

GREATER HILL DISTRICT

MASTER PLAN

Development Action Team Meeting #1

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Co-Chairs: Derrick Tillman, Felicity Williams

Consultant Attendees: Brad Barnett (Mithun)

October 19, 2021

Overview

- Introductions
- Presentation
 - Overview of planning process
 - Role of the Action Teams
 - Expectations for participation
 - Topics for future meetings
- Tonight's Discussion
 - What's working and not working with development in the Hill District?
 - ~~Initial development questions/concepts from the consultant team~~ → Didn't have time. Will cover at future meeting.



Introduce Yourself!

- Name
- Where you live
- What organization you represent (if any)
- Why you joined this Action Team
- What topics are most important to you



Planning Process



Action Teams: October 2021- January 2022 (Tentatively)



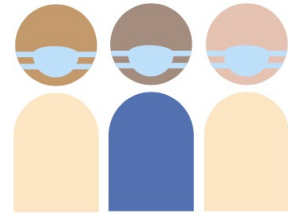
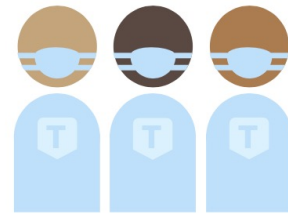
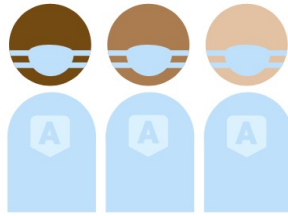
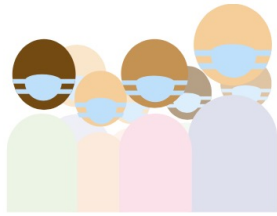
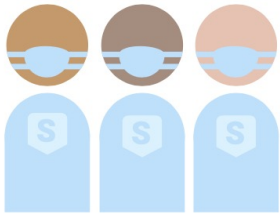
This Phase of the Process

- This phase is the iterative process of learning more about the issues the plan is tasked with addressing and generating ideas about possible solutions and associated implementation strategies.
- This requires the work of Action Teams that systematically work through the list of topics over a period of months, exploring each using a combination of research, analysis, and public input.
- We will meet approximately every month for two hours. There may be periods where we meet less often but do work in between meetings.
- In addition to these meetings, staff and the consultant team will conduct research and outreach activities.



Who's Who and What They Do

The People Behind the Plan



Who	Steering Committee Advisory body with up to 30 member organizations that represent most stakeholder groups.	Community A person with an interest or concern in the neighborhood.	Action Teams Team comprised of Steering Committee members, residents, other stakeholders, and public agency staff.	Technical Advisory Group Group composed of experts that focus on complex topic(s).	Staff Professional staff from public, non-profit, and private sector organizations that manage the planning process.
What	They engage the stakeholder group representatives, produce elements of the plan, and integrate the work of the Action Teams.	They provide input and feedback throughout the planning process.	They identify issues and conduct research to fully understand topics, and develop actions and identify resources to address them.	They support work of Action Teams by providing clarity and detail for complex topics.	They work to achieve full community and stakeholder participation in the planning process.
When	Organize	Organize	Organize	Organize	Organize
	Visualize	Visualize	Visualize	Visualize	Visualize
	Strategize	Strategize	Strategize	Strategize	Strategize
	Formalize	Formalize	Formalize	Formalize	Formalize
Deliverables	Draft Public Engagement Plan Vision Goals Review Work From Action Teams	Input on All Vision and Goals Review Work From Action Teams Review Plan Drafts	Draft Policies, Projects, Programs, Partnerships, and Targets	Draft Strategies for Complex Topics	Coordinate and Facilitate Process Conduct Research and Engagement Create Drafts of Deliverables



Engagement Opportunities

- There are many different ways to engage in the planning process.
- Actions Teams are deep dives into specific topics on a recurring basis. Recognize not everyone has interest or time for this level of involvement.
- Broader engagement opportunities include bi-monthly plans meetings coordinated in partnership with Hill CDC.
- Project tabled at August Public Health Day on Centre Ave.
- Transportation pop-ups in August, walking tour earlier this year.
- More engagement opportunities will be designed around gaining input on specific aspects of the plan as it is developed.
- Online equivalents for all activities for those who can't attend events.



Our Expectations for Your Behavior

Action Team members are expected to participate in good faith. The following rules of behavior apply to all members:

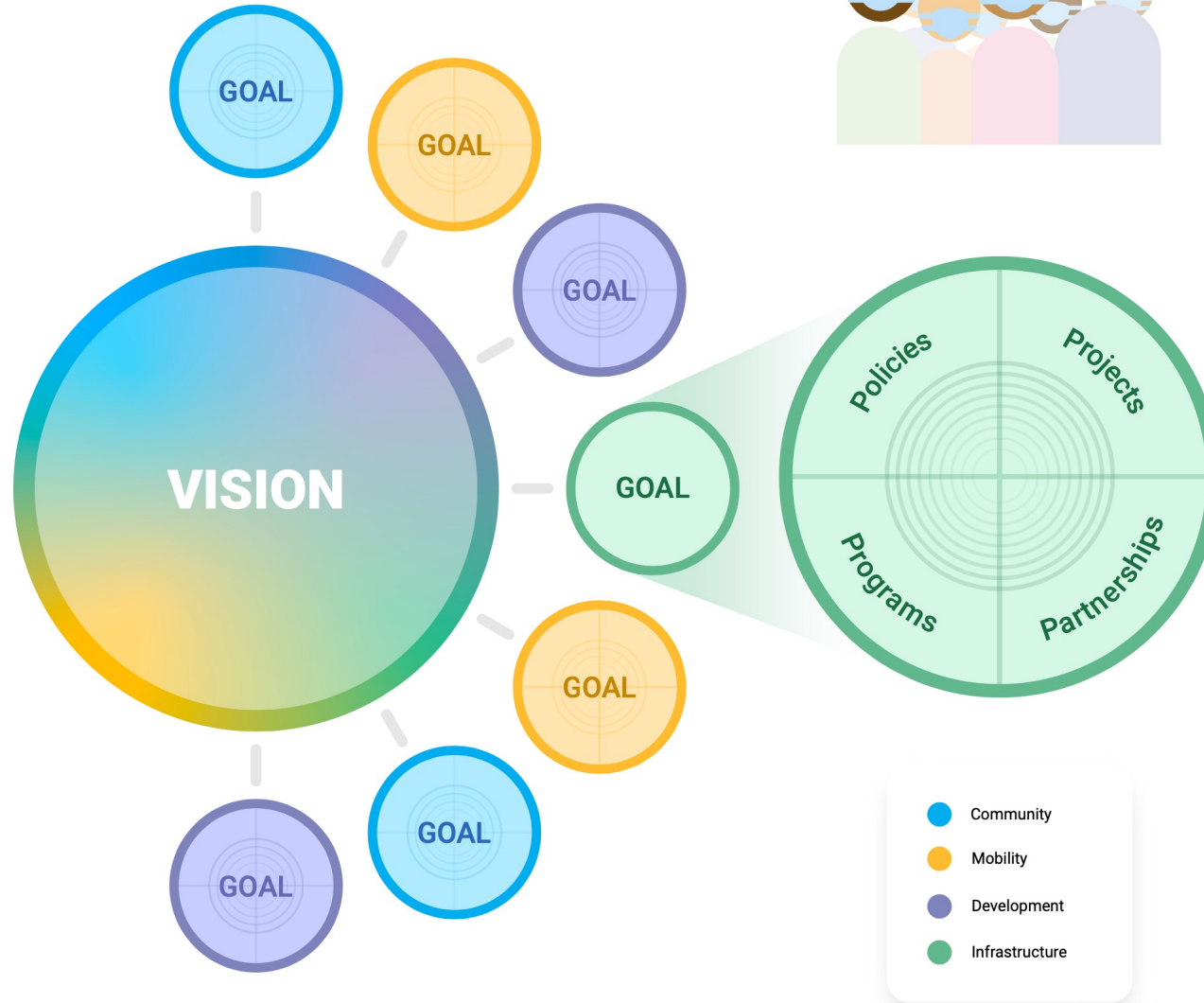
1. Prepare for and attend all meetings;
2. Participate fully and honestly, commenting constructively;
3. Treat fellow members with respect, particularly when there are differences of opinion;
4. Allow others to say what they believe is true without fear of reprisal;
5. Abide by the rule that only one person can talk at a time; and
6. Only represent your views when speaking with others about the planning process.

Those who routinely break these rules will no longer receive invites to meetings.



VISION STATEMENTS

What are we going to be in 10 years?



- **Vision statements** provide a shared description of what the neighborhood will be in 10 years if the plan is successful.
- **Goals** are long-term outcomes the plan will achieve by implementing programs, policies, and projects.
- **Policies** set a preferred direction and describe what must be done to achieve the goals.
- **Programs** are a set of activities that seek to realize a particular long-term aim.
- **Projects** are discrete actions for a list of implementation partners to take on and complete.
- **Partnerships** are commitments by organizations to work together to advance an outcome.



EXAMPLE IMPLEMENTATION TABLE – PROGRAMS, PROJECTS, PARTNERSHIPS

ID	Strategy	PPP	Detail	Timeline (Years)				Funding Source(s)	Implementers (bold = lead)
				0-2	3-5	5-10	Ongoing		
A.3.a	Zone Change	Project	Rezone Elm Street from Urban Industrial to Local Neighborhood Commercial to provide a mixed-use corridor within the neighborhood.	✓				None needed	Department of City Planning , Community-Based Organization
A.2.a	Mentorship Program for District Youth	Program	Establish afterschool program within District Elementary School that allows seniors from the community to voluntarily mentor students in grades 6-12.	✓				School District, Children's Foundation	District Afterschool Program , District Senior Center
A.1.a	Park Exercise Equipment	Project	Release Request for Solutions for vendors to provide exercise equipment for all ages and abilities. Select most popular options and install in the community park.	✓				City Budget	City Dept. of Public Works , CommunityBased Organization
A.2.b	Neighborhood Walks for a Purpose	Program	Create program with residents, businesses and the university that organizes weekly walking tours of the neighborhood with each week focusing on a different issue to address, activity, or topic of interest of faculty.		✓			CommunityBased Organization Operating Funds	Community-Based Organization , Business Association, University.
A.1.b	Accessibility Partnerships	Partnership	Create partnerships to ensure that the public right of way is designed and maintained for all users.		✓			None needed	District Accessibility Task Force , Transportation Department, and Community-Based Organization





Example from Oakland



PROJECT: HERRON HILL PUMPING STATION COMMUNITY CENTER AND PARK

The Oakland Plan process has identified the desire for a number of public services throughout the neighborhood. These include new or improved open spaces, community centers, and programming that brings together the community including across generations. Community members in North Oakland brought forward a specific site and concept on publicly owned property which is briefly outlined on this page.

PROJECT ILLUSTRATION



PROJECT COMPONENTS

Community Center

The Herron Hill Pumping Station is actively used by PWSA, but the annex building behind it could be repurposed to host a Healthy Active Living Center or equivalent as well programming and activities.

Open Space

This 1.6 acre space could be improved with park amenities that work in concert with the community center. The site is surrounded by residential buildings that provide users and passive surveillance of the site.

Historic Preservation

The Herron Hill Pumping Station was recently listed on the National Register of Historic Places. Tax credit funding could be used to restore historic windows, preserving built history and beautifying the area.

Programming

From early discussions, there are a number of Oakland-based organizations, including the University of Pittsburgh, who would be interested in hosting programming at the site.

POTENTIAL PARTNERS: DPW, CITIPARKS, PWSA, PRESERVATION PITTSBURGH, BACA, BUILDING OWNERS/ MANAGERS, UNIVERSITY OF PITTSBURGH, OAKLAND PLAN TEAM, ETC.

PITTSBURGH CITY PLANNING

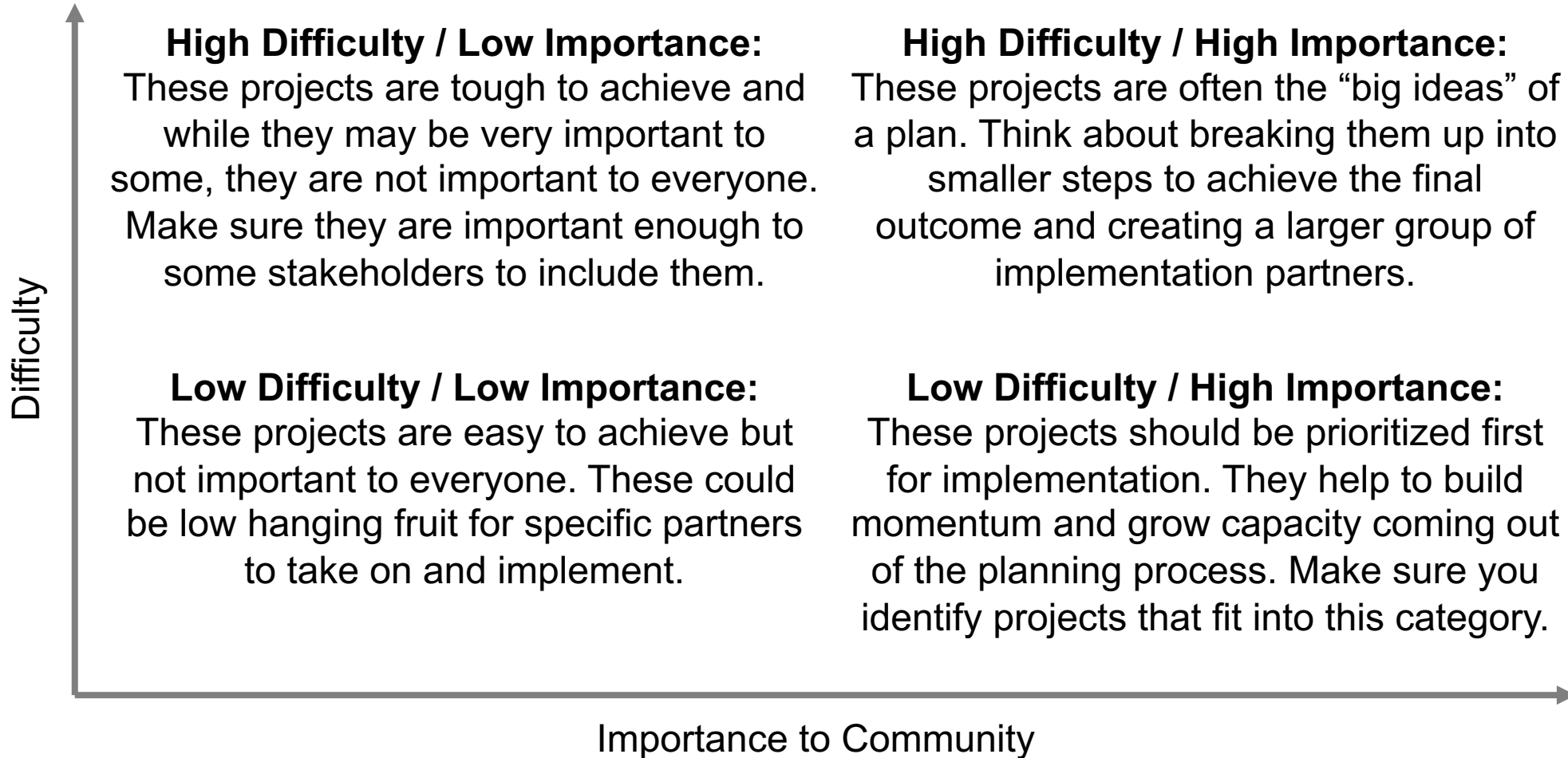


Strategy Details Example

- Title
- Publication date (to allow updates)
- What we heard (bullets)
- Ideal start (range of years from the matrix)
- Expected duration (months or years)
- Estimated costs (in dollar signs)
- Relevant illustrations
- Project goals and components
- Potential lead and partner organizations



Range of Strategies



Plan Contents and Adoption

- Vision statement
- Goals and policies by chapter

Adopted by Planning
Commission

- Implementation matrices by chapter: Projects, Programs, Partnerships
- Strategy details where needed (~1-3 page summaries)
- Supporting documents (e.g., Existing Conditions, studies, etc.)

Adopted content: any future changes to this content would need to be reviewed and adopted by the Planning Commission.

Elements not formally adopted: still reviewed by Planning Commission as they adopt the plan. Not adopted to allow for flexibility as conditions change while the plan is implemented.



Adopted Plans and Development Review

- **Design and Development:** City departments and community organizations direct developers to the neighborhood plan and typically highlight location- or topic-based items that are relevant to the proposal. The development team can then address these as they craft their proposal.
- **Development review:** When the Planning Commission reviews development projects (e.g., new buildings), they receive a letter from the neighborhood planner showing how that project is or is not generally consistent with the vision, goals, and policies of the plan.
- This is separate from testimony at public hearings that may be submitted by organizations or residents.
- This is also separate from the Development Activities Meetings required by the Registered Community Organization legislation.



Adopted Plans and Public Projects

- Proposed projects, programs, and partnerships represent a shared “to do” list for organizations in the community and public agencies.
- Public agencies look to neighborhood plans to identify what projects they should pursue in that community, how the project should be scoped, who they should work with, and how much funding they will need to complete it.
- When external funding opportunities arise, neighborhood plans are often the first place departments look for potential projects to submit.



Topics for the Development Action Team

Required topics:

- Land use policy and regulations
- Urban sustainable design
- Equitable economic development
- Housing

Optional topics:

- **Commercial Corridors or Nodes**
- **Transit Oriented Development**
- Brownfield Reuse and Remediation
- Academic, Medical and Religious Institutions



Neighborhood Plan Guide: <https://pittsburghpa.gov/dcp/neighborhood-planning-guide>

Required Topics

Land use policy and regulation – What is it?

- This topic is less about the content of specific policies and regulations (e.g., affordable housing, open space, etc.), and more about how policies and regulations are coordinated to achieve desired outcomes. In all neighborhoods it will be a tool and in some neighborhoods it could be its own topic.
- Regulations in the Zoning Code establish criteria that must be met for projects to be approved. Great care must be taken in creating these because they are applied literally and with limited flexibility to every project where they apply.
- Policy is a more flexible tool and sets guideposts for development. This is a place for nuance and aspirations. Policy can and should be used by community organizations in their review of projects and any collaborations with developers.
- When the project is reviewed by the Department of City Planning, it is reviewed by Zoning and Development Review staff for conformance to the Zoning Code. Subsequent reviews by design review staff, the Contextual Design Advisory Panel, neighborhood planners, and the Planning Commission allow adopted policy and guidelines to be implemented.



Required Topics

Urban sustainable design – What is it?

- Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs (UN World Commission on Environment and Development).
- Urban design is the process of intentionally shaping the physical features of a place. At the neighborhood scale, it takes into consideration the design of buildings and how they are experienced at the street along with the design of the street and adjacent open spaces like plazas and parks.
- Pittsburgh's Neighborhood Plan Guide integrates these two topics to maximize the benefits to our communities. Buildings and streets can be designed together to create more comfortable, healthy places for people and other animal, while reducing heating, cooling, and water costs.



Required Topics

Equitable economic development – What is it?

- This topic seeks to recast economic development as a tool for overcoming inequity.
- Key to this work is understanding what jobs are available, what opportunities are there to increase the number of jobs and investments, and how do we ensure access to them as a way to build wealth and the economic success of our communities. This includes jobs that are in adjacent areas as well as within the study area.
- Builds on significant work done as part of All-In Pittsburgh, the Gender Equity Commission Report, Welcoming Pittsburgh, and the Roadmap for Inclusive Innovation.
- It's important to understand and plan for the types and availability of jobs, entrepreneurship, education and workforce development programs, mentorship and apprenticeship programs, cultural wealth as a catalyst for investment, and access to space in development projects, among other topics.



Required Topics

Housing – What is it?

- The Neighborhood Plan Guide looks at housing through different lenses including who it serves and therefore how it's designed, and what role it plays in the community.
- Best practices suggest that mixed-income neighborhoods provide the most opportunities to their residents and are more economically stable. This suggests a nuanced and clear-eyed approach to housing.
- Housing can be regulated in the Zoning Code including the types and uses of buildings, as well as the cost of housing (e.g., inclusionary zoning). Policies can reinforce community goals for housing.
- Finally, housing must be designed around the resident to be attractive and effective. Who are the desired residents and what do they need and want? This could be 3+ bedrooms and open space (families), live-work spaces (young professionals), but it could also be sustainable buildings that positively impact the community.



Updating and Filling Gaps

In discussion with the Steering Committee and co-chairs, the neighborhood planning process will focus on:

- Updating elements of the existing plan that pertain to conditions that have changed in the last 10 years and
- Filling gaps between what was in the original plan and what is required of a plan to be adopted formally by the Planning Commission.
- The plan itself spelled out many gaps we're going to focus on...



Neighborhood Plan Guide: <https://npg.pittsburghpa.gov/>

What's in the Hill District Master Plan?

Organization and contents

- 7%** • **Community goals and policies** (Executive Summary, pg. 1-10)
- 21%** • Background materials (Context & Process, pg. 11-38)
- 22%** • Projects and programs organized under 20 topics (Master Plan Program Initiatives, pg. 39-68)
- 35%** • Concept master plans for 8 subareas (Urban Design Proposals, pg. 69-116)
- 10%** • Additional studies needed and other implementation guidance (Next Steps, pg. 117-130)
- 5%** • Development Principles, Non-Displacement Strategies, and Strategies for Reclaiming the Lower Hill (Appendix, pg. 131-138)



What's in the Hill District Master Plan?

Overview of foundations of the plan:

- Community goals: “The community Goals are drawn from over twenty-five existing plans for various parts of the Hill. the goals were vetted by the community at the November 2010 public meeting and then revised by the Master Plan Management committee. The community Goals have guided development of the Master Plan’s Program Initiatives and Urban Design strategies” (pg. 4).
 - Neighborhood Plan Guide: Content is a combination of goals, policies, and projects. Program Initiatives are existing and new projects and programs. Urban Design strategies are land use goals.
- Greater Hill District Development Principles: “Provide a framework for the Master Plan and will serve as guidelines for development activities and the allocation of public resources in the Greater Hill District. They were developed by the Hill District Planning Forum” (pg. 3, Appendix A).
 - Neighborhood Plan Guide: Content consists of Development policies and targets.
- Greater Hill Non-Displacement Strategies: “Intended to govern development activities and public funding decisions affecting the Greater Hill District, in order to ensure that existing residents of the Hill District and Uptown will enjoy the benefits of a revitalized neighborhood” (pg. 3, Appendix B).
 - Neighborhood Plan Guide: Content consists of Development policies, programs, and projects.



What's in the Hill District Master Plan?

Goals and policies

(pg. 4)

BUILD UPON THE AFRICAN AMERICAN CULTURAL LEGACY

The Hill District has been a setting for Black history-making from the 18th century to the present. Thus, the Hill will position itself as Pittsburgh's oldest African American neighborhood and retain its cultural and historical personality, which should not be lost due to market pressures and gentrification.

Community
Goal

- Honor the historic and cultural legacy of African Americans in the Hill District with emphasis on the Lower Hill
- Include 'right of return' preferences for displaced individuals, families, organizations and businesses
- Use existing neighborhood resources first in revitalization
- Advance existing and create new relationships to move the Hill District forward
- Ensure that Hill District residents are empowered in planning for the community revitalization

Mixture of
Policies



What's in the Hill District Master Plan?

Goals and policies

(pg. 4)

FAMILY FRIENDLY HOUSING DEVELOPMENT WITHOUT DISPLACEMENT

Housing developments must include an appropriate level of family housing including rental and for sale units affordable to various income levels in order to prevent displacement.

**Development
Goal**

- Establish a target housing mix for new projects including appropriate levels of family-friendly housing
- Provide quality rental and ownership housing opportunities for a broad range of family sizes and incomes
- Use housing development as a catalyst for economic and community development
- New housing developments will prevent displacement of existing residents and businesses
- Family housing developments will include play spaces in close proximity to housing developments
- Housing developments will consider the impact of new developments on children and population density for local schools

**Development
Policies**



What's in the Hill District Master Plan?

Goals and policies

(pg. 4)

ECONOMIC EMPOWERMENT AND COMMERCIAL DEVELOPMENT

Community residents, organizations and businesses will gain social and economic benefit from neighborhood revitalization efforts.

**Development
Goal**

- Support economic activity that directly benefits Hill District residents and existing businesses.
- Ensure jobs for community members, the retention of current businesses, new opportunities for entrepreneurship and equity stakes for Hill District organizations
- Restore commercial vibrancy and strength by concentrating market demand and resources to:
 - Renew Centre Avenue as a great “main street”
 - Redevelop the Lower Hill as a mixed-use neighborhood
 - Leverage Uptown’s proximity to Oakland and Downtown
 - Encourage live-work and at-home innovation projects

**Development
Policies**



What's in the Hill District Master Plan?

Goals and policies

(pg. 5)

MAKE THE HILL DISTRICT A GREEN AND WELL-DESIGNED COMMUNITY

The Hill District will have a comprehensive strategy for sustainability and quality design.

Infrastructure
Goal

- Create a comprehensive strategy for vacant land including urban gardening
- Leverage the Hill District's natural features as an economic asset for neighborhood development
- Use Hill District trails as green connections with a larger city network
- Establish high-quality recreation and open spaces

Infrastructure
Project, Policies



What's in the Hill District Master Plan?

Organization and contents

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What's in the Hill District Master Plan?

Concept master plans (pg. 72)

Lower Hill

Reconnect the Lower Hill to the rest of the Hill District and rebuild it as an active neighborhood with connections to Downtown.

Crawford Corridor

Improve pedestrian connections between the Lower Hill/Crawford-Roberts and Uptown.

Uptown Opportunities

Identify strategic sites for residential infill and mixed-use, catalytic development. Explore TOD opportunities and improve multimodal transit along corridors to Oakland and Centre Avenue.

Bedford Avenue Corridor

Transform Bedford Avenue into a fully developed residential avenue that takes advantage of the spectacular views to the north and its recreational amenities.

Centre View

Reinforce Centre Avenue as the Hill's primary retail, institutional, and cultural node as well as a strong residential neighborhood.

Kirkpatrick Street Recreational Corridor

Use existing green spaces and streets to establish recreation opportunities and improve pedestrian connections such as those recommended in Greenprint.

Herron Avenue

Transform Herron Avenue into a commercially viable and attractive avenue and a gateway into the neighborhood.

Upper Hill

Reinforce the cohesive residential character through residential stabilization and infill development.



What's in the Hill District Master Plan?

**Concept
master plans**
(pg. 86)

Bedford Avenue Corridor

The proposal for Bedford Avenue Corridor is to transform it into a fully developed residential avenue that takes advantage of the spectacular views to the north and recreational amenities such as the Coal Seam Trail, parks, ball fields, scenic overlooks, and gardens. New residential units along Bedford Avenue could aid in the reduction of future displacement.

Development Goal

GUIDING CONCEPTS

1. Create a continuous street edge to distinguish Bedford Avenue as a walkable neighborhood street
2. Reinforce new development and rehabilitation projects with improvements to the surrounding context (streetscape and nearby buildings)
3. Maximize access to views to the north
4. Establish the Coal Seam Trail as a public amenity and continuous link between existing recreation spaces

**Design
Guidelines**

**Infrastructure
Project**



What's in the Hill District Master Plan?

Concept master plans

(pg. 88)



Birdseye view of plan with underlying topography

Redevelop Bedford Dwellings

Replace the outdated Bedford Dwellings with a mixed income multi-family housing development for owners and renters. The new housing development should be designed to reinforce the urban character of the street based upon an extension of the relationship of existing housing to Bedford Avenue. Provide for a new publicly accessible overlook park within the housing development.

Development Project, Infrastructure Project



Examples of mixed income multi-family housing



What's in the Hill District Master Plan?

Concept master plans

(pg. 90)



Birdseye view of plan with underlying topography

Bedford Avenue Streetscape

Improve the Bedford Avenue streetscape from downtown to Herron Avenue with new street trees, lighting, signage, sidewalks, and small scale pedestrian spaces such as seating and play spaces.

Network of Green

Similar to the Greenprint recommendations, use the Coal Seam Trail to create a connected network of green spaces, recreational amenities, and community gardens along the northern ridge. Provide public access between Bedford Avenue and the trail at strategic locations. Reinforce pedestrian connections from the trail to the Centre Avenue commercial node along Devilliers and Kirkpatrick Streets.

Development Project, Infrastructure Project



Residential units creating a continuous street edge and public realm



What's in the Hill District Master Plan?

Concept master plans

(pg. 91)

Residential Infill

Concentrate residential infill in strategic locations within the corridor such as Cliff Street, and on vacant parcels on Bedford Avenue adjacent to active churches and the Miller African-Centered Academy.



Existing residential infill in the Greater Hill District



Successful example of context-sensitive residential infill



Birdseye view of plan with underlying topography



Topics for Future Meetings

Our work will focus on implementing the goals from the GHDMP:

- Land use policy and regulations – Update land use regulations to reinforce community goals and policies in the GHDMP.
- Urban sustainable design – Ensure existing and new buildings are better designed, healthier, provide more amenities, and are more comfortable for residents.
- Equitable economic development – Determine what new jobs and investment opportunities will have the biggest benefits for the neighborhood.



Topics for Future Meetings (Continued)

Our work will focus on implementing the goals from the GHDMP:

- Housing – Establish the right mix of housing types and price points to establish a healthy and stable balance of residents.
- Commercial Corridors or Nodes – Determine how streets like Bedford, Webster, Herron, Kirkpatrick, etc. can redevelop to meet a range of goals.
- Transit Oriented Development – Integrate transit access, accessibility, and overcoming topography into the fabric of the development agenda for the Hill District.



Cross-Over Issues from Community AT

- Need to mitigate economic disparities
- Preservation
- Develop model/structure for co-ops, look at NYC's Housing Development Fund Corporation cooperatives (HDFC coops)
- Community Land Trust (CLT) models for renters and owners
- Arts and culture as an economic driver
- Mandatory Inclusionary Zoning



Discussion Questions

- What's working / not working with development today?
 - What projects do you love and why?
 - What projects do you think could be better and how?
 - Where are things not happening at all and why?

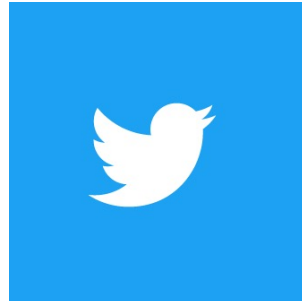
Notes on <http://engage.pittsburghpa.gov/ghdmp/development>



Where can you find us?



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Online at engage.pittsburghpa.gov/ghdmp

