

BRADDOCK INNOVATION CENTER

REVIVING THE RUST BELT

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Urban Design

The urban design scheme to revitalize Braddock consists of 3 large moves. The first move is to break through the industrial edge along the river and give some of the space back to the residents. This will be done with a waterfront park along the Monongahela River, and the extension of the Three River Heritage Trail bike path.

The second move is to slow down traffic on Braddock Ave in order to make it a more pedestrian friendly street and encourage retail and commercial growth there. This will be done by changing it to a two late street with bike lanes on either side.

The third move is to connect Braddock Ave to the waterfront park on 9th by visually extending the park with a tree lined, one ways street.

Braddock, PA

Braddock is located 8 miles from downtown Pittsburgh, and is a little over half a square mile in area. The primary street is Braddock Ave, which runs east to west and receives some commuter traffic. There is a bike path that runs along the river and near the edge of Braddock; the Three River's Heritage Bike Trail. This is 24 miles of continuous bike paths along the Pittsburgh waterfront, and has the opportunity to connect Braddock to downtown Pittsburgh.

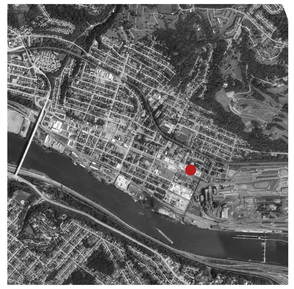
The north and eastern portions of Braddock are primarily residential, with industrial to the south lining the Monongahela River, and the small reminisce of a commercial district in the center of Braddock. Currently, accessing the river's edge from Braddock is difficult because of all the vacant industry which lines the river.

The Edgar Thomson Steel mill is in the south eastern corner of Braddock, lining the Monongahela River. It is in constant use, and aside from a low white noise, is relative quiet. The mill serves as an icon which can be seen from everywhere in the town.

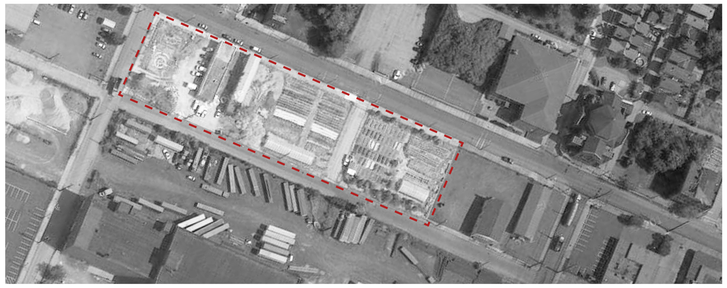
Within Braddock, there are very few businesses. The Edgar Thompson Steel Mill and the Saxon Uniform Factory are two strong industries which still exist. There is no grocery store, gas station, or restaurant.











Generation Y Values

Lives in Attached Homes



While 64% of American homes are detached, only 7% of the residents are from Generation Y. Among this generation 60% live in attached houses, 40% live in detached.

Prefers Urban Environments



While previous generations have made the move from urban environments into the suburbs, Generation Y predominately wants to move back into urban areas.

Less Car Dependant



Generation Y is less dependant on cars than previous generations. They prefer alternative means such as public transit, walking, and biking.

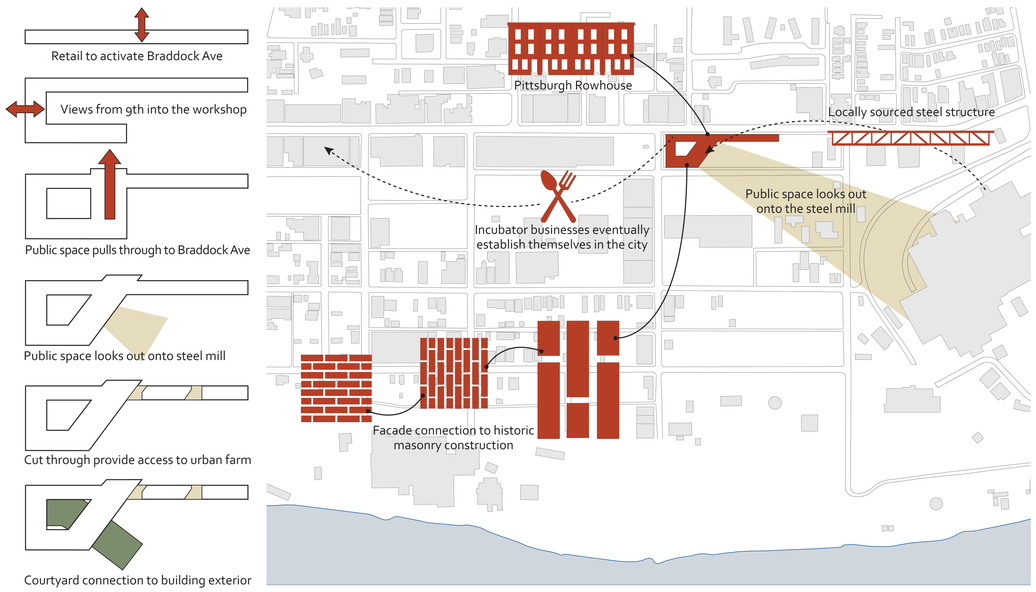
Generation Y, also known as the Millennias, were born from 1980 to 2000, and are currently between the ages of 13 and 33. This is the next big wave of home owners, and the way that this generation thinks about housing is drastically different than previous generations.

Generation Y has grown up in a very technologically connected time, yet physically disconnected environment. This means that they have grown up in a time of social networking, where they could communicate with their friends and family at any time, no matter the distance. At the same time, they grew up in a suburban environment where they were dependent on cars to get to all of their activities. They're very social and statistically spend more time together more than any previous generation.

It is because of this that Generation Y is so interested in living in an urban environment. They are interested in walk able neighborhoods with lots of amenities. Gen Y doesn't want to be car dependent, and would rather be close to public transit with restaurants and shopping nearby. They don't look to live in their home so much as they're looking to live out of their home.

9th Street

Braddock Ave



Post-Industrial Urban Decay

post-in-dus-tri-al- of or relating to a period in the development of an economy or nation in which the relative importance of manufacturing lessens and that of services, information, and research grows.

ur-ban de-cay- is the process whereby a previously functioning city, or part of a city, falls into disrepair and decrepitude.

Pittsburgh was successful for developing industries because it is located at the intersection of the Allegheny and Monongahela Rivers which form the Ohio River. Steel mills lined the MonValley while company headquarters were located in the city center of Pittsburgh. Braddock was one of the steel towns located along the Monongahela River. As manufacturing decreased in Pittsburgh, other service sectors grew, and Pittsburgh shifted from steel production to the education and healthcare. The reason steel towns such as Braddock were hit so hard is because their local economy relied entirely on steel production.

As history has shown, in order for a city to be healthy, its economy must have variety rather than relying on a single industry. Braddock's steel mill is still in production, and produces 28% of the US domestic steel. Although it did suffer a decline in production, it still employs about 900 people, most of who commute from the suburbs of Pittsburgh into Braddock.