

Tom Loudermilk  
Market President, Great Lakes Region  
Live Nation  
Via email: [tomloudermilk@livenation.com](mailto:tomloudermilk@livenation.com)

December 20, 2024

Dear Tom:

On behalf of the Hill District's Development Review Panel (DRP) and the Hill CDC as a Registered Community Organization (RCO), we offer this letter of support to Live Nation's Lower Hill Block E2 project based on its June 19, 2024 submission to the DRP. Details about this submission can be found at [www.hilldistrict.org/drpproposals/livenation/](http://www.hilldistrict.org/drpproposals/livenation/)

### **ABOUT THE DRP AND RCO**

**The DRP is the Hill District's unified and comprehensive community review process that gives every Hill District resident a voice in their neighborhood's redevelopment. It is a partnership with seven (7) Hill District Community Based Organizations: Hill Community Development Corporation (Hill CDC), Hill District Ministers Alliance (HDMA), Uptown Partners, The Center that Cares, Neighborhood Resilience Project (NRP), Macedonia FACE, and the Center for Family Excellence that streamlines community level review while assuring transparency and sufficient community feedback.**

The mission of the Hill CDC is to work in partnership with residents and stakeholders to create, promote, and implement strategies and programs that connect plans, policies, and people to drive compelling community development opportunities in the Greater Hill District. The Hill CDC is responsible for facilitating the implementation of the Greater Hill District Master Plan, specifically addressing any community concerns regarding redevelopment and economic opportunities in the area. As part of our role, we staff and facilitate the DRP process.

**The Hill CDC is also a Registered Community Organization (RCO) for the Greater Hill District, the boundaries of which are defined by the Greater Hill District Master Plan (GHDMP) and include this project.**

Your front door to the Hill District. | [hilldistrict.org](http://hilldistrict.org)

Hill Community Development Corporation 2015 – 2017 Centre Ave, 2nd Floor, Pittsburgh PA 15219 P 412.765.1820 F 412.765.1829

In agreement with our commitment to the Hill District's unified community review process, we do not issue independent letters on development proposals and have integrated the DRP with the RCO regulatory requirements. **Per the RCO Ordinance, the DRP is our community's "orderly and democratic means for forming representative public input" and is our "clear method for reporting to the City actions which accurately reflect the community's position."** This process ensures transparency and sufficient implementation of community vision and goals.

### **Lower Hill Live Nation Concert Venue**

The Live Nation Concert Venue development proposal scored a cumulative **86 % - B** after the DRP committee and community review levels. **To receive a letter of support, a proposal must receive a minimum cumulative score of 80%. Accordingly, your score indicates that the plan sufficiently aligns with the Greater Hill District Master Plan, the Community Collaboration and Implementation Plan, and has received community support.** As such, we wish you the best in your development endeavors and look forward to supporting this development project.

### **We strongly encourage the development team to consider the feedback made through Development Review Panel process:**

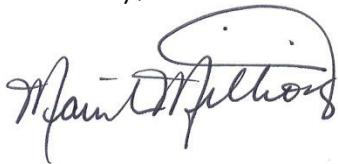
- A comprehensive parking plan is necessary on any day there is an event. A ride-sharing drop-off and pick-up location should be designated and labeled on the site. One resident suggested an aesthetic reminiscent of old Jitney stands – the Hill CDC suggests further exploring this idea within the community to determine if it is culturally appropriate.
- Live Nation is encouraged to be an active partner in the Hill District by supporting resident initiatives, arts and cultural activities, collaborating on potential events at the venue, implementing projects that reflect the African American cultural legacy of the Hill District, and continuing Live Nation's support and partnership with New Granada.
- Residents are enthusiastic about seeing this venue completed and expressed hope that a special ticket price could be made available for residents to attend events. Additionally, an annual open-house event could be held to further a sense of community and provide an opportunity for Live Nation to connect with residents to enjoy the space.
- The development team should make every effort to hire residents to *all levels of employment positions (ie. entry, mid, and senior)* at the venue/organization.
- Transparent reporting and progress tracking around CCIP goals should be updated regularly and publicly available. The community will continue to advocate for such.

- Commitments regarding MBE participation are critical. The community expects regular updates on the status of fulfillment. A notification process for new opportunities (business and jobs) was noted as highly important by the community.

**Lastly, we request that you keep the DRP updated on the project's progress, such as the start of construction, significant milestones, and any anticipated changes. When available, these updates should be emailed to the Hill CDC's Policy and Planning Team, at [policy@hilldistrict.org](mailto:policy@hilldistrict.org).** If a change is significant, the DRP may request that you attend a DRP meeting to give an updated presentation.

Congratulations, we look forward to welcoming you to the Hill District!

Sincerely,



Marimba Milliones  
President and CEO, Hill CDC  
*On behalf of the Hill District Development Review Panel*

Cc:

Tali Hungria, Live Nation  
Sara Silvestri, Live Nation  
City of Pittsburgh Mayor Ed Gainey and Staff  
City Councilman Daniel Lavelle  
City of Pittsburgh Planning Commission (via City Staffer)  
City of Pittsburgh Zoning Board of Adjustments (via Staff)  
Department of City Planning, Dr. Jamil Bey  
Urban Redevelopment Authority, Susheela Nemani-Stanger  
Sports and Exhibition Authority, Aaron Waller  
Allegheny County Executive Sara Innamorato and Staff  
Allegheny County Councilman DeWitt Walton  
Pennsylvania State Senator Jay Costa  
Pennsylvania State Senator Wayne Fontana  
Pennsylvania State Representative Aerion Abney  
Pennsylvania State Representative LaTasha Mayes  
United States Representative Summer Lee  
United States Senator Bob Casey  
United States Senator John Fetterman