood	Kiosk	Destination	Direction	Walking Time (min)
Oakland	C1.002	Carnegie Mellon University	East	16
		VA Pittsburgh Healthcare	Northwest	18
		Central Oakland Shop & Dine	Southwest	10
		UPMC Magee-Womens Hospital	Southwest	15
		Petersen Event Center	West	13
		UPMC Montefiore	West	15
	C1.004	Carnegie Museums	East	11
		Carnegie Library of Pittsburgh	East	11
		Carnegie Museums	East	12
		Carnegie Music Hall	East	16
		Phipps Conservatory	East	16
		Oakland Historic Civic District	Northeast	12
		VA Pittsburgh Healthcare	Northwest	13
	C1.006	Phipps Conservatory	East	20
		UPMC Western Psychiatric	North	10
		VA Pittsburgh Healthcare	North	17
		Carnegie Museums	Northeast	14
		Carnegie Library of Pittsburgh	Northeast	15
		Carnegie Museums	Northeast	15
		Oakland Historic Civic District	Northeast	15
		Carnegie Music Hall	Northeast	19
	C1.008	Central Oakland Shop & Dine	Southwest	14
		UPMC Western Psychiatric	West	13
		UPMC Presbyterian	West	14
		Petersen Event Center	West	17
		UPMC Montefiore	West	20
	C1.158	Carnegie Museums	East	11
		Carnegie Library of Pittsburgh	East	12
		Carnegie Museums	East	13
		Oakland Historic Civic District	East	13
		Carnegie Music Hall	East	16
		VA Pittsburgh Healthcare	Northwest	12
		Phipps Conservatory	Southeast	17

Neighborhood	Kiosk	Destination	Direction	Walking Time (min)
Oakland	C1.160	VA Pittsburgh Healthcare	Northwest	17
		Phipps Conservatory	Southeast	13
		UPMC Montefiore	Southwest	12
		UPMC Magee-Womens Hospital	Southwest	15
		Petersen Event Center	West	10
		Carnegie Museums	East	10
	C1.162	Oakland Historic Civic District	Northeast	10
		VA Pittsburgh Healthcare	Northwest	15
		Phipps Conservatory	Southeast	14
		Carlow University	Southwest	13
	C1.164	VA Pittsburgh Healthcare	Northwest	16
		Phipps Conservatory	Southeast	13
		UPMC Montefiore	West	11
	C1.166	Phipps Conservatory	South	14
		UPMC Western Psychiatric	Southwest	11
		UPMC Presbyterian	Southwest	12
		Central Oakland Shop & Dine	Southwest	14
		UPMC Montefiore	Southwest	18
		Petersen Event Center	West	16
	C1.678	VA Pittsburgh Healthcare	North	18
		UPMC Western Psychiatric	Northeast	11
		Cathedral of Learning	Northeast	14
		Carnegie Museums	Northeast	18
		Carnegie Library of Pittsburgh	Northeast	18
Carnegie Museums		Northeast	19	
C1.680	Oakland Historic Civic District	Northeast	19	
	University of Pittsburgh	Northwest	15	
	UPMC Western Psychiatric	Northwest	16	
	UPMC Presbyterian	West	18	
	Central Oakland Shop & Dine	West	18	
UPMC Hospitals	West	20		

Message Schedule: C-1 - Map Directional Information

See associated editable file MS-Map.xlsx

Neighborhood	Kiosk	Destination	Direction	Walking Time (min)
Oakland	C1.684	Central Oakland Shop & Dine	Southwest	12
		UPMC Magee-Womens Hospital	Southwest	18
		UPMC Western Psychiatric	West	11
		UPMC Presbyterian	West	12
		Petersen Event Center	West	15
		UPMC Montefiore	West	18
	C1.686	UPMC Western Psychiatric	West	19
	C1.864	Phipps Conservatory	South	14
		UPMC Presbyterian	Southwest	15
		Central Oakland Shop & Dine	Southwest	17
		UPMC Western Psychiatric	West	14
		Petersen Event Center	West	18
	C1.872	UPMC Magee-Womens Hospital	Southwest	18
		UPMC Western Psychiatric	West	10
		UPMC Presbyterian	West	12
		Central Oakland Shop & Dine	West	12
		Petersen Event Center	West	15
		UPMC Montefiore	West	17
	C1.874	Cathedral of Learning	East	11
		Carnegie Museums	East	14
		Carnegie Library of Pittsburgh	East	15
		Carnegie Museums	East	15
		Oakland Historic Civic District	East	15
		Carnegie Music Hall	East	19
		Phipps Conservatory	East	20

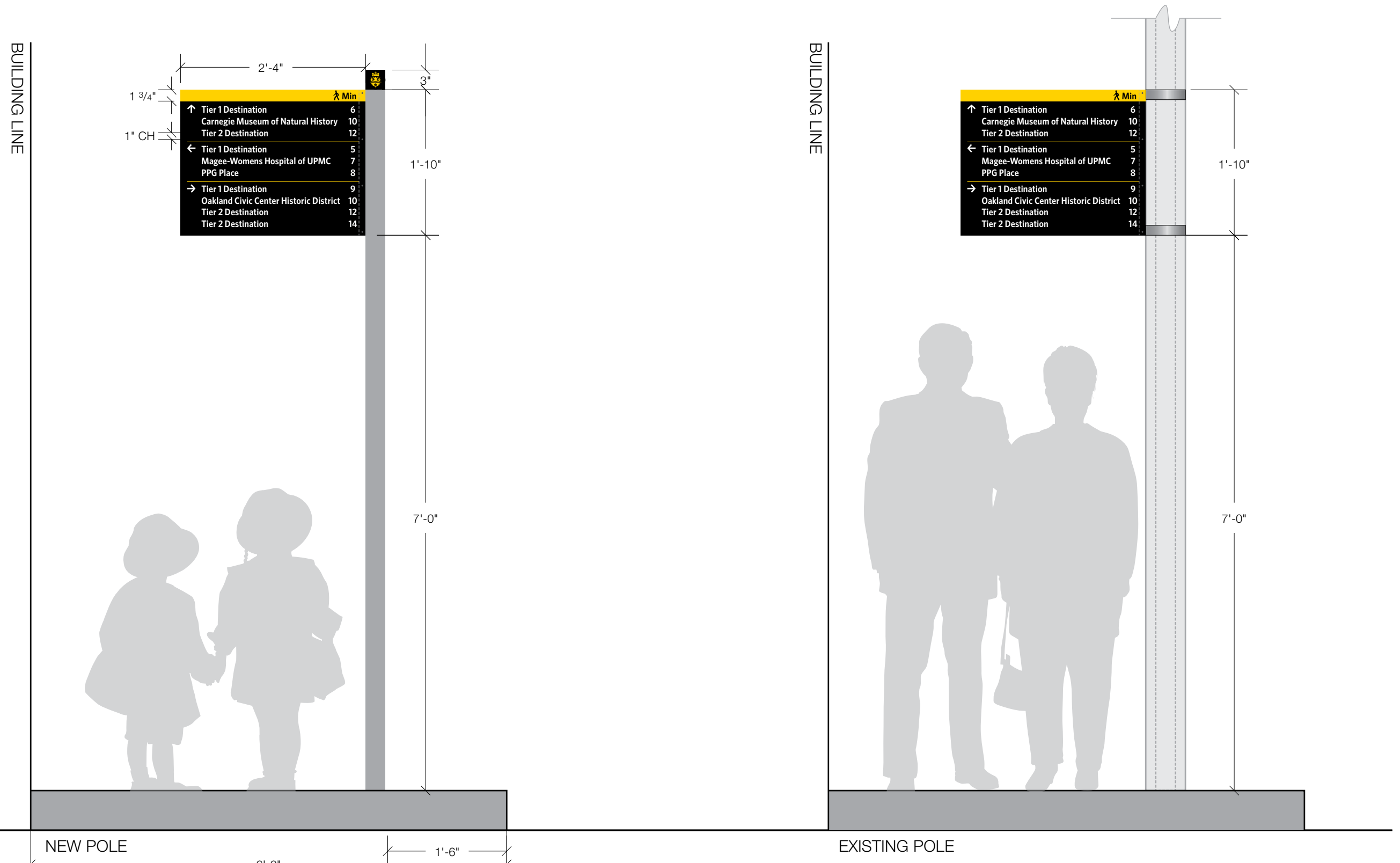
Sign Type Details



Sign Type Details: B-1

- B1 - Directional

OVERVIEW



Sign Type Details: B-2

- B2 - Directional

OVERVIEW



SCALE: NTS

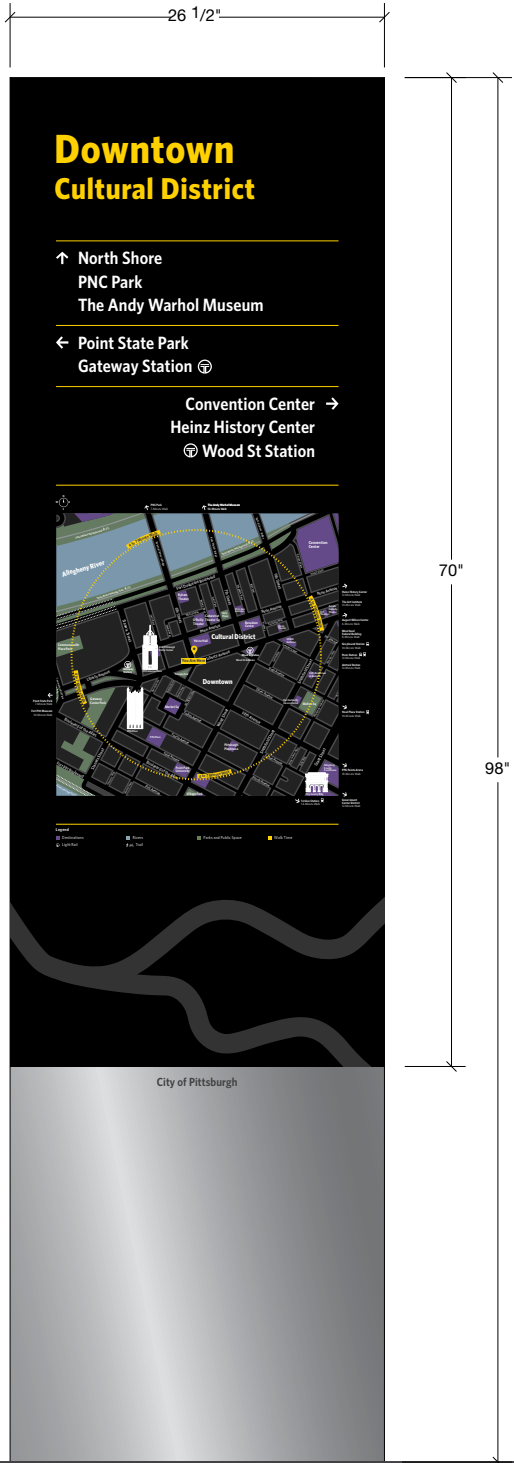
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EXISTING POLE

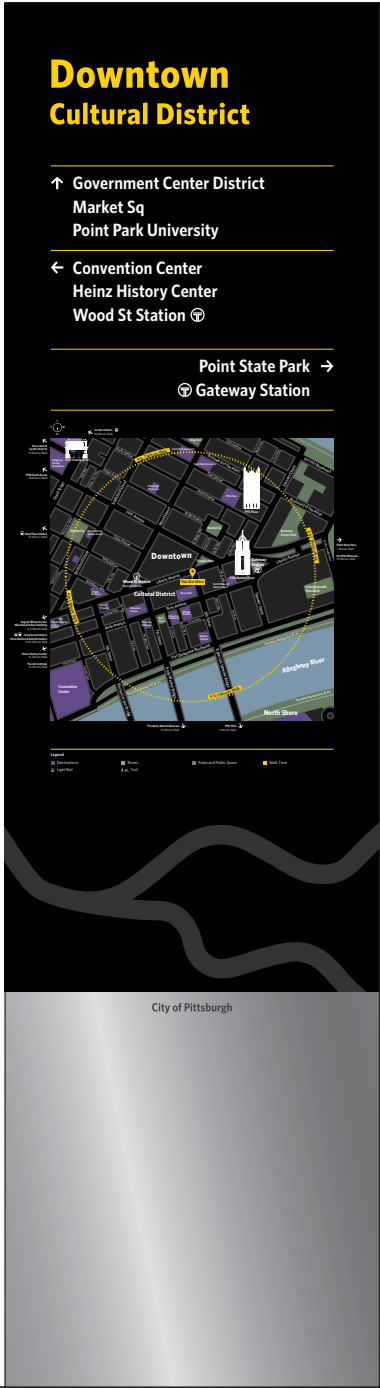
Sign Type Details: C-1

- C1 - Kiosk

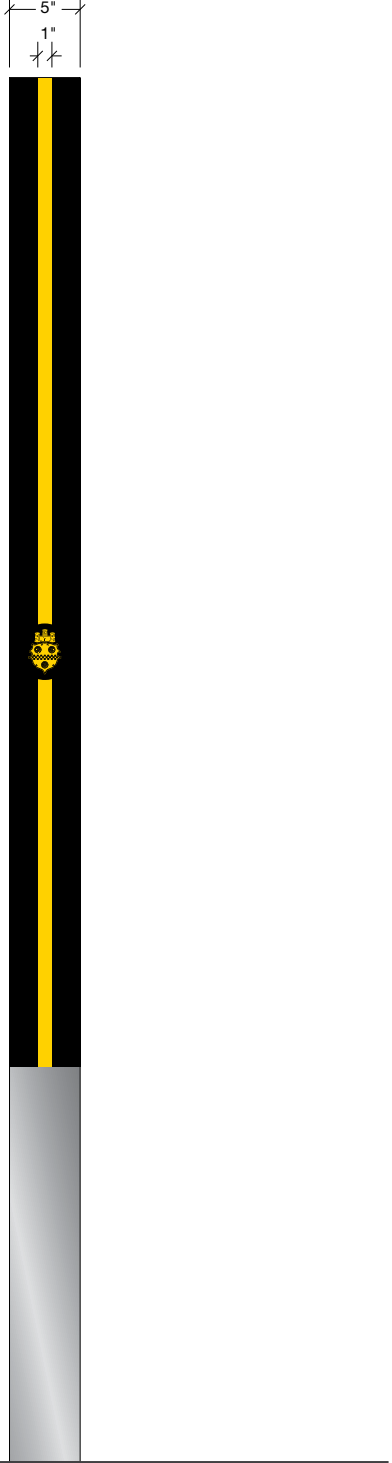
OVERVIEW



Front View



Back View



Side View
(for both sides)

SCALE: NTS