



MEMORANDUM

To: Pittsburgh Penguins et al
From: Hill CDC et al (See attachment A)
CC: Sports and Exhibition Authority
Councilman R. Daniel Lavelle
Date: July 8, 2013
Re: Lower Hill Preliminary Land Development Plan & Specially Planned District

The purpose and intent of this memo is to provide context and a formal response to the Pittsburgh Penguins (Pens) relative to the draft Lower Hill District Preliminary Land Development Plan (PLDP).

Background

In anticipation of the redevelopment of the Lower Hill District, Councilman Daniel Lavelle convened a well-rounded, specialized and inclusive working group in June 2012 to assure community representation and the implementation of the Greater Hill District Master Plan on the Lower Hill District 28 acre development site. The working group met weekly through September 2012. Those meetings culminated with a written document clearly outlining key areas that the Lower Hill District development should incorporate; the document was submitted to the Pens on September 27, 2012. The conceptual framework for the document was the Greater Hill District Master Plan, with a specific focus on how it can be implemented in the Lower Hill District. The working group assumed the name Lower Hill District Working Group (LHDWG).

The Pens acknowledged receipt of the document, and substantive conversations ensued in February 2013 when the Pens informed the LHDWG that they were nearing completion of their Preliminary Land Development Plan. The Pens felt more extensive conversation was needed regarding the LHDWG's previously sent document. A process was suggested by the Pens on how to work through the concerns outlined in the LHDWG's document. Due to the level of urgency communicated by the Pens with respect to submitting their PLDP, and given the LHDWG's concern for fulfillment of socio-economic issues, weekly meetings were agreed upon between the Pens and the

LHDWG. The LHDWG is co-chaired by Councilman Lavelle and Marimba Milliones, CEO & President of the Hill CDC. A list of members of the LHDWG is attached.

Given the Pens drive to submit their PLDP, the community process was accelerated. Additionally, the Sports and Exhibition Authority (SEA) was seeking funding for infrastructure and was facing funding application deadlines for the street grid. The SEA, in particular, needed clarity on the street layout in order to compete for federal and other sources of funding. These pressures did not allow for the depth of discourse desired by the Hill CDC with the Pittsburgh Penguins relative to the PLDP prior to launching a broader community conversation. In spite of this, the Hill CDC believed it was critically important to notify residents and stakeholders of the matters at hand as quickly as possible. Further, the Hill CDC consistently advised the Pens that submission of the PLDP should follow feedback from the community on the PLDP; equally important was the completion of a clear plan and agreement relative to the socio-economic goals that were being discussed with the LHDWG. In mid March of 2013, the Pens sent the Hill CDC a draft of the PLDP; this marks the first time the Hill CDC received any part of this document.

Within one month, the Hill CDC engaged The Design Center to help facilitate two key meetings.

The meetings were as follows:

April 10th – Community Conversation #1 – 117 Attendees

Presentations were made by the Pittsburgh Penguins et al, Sports and Exhibition Authority, The Design Center and the Hill CDC who outlined opportunities for the Lower Hill PLDP to align with the Greater Hill District Master Plan.

April 17th – Community Conversation #2 - 106 Attendees

Reported to the community many of the findings from meeting #1 and also engaged in extensive conversation about the street grid. During this meeting, the Pens committed that they would not submit their PLDP without first having completed the Community Collaboration and Implementation Plan (CCIP) done in partnership with the LHDWG. This is the document intended to address the socio economic, cultural and community development elements of the Lower Hill District. The focus areas of the CCIP are attached.

Two key committees evolved out of the April 17th meeting:

- 1.) Street Grid Committee
- 2.) PLDP Review Committee

These committees are constituted of volunteer residents and stakeholders who were particularly interested in assuring that the PLDP and the proposed street grid work happened in accordance with the neighborhood's vision, especially as outlined in the Greater Hill District Master Plan.

Both committees met in May and June 2013 and the feedback herein is a culmination of concerns collected.

- **The Lower Hill District PLDP is less than favorable on environmental, social and economic impacts.**
 - The Implementation Strategy fails to outline a budget and how that budget will be used to positively impact the socio-economic conditions of the Greater Hill District.
 - The Implementation Strategy should include the Community Collaboration and Implementation Plan currently under development with the Lower Hill District Working Group (LHDWG).
 - The Plan does not include inclusionary zoning in conceptual or actual form and therefore does not ensure appropriate levels of affordable rental housing and homeownership; the Greater Hill District Master Plan calls for 30% affordable rental as well as an acceptable level of homeownership opportunities.
 - The Plan does not include inclusionary zoning in conceptual or actual form and therefore does not ensure appropriate levels of business inclusion for Hill District businesses.
 - The PLDP does not acknowledge the African American and multi-ethnic history of the Site causing a negative social impact on the historic quality and nature of the City and the neighborhood.

- **Key underlying studies for the PLDP fail to properly study the impacts to adjacent and surrounding areas.**
 - The market study was performed in 2010 and does not account for all appropriate changes in market conditions in Downtown, Uptown and the Hill District. The focus of the market study is centered on expanding Downtown, not strengthening the Hill District. The PLDP, does not acknowledged the redevelopment of Centre Avenue and how the Lower Hill District will impact the Hill District's central business corridor. This should be done in qualitative and quantitative form.
 - An economic impact study should be performed with the goal of understanding impacts on the Hill District above Crawford Street. This should then evolve into an economic stimulus strategy to be implemented along side of the development so that the development of the Lower Hill supports, and does not compete with, efforts to revitalize the rest of the neighborhood.
 - A social impact study should be performed to evaluate the effect of the

development on restoring opportunities for residential integration and economic inclusion of African-Americans on the site. While the Penguins are not responsible for completely undoing the racial segregation and economic isolation caused by urban renewal in the Lower Hill, the consequences of the Penguins' development plans on either perpetuating or remediating those conditions should be addressed.

- Insufficient study has been performed to determine ingress and egress, particularly during events which are and will be regularly held in the Lower Hill District.
 - Insufficient study has been performed to determine how the street layout contributes to the goals outlined by the Hill District community and the Greater Hill District Master Plan.
 - Insufficient study has been performed to determine the environmental impacts including but not limited to air quality on the Hill District and its residents.
- **The PLDP is injurious to the use and enjoyment of other property in the immediate vicinity and could substantially diminish or impair property values within adjacent areas, specifically, the Hill District above Crawford Street.**
 - Pedestrian walkways and other connections to Crawford are ambiguous and not sufficiently vetted.
 - The maximum height restrictions in the Lower Hill (both within and outside the “view corridor”) should be changed to comply with the Penguins' prior public statements that views of Downtown from Crawford Street would be no more obstructed than they were when the Mellon Arena was standing (See the March, 2010, development plan prepared by UDA). The following maximum height restrictions should be specified in both the Zoning Code text and the PLDP:

Height Zone II: 180'

Height Zone III: 140'

Height Zone IV: 100'

Height Zone V: 80'

Height Zone VI: 50'

Subdistrict 3: 160' (Consol), 100' (Cambria Suites)

The committee would support reasonable and limited exceptions to these height restrictions in return for enforceable commitments to provide inclusionary affordable housing, inclusionary business development, and economic opportunities as outlined in the Greater Hill District Master Plan, as follows:

- Height bonus for inclusionary affordable housing and Hill District business utilization.
- Height bonus for inclusionary business development

- Height bonus for post-construction hiring and contracting
- Limitations

The height bonuses listed above would not be available for any building on Crawford Street within the view corridor.

The bonuses could be applied in addition to the height bonus permitted for LEED-certified buildings outside of the view corridor.

- **The PLDP fails to comply with the Greater Hill District Master Plan which was commissioned by the Urban Redevelopment Authority and is broadly accepted as the policy standard inside and outside of the Hill District neighborhood. The City of Pittsburgh, Urban Redevelopment Authority, Hill CDC, philanthropic organizations and community based organizations such as the Hill District Consensus Group, Hill House Association, faith institutions and social service agencies recognize this document as the guide for all Hill District development.**
 - The Lower Hill District Urban Design Proposal within the Greater Hill District Master Plan offers an illustrative design and topical programming which was provided to Sasaki Stull + Lee by Urban Design Associates (UDA). UDA serves as the Pittsburgh Penguins' urban design firm. There was not sufficient engagement with the community on the front end of the development plan in large part because of this factor. Unfortunately, this requires more due diligence and corrective action to be taken in the latter stages of the PLDP's creation.
 - The PLDP defines sustainability in strictly ecological terms and misses the cultural, sociological and economical aspects of sustainability. In other words, the plan thinks about the environment but doesn't give enough thought or creativity to the way the current Hill District community can be sustained and then strengthened through the Lower Hill development. Nor does the PLDP outline the steps that the Penguins will take to ensure that current Hill District residents will have a realistic opportunity to live, work and own businesses in the Lower Hill.
 - The cultural legacy of the community is largely ignored. The Committee believes that this is a major flaw of the Plan. The introduction to the PLDP should include an a proper historical sketch and context. Specific comments, feedback and recommendations can be found in the attachments.

- **The PLDP's Implementation Strategy has insufficient detail to serve as the basis for evaluating future Final Land Development Plans for the Lower Hill.**
 - As currently drafted, the Implementation Strategy is vague and lacks the minimum level of specificity required by the Pittsburgh Zoning Code. At a minimum, the Implementation Strategy should include a statement of assumptions; an estimate of the development costs including a statement of the sources of private or public funds potentially available.
 - In addition to the minimum requirements of the Pittsburgh Zoning Code, the Implementation Strategy should include a commitment that all future Final Land Development Plans will be guided by the principles set forth in the Greater Hill District Master Plan.
 - If there are tenants of the Greater Hill District Master Plan that the Penguins do not intend to implement, those should be specified along with an analysis of the economic and social consequences of failing to implement them.
 - The process for engaging the community as development plans materialize should be spelled out.
 - An enforcement mechanism should be included to ensure that post-building permit commitments (such as branding, inclusionary housing, local hiring, MBE contracting, etc.) are implemented.
 - As previously stated, the Implementation Strategy should explicitly reference the Community Collaboration and Implementation Plan.

This summarizes input at this stage. We look forward to hearing from the Pittsburgh Penguins on how the items outlined within this memo can be addressed prior to submission to of the PLDP to City Planning.

Attachments

- A. Committee Members
- B. Specific PLDP/SPD Text Concerns
- C. Compilation of Verbatim Input
- D. Illustration re: Height Restrictions
- E. Summary Data from Community Conversations 1 & 2
- F. Lower Hill Focus Areas for Community Collaboration and Implementation Plan (socio-economic and cultural goals)



Members

Lower Hill Working Group (LHWG) (LHDWG)

Daniel Lavelle, City Councilman and Co-Chair
Marimba Milliones, Hill CDC and Co Chair
Glenn Grayson Jr.
David Hopkins
Bomani Howze
William Generett
Marc Little
Jason Matthews
Micah Taylor
Brenda Tate
Rev. Margaret Tyson
Dewitt Walton
Rev. Tom Smith
Sala Udin

PLDP Review Committee and Street Grid Committee (two separate committees)

Marimba Milliones, Hill CDC/Convener
Office of Councilman R. Daniel Lavelle
Audrey Anderson
John Anderson
William Bercik, Esq
Robert Damewood, Esq
Phyllis Ghafoor
Tonya Henry
Bomani Howze
Bonnie Laing
Justin Laing
Emma Pipkin

-- All committee members are serving in a volunteer capacity and are primarily Hill District residents.

Specific Text Concerns

(This list is supplementary to the overarching memo.)

SPD – The SPD text should state that “To the greatest extent feasible, all development plans shall comply with the Greater Hill District Master Plan and the Community Collaboration and Implementation Plan.”

PLDP Section 1 – Introduction

- In Section 1.1, the list of PLDP Sections that contain development requirements should include Section 10 (Implementation Strategy).
- The last sentence in 1.1.2, which allows the Penguins to name or brand the entire site or any portion thereof in any way they see fit, should be deleted. This is inconsistent with the “Cultural Legacy” goal of the GHDMP.
- Section 1.4 (Sustainable Community Requirements) should include a section for each of the following:
 1. Inclusionary Affordable Housing Strategy
 2. Business Development Strategies (Inclusionary Business Development and Neighborhood-Scale Retail) from the HDMP
 3. Each element of the Community Implementation and Inclusion Plan

Section 2 – Regulating Plans

- This section should specify that “All place names and project branding for the development and any portion of the development will honor and reflect the pre-urban renewal social, cultural and historical context of the Lower Hill District.”
- Section 2.5 (Open Space and Courtyards) should include commitments to implement the following by a date certain:
 1. The Curtain Call design
 2. Mark the entrance to the neighborhood at Centre and Washington Place with a prominent structure that honors the history and culture of the Hill District, as per the GHDMP
 3. A Section should be added to address the Neighborhood Driven Civic Design principle from the GHDMP Development Principles.

Section 4 – Building Types

1. The height of the building located at the corner of Centre and Crawford should be more consistent with the height of the other residential buildings on the block.
2. All development should be subject to the building height standards that were included in previous plans prepared by UDA Architects for the Penguins

Section 10 – Implementation Strategy

1. The Implementation Strategy should state that “To the greatest extent feasible, all development plans will comply with the Greater Hill District Master Plan and the Community Collaboration and Implementation Plan.”
2. The process for engaging the community as development plans materialize should be spelled out.
3. An enforcement mechanism should be included to ensure that post-building permit commitments (such as branding, inclusionary housing, local hiring, MBE contracting, etc.) are implemented.

Other:

- Chance to reference Green Print on Page 6

- Like the idea of basketball courts
- 7.5 show biking connections to Middle Hill not Just Downtown
- 8.1 Pedestrian connection to Middle and Upper hill



Compilation of Input and Verbatim Comments

This is a compilation of comments and feedback provided by Hill District residents and stakeholders collected by the Hill CDC. It is categorized into sections based on the content of each comment.

Part I. Broad Scale Sustainability

- PLDP addresses environmental sustainability, but does not address sustainability on a social, cultural, and economic scale.
- We suggest that you look at the Greater Hill District Master Plan and its addenda on the Development Principles and Anti-Displacement Strategies and expand your definition of sustainability on page 5 to include elements of social equity as well as racial equity.
- The Community Benefits Agreement agreed to by the One Hill CBA Coalition, the City's public authorities, the Urban Redevelopment Authority, the Pittsburgh Penguins in the form of the Pittsburgh Arena Operating LP, The Pittsburgh Arena Real Estate Redevelopment LP and the Pittsburgh Arena Development LP, clearly outlines the Greater Hill District Master Plan as the governing planning document in the Lower Hill District. If we were to reduce the community feedback, we have received to date, to one succinct statement it would be this: the PLDP is not in compliance with the Greater Hill District Master Plan and should not be submitted by the Penguins and/or accepted by Pittsburgh City Planning.
- "Build upon the African American Cultural Legacy":
 1. Other than the reconstruction of Fullerton Street, the plan fails to address this principle. As I said at the last PLDP meeting, the Lower Hill plan really reminds me of downtown Silver Spring, but that community's history is much different than the Hill in that it doesn't have the same African American legacy and has the feel of this big box development. Not a place I would want to live, but a decent place to shop. Can the arts be given real prominence in this plan? Jazz? Hip Hop? Attract a music studio?
 2. Does Mario Lemieux 's work merit a street name in the Lower Hill? The street will have to be torn up it appears, so why not take the opportunity to rename it. If needed, give Lemieux recognition as a secondary name for the street.
 3. Chapter 5- Chance to commission African American artists with connections to the Hill to create motifs reminiscent of neighborhood/AA culture?
 4. Taken from the Master Plan: "Entrance: The western entrance to the neighborhood should be marked at the intersection of Centre Avenue and Washington Place- with a prominent structure that honors the history and culture of the Hill District, which could be the artwork by Walter Hood adjacent to the new arena." This also deserves

- mention.
5. The Penguins are making an extension of the Downtown area up to Crawford Street and the Hill District is from Crawford Street and up. This control will be furthered with naming rights not a part of an agreement. Therefore under "Maintain the Hill District History and Legacy" - The Hill should name at least 50% of streets and parks of the 28 acre site.
 6. If an African American History and Heritage Center were built somewhere on the 28 acre site where would it be? The main question is where are the cultural and community legacy initiatives?
 7. It should be designated that the corner lots at Bedford Avenue and Crawford Street and Centre Avenue and Crawford Street as Legacy Sites each with the acreage no less than 4 acre squares.
 8. No mention of Centre Ave and how the Lower Hill should support its development. Can't be an afterthought. Must be planned and executed together.
 9. Shouldn't there be a more collaborative way to develop the entire community. The Pens seem to not understand that this site is a key part of our entire neighborhood. They got the land for nothing, they are getting parking income, but what are they contributing to our neighborhood. This should not be Penguins City; it is the Lower Hill District.
 10. The naming rights of the 28 acre Lower Hill District site should be reserved and it stated that the Hill District residents, through their committees will name individual blocks, and or the entire development, including street names, buildings, and parks/green space.
 11. The last sentence in 1.1.2, which allows the Penguins to name or brand the entire site or any portion thereof in any way they see fit, should be deleted. This is inconsistent with the "Cultural Legacy" goal of the GHDMP.
 12. Section 1.4 (Sustainable Community Requirements) should include a section for each of the following:
 - a. Inclusionary Affordable Housing Strategy from the GHDMP Strategies for reclaiming the Lower Hill
 - b. Business Development Strategies (Inclusionary Business Development and Neighborhood-Scale Retail) from the GHDMP
 - c. Each element of the Community Implementation and Inclusion Plan
 13. This section should specify that "All place names and project branding for the development and any portion of the development will honor and reflect the pre-urban renewal social, cultural and historical context of the Lower Hill District."
 14. Section 2.5 should have a commitment for a certain date to mark the entrance to the neighborhood at Centre and Washington Place with a prominent structure that honors the history and culture of the Hill District, as per the GHDMP.

Part II: Affordable Housing

- The Property Conflict-The call for 30% affordable housing in the Lower Hill vs. the Penguins claim of the needs of "the market". The plan is silent on these issues and this is one of the key things we should look to change (Laing).
- Including the anti-displacement principles in this plan is critical to explaining to developers our expectations re: affordable housing, jobs, etc. The section below is taken

from Appendix C of the Master Plan and should be reflected in the PLDP.

1. The following strategies to govern development activities in the Lower Hill, in order to ensure that the Lower Hill is developed in a way that reintegrates the area into the cultural fabric of the community, provides housing and job opportunities for Hill District residents, and serves as a catalyst for market-driven investment throughout the neighborhood.
- What is the definition of “affordable housing”? If the cost of housing is greater than 10% of the median income of those currently living in the Hill District than there will not be a healthy diverse mix of residents on the 28 acres. Can 1/3 of Hill District residents afford the units, not including Crawford Square persons.
 - There should be a comprehensive housing program that plans the Lower Hill District and the Middle and Upper Hill District TOGETHER. This is not an island!

Part III: Height Restrictions

- Lack of a specific height restriction will allow the city view to be completely obscured.
- It shall be a requirement that the building heights don't interfere with the existing view of Downtown from the Hill District.
- The height of the buildings along Centre Ave should never block St. Benedict, even at its highest.
- Greenspace should be across from Freedom Corner directing folks to the monument. Absolutely no building should be there without incorporating an open space that pays homage to Freedom Corner
- It shall be a requirement that the view of the bell tower, and the statue of St. Benedict the Moor, on the St. Benedict the Moor Catholic Church property at the corner of Crawford Street and Centre Avenue remains unobstructed.
- The height of the building located at the corner of Centre and Crawford should be more consistent with the height of the other residential buildings on the block.
- All development should be subject to the building height standards that were included in previous plans prepared by UDA Architects for the Penguins.
- The proposed SPD text provides for 3 general corridors with different height limitations - a “view corridor” in the middle of the site, and 2 “outside of the view corridor” areas along Bedford Street and along Centre Avenue. The “view corridor” has maximum heights that range from 80 feet on Crawford Street to 180 feet at the lower end of the site. This comes closest to the Penguins' previous assurances, except for the extra 30 feet for buildings on Crawford. The maximum height for buildings on Bedford and on Centre ranges from 160 feet (corner of Bedford and Crawford) or 180 feet (corner of Centre and Crawford) to no height restrictions at all. Most of Bedford and most of Centre would have no maximum height restrictions. This is a significant departure from the Penguins' previous statements.
- The maximum height restrictions in the Lower Hill (both within and outside the “view corridor”) should be changed to comply with the Penguins' prior public statements that views of downtown from Crawford Street would be no more obstructed than they were when the Mellon Arena was standing (see the March, 2010, development plan prepared by UDA). The following maximum height restrictions should be specified in both the Zoning Code text and the PLDP:

1. Height Zone II: 180'
 2. Height Zone III: 140'
 3. Height Zone IV: 100'
 4. Height Zone V: 80'
 5. Height Zone VI: 50'
 6. Subdistrict 3: 160' (Consol), 100' (Cambria Suites)
- We would support reasonable and limited exceptions to these height restrictions in return for enforceable commitments to provide inclusionary affordable housing, inclusionary business development, and economic opportunities as outlined in the Hill District Master Plan, such as the following:

1. Height bonus for inclusionary affordable housing

- a. *Residential and mixed-use developments* – A 1-story height bonus could be made available if at least 30% of all residential units are affordable rental or for-sale housing.
- b. *Office structures outside of the view corridor, on the Bedford Avenue side in the HZ-II or HZ-III height zone* - A 2-story height bonus could be made available if the developer provides a binding commitment to provide an equal square footage of affordable rental and for-sale housing elsewhere in the Lower Hill Specially Planned District.

In order to receive either of these bonuses, the developer must provide the Zoning Administrator with an executed restrictive covenant in favor of the URA committing to maintain rental units as affordable housing for a period of at least 99 years, or to sell for-sale units at an affordable purchase price.

Affordable rental housing should be defined as per the HDMP. Affordable for-sale housing should be defined as housing that is offered for sale to an owner-occupant and whose total monthly cost (principle, interest, taxes, insurance, and condo fees, if any) does not exceed 30% of the monthly gross income for a household that is eligible to participate in the URA's Pittsburgh Home Ownership Program.

2. Height bonus for inclusionary business development

- a. *Commercial, retail and mixed use developments* - A 1-story height bonus could be made available if at least 20% of the commercial and retail floor area is set aside for Hill District Businesses (businesses that are owned by Hill District residents, are currently located in the Hill District, or were displaced from the Lower Hill as a result of urban renewal).
- b. *Office structures outside of the view corridor, on the Bedford Avenue side in the HZ-II or HZ-III height zone* - A 2-story height bonus could be made available if the developer provides a binding commitment to provide at least 50% of the additional square footage as dedicated retail or commercial space in the Lower Hill for Hill District Businesses.

In order to receive either of these bonuses, the developer would provide the

Zoning Administrator with (1) a set of market-tested strategies developed in partnership with the URA to achieve the 20% goal, and (2) an executed 99-year restrictive covenant in favor of the URA committing to reserve the dedicated commercial and retail space for at least 6 months after the issuance of an occupancy permit or after turnover of the leased space, and to implement the market-tested strategies.

3. Height bonus for post-construction hiring and contracting

- a. *Commercial, retail, manufacturing, and office developments* - A 1-story height bonus could be made available if the developer provides a binding commitment to require the building's occupants to provide a hiring and contracting preference to Hill District residents and businesses.
- b. In order to receive the bonus, developers would provide the Zoning Administrator with (1) an executed contract with a first source referral center located in the Hill District and (2) an executed 99-year restrictive covenant in favor of the URA committing to require the building's occupants to provide a hiring and contracting preference to Hill District residents and businesses.

4. Limitations

- a. The height bonuses listed above would not be available for any building on Crawford Street within the view corridor.
- b. The bonuses could be applied in addition to the height bonus permitted for LEED-certified buildings outside of the view corridor.

Part IV: Extension of Downtown

- The introduction talks of expanding downtown and expanding the Hill in the Lower Hill. This is literally doublespeak. You noted at the last meeting that Mr. Udin took steps to make sure that the Greater Hill District Master Plan included the 28 acres as part of the Lower Hill, we ask for the elimination of the downtown expansion language. Otherwise, we could be headed towards another term like "Oak Hill" or "Eastside" which implies that if a poor African American neighborhood improves it must signal this improvement by taking on part of the name of its whiter more well-heeled neighbor.
- This development is a copy of the Market Square/PNC development plan. It is not a re-connection to the Hill District. In fact it is more of a separation with the traffic pattern to only two right at Centre and Crawford coming from Bedford, Webster and Wylie Avenues. The traffic pattern leads the flow away from the Hill District back towards downtown, making the development site an extension of downtown.
- Based on the existing PLDP, this plan is more of an extension of Downtown than an actual rebirth of the Lower Hill District.
- The residential portion of the plan is mainly reserved for subdivision one. This area is boxed

in and surrounded by subdivision two. Subdivision two addresses residential single family attached housing, but is limited. Subdivision two is mainly commercial space. So actually based on this plan as I interpret it we are still confined and cut off to Downtown with this plan. This plan is an extension of Downtown rather than a reconnection of the Hill District.

- Based on traffic patterns in the Lower Hill District Plan, traffic is being purposely routed Downtown, and is being intentionally obstructed from being able to travel up Centre Avenue in general to the existing Centre Avenue Business District above Crawford Street.

Part V: Other Concerns

- After the development is complete, will the Penguins still own the land? Do the rental fees go to the Penguins i.e. If we were to build a AAH&H Center would we be paying rent to the Penguins?
- You are talking about a mini grocery store within the 28 acre site. Why is this necessary when they are building a full scale grocery store just a few blocks away across the street from the Hill House (Irene Kaufmann Center)?
- Based on this 3 subdivision, The Hill District is losing out on retail space in sub-division I. The only subdivision that they appear to be designating as a connection to the Hill District is subdivision I without the corner lots This is not acceptable.
- Minority and women business enterprise inclusion and workforce development, job inclusion, and local hiring should be at a percent that is comparable to the city's composition and census.
- It is also stated in figure 1.1 that parks within the site will be vibrant green spaces serving as a community gathering and events spaces, while serving the important functions of rain water collection and retention. This is being implemented so that the Penguins can keep the outdoor viewing screen and an area for overflow from the Consol Energy Center to view the hockey game. It is obvious to see by means of their illustration.
- Are there any alternatives that will make it possible to extend Webster Avenue across Crawford Street into the new development in the Lower Hill? Even if it's one street down into the new development it would mean a lot to Hill District residents. It has already been clearly stated that Webster Avenue will not and cannot extend down to Washington Place due to state and federal regulations, but it has not been stated to my knowledge that Webster Avenue can't be extended at all.
- A Section should be added to address the Neighborhood Driven Civic Design principle from the GHDMP Development Principles.
- The Implementation Strategy should state that "To the greatest extent feasible, all development plans will comply with the Greater Hill District Master Plan Strategies for Reclaiming the Lower Hill and the Community Implementation and Inclusion Plan."
- An enforcement mechanism should be included to ensure that post-building permit commitments (such as branding, inclusionary housing, local hiring, MBE contracting, etc.) are implemented.
- The process for engaging the community as development plans materialize should be spelled out.
- If there are Strategies for Reclaiming the Lower Hill that the Penguins do not intend to implement, those should be specified along with an analysis of the economic and social consequences of failing to implement them.

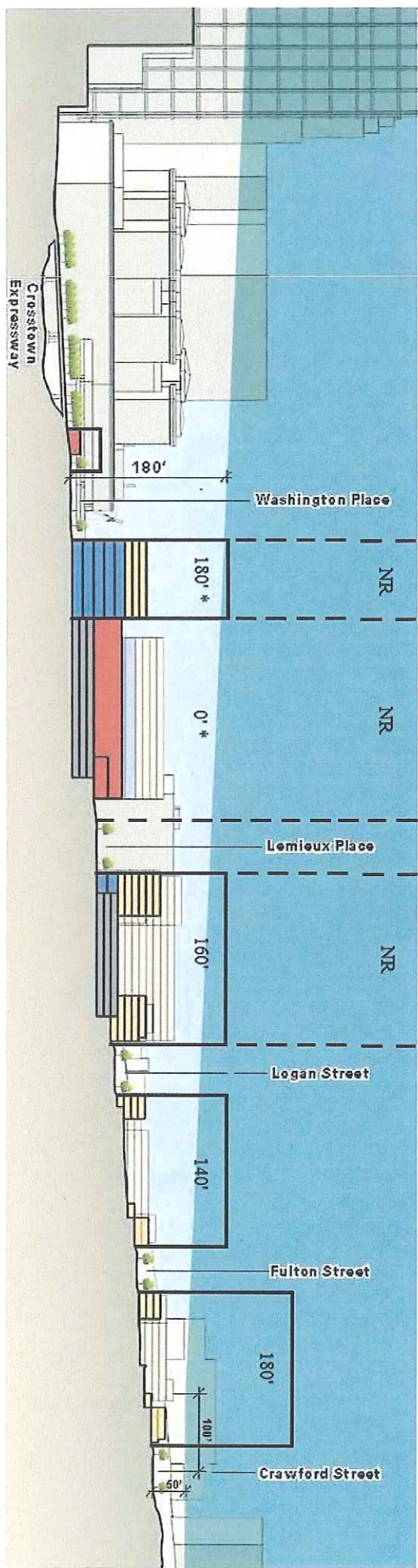
Proposed Maximum Building Heights under Penguins' Draft Zoning Text Amendments and PLDP - May 21, 2013

Centre Avenue: ———

Bedford Avenue: - - - -

NR = No Restriction

New buildings are from Penguins' March, 2010, public presentation. Maximum building height restrictions were added based on the Penguins' May, 2013, draft zoning text amendments and PLDP



* The draft PLDP provides for a 180' maximum building height and urban open space on Centre Avenue, but the proposed zoning text allows unrestricted building height

Data

Below are the 5 tables upon which this report is based. Table 1 describes the attendance and participation in Breakout Session 2. Tables 2, 3, 4, and 5 capture Strengths, Weaknesses, Opportunities, and Concerns, respectively.

Data Overview

The total number of people from the Lower Hill Community Conversation meeting #1 was - 117	responses per question	% respondents who answered each question
Strengths	42	36%
Weaknesses	37	32%
Opportunities	36	31%
Concerns	28	24%

Strengths

STRENGTHS		comments per theme
ELEMENTS OF THE PLAN		34
re-establishment of street grid (extends Hill grid down, not downtown grid up into Hill")	7	
mixed use	6	
residential layout	5	
affordable and mixed income housing	4	
connections to Hill	3	
clustering of similar uses near existing uses (ex: housing near housing)	2	
retail	2	
scale	1	
infrastructure	1	
Wylie Ave connection	1	
connection over Crosstown Expressway	1	
parking	1	
PROCESS and SUPPORT		30
engaged community + outreach + input process	16	
Master Plan	3	
transparent and iterative process	2	
political support (Lavelle)	2	
good explanation of plan	1	
diversity of presenters	1	
good feedback to questions	1	
owner/renter safety net (displacement prevention?)	1	

synergy	1	
"page 17 is an ideal picture"	1	
feels this will not affect them as a resident	1	
SOCIAL		9
business opportunities for MWBE + Hill residents	4	
opportunities for youth	3	
opportunity to preserve Hill history and legacy	2	
OPEN SPACE		8
green spaces	6	
public space	1	
beautification	1	

Weaknesses

WEAKNESSES		comments per theme
SOCIAL		44
plan does not speak to cultural integrity	5	
plan did not address youth (mentoring) (job skills)	5	
cost to lease space for potential businesses owners was not discussed / affordable leases	4	
lack of capacity building with small business owners	3	
lack of discussion on crime / safety	2	
higher taxes	2	
distrust of Penguins	2	
trust issues	2	
lack of Walter hood project	2	
lack of chosen developer	2	
lack of community leverage	2	
plan does not speak to minority jobs	2	
lack of discussion on gentrification	1	
new development may price community out	1	
lack of discussion about fractured communities	1	
does not cover the nuts and bolts	1	
distrust of planning officials	1	
Penguins play hockey, they are not developers	1	
lack of capacity with residential concerns	1	
not enough economic or political clout	1	
not enough transparency / residents just saw the plan	2	
no committeemen to abide by Master Plan principles	1	
STREETS / CONNECTIVITY / PEDESTRAIN MOVEMENT		21
not enough roads / street grid needs more work	5	
traffic patterns / current congestion /	3	

closed spaces in residential areas	2	
street grid is not ok - connect all streets including Webster and Bedford	2	
no connection to uptown - pedestrian	1	
no connection to uptown - driving	1	
not enough pedestrian walkways	1	
street connection to downtown	1	
streets are too small	1	
ingress/egress not stressed	1	
development should flow into middle hill to create transition	1	
Webster ave seems to be cut off	2	
ELEMENTS OF THE PLAN		10
affordable housing was not covered	5	
parking costs were not covered	2	
the name of the plan/neighborhood (Lower Hill) is dividing the neighborhood	2	
density along Crawford is too high	1	
PROCESS and SUPPORT		7
to vague / not clear / plan is confusing	3	
community desires de-emphasized	2	
public input process gives no power to the community to vote	1	
public input is too late	1	
OPEN SPACE		3
use of the parks - is public space available to everyone	2	
want open space within 3 blocks of everything	1	
need for passive an active parks	1	

Opportunities

OPPORTUNITIES		comments per theme
SOCIAL		34
Jobs (especially for current residents)	10	
Job training program	7	
Youth development/education/involvement	6	
Maintain/increase tax base	3	
Clear criteria for business ownership and participation in the business opportunity	1	
Residential density = opp. for commercial density	1	
Entrepreneurial opportunities	1	
Retail opportunities	1	
Include African-Americans in development and business opportunities	1	

Outcome color of skin all on same level from Christ Jesus	1	
Opportunity for major businesses (i.e. Penguins) to mentor African-American entrepreneurs and connect them to business opportunities	1	
air quality issues	1	
COMMUNICATION		20
Involvement of community members & business owners in plan/decision-making	9	
Learning from mistakes of similar areas in the country	1	
Gap analysis or summary document between what was originally discussed or agreed to versus the current plan	1	
Time in-between communication of plan and opportunity to provide feedback	1	
More communication avenues about the project besides the CDC and councilperson	1	
Scheduled report-outs to community on development progress and alignment with community goals	1	
Input from development practitioners on implementation	1	
Input from stakeholders	1	
use social media to provide updates on plan (copied from concerns)	1	
have community elect leaders to lead the process	1	
make sure Hill CDC is informed to inform the people	1	
how will inclusion actually happen?	1	
OPPORTUNITY OF FUTURE USES		9
Art center	1	
Recreation facilities	1	
Entertainment district	1	
Wilie Avenue Historic District (with tax incentives)	1	
Hockey clinics for youth sponsored by the Penguins	1	
create an entertainment district	1	
shuttle service for the hill	1	
reflect freedom corner	1	
high end residential	1	
CONNECTIVITY		7
Transportation between uptown and Lower Hill	1	
Reconnect and strengthen Hill District community	2	
Preserve identity of the Hill	1	
Marketing the new development as a part of the hill	1	
restore original street patterns before urban renewal	1	
connect streets from Hill down not downtown up to hill.	1	
add a bridge to connect to downtown		
Specific Requests and Questions		4

Safety - increased police presence	1	
Right of return for Hill District businesses	1	
Opportunity to place a condition on the Special Plan District requiring \$1 a car for the Hill District to support program initiatives	1	
add an incline to strip district (copied from concerns	1	

Concerns

CONCERNS		comments per theme
SOCIAL		32
gentrification	3	
concern about youth involvement / projects	2	
preserve the hill district culture	2	
minority jobs for development	2	
lack of technical capacity / capital	2	
trust of the Penguins / actually going to keep promises	2	
concerned about people from the hill getting loans for the lower hill	1	
concern about senior involvement	1	
concern about businesses that serve youth and seniors	1	
clarification on types of business opportunities	1	
need for more loans for African Americans	1	
dollar a car not involved	1	
property taxes increase	1	
eliminate the bars	1	
keep money in the community	1	
transparency about selected employment opportunities	1	
let the residents rebuild the lower hill	1	
hill district history is ignored	1	
the lower hill will be separated from the community	1	
curtain call not included	1	
dedicated funding for public infrastructure	1	
rich get richer, poor get poorer	1	
not enough minorities in influential roles	1	
be transparent about all changes	2	
PROCESS and SUPPORT		19
clarify the timeline - community input seems to be misaligned with the process	2	
need more community input / process is too quick	2	
public input in the past was ignored (arts walkway)	1	
preparation / outreach for diversity	1	

development principles are ignored	1	
need to make sure community is empowered	1	
too large of a project to understand	1	
concern about not having enough input	1	
clarify what the role of the Penguins is	1	
requires long term community unity	1	
will it be completed within 20 years	1	
seems top heavy	1	
what happens after 10 years	1	
clarify why CONSOL is being submitted with the PLDP. (isn't is zoned? / already a sub district?)	1	
concern that Penguins and Political majority will not allow residents the opportunity to benefit from the economic increases that comes into the city and neighborhood	1	
will hill residents have real opportunity to live, work and own businesses in the lower hill	1	
will this support Crawford or compete with it?	1	
ELEMENTS OF THE PLAN		8
parking issues - need another garage - need to know about parking for residents and events at CONSOL	3	
concern that the design is the best of urban architecture	1	
Penguins parking - where will the Penguins organization build their parking lots? (answered on opportunity)	1	
affordable housing	1	
affordable shopping	1	
Penguins throwing bottles near my house	1	
STREETS / CONNECTIVITY / PEDESTRAIN MOVEMENT		3
concern about traffic flow	1	
the street grid feel like it is in a hole	1	
street connections without commercial connections	1	
OPEN SPACE		3
the community park is more for the CONSOL center than the neighborhood	3	
CLARIFICATIONS		1
Who to talk to about jobs? ABC or KIM	1	
Answer to other questions		2
add an incline to strip district (copied to opportunities)	1	
use social media to provide updates on plan (copied to opportunities)	1	

Lower Hill District *(former Civic Arena site)*

Community & Economic Development Focus Areas

Minority & Women Business Enterprise Inclusion

Opportunities for African American, minority and women owned businesses to participate in the ownership, development, design, construction, operation, and management of the redevelopment of the Site.

Workforce Development, Job Inclusion and Local Hiring

Train and provide opportunities for professional, skilled and unskilled laborers from the Hill District Community and other predominately African American and minority communities to be employed in association with all aspects of the redevelopment of the Site.

Housing Inclusion and Home Ownership

Opportunities for homeownership and affordable housing on the Site and throughout the Hill District community.

Wealth Building Initiatives

Research, identify and cultivate opportunities for residents and organizations to form their own businesses that could benefit from: A.) The redevelopment of the Site (e.g. retail establishments) in the near term and/or B.) Future development and ownership opportunities that may arise in the Hill District community. Also, research and identify other public-private partnership opportunities that can create sustainable wealth for Hill District community residents.

Coordinated Community Development Strategies

Coordinate all community development efforts, including communication and marketing efforts with respect to Lower, Middle, and Upper Hill District to present an inclusive community and to maximize economic benefit for all residents and stakeholders. Also, to operate in tandem with the Greater Hill District Masterplan.

Community Legacy Initiatives

Work with the community to preserve and incorporate the history of the Hill District community in the design of the public (and other) areas within the Site.

If you think something is missing, contact us immediately using the information below.