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# Greater Hill District Master Plan Update 2022

## Opportunities and Constraints Report

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# 1. Summary

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The Hill District is at a crossroads. After years of population decline and disinvestment locally, the area is seeing new development and increasing market pressures from adjacent neighborhoods. This new investment brings multiple risks to Hill residents, most of whom rent. Residents risk being displaced either physically (from redevelopment) or economically (from increased rents). In addition, new development could contribute to a commercial core that does not serve existing residents or is not culturally relevant, making people feel less at home in their own neighborhood. This could cause existing residents to miss out on needed well-paying jobs and entrepreneurship opportunities.

**The community, with the City’s support, can choose a set of strategies that ensures that existing residents are supported through this transition.**

Our charge is to build on the 2011 Greater Hill District Master Plan. The community generally supports the goals set forth in that plan. They also acknowledge that conditions have changed in the past 10 years, and that the plan’s goals and strategies need revisiting. The purpose of this report is to provide an overview of current market conditions, how they've changed since the adoption of the 2011 Master Plan, what is hindering development, and what opportunities there might be for future development that contributes to community investment.

This section outlines key opportunities and constraints related to the community goals detailed in the 2011 Hill District Master Plan. This report will assist in understanding current economic conditions within the Hill to help the community understand the constraints and opportunities within the Hill District and to lay the groundwork for the Master Plan update.

## Goal 1: Build Upon the African American Legacy

As Pittsburgh’s oldest African American neighborhood, the Hill District has a rich history and culture that extends back to the 18<sup>th</sup> century. This goal addresses the need to honor and preserve the legacy of past, present, and future generations of African American residents in the Hill. Protection of that cultural legacy from gentrification includes anti-displacement strategies, “right of return” preference, use of existing neighborhood resources, advancing and creating relationships, and ensuring community empowerment within revitalization efforts.

Studio Zewde completed a cultural legacy assessment that will help to point to potential opportunities to better illuminate the area’s cultural legacy in the next phases of the Master Plan. This assessment can be found on page 58.

## Goal 2: Family-Friendly Housing Development Without Displacement

To prevent against displacement, housing development must support the variety of families and households who reside in the Hill District. This goal includes support for existing renters and homeowners through a range of quality options that are affordable to different family types and sizes. An appropriate mix of development will help prevent displacement of existing households, catalyze community and economic development, and provide supportive spaces for children.

### Constraints

**Potential displacement pressure on renters created by new development.** Since 75 percent of Hill District residents are renters, new development activity has the potential to create displacement pressure on many current residents within the Hill District. This would exacerbate the effects of population loss that the area has already seen, having lost 5,000 residents since 1990. Since 1990, Black renter households decreased across many Pittsburgh neighborhoods like the Hill District, Homewood, and East Liberty.

**Existing cost-burdened households.** Almost half of Black renters in the Hill spend more than 30 percent of their income on housing. Within the Hill District, rent-burdened households are most common on the southern Terrace Village area, where 69 percent of renter households are burdened.

**Rising rents and home prices alongside falling vacancies.** The limited new rental housing construction in the Hill District coupled with rising rents and low vacancies could signal a constrained market with possible rent escalations. Rents have risen 13 percent since 2009, compared with 22 percent in surrounding neighborhoods. The single-family homes and townhouses in the Hill District tend to be smaller and older than adjacent neighborhoods. The median price for a single-family home in the Hill District is just \$162,000, compared with \$325,000 in the surrounding neighborhoods listed in Exhibit 1 as the Secondary Market Area.<sup>1</sup> The median price for a townhome in the Hill District was \$80,000.

**Population loss among Black renters and homeowners.** Black owner households have seen sharp decreases in numbers in the Hill District since 1990. In addition, over 200 owner households per tract have left the Hill District in that time period. Overall, the city has seen a decline in Black homeownership, both in the Hill District and Black Pittsburgh neighborhoods on the East End, including East Liberty, Larimer, Lincoln-Lemington-Belmar, Homewood, and East Hills. A few tracts on the North and South Sides have seen slight increases in Black owners, but not to the same degree as these losses.

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<sup>1</sup> The Secondary Market Area includes central and eastern areas of Pittsburgh surrounding the Hill District and along the Baum Boulevard corridor. Other neighborhoods include Polish Hill, Uptown, Downtown, the Strip District, Lower and Central Lawrenceville, Oakland, Shadyside, Bloomfield, Friendship, and East Liberty.

## Opportunities to Overcome Constraints

**Support the Hill's existing community organizing capacity.** The Hill District is in a relatively unique position compared to many historically Black neighborhoods in American cities; there is a high level of community organization in the Hill, and community groups have some decision-making power over the development process within the neighborhood. Having this level of community capacity in place before the area sees an influx of market development activity could allow the Hill to avoid some of the displacement pressures other Black neighborhoods across the country have faced, and could provide opportunity to exact some community benefits along with market development. Because of this, it will be critical for key community stakeholders to understand how to work with and leverage the private market to achieve the community goals. A small number of recent projects, including the first phase of the Lower Hill redevelopment, have highlighted the need for the Hill District community to continue its ongoing work to democratize decision-making so that all parts of the community feel they benefit from the decisions that are made. A broader and more openly-agreed-upon definition of who is part of the community may be an important next step in this ongoing work.

**Building on the area's existing regulated housing stock.** The City's Housing Needs Assessment found that the number of public housing units in the Hill District, and the effects that come with that type of housing stock, limit housing volatility in the neighborhood. These effects include steady rents, lack of owner-occupied units limiting the number of rapid resales, and income restrictions that prevent residents earning above a certain amount from moving in.<sup>2</sup> However, this differs from the perception of the Hill District being a prime destination for property rehabilitation and sale.

**Invest in existing governance structures to mitigate displacement.** The Development Review Panel created as a result of the 2011 Plan has provided an important backstop to ensure that new projects align with the 2011 Plan and mitigate displacement pressure. Several dozen projects have been approved by the panel since 2011.

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<sup>2</sup> 2016 Pittsburgh Housing Needs Assessment

**Broaden housing strategy focus to reflect the Hill’s diverse household types.** There is an opportunity to think about refocusing the Plan’s housing goal on “family-friendly housing” to account for the many household types in the Hill. The City/URA can leverage its land base across the District to help to advance housing provision in the District.

Household types for strategy to address	Future housing strategies could include...
<ul style="list-style-type: none"> <li>• <b>Single-person households.</b> Nearly half of households in the Hill are single-person households.</li> <li>• <b>Single-parent households.</b> 17 percent of households are single-parent households</li> <li>• <b>Seniors.</b> Almost a third of households have a senior resident, making seniors are more common in the Hill District than the city as a whole.</li> <li>• <b>Young Adults.</b> 20 percent of the population in the Hill are between the ages of 20 and 29. Men 29 and under make up over a quarter of the population.</li> <li>• <b>Black households.</b> Just over 7,000 people or about 72 percent of Hill District’s population identifies as Black, non-Hispanic/Latino.</li> <li>• <b>Renter households.</b> Just over three quarters of households in the Hill District are renters, compared to about half of all households in the city.</li> </ul>	<ul style="list-style-type: none"> <li>• Multigenerational and senior housing.</li> <li>• Cooperative ownership structures, including limited equity co-ops for smaller housing types or conversion of existing units to multiple units.</li> <li>• Anti-price gauging/hedging against future escalations to support stability while also allowing new units to be built.</li> <li>• Strategies that support stability for existing renters in the case of rent increases/speculation (e.g., inclusionary housing or other price control provisions)</li> <li>• Housing strategies should address and create opportunities for the large population of 19- to 29-year-olds to provide options as they become older adults.</li> <li>• Strategies that leverage the Hill’s unique housing mix, with a greater concentration of attached single-family units and small apartment buildings than the city as a whole.</li> <li>• Programs to help existing homeowners with home maintenance assistance (roofs, etc.).</li> <li>• Programs that provide legal assistance with tangled titles (to promote intergenerational wealth).</li> </ul>

## Goal 3: Economic Empowerment and Commercial Development

This goal addresses revitalization of the Hill District and the need for it to uplift the neighborhood's existing residents and businesses through a variety of social and economic benefits. Support for local economic activity includes well-paying jobs for community members, retention and growth of local businesses, and new opportunities for entrepreneurship through innovative projects. This extends to commercial vibrancy through the renewal of main corridors and strengthening neighborhood connections.

### Constraints

**Lack of Access to Home and Land Ownership.** Historic and current practices including urban renewal, redlining (which denied access to mortgages for Black and racialized residents), and use of eminent domain resulted in extremely limited opportunity for Black and racialized residents to buy homes or own land. These practices have a direct relationship to the very low incomes for Hill District households and the high percentage of renters that are present today, as compared to other places in Pittsburgh. The opportunity for land ownership within the Hill District has also declined because of ownership patterns and availability, with the loss of homes and businesses in the Lower Hill that occurred with the Civic Center development. Today, Housing Authority of the City of Pittsburgh (HACP), University of Pittsburgh, Pittsburgh Board of Education, and Urban Redevelopment Authority (URA) are all major landowners within the Hill District, including around 87 acres of vacant land in the Hill District owned by public entities.

**Under-resourced small businesses and nonprofits.** We heard anecdotally from the Hill CDC and the URA that the URA has been more focused on business development and entrepreneurship than on workforce development. This means there is money coming into the neighborhood (e.g., via real estate development) which helps a small group of local entrepreneurs and vendors, but most local Hill residents are not positioned to take advantage of these opportunities. Per these conversations, we heard that the URA's currently-available small business programs are not well advertised, leaving small Black businesses and non-profits in the Hill under-resourced.

**Limited employment base.** While there are large employment destinations in neighborhoods directly adjacent to the Hill District, the Hill District has relatively fewer jobs per resident than other neighborhoods across Pittsburgh (0.14 jobs per resident in the Hill District versus 0.97 jobs per resident citywide). The jobs that do exist tend to pay much less than those in the rest of Pittsburgh. The Hill District has a slightly larger share of younger workers (under 29) and older workers (older than 54), compared to the City of Pittsburgh. Nearly five times as many people leave the Hill District for work as come into the area for work. About one fifth of Hill workers also live in the Hill, while other workers commute from across the region. Overall occupational segregation by race and gender is severe in Pittsburgh, but is particularly bad for Black men,

whose jobs are more concentrated in lower paying fields than in 99 percent of similar cities in the United States.<sup>3</sup>

**Lack of access to educational attainment among residents.** Only 19 percent of Hill District residents have completed a college degree compared with 45 percent of Pittsburgh residents. In addition, just 30 percent of workers in the Hill District have a college degree or higher.

**Lack of shopping opportunities in the Hill.** The vast majority of Hill District residents' household expenditures—for both daily needs and discretionary purchases—occur outside of the Hill District. This consumer spending and retail leakage is occurring across nearly all community and neighborhood serving retail categories in the Hill District, with the exception of gasoline stations. Key retail categories with leakages include food and beverage (\$10.8 million), general merchandise (\$8.8 million), and food service and drinking places (\$4.6 million). (See Exhibit 29.)

**Disparate commute access.** Out of all of Pittsburgh's designated neighborhoods, the Hill District ranks 17<sup>th</sup> in terms of its transit access to job opportunities across the city. Many Hill residents commute downtown or to the Oakland neighborhood. The Lower and Middle Hill have better access to employment by transit than the Upper Hill/Bedford Dwellings. Workers 18 years and older in the Hill District are more likely to take transit, walk/bike, or carpool compared to the city overall.

**New development activity in the Lower Hill and speculation in other areas.** Since 2011, the majority of spending on new construction and demolition activity has been concentrated in the western portion of the Hill. Most of the permit activity for new construction and additions / alterations has been concentrated in Crawford Roberts and certain areas of Centre Avenue in the Middle Hill, with some activity also occurring in the Upper Hill. This is in addition to the large development project occurring just outside of the project study area in the Lower Hill. In addition, the Hill District is an emerging location for student housing given its proximity to major universities. This type of development could price out smaller developers who are interested in building workforce housing in the Hill.

**Low household incomes.** Sixty percent of Black households in the Hill District make less than \$25,000 per year. Within the Hill District, incomes tend to be highest in the Upper Hill area, where the median household income is \$52,586. Across the rest of the district, median household incomes are less than half as much as those in the Upper Hill, and as low as \$12,269 in the Terrace Village area. The workforce within the Hill District is about 42 percent Black. This is significantly higher than the city overall. Across Pittsburgh, Black workers make up 13

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<sup>3</sup> Junia Howell et al., "Pittsburgh's Inequality across Gender and Race." City of Pittsburgh's Gender Equity Commission, September 17, 2019, <https://pittsburghpa.gov/gec/reports-policy>, 40.



percent of the workforce, though this is not evenly distributed throughout the city. Pittsburgh's Black adult women are five times more likely to live in poverty than white adult men.<sup>4</sup>

## Opportunities to Overcome Constraints

**Encourage new business creation to address lack of commercial services and retail.** Many of the business types that are supported in the Hill District could be located in either stand-alone retail space, strip commercial areas, or on the ground floor of existing or future mixed-use buildings. Potential new business owners need access to business support services and start up and operating capital.

**Overcome the limited supply of lease-ready space.** Most of the vacant spaces in the Hill District require tenant improvements or substantial amounts of rehabilitation and renovation before occupancy. The City/URA could target financial support to rehabilitate commercial space.

**Increase opportunities for Black-owned businesses to access public resources.** This could include actions like increasing engagement with small businesses to better advertise existing and new programs and increasing the URA's focus on workforce development.

**Engage in a comprehensive assessment of the wealth-building resources, programs, and projects in the Hill.** This would be a large endeavor that would require much more research and coordination with local partners.

**Increase flexibility for ground-floor retail in new buildings.** The City could consider less restrictive regulations in commercial areas for ground floor commercial and lower barriers for change of occupancies and tenant improvements. In addition, the City could think about active ground floor design that allows both residential and commercial in commercial zones.

**Support small businesses and microenterprises.** Allow and support home-based businesses in residential areas throughout the Hill to support micro-entrepreneurship.

**Generate and stabilize incomes.** Stabilization needs to be an important part of the conversation. Strategies could include workforce training opportunities and increasing subsidies for childcare to allow working parents (especially single parents) to access education and job opportunities.

**Remove friction for Black capital.** Real estate is one of the most racially structured components of our society. On parcels that it owns, the City/URA could open up opportunities to attract Black capital by allowing first right of refusal for Black developers or Hill developers for

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<sup>4</sup> Junia Howell et al., "Pittsburgh's Inequality across Gender and Race." City of Pittsburgh's Gender Equity Commission, September 17, 2019, <https://pittsburghpa.gov/gec/reports-policy>, 40.

publicly-owned property, similar to the approach that the URA is taking for the [Centre Avenue RFP as part of the Avenues of Hope Initiative](#).

**Capitalize on growing life sciences sector to attract jobs to the Hill District in a way that grows wealth for Hill Residents.** The Hill District (and Herron Avenue, in particular) is well-situated to attract development that could house life sciences jobs, which could provide training and job opportunities for Hill District residents. Transit access to Herron Avenue would be essential to this action. There are opportunities for business development and technical resources to support Black entrepreneurs and to help Black-owned life-science-supporting businesses scale up. Workforce training and education is also the biggest opportunity. Startup spaces can be helpful but not successful if business resources and workforce/education resources do not exist.

**Develop a wealth generation framework that is tailored to the specific needs of the Black community in the Hill District.** This strategy should provide several pathways to wealth generation and focus on the overall wealth of the Hill District community by providing layers of support for households with different needs.

## Goal 4: Make the Hill District a Green and Well-Designed Community

Sustainability and quality urban design involve a comprehensive strategy to shape the environment of the Hill District. Beyond parks, this goal encompasses vacant land (including side lots), natural features that can be leveraged for economic development, as well as opportunities for green buildings and renovations.

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This report does not cover the parks chapter of the plan; however, we did examine sustainability and open space related to vacant parcels and future investments in cultural legacy.

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### Constraints

**Condition and ownership status of vacant parcels.** Over 48% of the vacant parcels in the study area are owned by public or quasi-public entities. Many of these have a complicated legal status and need site remediation.

**Additional cost and knowledge needed for home rehabilitation to incorporate sustainability and resilience features.** Incorporating features like solar, gray water systems, and more sustainable building materials into rehab and new construction projects can require additional up-front costs. Although many of these costs are recovered over time through increased efficiency or longer lifecycles and can contribute to lower utility costs and better resilience in severe weather events over the long term, the initial up-front costs can be prohibitive. Similarly, new technologies and sustainability techniques require familiarity by developers and property owners to incorporate these features into projects.

**Distribution of small local parks and open spaces.** Previous plans like the Greenprint identified the significant wooded areas in the study area. While there are also several large actively programmed parks, the study area has an uneven distribution of smaller pocket parks and neighborhood-scale passive open space.

**Limited tree canopy.** Although the wooded areas of the Hill District provide important ecosystem services, street trees are generally only prevalent in recently redeveloped areas such as Crawford Square and Skyline Terrace. Trees provide these ecosystem services, contribute to mental health and well-being, and can increase property value. The lack of tree canopy today reduces the Hill District's ability to manage storms and flooding, extreme heat days, and poor air quality.

## Opportunities to Overcome Constraints

**Identify parcels that are best suited for future open space.** Legal status, parcel condition, and location are all factors that should be evaluated to prioritize which parcels can be aggregated at the appropriate scale and location for small open spaces. Seek out opportunities to achieve multiple objectives with open space projects, including flood protection, health and well-being opportunities, and activating the community. This work should be done through the Hill District Parks Plan in association with this planning process.

**Invest in more side lot adoptions and other resident-led improvement opportunities.** Parcels that are not good candidates for neighborhood open spaces or new development could be opportunities for side lot adoptions and other resident-led improvements.

**Develop resources that support green building for rehabilitation.** This strategy could involve a mix of financial and educational resources to encourage adoption of green building techniques in rehabilitation as well as new construction for residential, commercial, and community-serving properties, and could also present a workforce training opportunity. Consider setting requirements or incentives for projects to align with green building practices, including both public and private-led projects.

**Focus street tree investments in commercial areas and priority pedestrian corridors.** As economic development and mobility strategies make improvements in key corridors, focus street tree investments in these areas to maximize the benefits of these investments for the community and environment.

## 2. Background and Context

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### Purpose

The purpose of this document is to paint a picture of current conditions and key issues to guide the Plan update process. It includes information on:

- Who lives and works in the Hill District
- Real estate trends
- An analysis of the 2011 Plan's strategies related to housing and wealth generation
- The area's urban design and cultural legacy

### Data and Methods

To evaluate housing and demographic trends, this analysis primarily relies on data from the U.S. Census Bureau's Public Use Micro Sample (PUMS), U.S. Census Bureau's American Community Survey (ACS 2015-2019), U.S. Census Longitudinal Employer-Household Dynamics (LEHD) data, and the Allegheny County Assessor. Additional data derived from other sources included:

**CoStar:** CoStar is a proprietary data source commonly used for market analysis in the real estate industry. While CoStar is one of the best available sources of rent and vacancy data overall, the data has gaps and limitations that make it less reliable in areas with many older buildings. Newer buildings and those that are professionally managed are more likely to have reliable rent and vacancy information, while smaller, older buildings may have incomplete data or be missing from the system entirely. The analysis uses CoStar's multifamily and commercial datasets.

**Redfin:** Redfin has real estate data comparable to Zillow. Redfin provided the analysis with aggregated data for housing market trends.

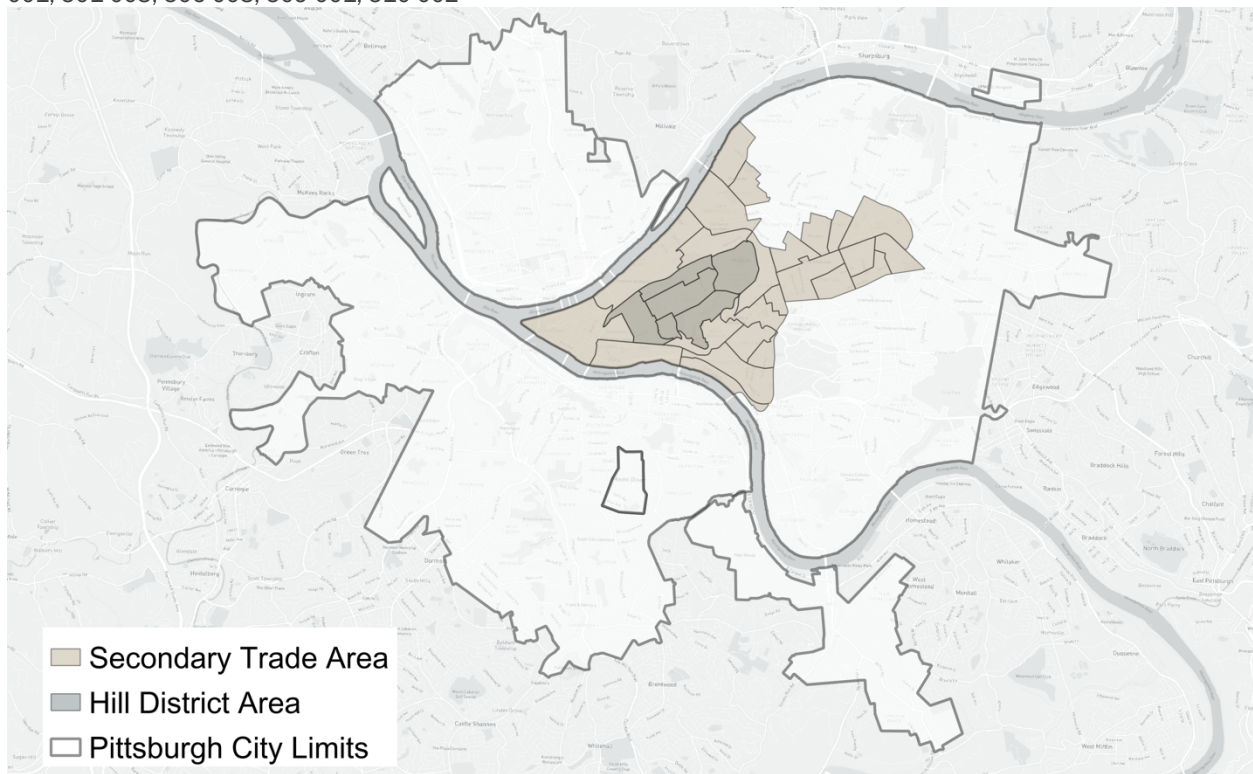
## Trade Areas for Analysis

Throughout this document, we have collected market and demographic data for three geographies:

- **Hill District Study Area:** This study area is different from the 2011 Hill District Master Plan study area in that it does not include some of Lower Hill or Uptown. (**Exhibit 1**)
- **Secondary Market Area:** The secondary market area encompasses central Pittsburgh and portions of the east side along Baum Boulevard. It includes the Hill District, Polish Hill, Uptown, Downtown, the Strip District, Lower and Central Lawrenceville, Oakland, Shadyside, Bloomfield, Friendship, and East Liberty. The Hill District is located in the center, directly adjacent to several other major areas. Universities and cultural institutions in Oakland and Shadyside have drawn large student populations to the east and south along Fifth and Forbes Avenues. Neighborhoods to the north and east including Lawrenceville, Bloomfield, Friendship, and East Liberty are primarily residential areas that have seen an uptick in younger, more affluent residents alongside tech companies like Google and Duolingo. To the west, Downtown has long been primarily commercial and office space but is starting to see an increase in residential units through new construction and conversion of commercial space to residential uses. The nearby Strip District provides warehouses, entertainment venues, and shopping along Penn Avenue. However, recent trends for remote office work and residential conversions point to a potential shift to accommodate more mixed uses.
- **City of Pittsburgh:** We compared data on the Hill District with data citywide, given that the Study Area exists in a regional economy and characteristics in the region impact the local development market.

## Exhibit 1. Hill District Study Area and Secondary Market Area

Notes: The study area includes the following census block groups, listed as Tract-Block Group: 305-002, 501-003, 511-001, 501-003, 506-003, 509-001, 510-002



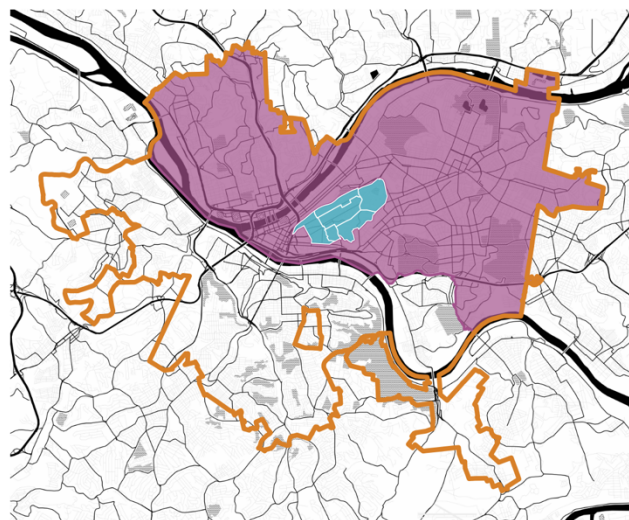
## PUMA Data

Much of our analysis defines the Hill District as the six tracts commonly associated with the neighborhood. When tract-level data is not available, this analysis must rely on census microdata, which uses larger geographies called public use microdata areas (PUMAs) to define areas.

The PUMA that contains Hill District also contains about half of Pittsburgh, encompassing almost all of the city's northern and eastern sides.

## Exhibit 2. Greater Hill District Master Plan Update Study Area Geographies

Source: US Census



Hill District tracts

Hill District PUMA

Pittsburgh



### 3. Demographic and Market Assessment

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#### Who lives in the Hill District?

The historically African American neighborhoods that make up the Hill District have experienced a steep population decline over the past 30 years, losing over a third of the total population since 1990. Despite this, the area continues to be home for a high concentration of Black households, with over 72 percent of the population identifying as Black, non-Hispanic/Latino in the most recent American Community Survey (ACS).

Most households in the Hill District are renters. However, the district has seen a decrease overall in both renters and homeowners due to population loss. Compared to the City of Pittsburgh as a whole, the district has a relatively high number of single-person households, single-parent households, and households with senior residents, all of which tend to have unique needs for housing.

The Hill District experiences a high level of poverty. Sixty percent of Black households in the Hill District make less than \$25,000 per year. Some neighborhoods in the Hill face higher levels of poverty, the lowest being a median annual household income of just over \$12,000 in the Terrace Village area. Households in the Hill District tend to be more economically unstable due to high unemployment and high receipt of public assistance (cash payments, as defined by the Census Bureau). Almost half of Black renters in the Hill District are cost-burdened, spending more than 30 percent of their income on housing. The southern Terrace Village area has the highest concentration of cost-burdened households, at nearly 70 percent. Educational attainment in the Hill District is also significantly lower than in Pittsburgh as a whole.

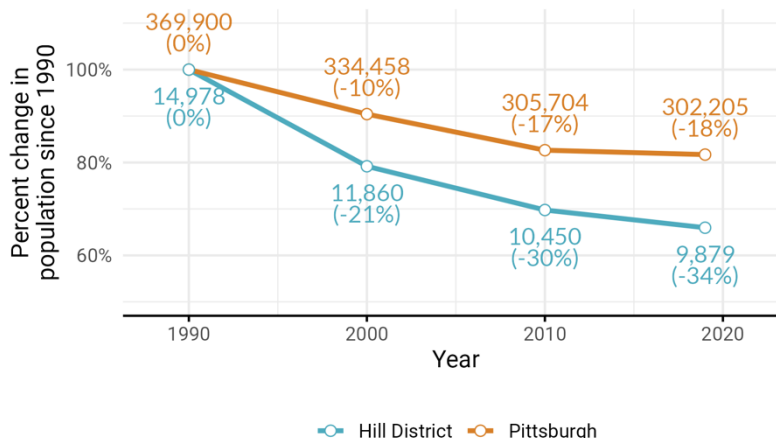
These demographic trends help us to understand the nuances of who lives in the Hill District, so that the Plan's strategies can best support the area's residents.

The Hill District has lost about 5,000 people since 1990, leaving the area with just two thirds of its population from 30 years ago.

Total population shrank in the City of Pittsburgh over this same period but to a much lesser extent. The Hill District lost 34 percent of its population since 1990, while Pittsburgh's overall population shrank by 18 percent.

### Exhibit 3. Population Change, 1990-2019, Hill District and City of Pittsburgh, 2019

Source: NHGIS/US Census, 2019 ACS 5-year

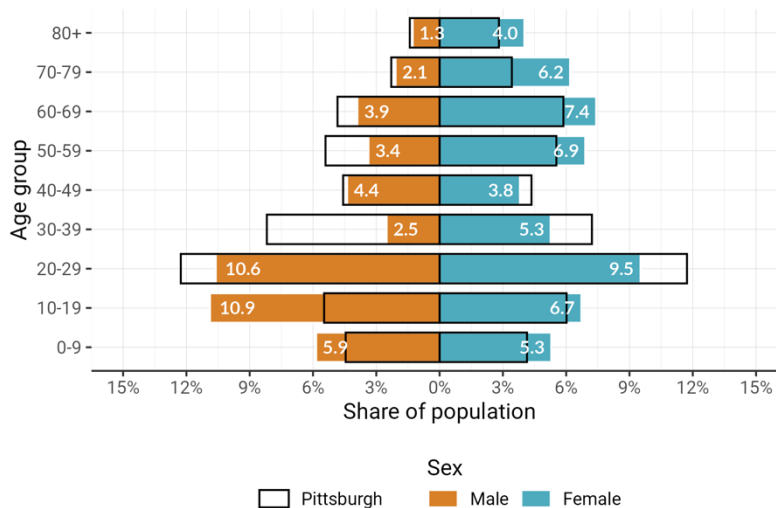


The existing population of the Hill District skews female, compared to the city.

Fifty five percent of Hill District residents are female, compared to Pittsburgh's 51 percent, though men 29 years and younger make up a over a quarter of the population.

### Exhibit 4. Population Distribution of Age and Sex, Hill District and City of Pittsburgh, 2019

Source: ACS 2019 5-year





Just over 7,000 (about 72 percent) of Hill District’s population identifies as Black, non-Hispanic/Latino.

The next-largest racial group, White, non-Hispanic residents, make up around 17 percent of the population.

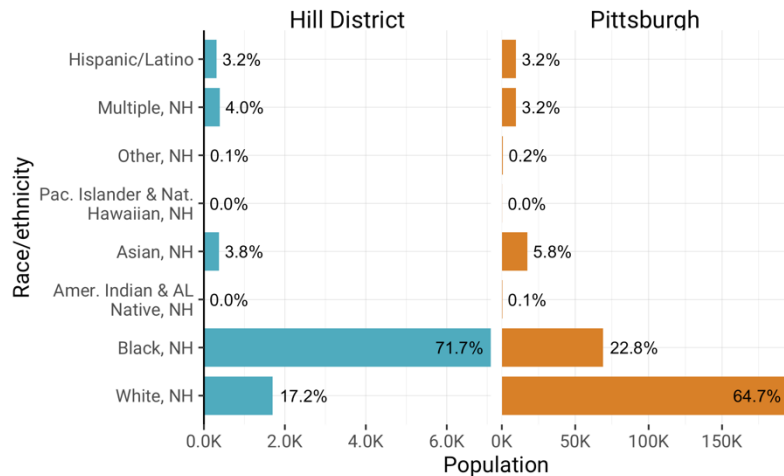
The share of Black residents varies dramatically by Census tract:

Bedford Dwellings - 91%  
 Middle Hill - 91%  
 Upper Hill - 66%  
 Terrace Village - 60%  
 Skyline Terrace - 86%  
 Crawford Roberts - 60%

The share of Black households is higher than their population share, because a lot of Black households in the Hill District tend to be smaller (older couples or older folks living alone, single parents, etc.)

**Exhibit 5. Population by Race & Ethnicity, Hill District and City of Pittsburgh, 2019**

Source: ACS 2019 5-year



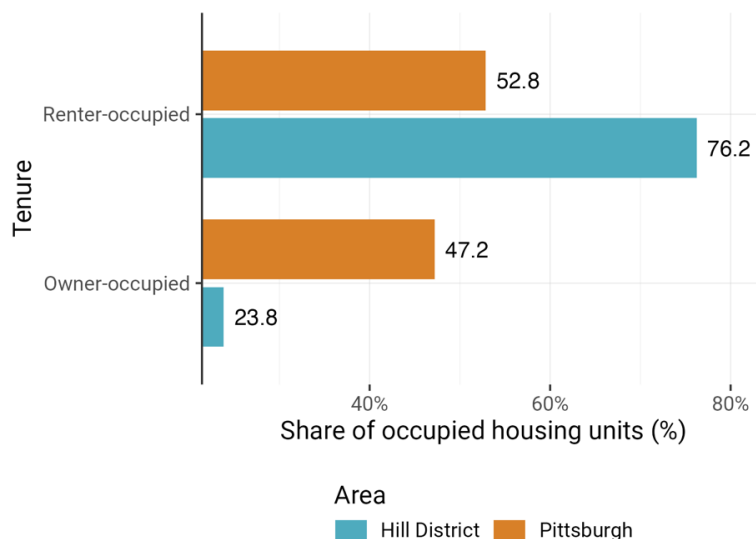
## What do households look like, compared to the City of Pittsburgh?

Just over three out of four households in the Hill District rent, compared to just over half of Pittsburgh households.

The Hill District has lower rates of homeownership than other communities across the City of Pittsburgh. This presents an opportunity to think about approaches for homeownership or shared ownership to support stability in the Hill District community.

**Exhibit 6. Occupied Housing Units by Tenure, Hill District and City of Pittsburgh, 2019**

Source: ACS 2019 5-year

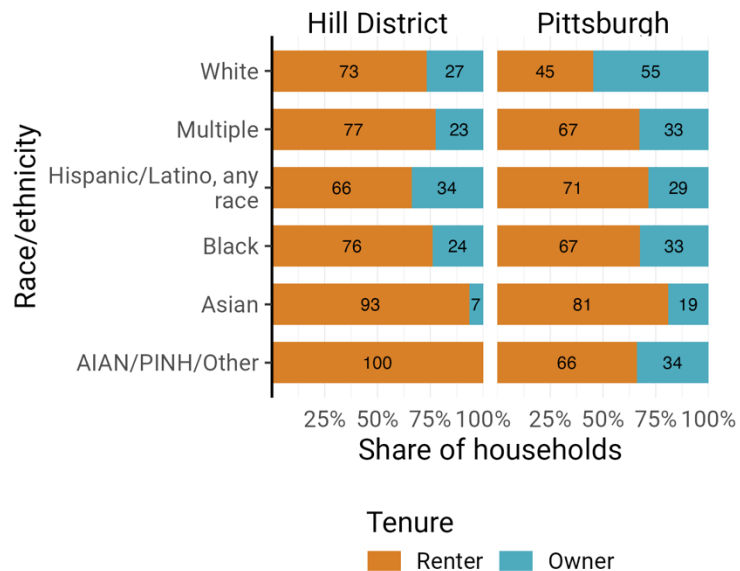


### Households of all races and ethnicities are more likely to be renters in the Hill.

Within the Hill District, only Hispanic/Latino households are more likely to own their home compared to the city as a whole, though the difference is marginal. All other races/ethnicities in the Hill District are more likely to be renters in the Hill District. Black households have higher rates of homeownership in other neighborhoods in Pittsburgh compared to the Hill District.

**Exhibit 7. Tenure by Race/Ethnicity, Hill District and City of Pittsburgh, 2019**

Source: ACS 2019 5-year

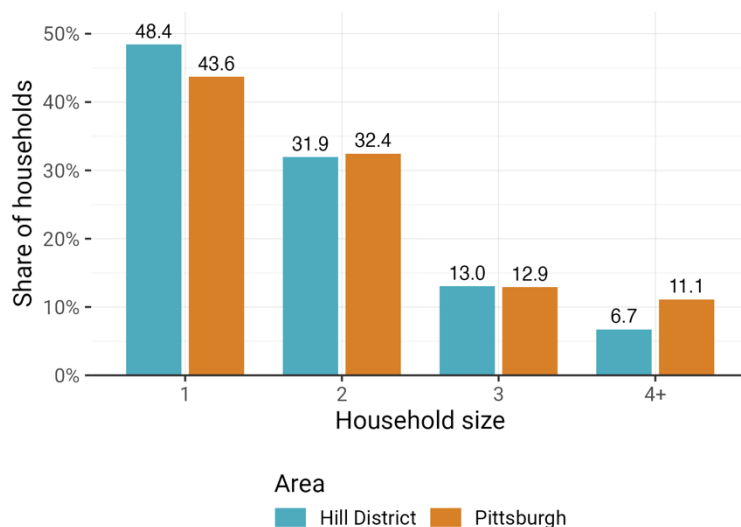


### Nearly half of households in the Hill District are single-person households.

One-person households are the most common size of households in the Hill District, and they are somewhat more common here than they are in the city overall, while large households (4 or more members) are likewise less common. Two- and three-person households are roughly as common in the Hill District as they are in Pittsburgh.

**Exhibit 8. Households by Household Size, Hill District and City of Pittsburgh, 2019**

Source: ACS 2019 5-year

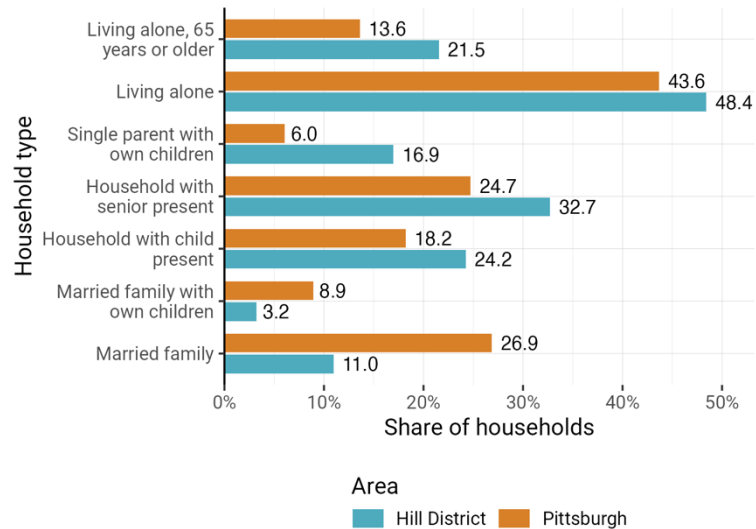


Single-parent and households with senior residents are more common in the Hill District than in the city as a whole.

Single-parent households are almost three times as common (17 percent of households) within the Hill District as they are in Pittsburgh as a whole (6 percent of households). Households with seniors (65 years or older) present, including those with a senior living alone, are more common in the Hill District than in Pittsburgh as a whole.

**Exhibit 9. Household Composition, Hill District and City of Pittsburgh, 2019**

Source: ACS 2019 5-year

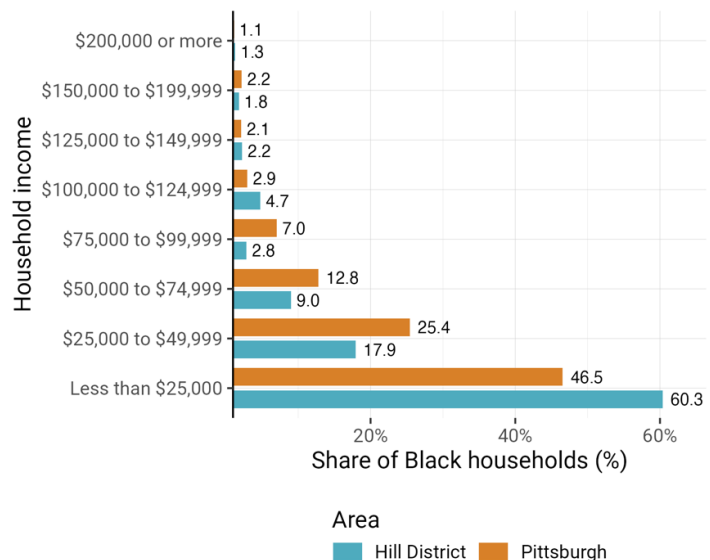


Sixty percent of Black households in the Hill Districts make less than \$25,000 per year.

Among all Black households in Pittsburgh, those living in the Hill District are more likely to be extremely low income (earning less than \$25,000 per year). Households in the Hill District tend to be more economically unstable due to high unemployment and high receipt of public assistance (cash payments, as defined by the Census Bureau).

**Exhibit 10. Distribution of Black Household Income**

Source: ACS 2019 5-year

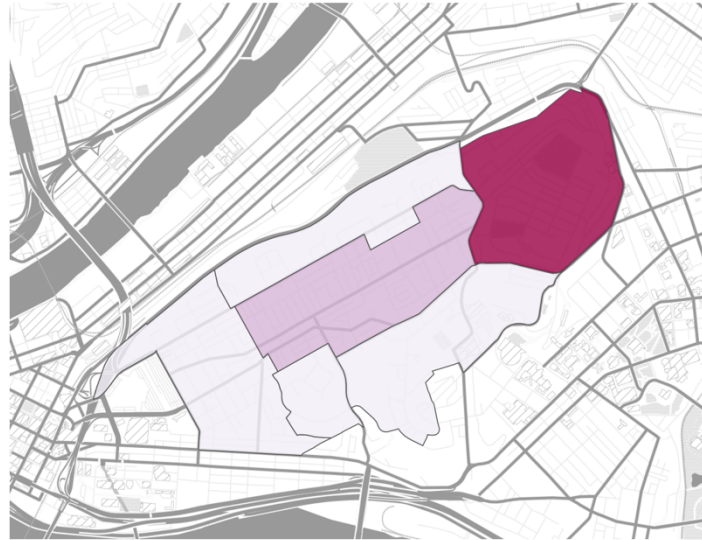


Within the Hill District, incomes tend to be highest in the Upper Hill area, where the median household income is \$52,586.

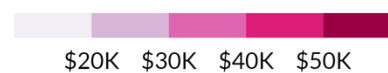
Across the rest of the district, median household incomes are under half as much as those in the Upper Hill, and as low as \$12,269 in Terrace Village area.

#### Exhibit 11. Median Household Income, Hill District, 2019

Source: 2019 ACS 5-year



Median household income

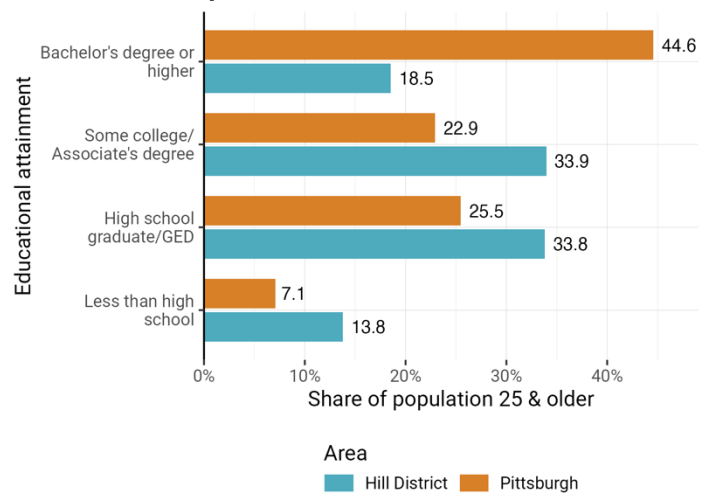


Hill District residents are much less likely to have completed a college degree.

Only 18.5 percent of the population 25 years or older have a bachelor's degree, compared to 44.6 percent of all Pittsburgh residents 25 and older. Hill District residents are twice as likely to have less than a high school degree compared to all Pittsburgh residents.

#### Exhibit 12. Educational Attainment

Source: ACS 2019 5-year



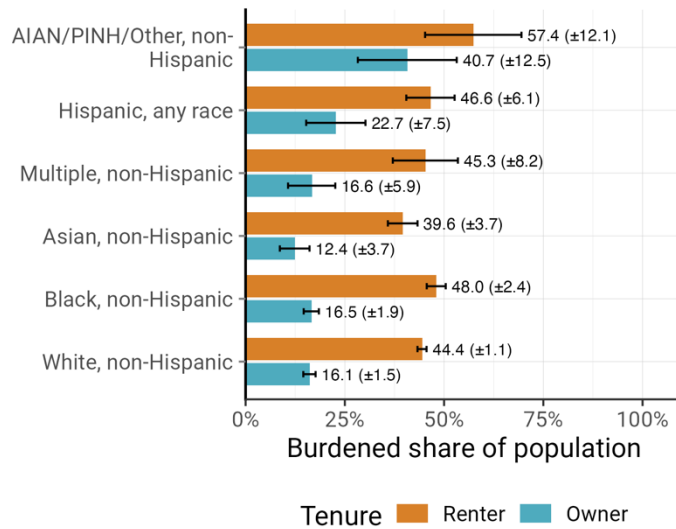
Almost half of Black renters in the Hill spend more than 30 percent of their income on housing.

Using the US Census microdata for the Hill District area PUMA, an estimated 48 percent of Black renters are housing cost-burdened (pay 30 percent or more of their gross income on rent), while 16.5 percent (plus or minus 1.9 percent) of the Black homeowner population is burdened.

\*Since the Hill District area PUMA also encompasses large amounts of central, northern, and eastern Pittsburgh (see Figure 2), these estimates very likely downplay the levels of cost-burdening experienced by Hill District residents, particularly Black renter and owner households.

**Exhibit 13. Housing Cost-Burden by Race/Ethnicity and Tenure, Hill District PUMA\*, 2019**

Source: ACS PUMS 2019 5-year

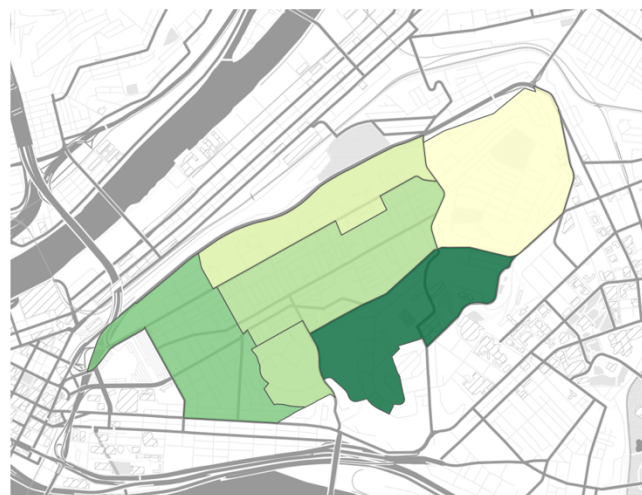


Within the Hill District, rent-burdened households are most common on the southern Terrace Village area of the District, where 69.3 percent of renter households are burdened.

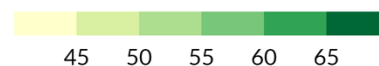
The Upper Hill area has the lowest levels of rent-burdening, at 42.1 percent of households. Outside of Upper Hill and Bedford Dwelling areas, the majority of renters are cost burdened.

**Exhibit 14. Rent-burdened Share of Households**

Source: ACS 2019 5-year



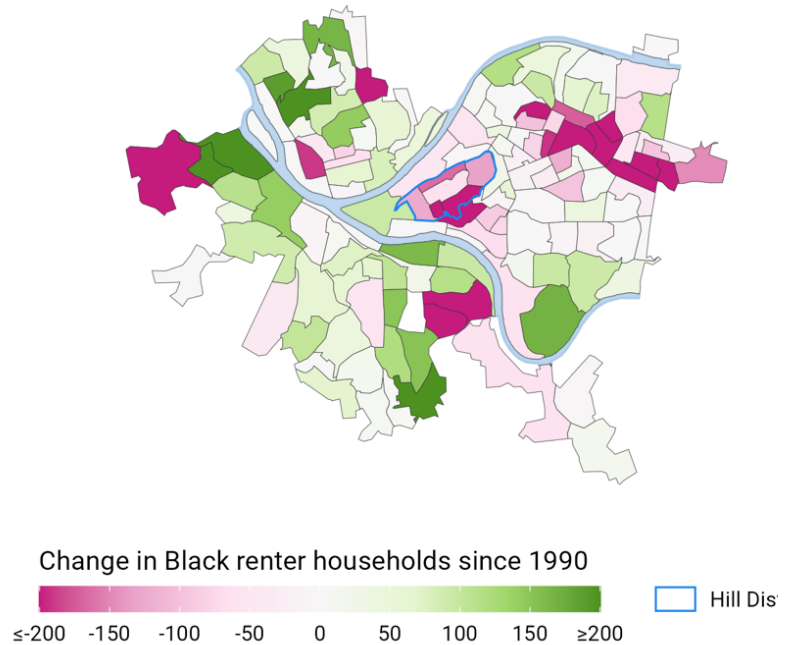
Rent-burdened share of households



Since 1990 Black renter households decreased across much of Pittsburgh's east side neighborhoods like Hill District, Homewood, and East Liberty.

The decline in renters is largely due to overall population decline within the Hill. Over this same time period, Black renters increased in many tracts on the north and south sides of Pittsburgh. No tract within the Hill District saw an overall increase in Black renter households since 1990.

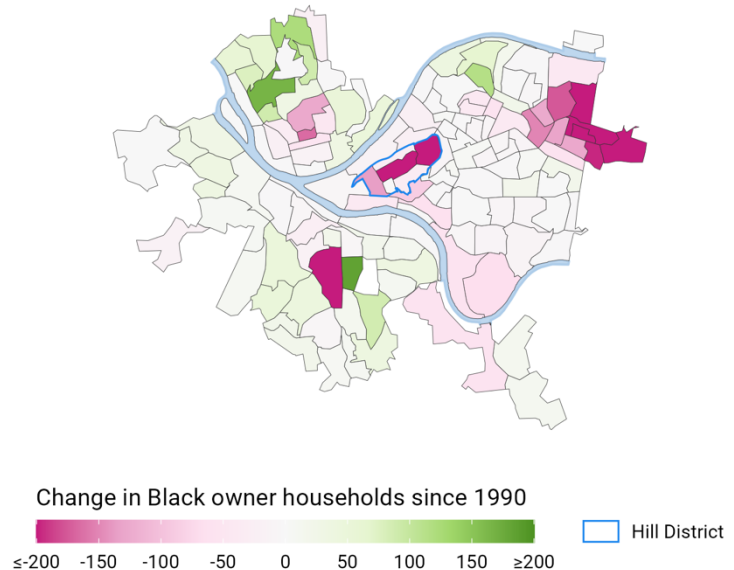
**Exhibit 15. Change in Black Renter Households, 1990-2019**  
Source: NHGIS, ACS 2019 5-year



Similar to Black renter households, Black owner households have seen sharp decreases in numbers Hill District and other east side neighborhoods since 1990 (over 200 households per tract).

Some tracts on the north and south sides of the city have seen increases in Black owner households in that span of time, but not enough to balance the total losses across Pittsburgh, which indicates there's been a decline in Black homeownership in the City overall across this time period. Within the Hill District, areas in the Middle and Upper Hill saw the largest reductions in Black homeownership.

**Exhibit 16. Change in Black Owner Households, 1990-2019**  
Source: NHGIS, ACS 2019 5-year



## What are real estate market conditions in the Hill District?

This section summarizes the Hill District's commercial and residential real estate conditions and identifies market drivers and trends that will influence the market appeal and viability of commercial and residential development.

The exhibits below show historical trends in the Hill District and include as a comparator the Secondary Market Area and Pittsburgh citywide to better understand the local and broader market trends within an area.

### Existing Housing Stock

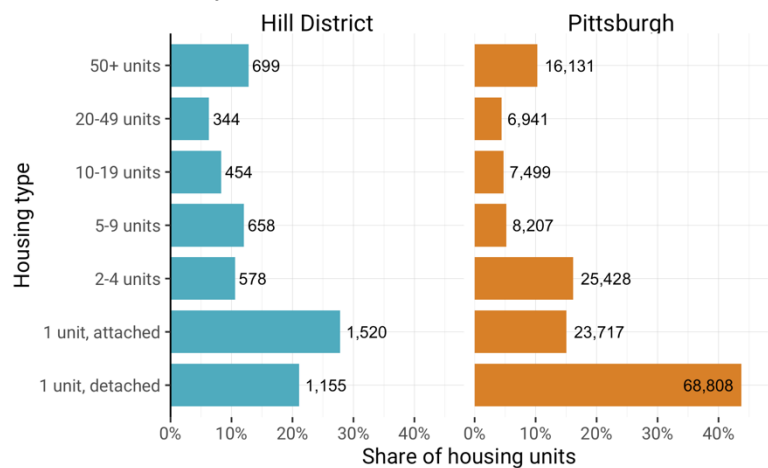
Residential real estate in this market study is rental housing that is made of multifamily buildings with five or more units. This section also analyzes recent housing sales and compares median sale prices in the Hill to those.

**The Hill District has a greater concentration of attached single-family units and small apartment buildings than the city as a whole.**

Single-family attached units (e.g., townhomes) are the most common housing type in the Hill District, making up 28 percent of all housing units in the neighborhood (whereas these units only make up 15 percent of Pittsburgh's housing units).

**Exhibit 17. Hill District and City of Pittsburgh Housing Mix**

Source: ACS 2019 5-year



#### SUMMARY OF TERMS

**Direct Rent/SF/Year:** Annual rents on a per square foot basis.

**Vacancy Rates:** How much space on a per square foot basis is vacant within a submarket.

**Deliveries:** The total amount of new multifamily units that has been added to the market on an annual basis.

**Absorption:** Annual net new occupancy or vacancy of multifamily units, accounting for deliveries.



## The Hill District is home to a high concentration of public and regulated affordable housing.

According to the National Housing Preservation Database, the Hill District contains 38 publicly-subsidized housing developments, ranging in size from seven to 420 units. The average age of these apartments is just under 22 years. Nine of the apartment developments are owned by non-profits, while 16 are owned by for-profit or profit-motivated entities.

Compared to other neighborhoods in Pittsburgh, the City's Housing Needs Assessment found that the Hill District has relatively low housing market volatility due to the number of public housing units in the neighborhoods and the effects that come with that type of housing stock – steady rents, lack of owner-occupied units limiting the number of rapid resales, and income restrictions that prevent residents earning above a certain amount from moving in.<sup>5</sup>

### Exhibit 18. Hill District Affordable Housing Stock

Source: National Housing Preservation Database



<sup>5</sup> 2016 Pittsburgh Housing Needs Assessment



## Sales Prices

The median price for a single-family home and townhouse was much higher in Pittsburgh citywide and in the Secondary Market Area than in the Hill District.

**Overall, home prices are lower in the Hill.** According to Redfin, between 2020 and 2021 single-family homes in the Hill District sold for an average sales price of \$177,000, while townhomes had a median price of \$126,500. Between 2020 and 2021 the Secondary Market Area has the highest median home price of \$325,000 for a single-family home, while in Pittsburgh citywide, a single-family average sales price was \$247,000.

**However, sales prices have increased in the Hill, especially for townhomes.** Hill District single-family sales prices rose 26% in four years (compared to 31% citywide) while Hill District townhouse sales prices rose 57% in four years (15% citywide). The economic impacts of COVID have slowed down price increases in the Hill District.

**Typically, townhouses tend to be more affordable than detached single-family homes.** However, this is not the case for the Secondary Market Area and Pittsburgh citywide. Townhouse prices in these two geographies are on par with single-family homes or have higher prices. Townhouses in these two geographies are likely selling above single-family home prices because they are generally newer and tend to be similar in size to single-family homes.

**The relationship between townhouse and single-family home prices in the Hill District largely reflects the location of those housing types across the district.** The Upper Hill has observed higher sales prices than other areas within the Hill District and has a larger concentration of detached single-family houses than other neighborhoods in the Hill. Townhouses are the predominant housing type in neighborhoods across the Hill District and reflect more of the housing prices across different neighborhoods.

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### Undervaluation of Homes in Black Neighborhoods

A Brookings Institute Report shows that in Pittsburgh, homes in predominantly Black neighborhoods are undervalued 11.6 percent less (or about \$11,000 on average).<sup>6</sup> This pattern is occurring nationwide.

The researchers found that undervaluation of housing in Black neighborhoods leads to lower wealth accumulation. This makes it difficult for Black families to start businesses, invest in their retirements, and afford college tuition.

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<sup>6</sup> Perry, Andre, Rothwell, J, and Harshbarger, D (2018). The Devaluation of Assets in Black Neighborhoods. Brookings Institution. [https://www.brookings.edu/wp-content/uploads/2018/11/2018.11\\_Brookings-Metro\\_Devaluation-Assets-Black-Neighborhoods\\_final.pdf](https://www.brookings.edu/wp-content/uploads/2018/11/2018.11_Brookings-Metro_Devaluation-Assets-Black-Neighborhoods_final.pdf)

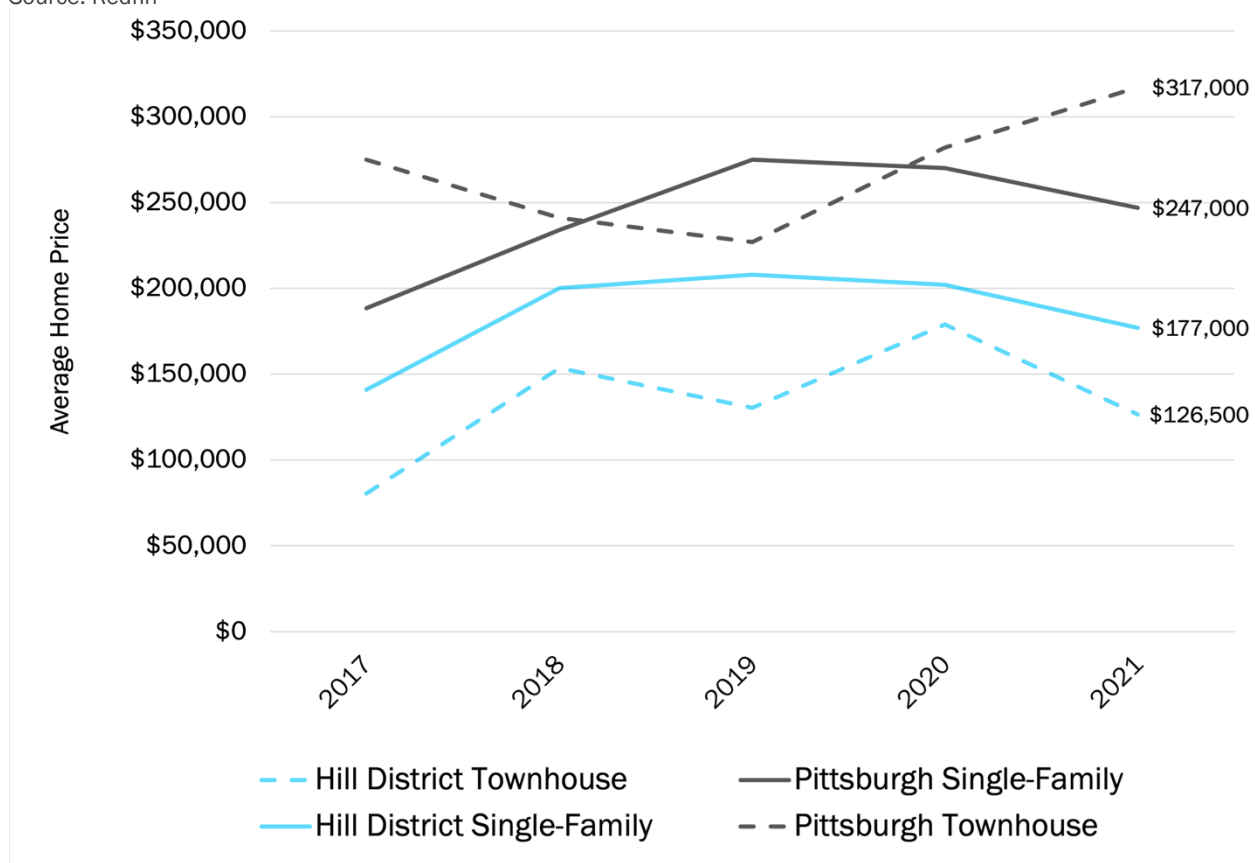
**Exhibit 19. Sales Price by Type of House, Hill District, Secondary Market Area, and Pittsburgh, 2020-2021**

Source: Redfin

Housing Type	Sold Price (Median)	Square Feet (Average)	# of Bed (Average)	Year Built (Average)	# Sold
<b>Hill District</b>					
Single Family	\$162,000	1,824	3	1938	34
Townhouse	\$80,000	1,472	3	1935	9
<b>Secondary Market Area</b>					
Single Family	\$325,450	1,978	3	1916	346
Townhouse	\$334,500	1,745	3	1948	92
<b>Pittsburgh</b>					
Single Family	\$209,400	1,785	3	1,940	8,010
Townhouse	\$225,000	1,637	3	1,973	552

**Exhibit 20. Sales Price by Type of House, Hill District, Secondary Market Area, and Pittsburgh, 2020-2021**

Source: Redfin



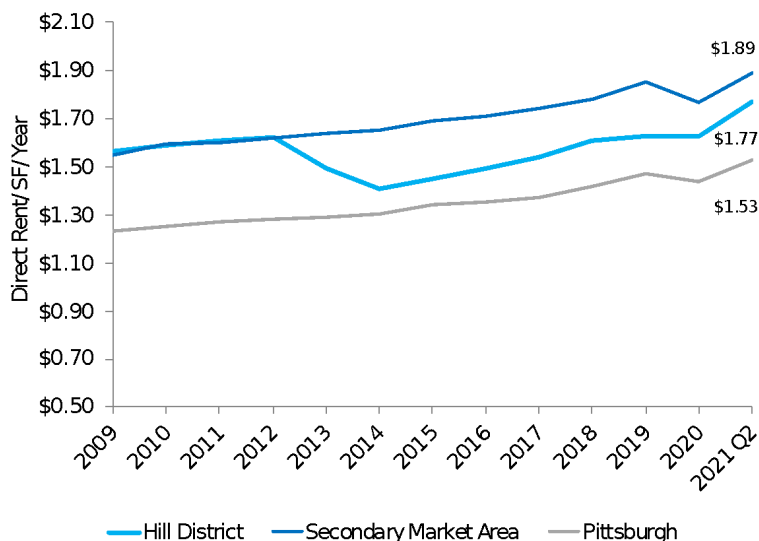
## Rental Market Trends

Hill District multifamily rents have increased since 2009, but at a slower rate than in the Secondary Market Area or citywide.

Rents have increased 13 percent (\$0.21) from \$1.56 per sq. ft. in 2009 to \$1.77 per sq. ft. in 2021 Q2, while rents in the Secondary Market Area increased 22 percent over the same time period. Notably, there was a sharp uptick in rents in the Hill District between 2020 and 2021. Historically, the Hill District and Secondary Market Area have had higher rents than in Pittsburgh citywide.

**Exhibit 21. Multifamily Effective Rent per Square Foot, Hill District, Secondary Market Area, and Pittsburgh, 2009 through 2021 Q2**

Source: CoStar



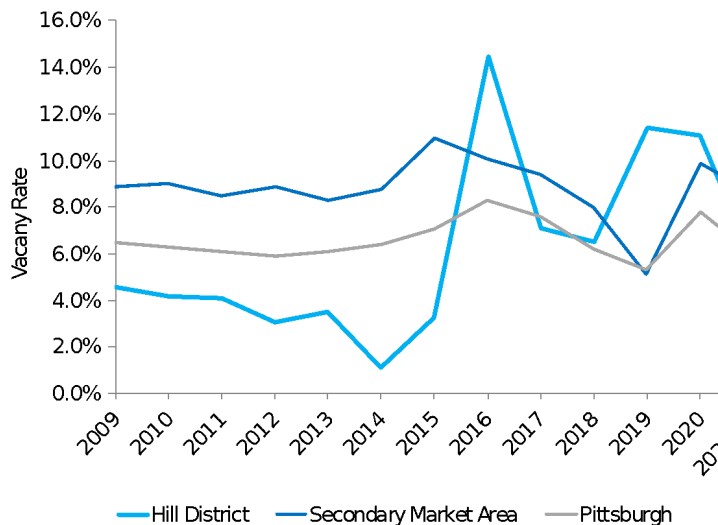
Multifamily vacancy rates in the Hill District are similar to Pittsburgh, with a vacancy rate of 5.7 percent in 2021 Q2.

During the peak of the COVID-19 pandemic, vacancy rates increased across all three geographies, however demand for rental units seem to pick up in 2021 which is reflected in the decreasing vacancy rates.

A healthy rental (multifamily) housing market is considered to be one where the vacancy rate is between 5 to 7 percent. Vacancy rates below 5 percent typically suggests a constrained rental market. If the downward trend in vacancy rates continues, low vacancy rates are likely going to put pressures on rent increases in the Hill District in the near term.

**Exhibit 22. Multifamily Vacancy Rate, Hill District, Secondary Market Area, and Pittsburgh, 2009 through 2021 Q2**

Source: CoStar



The Hill District has seen relatively few new market-rate developments, though development activity is picking up.

A larger number of multifamily units were delivered to the Secondary Market Area than the Hill District.

Approximately 4,800 units were delivered in the Secondary Market Area, compared to 82 units in the Hill District. Many of these new units are the result of market changes and new development in the Strip District, Lawrenceville, and Oakland.

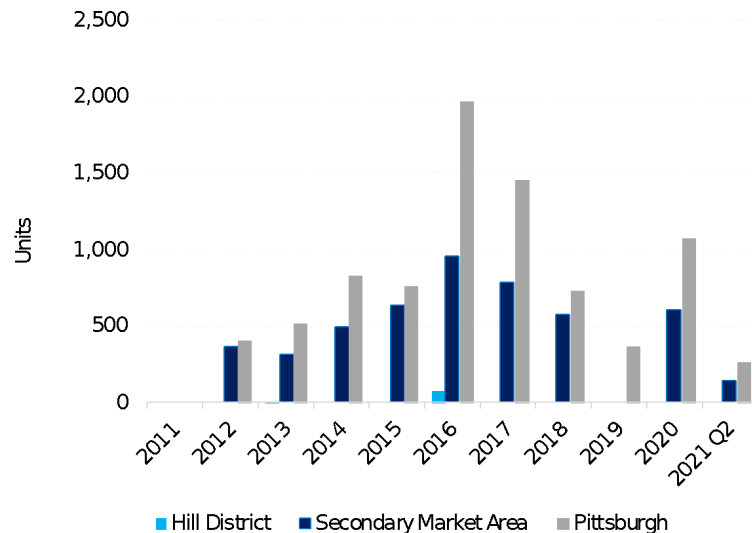
However, the District is starting to see some adaptive reuse (e.g., Letsche School apartments) and new construction (Fifth and Dinwiddie, scattered site townhomes) that incorporate a mix of market-rate and affordable housing.

Not captured in the graph to the right are three affordable housing developments that were built in the Hill District between 2010 and 2021 Q2. In total, these three developments created approximately 436 affordable housing units in the Hill. These three affordable housing developments include:

- Miller Street Apartments
- Skyline Terrace
- Dinwiddie Street Housing

**Exhibit 23. Multifamily Unit Deliveries, Hill District, Secondary Market Area, and Pittsburgh, 2009 through 2021 Q2**

Source: CoStar



## Retail and Office Market

There is limited available data on real estate market conditions for commercial spaces in the Hill District. For this section, we have summarized retail and office market rents and vacancies for the Secondary Market Area and the City of Pittsburgh, providing Hill District data when available. Much of the data limitations are the result of a relatively limited supply of leasable commercial space throughout the Hill District.

While there are vacant buildings along commercial corridors that could support business, many of these buildings would require tenant improvements or renovations to support commercial occupancy.

Conversations with local business owners and real estate market professionals will help to supplement our understanding of current real estate market conditions.

Commercial real estate is any non-residential property used for commercial profit-making purposes. It includes, office, retail, hotel, industrial, and flex space development types. This data analysis in the Hill District focuses on retail and office space market dynamics.

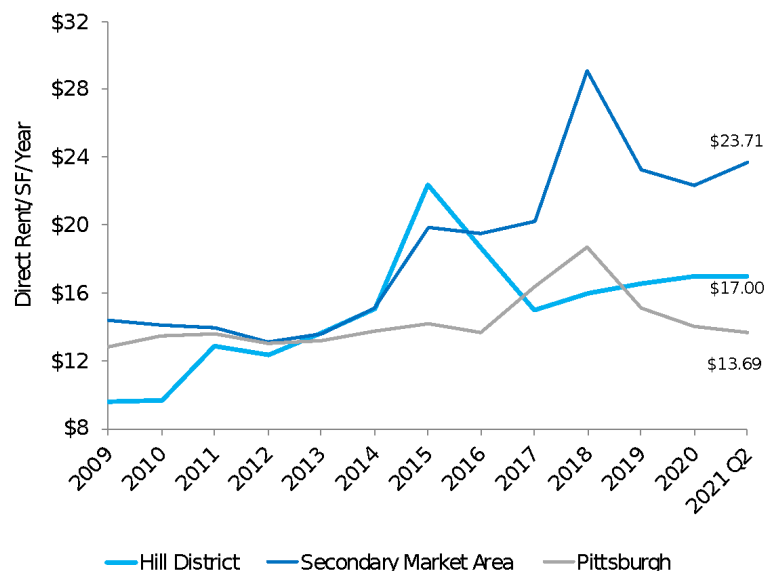
**The Hill District has multiple retail spaces that have been vacant for years. Despite chronic vacancies, the Hill District's retail submarket has higher retail rents than Pittsburgh citywide.**

Hill District retail rents have increased 77 percent (\$7.37) from \$9.63 per sq. ft. in 2009 to \$17.00 per sq. ft. in 2021 Q2. Retail lease rates increased in the Hill District at faster rates than both the Secondary Market Area and the City of Pittsburgh as a whole since 2009.

Historically, the Secondary Market Area had retail rents higher than citywide averages. Secondary Market Area rents increased 65 percent (\$9.34) from \$14.37 per sq. ft. in 2009 to \$23.71 in 2021 Q2, while rents citywide increased 6 percent over the same time period.

**Exhibit 24. Retail Direct Rent per Square Foot, Hill District, Secondary Market Area, and Pittsburgh, 2009 through 2021 Q2**

Source: CoStar



Note: All Service Type Rent was used to calculate the Hill District's retail rents due to the limited data available from brokers and CoStar for the Hill District. All Service Type Rent generally captures a mixture of lease and service types that include long-term lease, sub-lease, double-net, triple-net, and modified gross lease. This data is not smoothed to account for the differences in lease and service types—which generally results in lower retail rents when compared to smoothed triple-net lease rents.

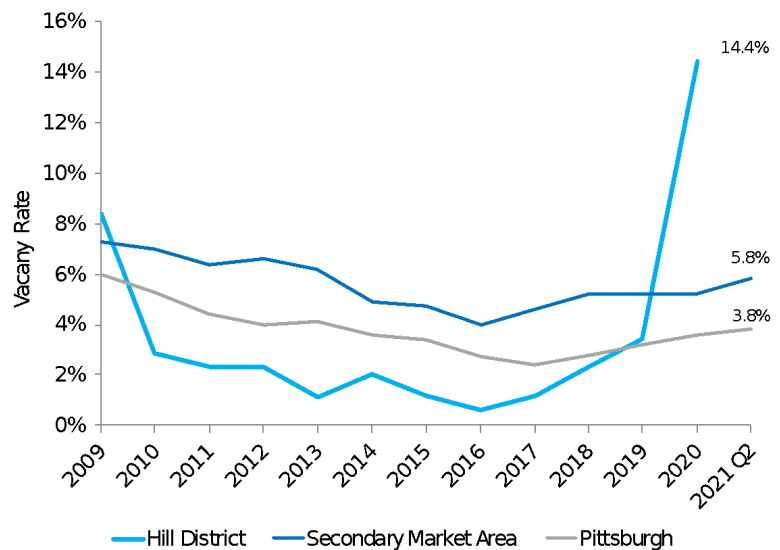
Hill District retail vacancy rates are at an all-time high of 14.4 percent in 2020.

The high vacancy rate is the result of the recent business closures, including the Shop 'n Save, at the Centre Heldman Plaza at the end of 2019.

Vacancy rates for the Secondary Market Area and Pittsburgh are much lower at about 5.8 percent and 3.8 percent respectively.

Vacancy trends suggest that the COVID-19 pandemic has affected local retailers in the Hill District the most, while the Secondary Market Area and Pittsburgh have experienced marginal increases Since 2020 as it has taken longer to lease up new retail space in these two market areas.

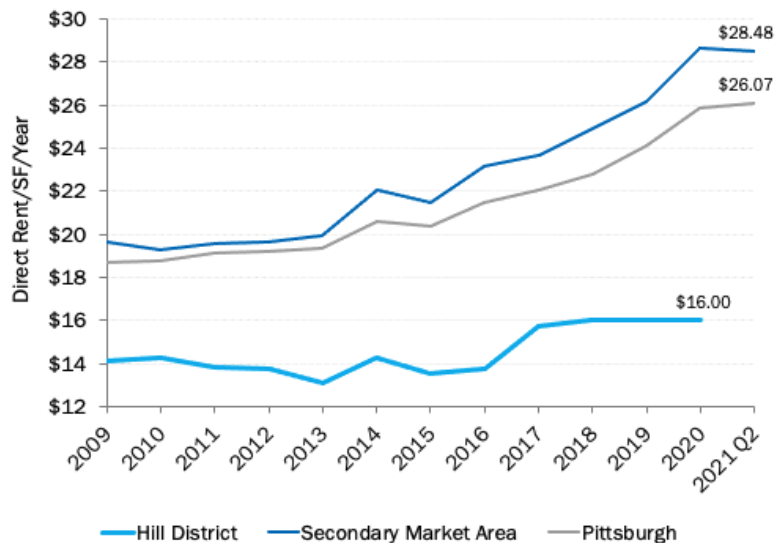
**Exhibit 25. Retail Vacancy Rate, Hill District, Secondary Market Area, and Pittsburgh, 2009 through 2021 Q2**  
Source: CoStar



Office rents in the Hill District have historically been much lower than in the Secondary Market Area and Pittsburgh.

Rents in the Hill District increased 13 percent (\$1.89) from \$14.11 per sq. ft. in 2009 to \$16.00 in 2020, while rents in the Secondary Market increased 46 percent over the same time period.

**Exhibit 26. Office Direct Rent per Square Foot, Hill District, Secondary Market Area, and Pittsburgh, 2009 through 2021 Q2**  
Source: CoStar



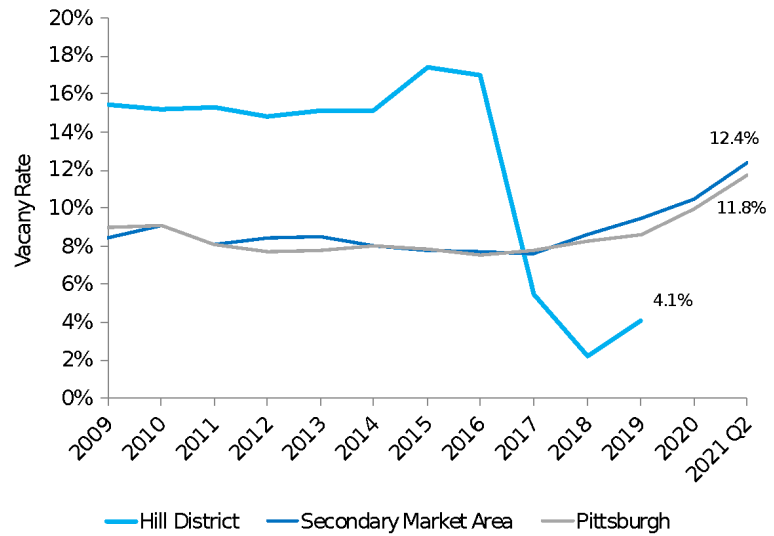
Office vacancy rates in the Hill District were at an all-time low of 4.1 percent in 2019.

Vacancy rates in 2021 Q2 for the Secondary Market Area and Pittsburgh are much higher at about 12.4 percent and 11.8 percent respectively. The higher vacancy rates are likely due to the new office space built in recent years and the disruption of the COVID-19 pandemic; the market has taken longer to absorb the new office space.

Historically, the Hill District has had average vacancy rates of 15 percent between 2009 and 2017, while the Secondary Market Area and Pittsburgh have had average vacancy rates of 9 percent between 2009 and 2019.

**Exhibit 27. Office Vacancy Rate, Hill District, Secondary Market Area, and Pittsburgh, 2009 through 2021 Q2**

Source: CoStar



## Business Opportunity and Demand

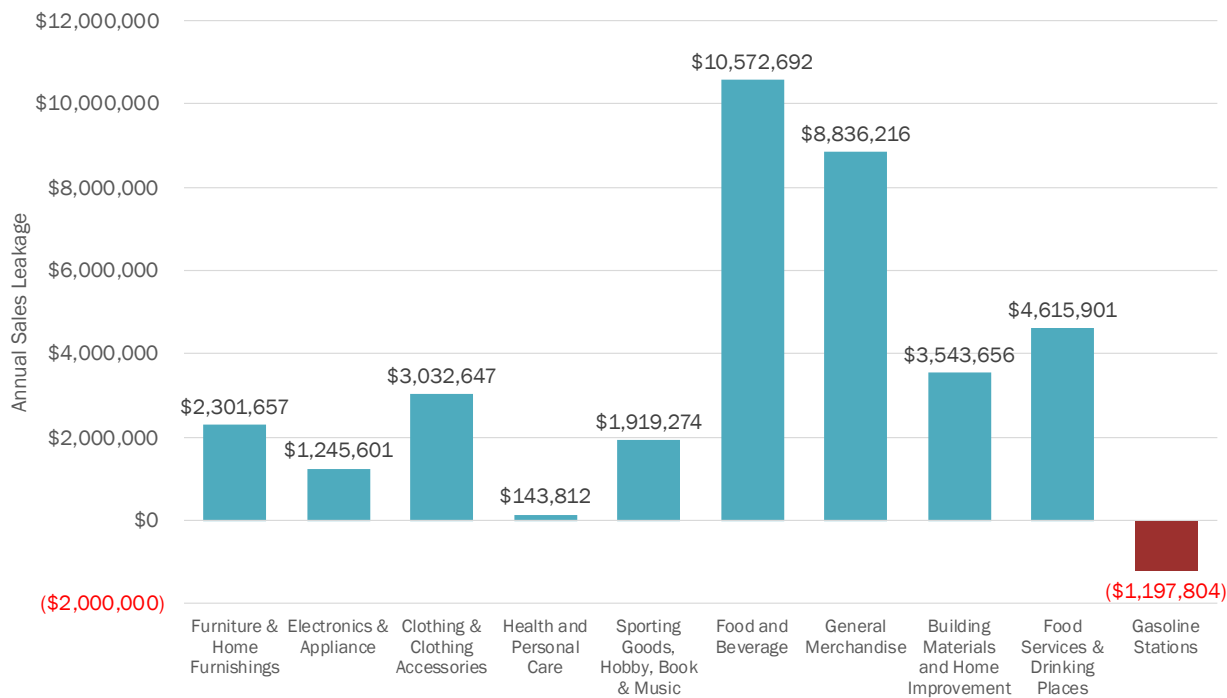
ECONorthwest conducted a retail leakage and gap analysis to identify the scale at which dollars were spent outside of the community on goods and services that otherwise could be purchased inside the Hill if there were businesses to capture those expenditures. This analysis can also serve as one point of reference to identify the potential demand by retail and service category that could be supported within the Hill District today and how unmet demand in the community could be met by potential businesses within the district. While there are additional retail categories that are not summarized here (e.g., motor vehicle sales, non-store retailers, and internet-based retailers), this analysis focuses on categories of goods and services that are considered to be community- or neighborhood-serving.

**Hill District residents spend the vast majority of their household expenditures—for both daily needs as well as discretionary purchases—outside of the Hill District.**

Hill District residents make over 60 percent of their purchases outside of the district, and nearly 65 percent of purchases in community- or neighborhood-serving categories are purchased outside of the district. Hill District residents spend over \$35 million per year on community- and neighborhood-serving retail purchases outside of the hill district. This money could be better kept flowing within the local community if new and existing businesses could capture that demand.

### Exhibit 28. Annual Retail Sales Leakage by Retail Store Type

Source: ECONorthwest, BLS Consumer Expenditure Survey, ESRI Business Analyst





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## Food Halls: A Potential Growth Opportunity in the Hill

Before the COVID-19 pandemic, food halls were a darling of retail development concepts and the fastest growing segment in food and beverage. The pandemic accelerated the shift of more food and beverage purchases to delivery platforms. Delivery operators charge 15 to 30 percent of a ticket. Combined with lower in-person demand and loss of high-margin bar revenue, successful restaurants in a post-COVID world are likely to reduce brick and mortar footprints. Food halls, like the one proposed at the New Granada Theater, offer an opportunity for hybrid ghost kitchen models that capitalize on shared space, agglomeration, and economies of scale.

The Hill CDC has been exploring a potential food hall in the Hill District, in collaboration with Pitt. Food halls also have the potential to provide a lower barrier to entry for startup food business and entrepreneurs given the ability to share back of house functions and less frequently used kitchen space with other restaurants. Given the demand for food service and drinking places in the Hill, a culturally specific food hall or well-designed food cart cluster could serve as a destination for visitors to the Hill District while celebrating the culture of the community.

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**This consumer spending and retail leakage is occurring across nearly all community- and neighborhood-serving retail categories in the Hill District with the exception of gasoline stations.**

Exhibit 29 summarizes both the amount of retail leakage that is occurring in the Hill District as well as the potential square feet of demand by retail store type that could be absorbed given current demand in the Hill District today. This analysis includes assumptions that account for changes in consumer preferences that resulted from COVID-19, such as increased market share of online retailers and ecommerce as well as assumptions related to potential capture rates that vary by each retail store type. For example, grocery, restaurants, and other daily needs goods have a higher potential capture rate than larger purchases that are made less frequently such as electronics, clothing, and home furnishings. The amount of square footage demand identified in this analysis indicates that there is current unmet demand to support a number of different business types across the Hill District.

This analysis identifies a current **unmet demand for grocery** that reflects the recent departure of the Shop 'n Save from Centre Heldman Plaza. It is likely that any potential grocer in the Hill District would also capture demand from other categories such as general merchandise and health and personal care. While there is an identified demand for general merchandise in the Hill District, there is not sufficient demand for a larger scale general merchandise store such as a Target or Walmart. Demand for general merchandise is likely to be met by any future grocery stores or hardware stores in the district that could carry a wider range of goods.

**Food service and drinking places** is one of the largest categories of retail leakage and likely one of the largest opportunities for entrepreneurship and small business development in the Hill District that could be supported by current unmet demand. This analysis, shown in Exhibit 29, estimated that around 10,000 square feet of restaurant space could be supported by existing demand in the district, which could mean between ten and fifteen new restaurants. This demand for food service and drinking places could be focused on reflecting the cultural history and identity of the Hill.

## Exhibit 29. Retail Sales Leakage and Supportable Square Feet by Retail Store Type

Source: ECONorthwest, BLS Consumer Expenditure Survey, ESRI Business Analyst

Retail Store Type	Hill District Retail Leakage	Hill District Demand (Square Feet)
Furniture & Home Furnishings	\$2,301,657	812
Electronics & Appliance	\$1,245,601	2,768
Clothing & Clothing Accessories	\$3,032,647	2,022
Health and Personal Care	\$143,812	411
Sporting Goods, Hobby, Book & Music	\$1,919,274	2,559
Food and Beverage	\$10,572,692	11,982
General Merchandise	\$8,836,216	13,135
Building Materials and Home Improvement	\$3,543,656	10,336
Food Services & Drinking Places	\$4,615,901	10,001
Gasoline Stations	(\$1,197,804)	N/A
Total	\$35,013,652	54,026

### Key Site Characteristics and Barriers to Demand

Many of the business types that are supported in the Hill District could be located in either stand-alone retail space, strip commercial areas, or on the ground floor of existing or future mixed-use buildings.

However, most of these businesses will require being located in close proximity to concentrations of housing and residents in the Hill District, close to public transportation, and along commercial streets that have good visibility from vehicles and higher traffic counts. Restaurants are most likely to be successful when they can co-locate close to community destinations such as grocery stores, community centers, libraries, or other highly visited public facilities. Proximity to residents in other neighborhoods adjacent to the Hill District could also be a benefit to new businesses in the Hill District as they could capture additional demand from outside of the district.

There is a limited supply of leasable retail space in the Hill District that does not require tenant improvements or substantial amounts of rehab and renovation before occupancy.

This lack of leasable commercial space in the Hill District can act as an additional barrier to community entrepreneurs are interested in starting new businesses in the district. Access to capital and financial resources to support property renovation in addition to business startup costs for new business owners, or business owners looking to expand into or within the Hill District, can contribute to additional barriers to small business development and entrepreneurship. In addition, current zoning may present another barrier to business startup.

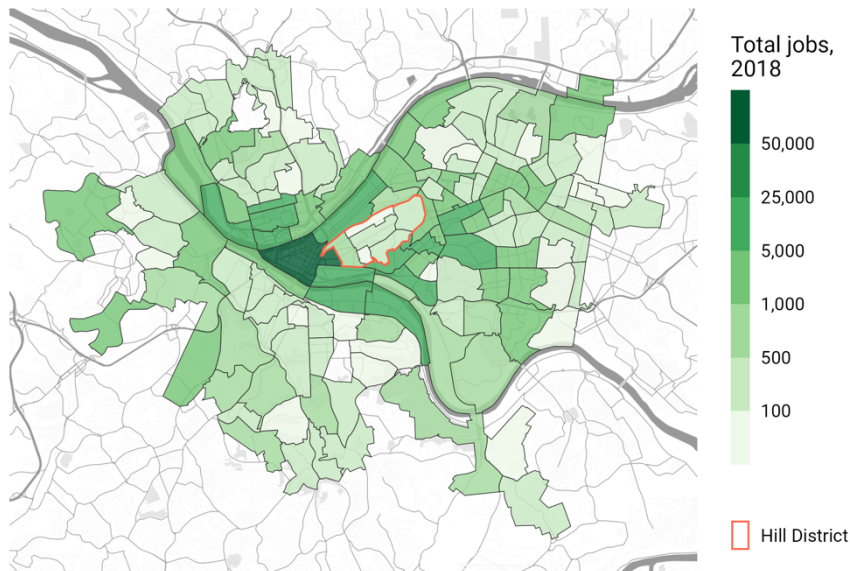
## Who works in the Hill District?

The Hill District employment base is distinct from the City of Pittsburgh's workers overall in that many of the workers are Black and wages are lower than other areas of the city.

The Hill District has relatively few jobs, compared to other neighborhoods.

### Exhibit 30. Number of Jobs by Census Tract, 2018

Source: LEHD



When looking at geographic concentrations of jobs across the city, the Hill District stands out amid the rest of central Pittsburgh for its relative lack of employment opportunities.

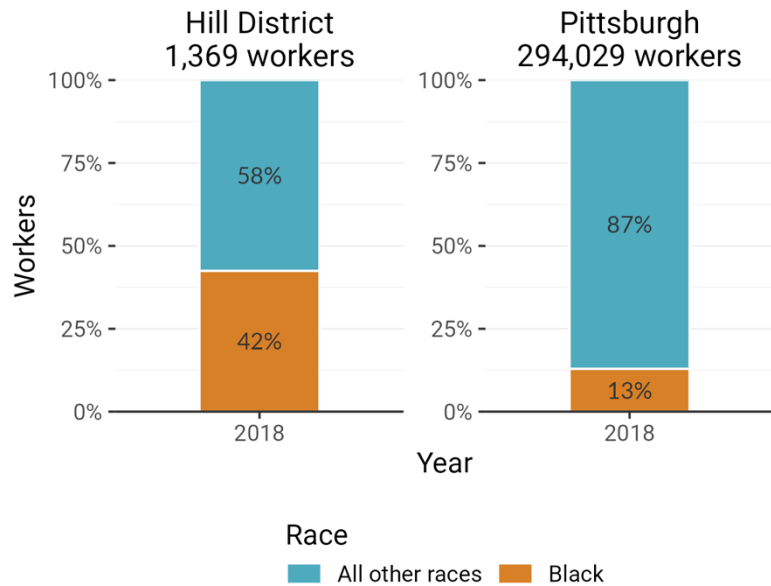
The Bedford Dwellings tract within the Hill District, for example, contains 81 jobs, while just down the hill in Polish Hill, there are 685 jobs.

The workforce within the Hill District is about 42 percent Black, while across Pittsburgh, Black workers make up 13 percent of the workforce.

As of 2018, there were 1,369 jobs located in the Hill District, compared to 294,029 across Pittsburgh.

**Exhibit 31. Job Totals by Race, Hill District and Pittsburgh, 2018**

Source: LEHD

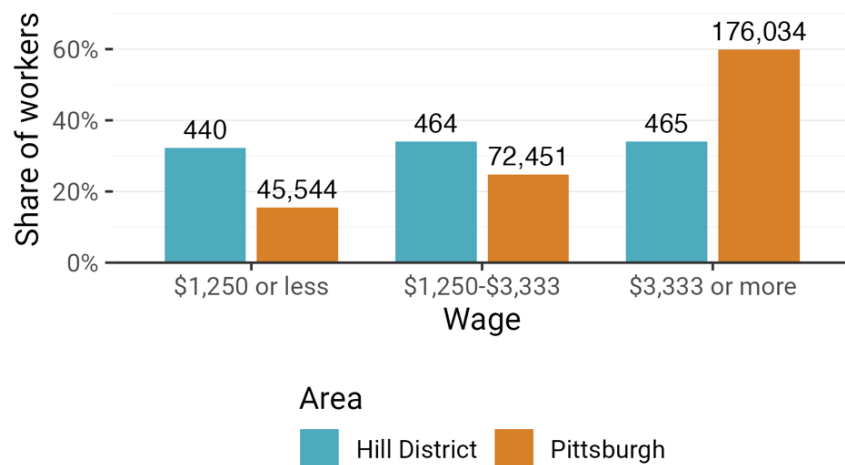


Jobs in the Hill District tend to pay much less than those in the rest of Pittsburgh.

In Pittsburgh as a whole, 60 percent of jobs pay wages of \$3,333 a month or more (about \$40,000 annually or more), yet in the Hill District that share is only 34 percent of jobs. Jobs in the Hill District are nearly twice as likely to pay \$1,250 a month or less than jobs in Pittsburgh as a whole.

**Exhibit 32. Jobs by Wage, Hill District and Pittsburgh, 2018**

Source: LEHD



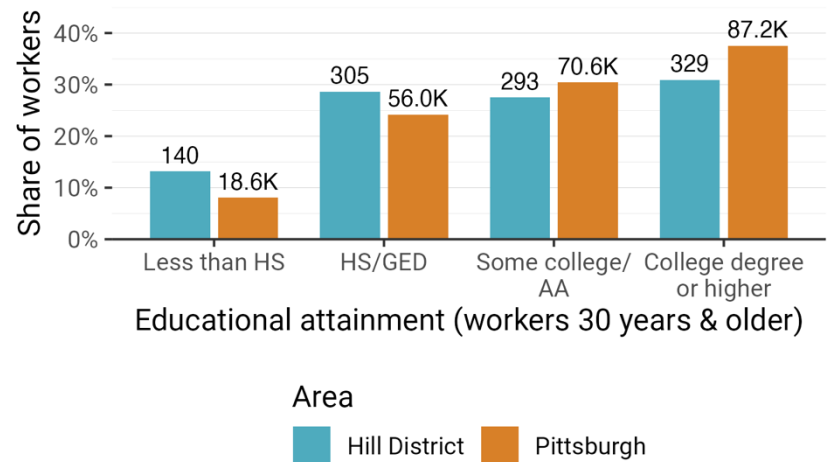
Compared to Pittsburgh, there is a relative lack of workers with a college degree or higher in the Hill District.

Workers with a high school degree or GED, or less than a high school degree, are slightly over-represented in the Hill District.

Note: These data do not necessarily reflect the educational attainment required for various jobs in the Hill District but can at least indicate where workers with differing attainment levels have found employment.

**Exhibit 33. Jobs by Workers' Educational Attainment, Hill District and Pittsburgh, 2018**

Source: LEHD

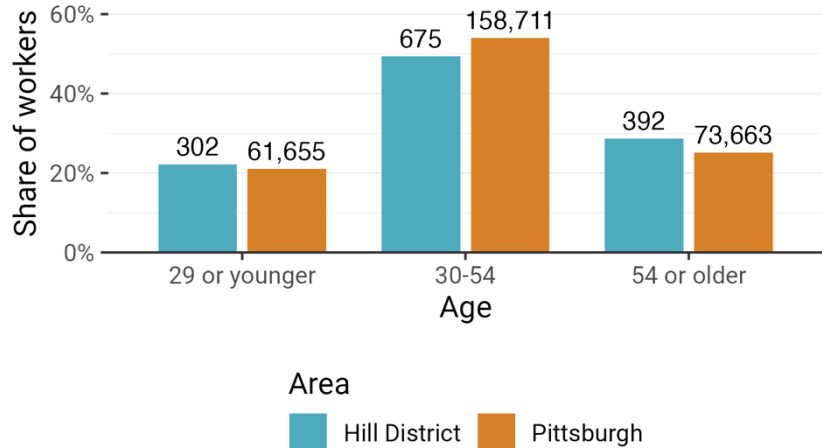


The Hill District has a slightly larger share of younger workers (under 29) and older workers (older than 54), compared to the Pittsburgh.

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**Exhibit 34. Jobs by Workers' Age, 2018**

Source: LEHD

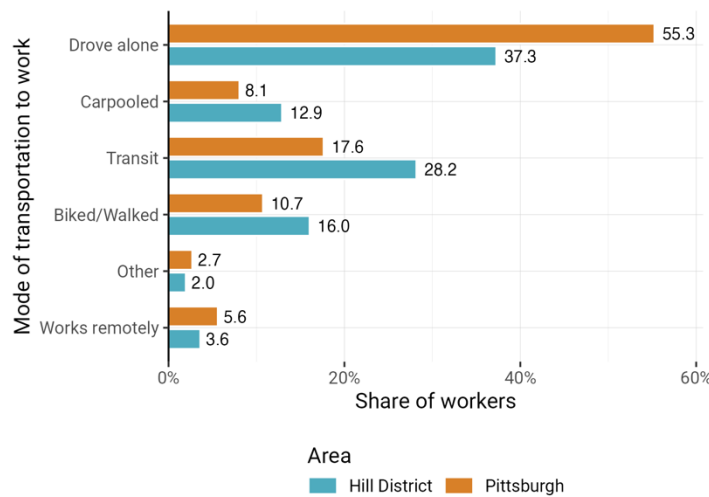


Workers 18 years and older in the Hill District are more likely to take transit, walk/bike, or carpool compared to the city overall.

Despite this, driving alone is still the most common mode of work commute; just over a third (37.3 percent) of Hill district workers drive alone to work.

**Exhibit 35. Commute Transportation Mode, Hill District and City of Pittsburgh**

Source: ACS 2019 5-year

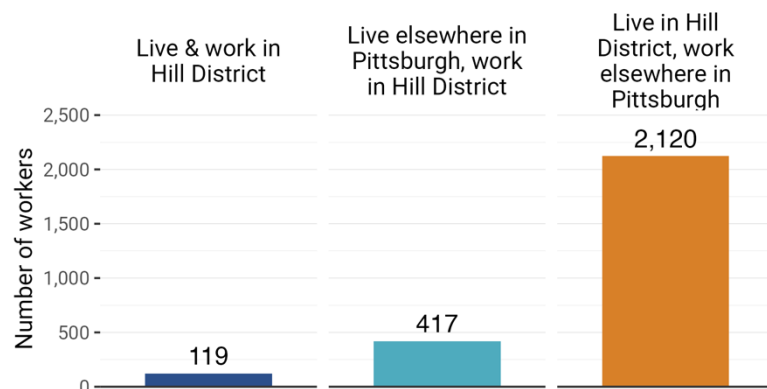


Nearly five times as many people leave the Hill District for work as come into the area for work.

Only 5 percent (119) of the District's residents also work in the area. The rest commute to jobs around Pittsburgh where employment opportunities are relatively easier to find.

**Exhibit 36. Commute Flow Totals, Hill District, 2018**

Source: LODS

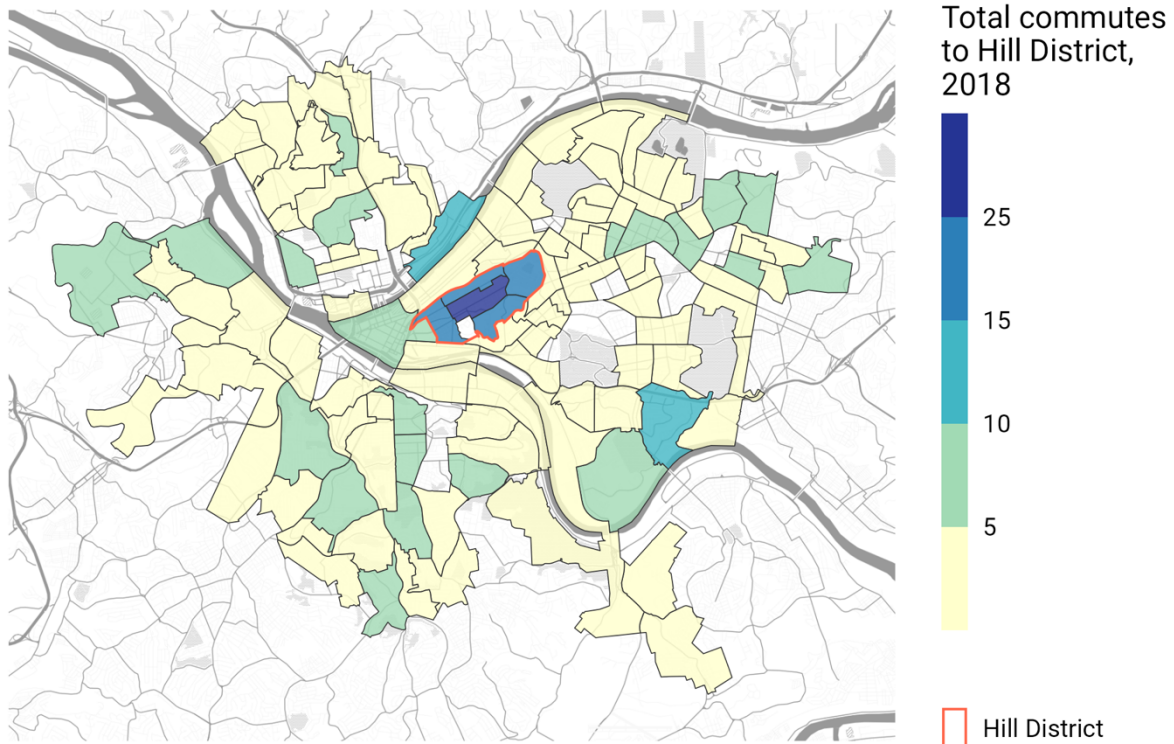


About one fifth of Hill workers also live in the Hill, while other workers commute from across the region.

Workers commute to the Hill District from across Pittsburgh, but some of the most common origins for Hill District workers are the tracts within the District itself. Of the 536 workers in Hill District, about 1/5th commute to work from somewhere in the District, where commuting by foot or bike is more feasible.

#### Exhibit 37. Commute Patterns of Hill District Workers

Source: LODS



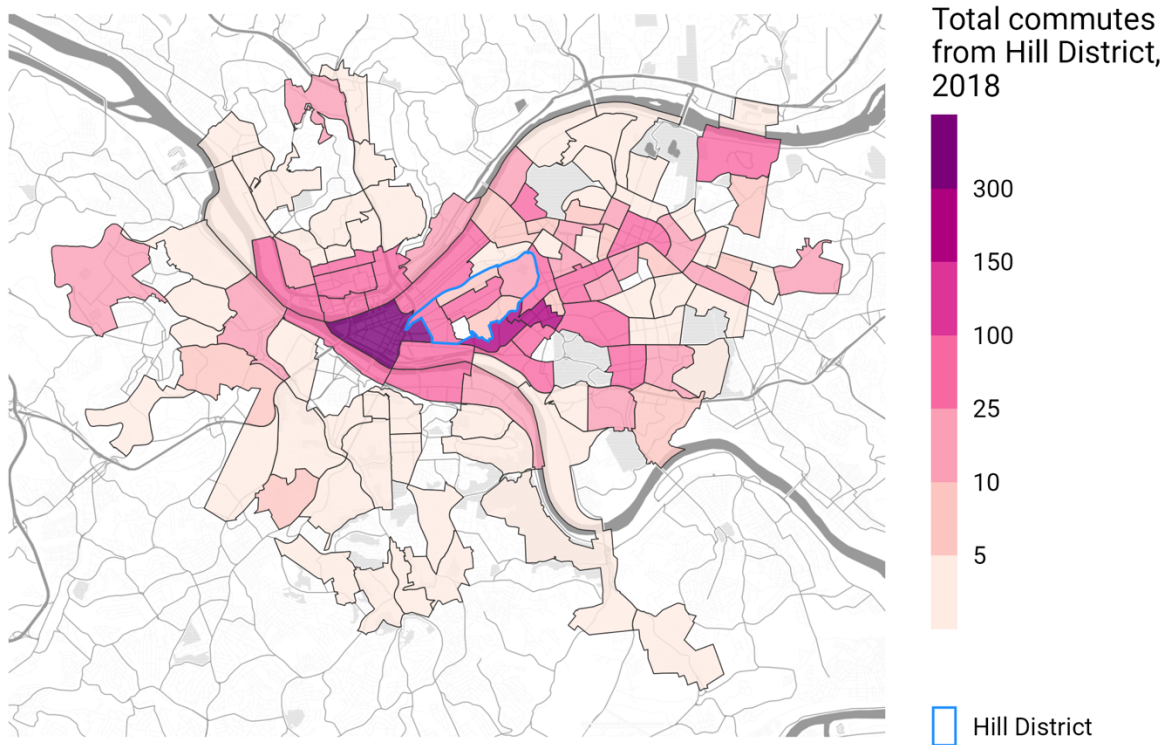


### Many Hill residents commute downtown or to the Oakland neighborhood.

Of the 2,120 Hill District residents who commute to work somewhere else in Pittsburgh, nearly 40 percent commute to the Central Business District or Oakland neighborhoods, where distances are short and transit & walking connections are easiest. The North Side/Allegheny areas are also common destinations for Hill District residents.

#### Exhibit 38. Commute Patterns of Hill District Residents, 2018

Source: LODS





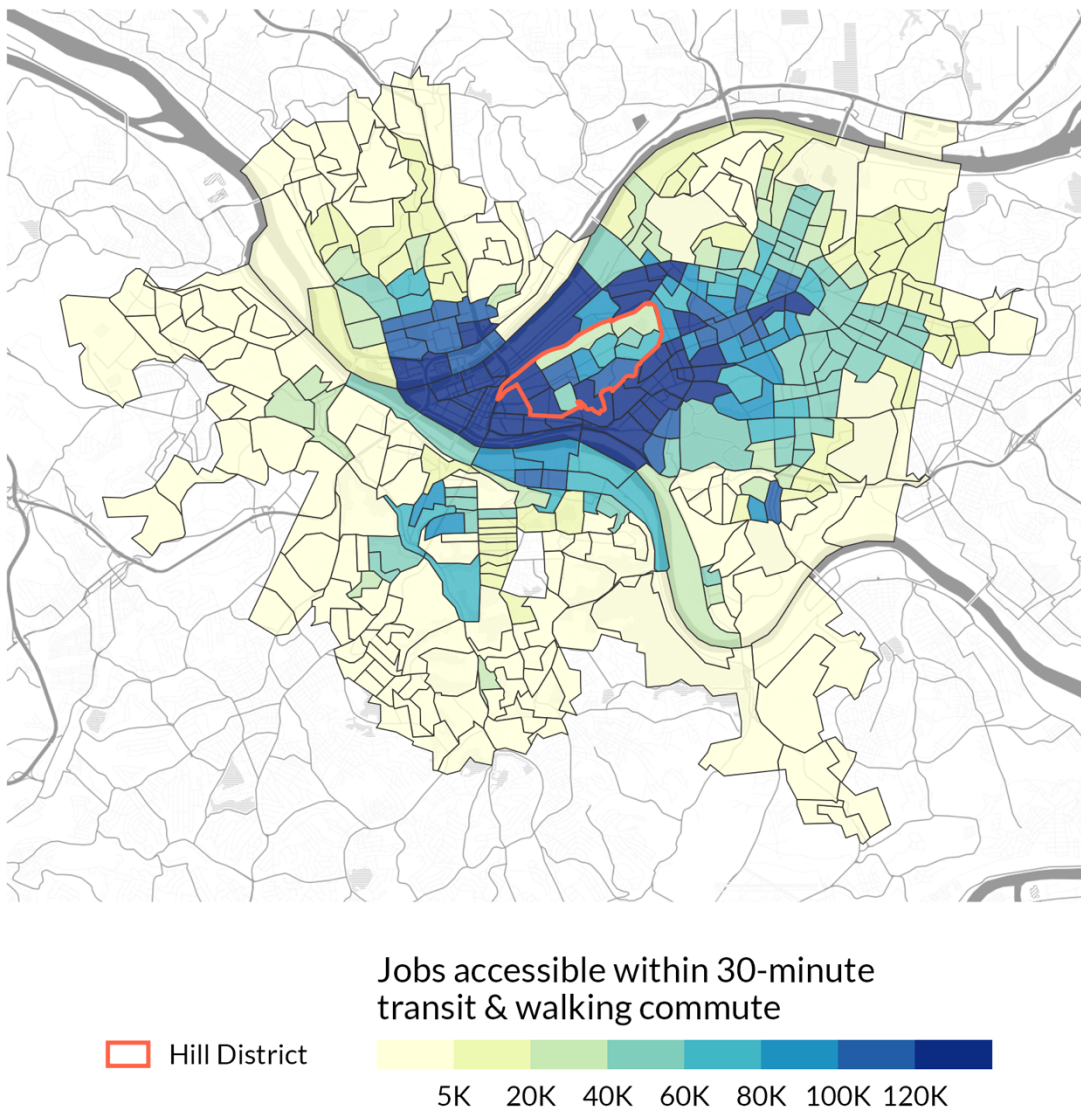
## The Lower and Middle Hill have better access to employment by transit than the Upper Hill/Bedford Dwellings.

Despite its central location within Pittsburgh, transit and walking access to jobs from some areas within the Hill District is as limited as neighborhoods on the periphery of the city. Residents in the western portion of the District can access over 120,000 jobs within the city in a 30-minute (or less) transit & walking commute. However, along the northern Bedford Dwelling/Upper Hill areas of the District, the street network and transit access make commuting more difficult, and therefore the average resident has access to as few as 5,000 to 20,000 jobs.

### Exhibit 39. Transit Access to Employment Opportunities, 2018

Source: LODS

Note: Commute assumes a midweek transit trip, under pre-COVID-19 scheduling, that leaves at the most efficient time between 8:00AM and 9:00AM.



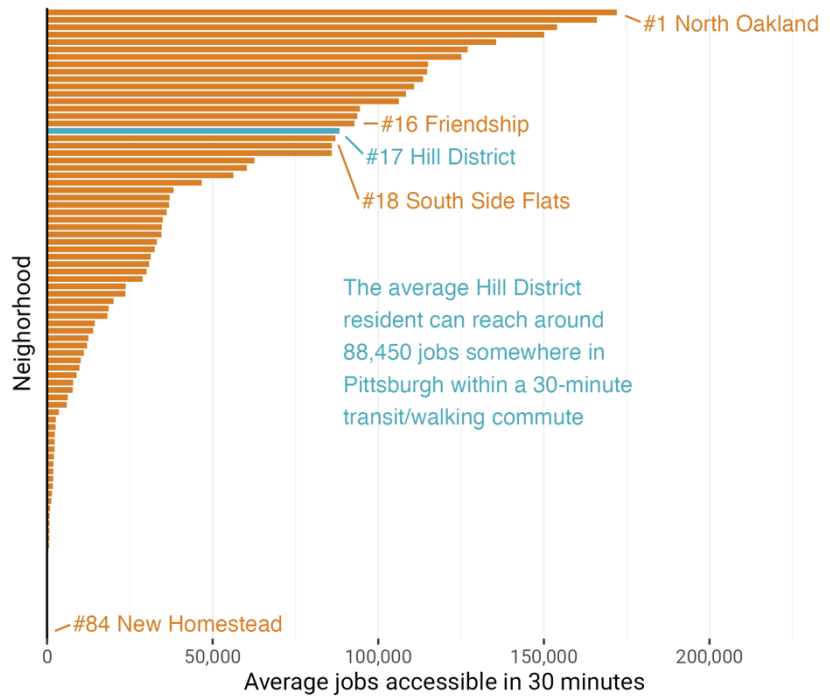
Out of all of Pittsburgh's designated neighborhoods, the Hill District ranks 17<sup>th</sup> in terms of its transit access to job opportunities across the city.

The average Hill District resident can reach 88,450 jobs in a 30-minute transit commute. By comparison, the nearby average North Oakland resident can reach 172,160 jobs—nearly twice as many—in that same amount of time.

**Figure 39. Transit Access to Employment by Neighborhood**

Source: LODES

Notes: ECONorthwest calculated job access from the centroid of every block group within each neighborhood. After this, ECONorthwest used each block group's population estimate from the American Community Survey to calculate the "population-weighted average neighborhood job access." If a block group in a neighborhood had low transit access but not many residents lived there, it would not throw off the average for the whole neighborhood.



## Wealth Building and the Hill District

Ideas and Action convened a Wealth Generation Workshop on July 28<sup>th</sup>, 2021 — with City planning staff, members of the steering committee, and community members—on the financing side of the Urban Renewal Area. Ideas and Action gave a presentation that described the goals and policies of the 2011 Hill District Master Plan and presented a wealth generation framework that would be inclusive of all Hill District residents, at various stages along the wealth-building journey. Ideas and Action has been using this wealth generation framework across the United States for over a decade to describe the full spectrum of wealth building that goes beyond more commonly-discussed topics of housing and workforce development. It elevates the role of community resources that can help to stabilize households and support businesses.

The framework, shown in Exhibit 40, includes seven wealth generation objectives and four pathways that encompass the many variables that contribute to holistic community wealth-building and inclusive economic empowerment. In this framework, each pathway can help to achieve each objective.

**Exhibit 40. Hill District Wealth Building Framework**

OBJECTIVES: What are we trying to achieve in building wealth among traditionally marginalized communities?	PATHWAYS: What are the types of approaches that people can take to achieve each objective?
<p><b>Community Resources</b> – resources and shared assets available to members of the community including social services; health services; information access; and educational, social, cultural, and organizational assets</p> <p><b>Employment</b> – workforce development and increases in earning potential paired with accessible good-paying jobs</p> <p><b>Entrepreneurship</b> – self-employment and new business creation within the Hill District, by Hill District residents</p> <p><b>Business Development</b> – support and growth of existing operating businesses in the Hill District</p> <p><b>Income Generation</b> – passive ownership and participation in dividends and appreciation of equity assets</p> <p><b>Affordable Housing and Homeownership</b> – savings through affordable rental payments and equity-building through affordable homeownership</p> <p><b>Ownership Interest</b> – ownership and participation in management of local businesses and other assets</p>	<p><b>Education and Capacity Building</b> – technical skills, information, and capacity building that empower individuals and communities to create and access wealth</p> <p><b>Access to Capital</b> – access to financial resources including a wide range of loans, flexible equity, and grants</p> <p><b>Real Estate</b> – access to and ownership of space in a community, and the use of space and real estate value to generate income and wealth</p> <p><b>Governance Role</b> – control of public and private resources through institutional and political organizations and processes. Can lobby to get access to resources.</p>

Source: Ideas and Action

## Priorities and Themes Heard from Community Participants

Workshop participants discussed various approaches to the seven wealth-building objectives, and how each of the objectives requires multiple avenues of support. The group was then asked to discuss the successes, challenges, and gaps that exist with respect to achieving the goals of the 2011 Master Plan. The following are key takeaways from the workshop and subsequent interviews with community members and stakeholders.

### Wealth-building initiatives need to engage people where they are, including many Hill community members who do not yet have stable income.

- Community resources and layered support should be tailored to the specific needs of the Black community in the Hill District. This includes social services, churches, schools, outdoor space, and health and cultural services, among many others.
- Employment, affordable housing, and homeownership objectives are fundamental to stabilizing incomes and the wealth-building journey for many Hill residents.
- Training and capacity building, workforce development, and access to good-paying jobs are all important initiatives.
- Passive income, in addition to a living wage, can support stabilized incomes in the Hill District, but many government entitlement policies retract passive income benefits too soon and too abruptly when residents achieve other wage income.

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“Wealth and business development is a good goal, but we’re in a community where the average income is less than \$20K per year. Residents aren’t often starting businesses before they have stabilized their incomes.”

Hill District stakeholder interview

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### There is need for more flexible access to capital to support entrepreneurship and small business development in the Hill District.

- The wealth-building ecosystem is weighted too much towards social services, which can have a negative impact.
- Patient and flexible "equity-like" capital could limit the risks inherent to entrepreneurship and homeownership.
- Equity funding can incent partnership and mentorship with resource providers, compared to grants and loans where resource providers are often less participatory in implementation and long-term success.
- Some loans and grant programs have rigid and arduous application and reporting processes that create administrative barriers for some individuals and smaller organizations.

## There is a need for community engagement, intra-organizational coordination, and proactive assessment of plans and programs

- Many philanthropic, public, and Real Estate resources currently flow through the Hill District, but many wealth-building challenges persist.
- Engagement, training, and capacity building are important for increasing:
  - awareness and use of current resources and programs
  - the representation and governance role of a wide range of Hill residents
  - feedback on how to make current wealth-building programs and resources as effective as possible for members of the Hill District community
- Organizations involved in wealth building in the Hill sometimes compete against each other for public resources, and many organizations remain siloed.
- The Hill District can leverage the large amount of philanthropic, public, and real estate resources in the Hill with increased local coordination and collaborative self-assessment.

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### 2011 Hill District Master Plan Initiatives

The 2011 Plan's implementation strategies were divided into the following categories:

Hill District Homeowner / Tenant Support

Housing Innovation Zone

Comprehensive Vacant Property Strategy

Hill District Workforce Development

Hill District Business Incubator

Center Avenue Business District

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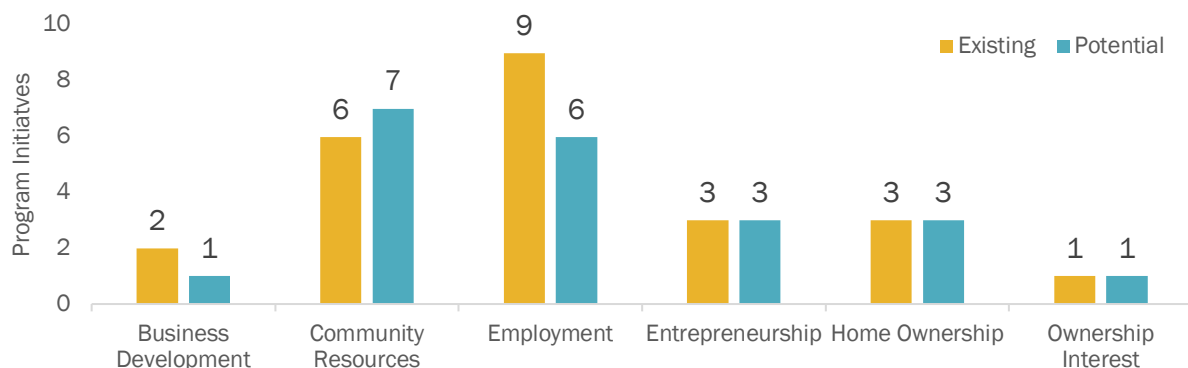
## 2011 Hill District Master Plan Review

Ideas and Action reviewed the programs and resources identified in the 2011 Master Plan and organized them by category, summarized in Exhibit 41 and Exhibit 42. This exercise showed that:

- **Both the existing initiatives and potential initiatives in the 2011 plan were heavily skewed toward the employment and community resources objectives**
- **There were few programs available in 2011 that fulfilled ownership interest and business development objectives.**
- **The potential strategies focused on Real Estate strategies, with less of an emphasis on education and capacity building.**
- **Small business and community resource nonprofits may be under-resourced.** Access to Capital (and Governance Role) are underrepresented in the 2011 Master Plan compared to Real Estate and Education and Capacity Building.

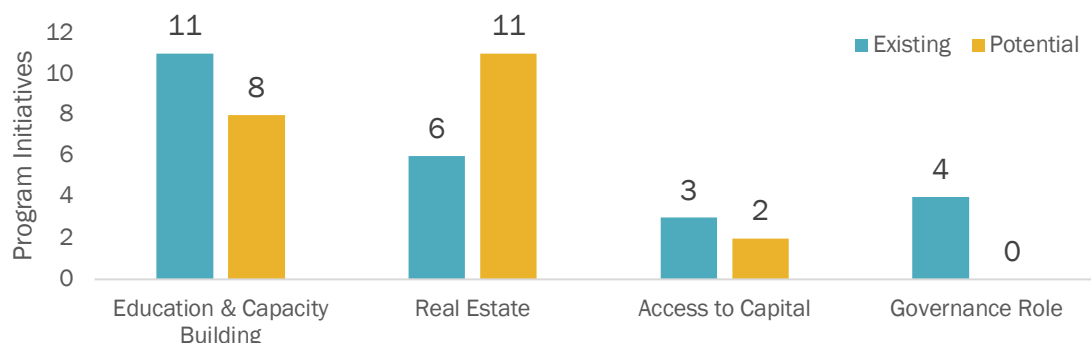
**Exhibit 41. 2011 Existing Programs & Resources (grouped by 2021 Wealth-building Objective)**

Source: Ideas and Action



**Exhibit 42. 2011 Existing Programs & Resources (grouped by 2021 Wealth-building Pathway)**

Source: Ideas and Action



**Exhibit 43. 2011 Existing Programs & Resources by 2021 Objective and Pathway**

**PATHWAYS:** ■ Access to Capital ■ Education/Capacity Building ■ Real Estate ■ Governance

2021 Objective	2011 – Existing Programs	Potential Programs in the 2011 Plan
<b>Homeowner-ship</b>	<ul style="list-style-type: none"> <li>■ Freedom Unlimited Home Repair Services Program</li> <li>■ Home Emergency Loan Program (URA)</li> <li>■ NeighborWorks Western Pennsylvania</li> </ul>	<ul style="list-style-type: none"> <li>■ Homeowner Cooperative</li> <li>■ Homeowner Education Articles</li> <li>■ Tenant Resource Center</li> </ul>
<b>Community Resources</b>	<ul style="list-style-type: none"> <li>■ Womenspace East, Inc.</li> <li>■ City of Pittsburgh Land Recycling Task Force</li> <li>■ FamilyLinks</li> <li>■ Operation Safety Net</li> <li>■ Program to Aid Citizen Enterprise (PACE)</li> <li>■ Pittsburgh Community Reinvestment Group (PCRG)</li> <li>■ Vacant Property Working Group (VPWG)</li> </ul>	<ul style="list-style-type: none"> <li>■ Hill District Land Bank</li> <li>■ Demolition Moratorium</li> <li>■ Vacant Property Maintenance Standards</li> <li>■ Neighborhood Clean-ups</li> <li>■ Housing Innovation Zone</li> <li>■ Non-profit Incubator Space</li> <li>■ Arts Incubator Space</li> </ul>
<b>Entrepreneur-ship</b>	<ul style="list-style-type: none"> <li>■ Adopt-a-Lot (City of Pittsburgh)</li> <li>■ CORO Next Generation Program</li> <li>■ Pittsburgh Central Keystone Innovation Zone (PCIZ)</li> </ul>	<ul style="list-style-type: none"> <li>■ Temporary Uses</li> <li>■ Small Business Incubator Space</li> <li>■ Innovation Competition</li> </ul>
<b>Employment</b>	<ul style="list-style-type: none"> <li>■ The Southwestern Pennsylvania Re-entry Coalition (SPARC)</li> <li>■ Penguins Workforce Training Center Community Benefits Agreement</li> <li>■ Bidwell Program (Manchester)</li> <li>■ Job Corner at Jubilee Kitchen</li> <li>■ Hill District First Source Center</li> <li>■ Bedford HOPE Center</li> <li>■ School 2 Career and Future Makers (Oakland Planning &amp; Development Corp.)</li> <li>■ Project Employ (Bethlehem Haven)</li> <li>■ Life's Work of Western PA</li> </ul>	<ul style="list-style-type: none"> <li>■ Green Building, Clean Manufacturing and “Green-Collar” Jobs</li> <li>■ Construction/ Renovation/ Historic Preservation</li> <li>■ Nursing/Health Related Professions</li> <li>■ Restaurant/Food Service</li> <li>■ Youth Opportunities</li> <li>■ Job Placement Resources</li> </ul>
<b>Ownership Interest</b>	<ul style="list-style-type: none"> <li>■ Side Lot Transfer Programs (City of Pittsburgh)</li> </ul>	<ul style="list-style-type: none"> <li>■ Cooperative Market</li> </ul>
<b>Business Development</b>	<ul style="list-style-type: none"> <li>■ Hill House EDC</li> <li>■ Hill CDC</li> </ul>	<ul style="list-style-type: none"> <li>■ Small Business Support</li> </ul>



**Exhibit 44. 2011 Existing Programs & Resources (organized by 2011 Program Initiative)**

	<b>2011 – Existing Programs</b>	<b>2011 – Potential Programs</b>
<b>Hill District Homeowner / Tenant Support</b>	Home Emergency Loan Program (URA) Freedom Unlimited Home Repair Services Program NeighborWorks Western Pennsylvania Womenspace, Inc. FamilyLinks Operation Safety Net	Homeowner Cooperative Homeowner Education Articles Tenant Resource Center
<b>Housing Innovation Zone</b>		
<b>Comprehensive Vacant Property Strategy</b>	City of Pittsburgh Land Recycling Task Force PGH SNAP inventory SPARC Adopt-a-Lot and Side Lot Transfer programs (URA and City of Pittsburgh) Pittsburgh Community Reinvestment Group (PCRG) Vacant Property Working Group	Hill District Land Bank Demolition Moratorium Vacant Property Maintenance Standards Temporary Uses Neighborhood Clean-ups
<b>Hill District Workforce Development</b>	Penguins Workforce Training Center (CBA) CORO Next Generation Program Bidwell Program (Manchester) Job Corner at Jubilee Kitchen Hill District First Source Center Bedford HOPE Center Job Links and School 2 Career (Oakland Planning & Development Corp.) Project Employ (Bethlehem Haven) Life's Work of Western PA	Green Building Clean Manufacturing and Green-Collar Jobs Construction/ Renovation/ Historic Preservation Nursing/Health Related Professions Restaurant/Food Service Youth Opportunities Job Placement Resources
<b>Hill District Business Incubator</b>	Program to Aid Citizen Enterprise (PACE)	Non-profit Incubator Space Arts Incubator Space Small Business Incubator Space Cooperative Market Small Business Support Innovation Competition
<b>Center Avenue Business District</b>	Hill House EDC Hill CDC Pittsburgh Central Keystone Innovation Zone (PCIZ)	



## Potential Tools & Programs

Exhibit 45 provides an overview of potential tools and case studies of how different communities across the country have implemented those tools.

**Exhibit 45. Potential Tools and Case Studies**

Tool Category	Case Studies
<b>Financial literacy and engagement with available financial resources.</b> Including information about financial planning, savings, cooperative ownership, homeownership, estate planning, business succession planning, and classes for young people.	<a href="#">African American Alliance for Home Ownership</a> (Oregon) <a href="#">LIFT Communities</a> (Multi-city) <a href="#">Fannie Mae Renter Credit Score Initiative</a> (United States) <a href="#">Options for Homes</a> (Canada) <a href="#">Oregon State Down payment Assistance Program</a> (Oregon) <a href="#">NeighborImpact Matched Savings Accounts</a> (Oregon)
<b>Micro-investing and share-ownership opportunities.</b> Low-dollar, loss-protected investment opportunities for community members to safely build real estate ownership equity in small increments as low as \$100/month.	<a href="#">NICO Neighborhood REIT</a> (Echo Park, CA) <a href="#">Mercy Corps Community Investment Trust</a> (Portland, OR) <a href="#">Evergreen Cooperatives</a> (Cleveland, OH) <a href="#">Publix Supermarkets Employee Stock Ownership Plan – ESOP</a> (Lakeland, FL)
<b>Affordable space and incubator programming for self-employed residents, entrepreneurs, and small businesses</b>	<a href="#">The Opportunity Hub (Atlanta, GA)</a> <a href="#">The Guild (Atlanta, GA)</a> <a href="#">Innovation Village (Baltimore, MD)</a> <a href="#">GMDC Maker Space (New York, NY)</a> <a href="#">SHIFT Neighborhood Fund (Philadelphia, PA)</a> <a href="#">Spaceworks (New York, NY)</a>
<b>Resources, mentorship and capacity-building for entrepreneurs, small businesses, and residents seeking self-employment</b>	<a href="#">Jumpstart (Ohio)</a> <a href="#">Rising Tide Capital (Multi-city)</a> <a href="#">Green Carts Initiative (New York, NY)</a> <a href="#">Black and Brown Founders (Multi-city)</a>
<b>Resources, mentorship, and capacity-building for Black developers. Information and training (i.e.: LIHTC training) for minority developers</b>	<a href="#">Building Community Value – Better Buildings Better Blocks Program</a> (Detroit, MI) <a href="#">Capital Impact Equitable Development Initiative</a> (Multi-city) <a href="#">Smallchange.co</a> (Multi-city)
<b>Access to equity capital resources for entrepreneurs and residents seeking self-employment</b>	<a href="#">Precursor Ventures</a> (San Francisco, CA) <a href="#">The Runway Project</a> (Multi-city)
<b>Access to equity capital resources for local businesses</b>	<a href="#">Reinventure Capital</a> (Multi-city) <a href="#">Backstage Capital</a> (Multi-city) <a href="#">Founders First Capital Partners</a> (San Diego, CA)
<b>Reduction of dependence on large financial institutions</b>	<a href="#">Ujima Capital Fund</a> (Boston, MA) <a href="#">Boston Impact Initiative</a> (Boston, MA) <a href="#">Northeast Investment Cooperative</a> (Minneapolis, MN) <a href="#">NYC Real Estate Investment Corp.</a> (New York, NY) <a href="#">Center for Community Investment Connect Capital Program</a> (Multi-city)
<b>Mutual support, advocacy, engagement, and information sharing organizations</b>	<a href="#">Ujima Business Alliance</a> (Boston, MA) <a href="#">Alberta Community and Cooperative Association</a> (Canada) <a href="#">Right to the City</a> (Multi-city) <a href="#">Nation Swell</a> (Multi-city) <a href="#">Common Future</a> (Oakland, CA)

Tool Category	Case Studies
	<a href="#">Greater Cleveland Partnership</a> (Cleveland, OH) <a href="#">ChangeLab Solutions</a> (Multi-city) <a href="#">GAVA</a> (Austin, TX)
<b>Community Land Trusts.</b> Land purchased and set aside for non-profit and/or community uses including affordable housing, instead of highest and best market use.	<a href="#">Dudley Neighborhood Inc. Community Land Trust</a> (Boston, MA); <a href="#">Nehemiah Homeownership Program</a> (Brooklyn, NY); <a href="#">Albina Vision Trust Community Investment Plan</a> (Portland, OR); <a href="#">Anacostia Arts Center</a> (Washington, DC) <a href="#">Lawrenceville Community Land Trust</a> (Pittsburgh, PA)

## 4. Hill District Development Trends

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The Hill District has seen a mix of adaptive reuse projects and new construction projects since 2011.

Notable projects include the Flats on Fifth, which is the Hill District's first new construction market-rate apartment building in more than 50 years. In the past decade, four affordable housing projects have been constructed or converted into housing in the Hill District. This includes the construction of the Miller Street Apartments and the Skyline Terrace. The Miller School Lofts and the Fifth Avenue School Lofts (in Uptown, adjacent to the Hill) are projects in the neighborhood that converted two schools into new loft apartments, preserving historic buildings and converting them into housing for the community.




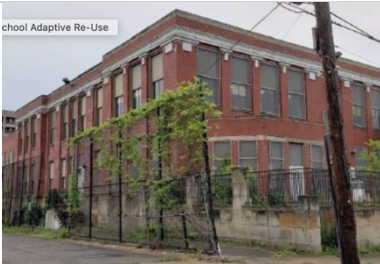


The Hill District's Development Review Panel (DRP), in partnership with nine Hill District community-based organizations, facilitates a comprehensive community review process for each redevelopment project in the neighborhood. The DRP organizational members appoint residents to the DRP committee; these residents conduct first level reviews in order to ensure that the project aligns with the Greater Hill District Master Plan.



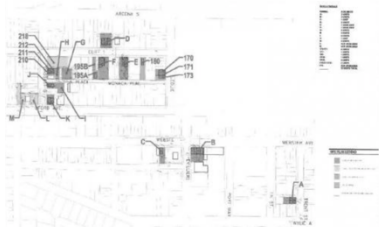


For a project to be considered by the DRP, developers must submit their proposed development plans through the DRP website. The project development plan submittal requires the developer to complete a project executive summary form, self-evaluation form, and development checklist that the DRP provides on their website. If the project includes single-family homes or residential development with fewer than four units of housing, the developer must submit additional forms including a project narrative and scope of work as well as project illustrations and schematics. The DRP approved a mix of projects between 2011-2021.

The 23 approved projects between 2011 and 2021 include a range of housing units, offices, commercial space, community services, and cultural institutions. New or adaptive reuse housing is the most prominent type of development, followed by commercial and office space. Apartments or townhomes are included in 18 of the approved applications, with 10 explicitly incorporating affordable units. Nine projects that include housing are a part of mixed-use developments. Projects without a housing component include a parking lot extension, community center renovation at the Kaufmann Center, and new institutional/event space at the New Granada Building. The REA 1-579 CAP Urban Connector Project stands out as a project which will provide more park space that reflects the cultural heritage of the Hill District.






Exhibit 46 provides a detailed overview of the projects approved by the DRP since 2011.

# Exhibit 46. Hill District Development Projects (2011-2021)


Name/Location /Developer	Status	Developer	Description
<b>New Granada Building and Offices</b> 2001-2013 Centre Ave.  <i>Development Corp. Hill Community</i>	Approved 2021. Not completed.		The historic building will contain institutional space, cultural and major event space, and a food hall. The newly constructed 24k sq ft office building will contain a destination restaurant, institutional and office space, and indoor parking.
<b>Big Tom's Barbershop</b> 2178 Centre Ave.  <i>TOMTOM24</i>	Approved, 2021. Not completed.		Acquisition and rehab of a three-story building with the first floor being utilized as commercial space (barbershop) and upper two floors will provide a total of four 1-bedroom affordable rental housing units.
<b>21 Rose Street Townhomes</b> 2100 Rose Street  <i>Rose Street Ventures, LP/PHDC</i>	Approved 2021. Not completed.		New construction homes consisting of: 1) re-use of five vacant URA-owned parcels 2) two 80 percent AMI for-sales homes 3) four market rate.
<b>Letsche School Adaptive Re-Use</b> 1530 Cliff Street  <i>Catalyst Communities</i>	Approved 2021. Not completed.		46-unit adaptive re-use development consisting of 41 apartments with community space and tot lot; and 2) the new construction of 4 townhomes on two adjacent vacant parcels. This will be a mixed-income development with thirty-eight Affordable Units (82%) and eight Market Rate units (18%).
<b>Kaufmann Center Renovations and Addition</b> 1825 Centre Avenue  <i>ACH Clear Pathways</i>	Approved 2020. Not completed.		25'x82' addition with basement to an existing three-story structure. Approximately 4000 sf of existing space on the second and third floors (2000 sf/floor) will be renovated. The existing use is as a Community Center and will continue that use under new ownership, providing after-school and summer camp art programming to local youth.
<b>Fifth and Dinwiddie</b>  <i>Bridging the Gap + HB Development LLC</i>	Approved 2020. Not completed.		Mixed-use development project that includes 167 housing units (33 are affordable), commercial office space, retail space, specialized job training space.

Name/Location /Developer	Status	Developer	Description
<b>E Properties and Hill CDC House RFP Bid for Four Properties.</b>  <i>E Properties and Development.</i>	Approved 2019. Not completed.		A redevelopment of the Hill House Main, One Hope Square, Blakey Center, and Family Dollar. The developer will meet with the tenants of all four buildings to understand their needs and make improvements to the buildings, parking lots, MEP systems, and more.
<b>Western Restoration 2851 Bedford Ave.</b>  <i>Beacon Communities LLC</i>	Approved 2018. Not completed.		The redevelopment will include the acquisition and adaptive reuse of the three former Tuberculosis Hospital buildings into a 24-unit senior rental housing development. The rehabilitation construction includes upgrade of all common areas including parking lots and sidewalks, common area lighting, apartment kitchens and bathrooms.
<b>Middle Hill Scattered Sites Townhomes</b> Cliff St., Cassett St., Ledlie St., Bedford Ave. <i>Amani Christian Community Dev. Corp</i>	Approved 2018.		Scattered sites development project includes new construction of 22 units of townhouse-style development.
<b>Midpoints City's Edge</b> 1400 Colwell St. <i>Midpoint City's Edge</i>	Approved 2017.		City's Edge is envisioned as a mixed-use mixed-income development with nine stories. It will consist of 100 units of housing (70 are affordable) on five floors sitting atop of four floors of 500-space parking garage and 12,000 sq. ft. of commercial space.
<b>Hill District Renaissance</b> <i>Amani Christian Community Development Corp.</i>	Approved 2020.		Amani Christian Community Development Corporation (Amani) is developing 20 for-sale units and 12 rental units in the Hill District for a total of 32 units on Milwaukee St., Adelaide St., Ossipee St., Ledlie St., and Clarissa St.



Name/Location /Developer	Status	Developer	Description
<b>2443 Webster Mixed Use Development</b> 2443 Webster Ave. <i>Salah Suliman</i>	Approved 2017.		Ground floor retail, and four apartments above. Retail includes fresh and prepared foods, and apartments are affordable unsubsidized new construction housing.
<b>REA 1-579 CAP Urban Connector Project 1-579</b> Interstate in the Lower Hill <i>Sports &amp; Exhibition Authority</i>	Approved 2017. In progress.		The basic design for the CAP will define space for desired uses, such as a children's play area, a water feature and/or an event space. Within those defined spaces, signage or site names could be developed, with community input, to reflect the cultural legacy of the Hill.
<b>Jeron Grayson Parking Lot Expansion</b> Grayson Center Parking Lot <i>Rev. Glenn Grayson, Sr.</i>	Approved 2018.		The goal of this project is to link three properties in order to have them properly zoned and capable of being utilized for parking.
<b>Nafasi on Centre</b> 2145 Centre Ave. <i>Hill CDC and Zephaniah Properties LLC</i>	Approved 2017. Completed.		Six live-work units for Hill District artists, which will include apartments on the top two floors of "Doc New Idea's," a communal retail space on the first floor and workspace for artists in the basement. The Hill Community Development Corporation will serve as the master tenant and partner with ArtsinHD, a faction of the Hill District Consensus Group, which will facilitate a programming role for the space.
<b>New Granada Apartments</b> 2000 block of Centre Ave. <i>Hill CDC and McCormack Baron Salazar</i>	Approved 2018. In progress.		48 units of rental housing, 49,000+ square feet of commercial/retail space, restoration of the historic New Granada Theater.

Name/Location /Developer	Status	Developer	Description
<b>Wylie Bistro</b> 2144 Wylie Ave. <i>Hill CDC</i>	Approved 2018.		This development is meant to create a strong anchor property in the Center of Culture that will provide 2 mixed income housing opportunities and 1 commercial space for an established restaurateur to open a new business there.
<b>Center Ave YMCA</b> 2621 Centre Ave. <i>ACTION Housing</i>	Approved 2018. In progress.		This is the renovation of an existing historic YMCA used as 77 SRO housing units. The much-needed renovation will convert group bathrooms to individual bathrooms, add air conditioning, replace finishes, improve energy efficiency, and add an elevator.
<b>Catherine Terrace</b> Elmore to Perry Street, between Wylie and Webster Ave <i>Catherine Terrace LLC</i>	Approved 2019.		New construction of eight units (four one-bedroom units and four three-bedroom units).
<b>MOKA Art Gallery</b> 2297 Centre Ave. <i>Charlotte Ka and Mobutu Reynolds</i>	Approved 2018. Completed.		MOKA is a nearly complete 4,400 sq. ft. communal space to meet, reflect, learn, and create. It includes an art gallery, a visual arts and education studio, visiting artists' residences, and the fourth floor will be occupied by the owners.
<b>Addison</b> 2136 Elmore Sq. <i>HACP / KBK Enterprises</i>	Approved 2009 or 2010. Completed.		Replacement housing for 700+ housing units. New affordable and market rate mix of 50 percent each will be brought to market.
<b>New Granada Square</b> 2013 Centre Avenue <i>Hill CDC and McCormack Baron Salazar</i>	Approved 2018		48 units of rental housing, 49,000+ square feet of commercial/retail space, restoration of the historic New Granada Theater.

Name/Location /Developer	Status	Developer	Description
<b>Flats on Fifth</b> 1655 Fifth Ave <i>Castlebrook  Development  Co.</i>	Approved 2015. Completed.		The Flats on Fifth is Uptown/ Hill District's first new construction apartment building in more than 50 years. The seven-story building features 74 market rate units, marketed towards students and young professionals. The apartment building is a few blocks away from Downtown and along one of the city's most used bus routes.

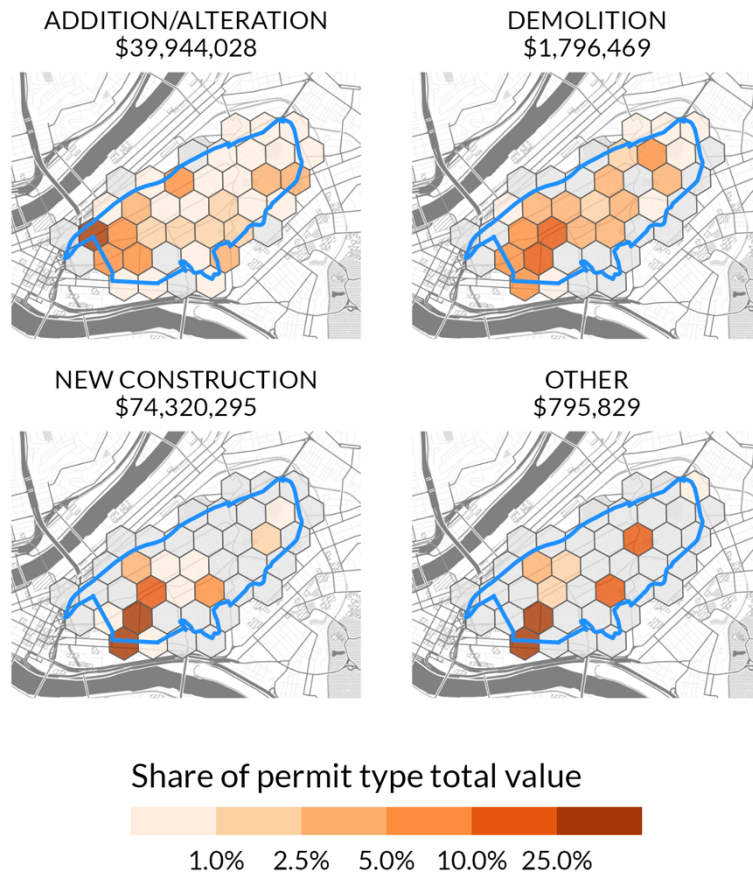


## Speculation and Displacement Pressure

Since 2011, the majority of spending on new construction and demolition activity has been concentrated in the western portion of the Hill.

### Exhibit 47. Total Permit Value by Type, 2011 Through 2021

Source: City of Pittsburgh



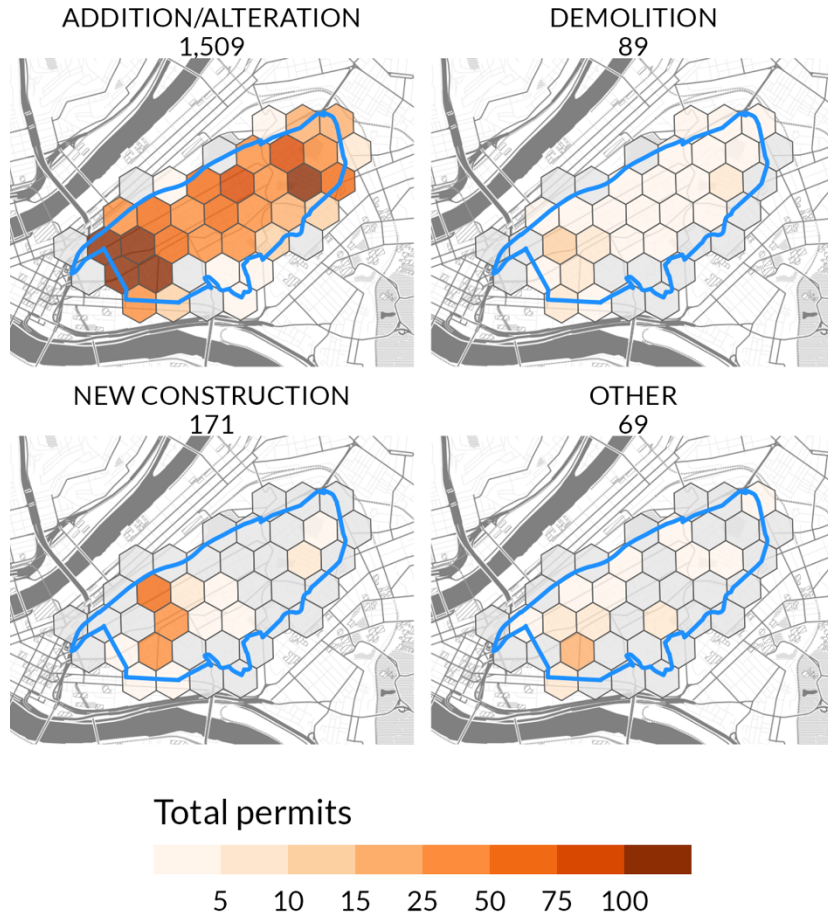
Since 2011, a total of \$116.8 million of permit activity has been completed in the Hill District.

**Most permit activity has been new construction.** The area has seen \$74.3 million in new construction, representing almost two thirds of permit activity in the area. New projects in the area that have gone through the Development Review Process can be seen in Exhibit 46.

**The western portion of the Hill District has been a focus of most of the activity.** The western portion has seen a fair amount of new construction, mainly along the Dinwiddie St. corridor between Fifth and Centre Avenues.

**Exhibit 48. Permit Activity by Type, Hill District, 2011 through 2021**

Source: City of Pittsburgh



**Most additions / alterations has been concentrated in the Lower Hill.** There were a total of over 1,500 addition/alteration permits from 2011-2021.

**Most new construction permits were concentrated in the Lower Hill.**

**Demolition permits were distributed throughout the Hill.** There were 89 demolition permits from 2011 to 2021.

## 5. Hill District Cultural Legacy and Urban Design

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### Historic Context and Cultural Legacy Assessment

Studio Zewde conducted a historic and cultural study of the Greater Hill District to inform its Cultural Legacy assessment. This study has included a site visit; archival, cartographic, and historic research; as well as discussions with community members and Hill District historians.

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Additional material that Studio Zewde produced as part of the cultural legacy assessment can be found in Appendix A.

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Informing this critical phase of work are the 2011 Greater Hill District Master Plan and the 2009 Greenprint. While these plans have laid the foundations for a future for the Hill District, a rigorous study of the Hill's history and cultural legacy remains unincorporated. Studio Zewde's goal is to place the Hill District's African American legacy and history at the center of this ongoing planning effort.

A Black community has been rooted on the Hill since the founding of Pittsburgh. As the Hill District became a national mecca for jazz, art, scholarship, journalism, and athletics through the 19<sup>th</sup> and 20<sup>th</sup> centuries, it never sacrificed its intimate locality or sense of place; despite the disruption of urban renewal in the mid-20<sup>th</sup> century, the Hill remains a "city within a city."

Our research and initial findings are represented in a series of graphics that describe the Hill District's history legacy, and various spatial analyses that will inform our next phase of the project. After sharing our progress with the Steering Committee members on September 28<sup>th</sup>, this work has been expanded and amended responsive to the feedback we received, as well as insights gleaned through discussion.

## Site History

Our site history report provides an analytical tool to understand the historic relationship between culture, commerce, and urbanism on the Hill; this effort ensures that our framework will be grounded in a rigorous historical understanding of place. Further, this exploration has allowed us to take stock of the legacy that this project looks to celebrate in the future urban planning of the Hill District.

### Indigenous Habitation

Our story of the Hill District begins with the *Dionde:gâ* (in English, “The Forks”), the Seneca name for the land now called Pittsburgh. After the departure of the Andean and Monongahela peoples, the Seneca inhabited present-day Pittsburgh seasonally and later shared it with Delaware and Shawnee tribes.

**Exhibit 49. First Map of Pittsburgh, 1752**



As its indigenous name relates, the land was valued for its proximity to both the Allegheny and Monongahela Rivers; both served as precious resources and were used as war trails to the Illinois region.

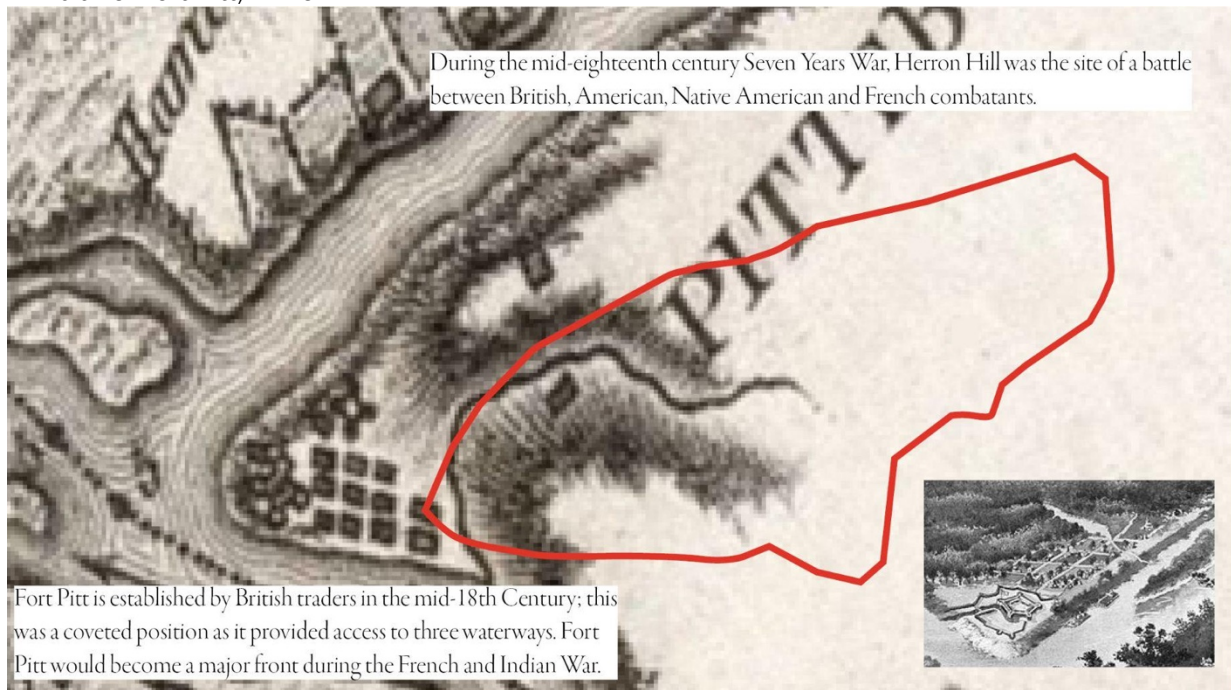


## Colonial Settlement

Fort Pitt was established by British traders in the mid-18<sup>th</sup> Century; this was a coveted position as it provided access to three waterways.

Originally named Herron Hill, the Hill was the first district to develop outside of Fort Pitt; the first record of which is visible on a map from 1796. The land was valued for its topography: a plateau between the two rivers, it offered a space removed from the industry lining the water's edge.

### Exhibit 50. Fort Pitt, 1770

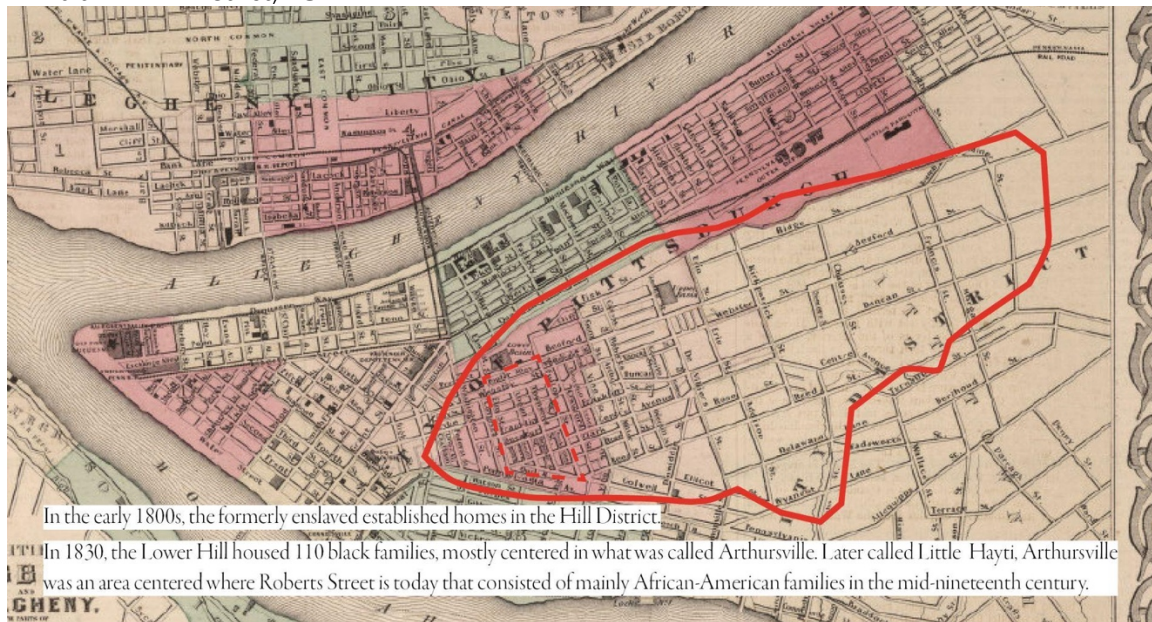


## Arthursville + Little Hayti

The Hill District was home to a Black community from the time of its first established settlements. Arthursville, which was centered around present-day Roberts Street, was a tight-knit community of roughly 110 Black households.

With its establishment, Arthursville (later called “Little Hayti” by residents in honor of the Haitian Revolution), became a critical stop in the Underground Railroad, and a center for Black Nationalism and education.

### Exhibit 51. Hill District, 1852



In the early 1800s, the formerly enslaved established homes in the Hill District.

In 1830, the Lower Hill housed 110 black families, mostly centered in what was called Arthursville. Later called Little Hayti, Arthursville was an area centered where Roberts Street is today that consisted of mainly African-American families in the mid-nineteenth century.



## Immigration and Shifting Demographics

After the Fugitive Slave Act of 1850, fear of capture and return by formerly enslaved peoples greatly diminished the Hill's thriving Black population. As Black community members began to leave the Hill, Pittsburgh's industrial boom occasioned a massive influx of European immigrants—many of them settling in the Hill District. They sought work in mining and steel establishments along the banks of both rivers. In the latter part of the 19<sup>th</sup> Century, the Hill's demographics shifted to a largely immigrant population; by 1900, only 200 Black individuals remained in the Hill District.

### Exhibit 52. Hill District, 1900

By 1900, the remaining Black population had moved to eastern areas such as East Liberty and Homewood, leaving only 200 Black people in the Lower Hill. The Hill District now housed mainly Eastern European Jewish immigrants; the main industry in the neighborhood had become cigar production.

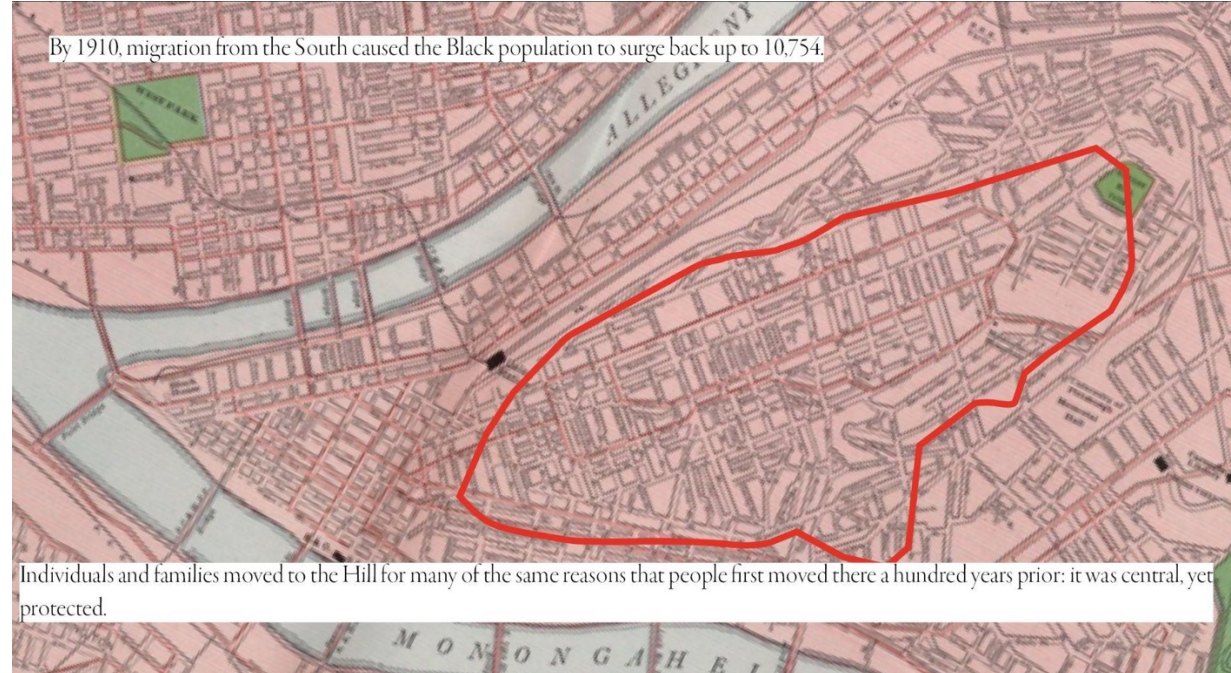


## The Great Migration

Southern migration in the early 20<sup>th</sup> century saw the resurgence of the Hill's Black population: by 1910, there were over 10,000 Black residents in the Hill district. The Hill's newcomers came primarily from the Upper South. It remained an attractive place to settle; it boasted a booming population and economy, and it remained removed and protected from the larger city and industrial sections.

World War I occasioned an industrial boom and the abrupt pause of European immigration into the United States. Black citizens were suddenly hired for permanent employment by many factories (which had previously refused to hire Black workers), which bolstered migration to the industrial North. By 1930, Pittsburgh's Black population had nearly doubled, and the majority had settled in the Hill District. The Middle Hill became the primary area of settlement for this incoming population.

### Exhibit 53. Hill District, 1912





## The Upper Hill, or “Sugar Top”

The Upper Hill, the land that lies east of Herron Avenue, sits at a significantly higher elevation than the Lower and Middle Hill. Its elevation offers a panoramic prospect over the rest of the city and ensures distance and removal from its more densely populated surroundings.

Historically, this area was home to the Black community’s wealthiest residents; preachers of prominent churches and their families often settled here in such numbers that one street became known as Preacher’s row. While this neighborhood remained distinct from the rest of the District, its threshold Herron Avenue served the entire population: a bustling thoroughfare lined with restaurants, bars, pharmacies, major churches and landmark institutions.

## “Crossroads of the World”

Between World War I and the onset of urban renewal in the 1950s, the Hill District experienced what Pittsburgh historian Laurence Glasco calls its “creative heyday.” The Hill became a national epicenter of jazz, scholarship, journalism, athletics, and political activism.

While the Hill District remained an intensely local enclave—a “city within a city”—its reach and draw were national. The particular demographic makeup of the neighborhood—with significant numbers of residents from the American South and North, as well as Eastern and Western Europe—led to the development of a unique style of jazz that reflected these myriad influences. The Hill District, positioned between Chicago and New York, became the lone stop for famed musicians on the way to either bustling city, and often served as a practice ground.

The Pittsburgh Courier, founded in the Hill District, became the largest Black owned and operated newspaper in the United States. The paper’s photographer Teenie Harris, voracious observer and chronicler of the Hill District, made images of daily life of the Hill familiar to an entire nation of avid readers. The Courier also became a critically important platform for political influence; editorials and opinions run in the paper determined the fates of politicians, parties, and elections.

The numbers game, run by Gus Greenlee and other Hill residents, was the economic backbone of the community. With banks often refusing loans or financial relationships with Black residents, the District relied on Gus Greenlee for economic support and backing. His financial dominance spurred the creation of many Hill District landmarks, in addition to establishing the Negro Leagues in Pittsburgh. His team fielded some of the greatest baseball players of the generation.

## Current Legacy of the Hill Incorporation

Finally, the Hill’s most famed resident, August Wilson, epitomizes the capacity of the place to both cultivate generational talent and provide material and inspiration for great artistic works. The Pittsburgh Cycle was based on Wilson’s youth and adulthood in the Hill District, and his early, nascent talent and voice was honed with fellow writers and artists in his Centre Avenue writers’ group.

Exhibit 54. Historic Businesses and Community Centers





Exhibit 55. Religious Institutions





Exhibit 56. Businesses, Religious Institutions, and Jazz Institutions

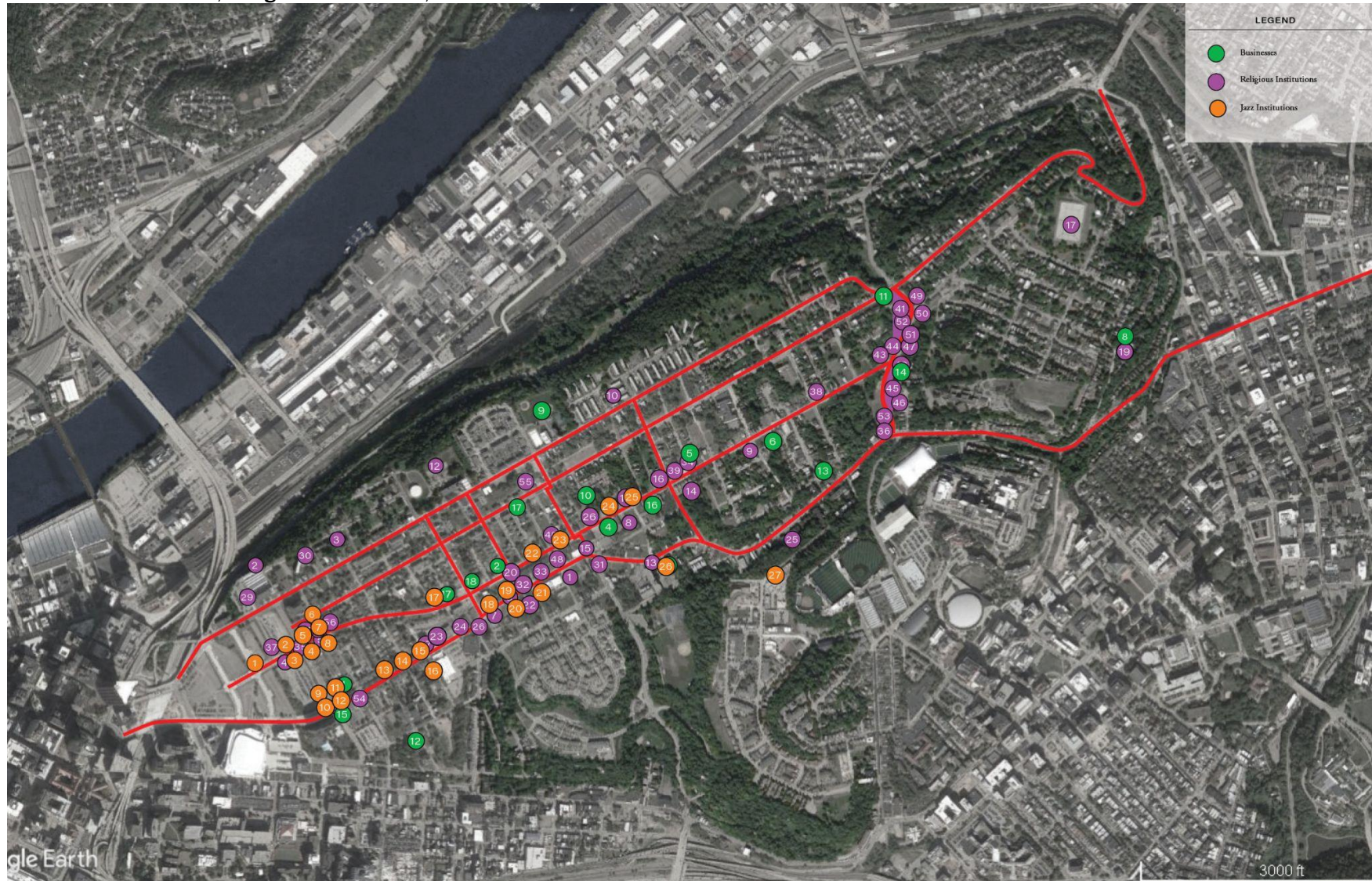
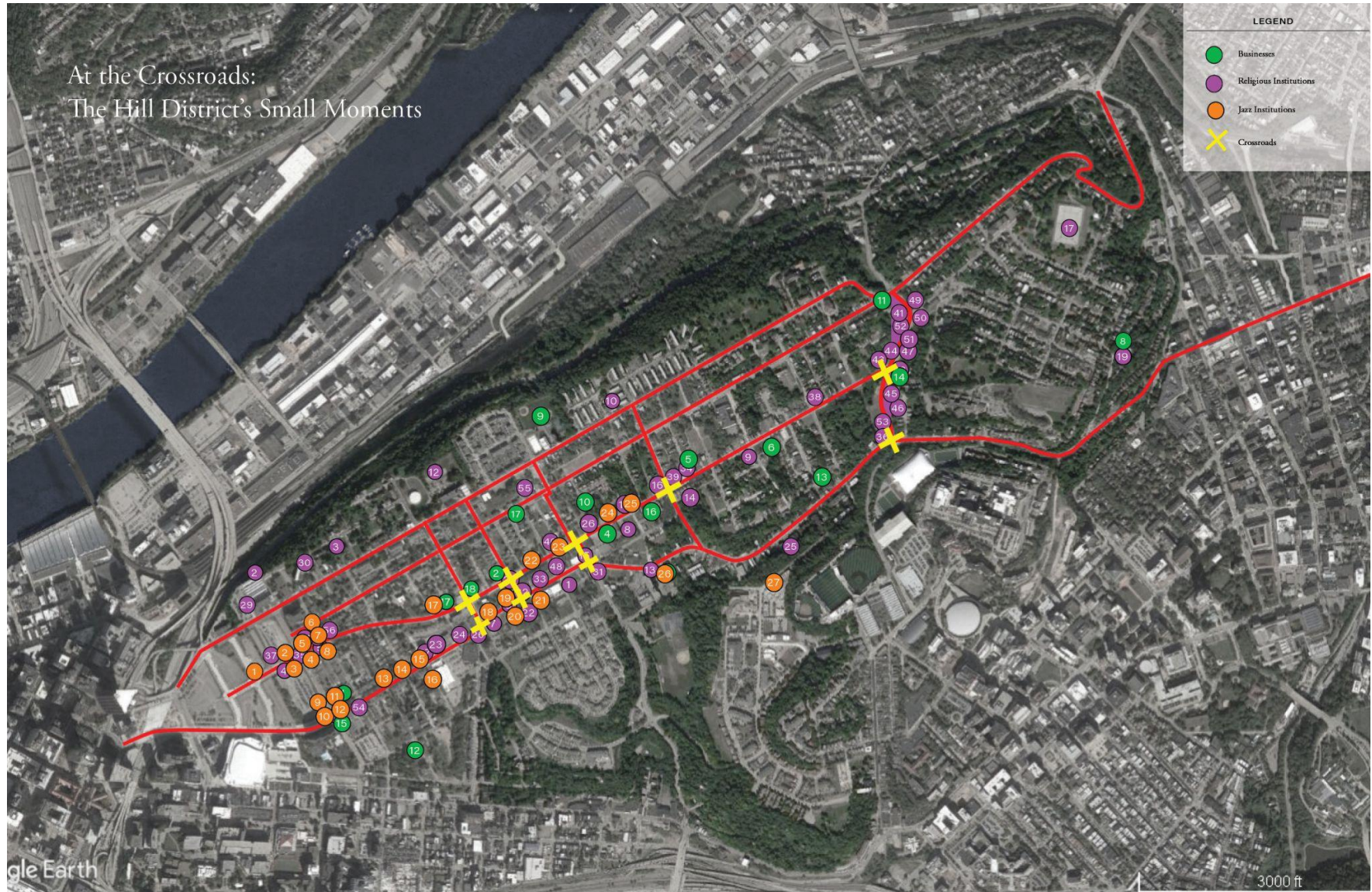




Exhibit 57. At the Crossroads – The Hill District's Small Moments



## Urban Renewal and Internal Movement

Urban renewal in the Hill District, which began in the 1940s and extended through the 1960s, is largely credited with the Hill District's population and economic losses in the 20<sup>th</sup> century. Renewal in the Hill District began with the construction of the Terrace Houses in the south. Opened in 1940, the Terrace Houses were intended as a shining example of the future of public housing in the United States; underscoring the national hopes for these kinds of urban redevelopments, President Roosevelt attended the dedication ceremony for the Terrace Houses. Later that year, the Bedford Dwellings were opened on the northern edge of the Hill. Part of the Bedford Dwellings was built on the former site of Greenlee Field, one of the first Black-built and Black-owned major league baseball fields in the United States.

The largest blow dealt to the Hill District during the era of urban renewal was the demolition of great swaths of the Lower Hill to make way for the Civic Arena. The Arena was built as a futuristic stadium meant to become a major cultural center that would finally connect the Hill District to downtown. The Hill District went from being a safe haven, or a city within a city, to losing hundreds of businesses in this effort; in addition, over 8,000 residents lost their homes and were forced to relocate to other areas.

## Working Cultural Legacy Framework: “Crossroads of the World”

The cultural legacy framework emerges from the celebration of the Hill District's crossroads. Our goal is to honor the national legacy of the Hill while amplifying the lesser-known stories and the smaller moments of its history. The need for recognition and celebration of these often-overlooked elements of the Hill's past is something we heard during our first Steering Committee meeting in August.

The phrase “Crossroads of the World,” coined by famed Hill resident and disc jockey Mary Dee (Mary Elizabeth Goode), described the crossroads of Fullerton and Wylie Avenues in the Lower Hill District. From that vantage, Mary Dee said, one could see the whole world.

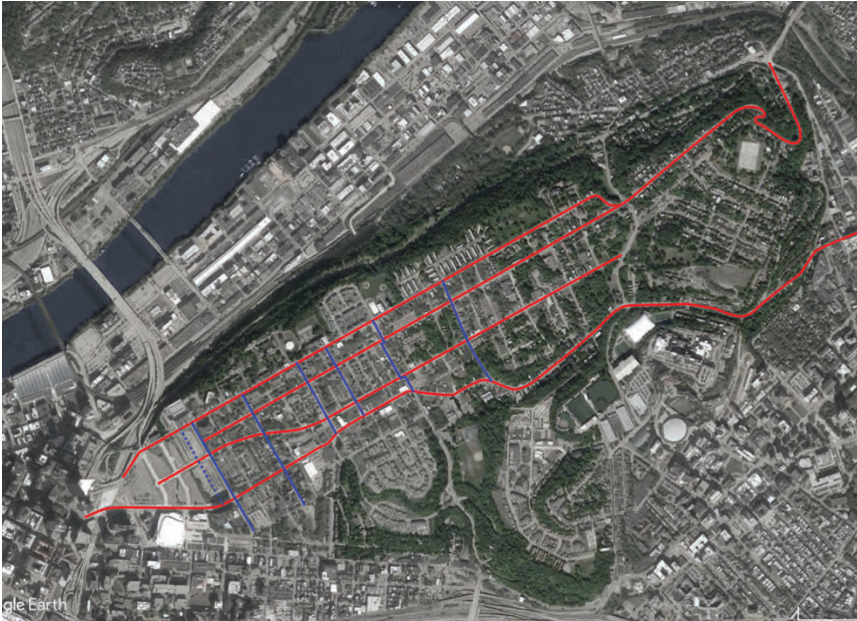
The Hill District was at once both a national destination and an intensely local community centered around a historic core of institutions and businesses. From this perspective, a local resident of the Hill District would run into fellow members of the community: neighbors, friends, relatives.

Crossroads are where a city gathers itself. The encounter of streets offers an opportunity to orient, to decide, and to determine a destination. They are glimpses where the city becomes uniquely visible. And, most importantly for our purposes, they are social spaces: places of unexpected run-ins, of friendly greetings, of casual meetings. They are the stuff of small moments that continually renew a community's sense of itself.



## Areas of Focus

This framework has led us to study the streets and avenues that compose the Hill District's major crossroads and intersections.



### Wylie Avenue

Wylie Avenue was the central corridor for Black-owned businesses on the Hill, and home to many of the landmark institutions that residents still remember. Its jazz venues and social clubs were the hub of the Hill's nightlife and society scenes.

### Centre Avenue

Centre Avenue is built along the largest tributary stream in the Hill District and has always served as one of the few streets in the Hill that lead directly to Pittsburgh's downtown. Centre Avenue was also home to many landmark Black businesses but became the center of Black-owned business on the Hill after the Urban Renewal projects of the mid-20th century.

### Herron Avenue

Herron Avenue establishes the historic divide between the Middle and Upper Hill neighborhoods. While this chasm reflected economic disparities and social friction, the street itself was a major thoroughfare that served both neighborhoods and became a commercial core in the Hill District.



## Exhibit 58. Avenues



HERRON



WYLIE



CENTRE



MAJOR COMMERCIAL THOROUGHFARE,  
HISTORIC DIVISION BETWEEN UPPER  
AND MIDDLE HILL



MAJOR COMMERCIAL CENTER



HISTORIC COMMERCIAL CORE AND LINK  
TO DOWNTOWN PITTSBURGH

## Through Streets

While many of the historic through streets throughout the Lower and Middle Hills were removed during urban redevelopment, several key through streets remain and serve as critical connectors between the District's four core avenues. Devilliers, Erin, Kirkpatrick, and Chauncey Streets, and their meeting with Centre and Wylie Avenues, each announce a crucial historic center for the Hill's businesses and institutions.

**Exhibit 59. Critical Through Streets**



DEVILLIERS



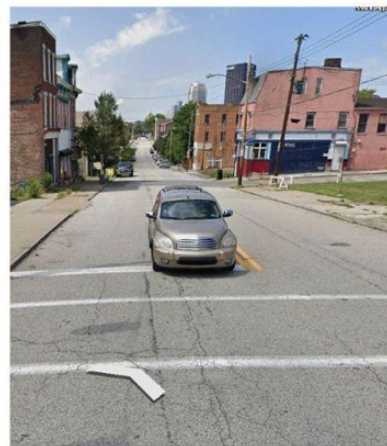
ERIN



KIRKPATRICK



CHAUNCEY





## District Character

The Hill District's character and transit accessibility is strongly tied to topography.

As its name implies, topography is a defining feature of the district. The Hill District is situated on a large hill that sits directly adjacent to Downtown. In Pittsburgh's early development, this unique topographic relationship between the Hill District and adjacent lands influenced the development patterns of the Hill District relative to more intensively developed areas like the Strip District, larger institutional areas in Oakland, and the development of Downtown itself. Expansion from downtown first occurred in surrounding lower lying areas.

### Exhibit 60. Growth Patterns in Central Pittsburgh

Source: Historic Pittsburgh



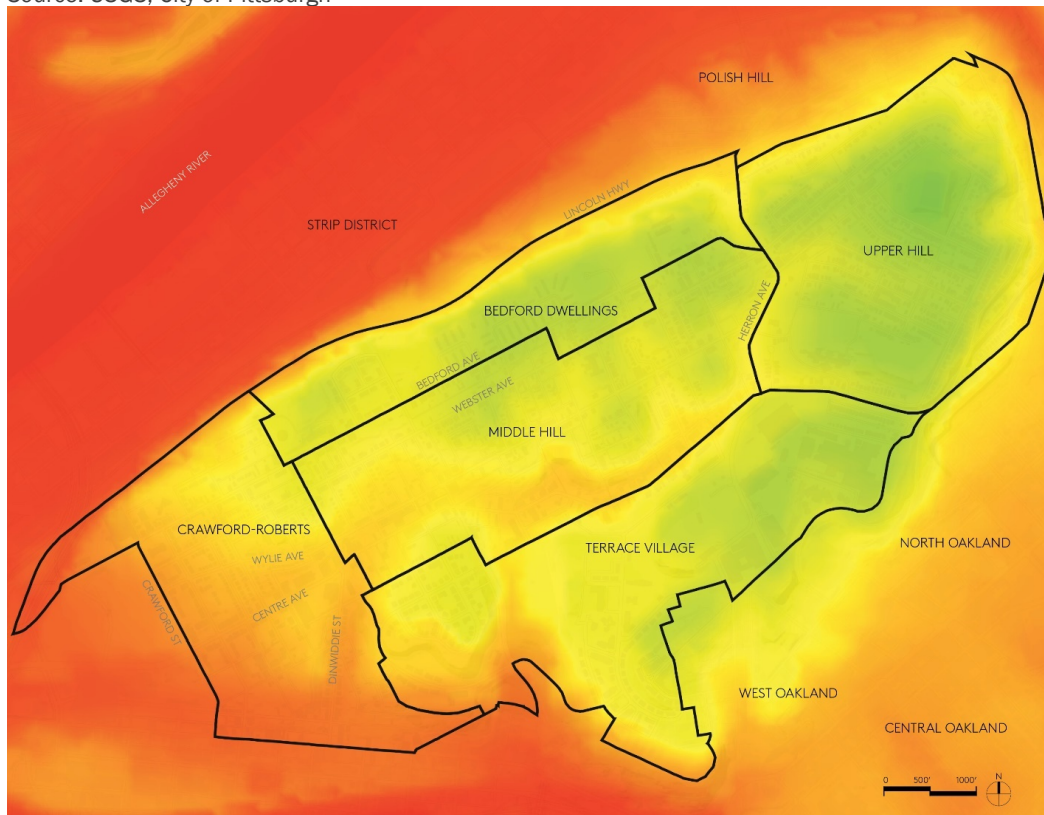
Topography also plays an important role within the Hill District itself.

The Hill District is actually a series of hills with significant changes in elevation within the district. Neighborhood boundaries generally follow the contours of these smaller hills. These changes in elevation within the district have real impacts on the character and experience of the district today.

In many areas of the study area, street slopes are well over 5% grade. This can pose serious challenges to walking and biking in the study area, particularly for activities like shopping.

**Exhibit 61. District Elevation and Neighborhood Delineation**

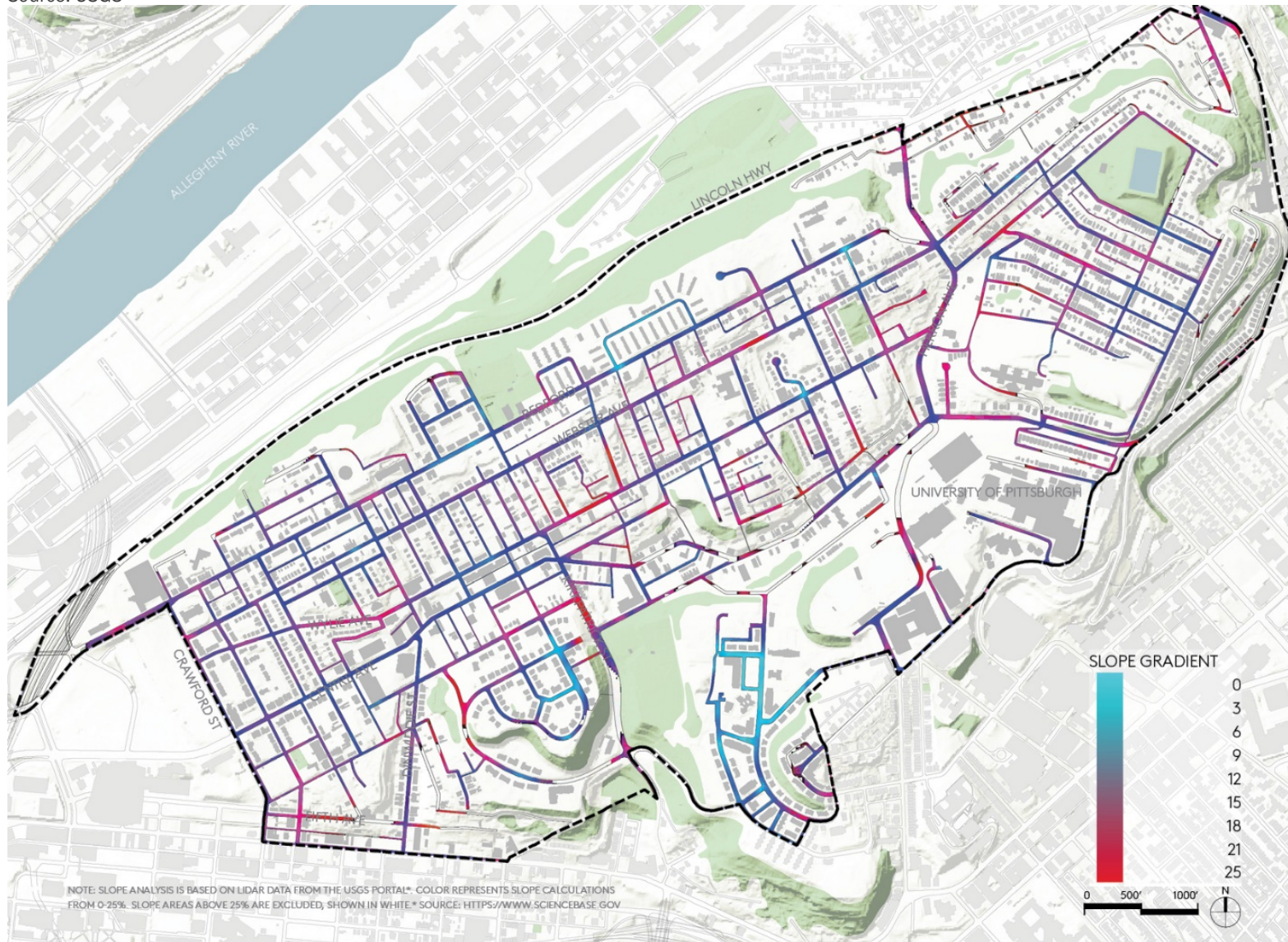
Source: USGS, City of Pittsburgh





## Exhibit 62. Street-based Slope Gradient

Source: USGS

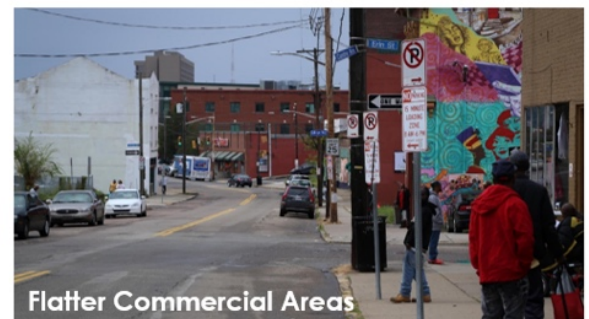




Beyond these accessibility challenges, the Hill District's topography shapes the identity and experience of the study area in more subtle ways. Development patterns within the study area mirrored the larger patterns for the city as a whole, with more commercial and institutional uses concentrated in relatively flatter locations. Many housing types follow the natural topography, using stepped rowhouses, retaining walls and other land forming techniques, and other elements to negotiate the grade. Historically, staircases and other means of traversing steep slopes within and around the district were common, and many of these are woven into the architectural and landscape character of the area. The Hill District maintains a strong visual connection to Downtown with prominent viewpoints along many of the major avenues and open spaces. Previous plans have identified these steep slope areas as good sites for open space and recreation opportunities as many of these are vegetated and provide exceptional viewpoints of the city and region.

### **Exhibit 63. Topographic Influences on Hill District Character**

Source: Google Street View



The Hill District has many natural areas, but features like parks and tree canopy are unevenly distributed within the study area.

Tree canopy is a critical resource: it forms important habitat areas, provides shade for pedestrians, can improve mental health and well-being, supports pervious cover that can absorb water and potentially improve air quality, and can improve property values. Previous plans like the Hill District Greenprint (2009) identified that the study area has substantial wooded areas along the steep slopes and hillsides. These wooded areas, as well as trees on parcels throughout the district, constitute the majority of the tree canopy for the area.

The Hill District's street tree canopy is focused on places that have seen major redevelopment over recent decades such as Crawford Square and Bedford Terrace. This deficit of tree canopy, particularly in the Middle Hill and commercial areas like Centre Avenue, could become a significant constraint as climate change increases summer temperatures and shade becomes increasingly important for pedestrians. Similarly, mature trees on parcels will be important to protect as new development takes place.



## Exhibit 64. Tree Canopy and Vegetation

Source: City of Pittsburgh, Google Street View

### Tree Canopy



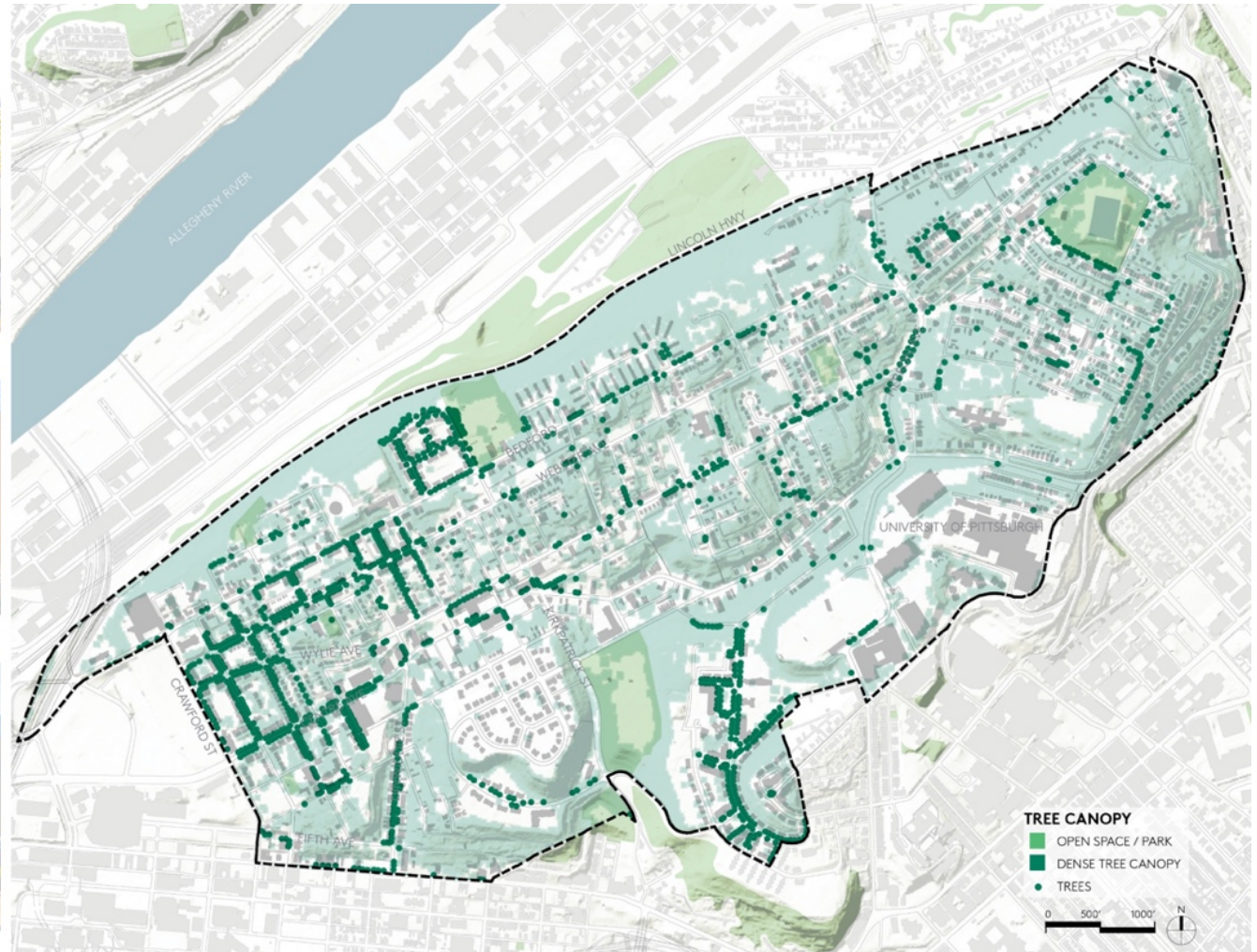
Street trees in newer redevelopments



Dense tree canopy on properties



Commercial districts without shade



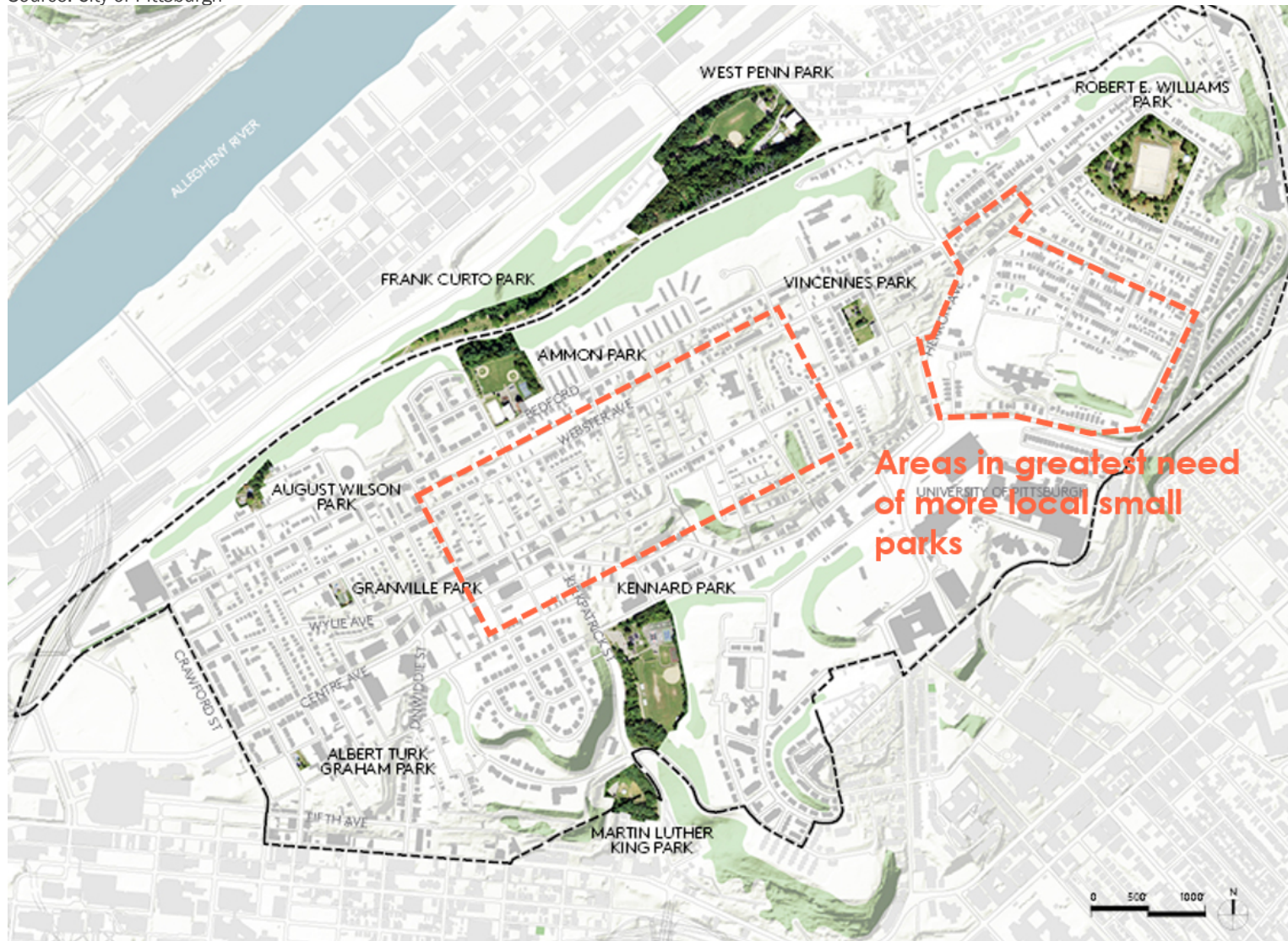
The Hill District has several neighborhood parks with active programs like ballfields, courts, and play equipment.

Areas in the Middle Hill and Upper Hill are generally lacking smaller pocket parks and areas with passive open space, which would complement the larger, more actively programmed areas in other parts of the study area. These smaller open spaces and more passive park space could also be places to implement some of the “crossroads” concepts outlined in the cultural legacy section of this report



## Exhibit 65. Parks and Areas of Need

Source: City of Pittsburgh



## Land Use, Zoning & Regulatory Considerations

Zoning in the Hill District reflects current land use conditions, but with opportunities to allow more diversity in scale and use.

Much of the Hill District is zoned for moderate residential uses (as either RM-M or R2-L). Exceptions include commercial areas along Centre Avenue and Wylie Avenue, and the portion of Herron Avenue between Bedford Avenue and Wylie Avenue. Another prominent feature of the current zoning in the Hill District is the significant amount of land zoned through Residential Planned Unit Development (RP). These areas primarily consist of large affordable housing sites such as Crawford Square and Skyline Terrace.

These zoning categories generally allow for building heights of up to 55', which can typically accommodate up to 5 stories of residential development. Within the district, the following zoning issues that are worth further study and consideration:

- *Allowing more flexibility for commercial and home-based businesses:* Currently, many small business categories such as food service, restaurant, and retail are not allowed in residential zones like RM-M and RL-2. These kinds of uses, either as home-based businesses or commercial spaces, can be valuable wealth-building opportunities.
- *Removing barriers to development:* Current development standards such as parking ratios and site design characteristics (setbacks, lot coverage, etc.) may be

limiting development potential by increasing the cost of development or preventing wealth creation or innovative housing strategies like accessory dwelling units. Options to address the traditional urban design characteristics in the current code, such as contextually defined setbacks, may require additional consideration for areas like the Middle Hill where current setback requirements would be at odds with historic standards, but where no existing structures remain to establish context. The calculation of height and grade plane should also be reviewed to determine whether this presents a constraint, and whether any adjustments may be appropriate within the Hill District.

### Exhibit 66. Selected Zoning Allowances

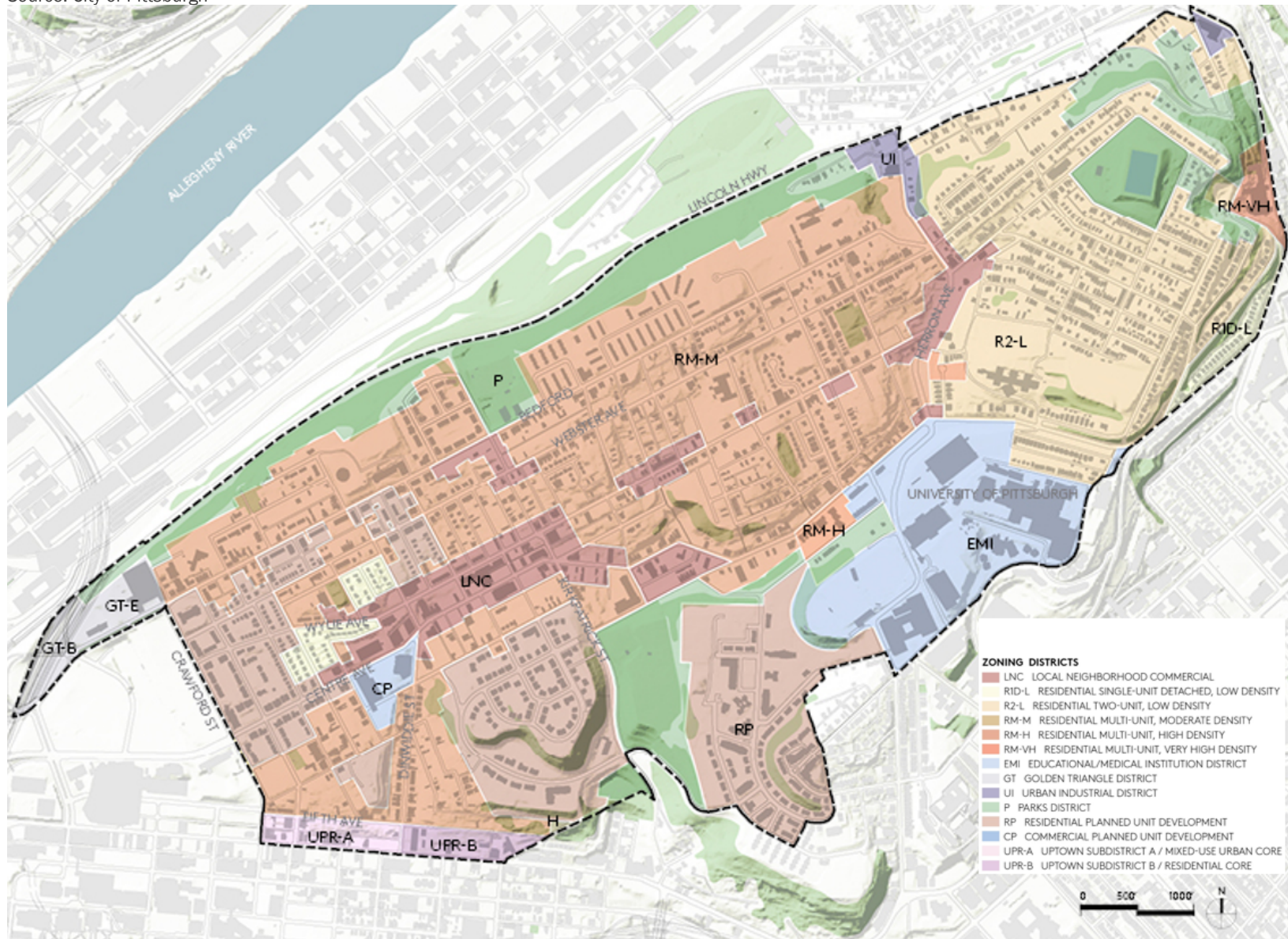
Source: City of Pittsburgh

Zone	Max Height	Front Setback	Parking	Uses Not Allowed
LNC	45'	0'	Varies	
RM-M	55'	25'	1/unit	Retail, Restaurant
RM-H	85'	25'	1/unit	Retail, Restaurant
R2-L	40'	30'	1/unit	Retail, Restaurant, 3+ Units
RP	N/A	N/A	N/A	N/A



## Exhibit 67. Zoning Districts

Source: City of Pittsburgh





## Vacant Property & Land Ownership Patterns

The Hill District has large amounts of public or institutionally-owned land.

### Exhibit 68. Major Landowners

Source: City of Pittsburgh, Mithun

#### Major Land Owners

##### Major mixed-income housing sites



**CRAWFORD SQUARE**  
348 MIXED INCOME APARTMENTS AND 78 FOR-SALE HOMES  
URA AND MCCORMACK BARON SALAZAR

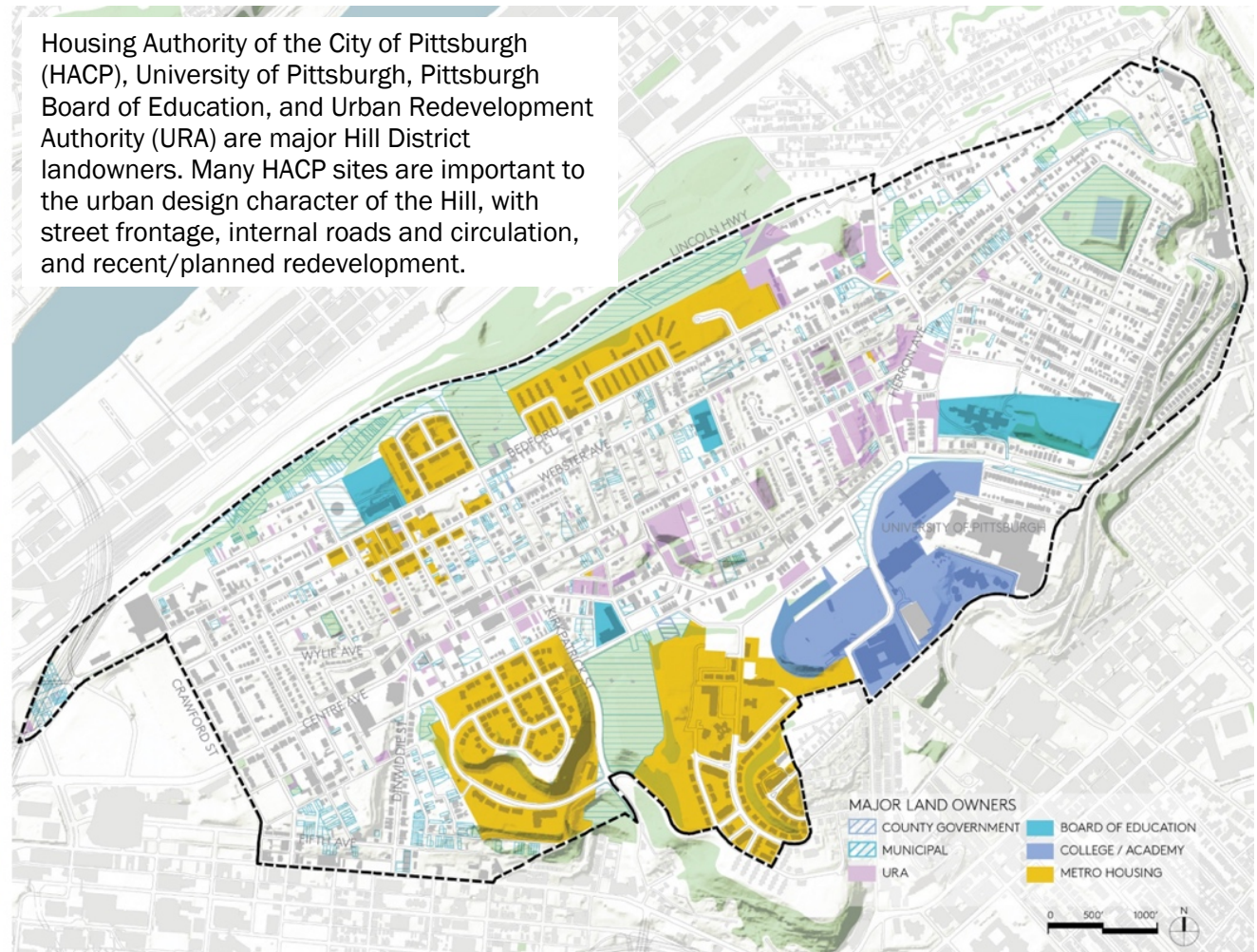


**SKYLINE TERRACE**  
240 MIXED INCOME APARTMENTS AND 36 FOR-SALE HOMES  
KBK ENTERPRISES AND HACP



**BEDFORD HILL**  
351 MIXED INCOME APARTMENTS AND 29 FOR-SALE HOMES  
HACP AND MCCORMACK BARON SALAZAR

Housing Authority of the City of Pittsburgh (HACP), University of Pittsburgh, Pittsburgh Board of Education, and Urban Redevelopment Authority (URA) are major Hill District landowners. Many HACP sites are important to the urban design character of the Hill, with street frontage, internal roads and circulation, and recent/planned redevelopment.



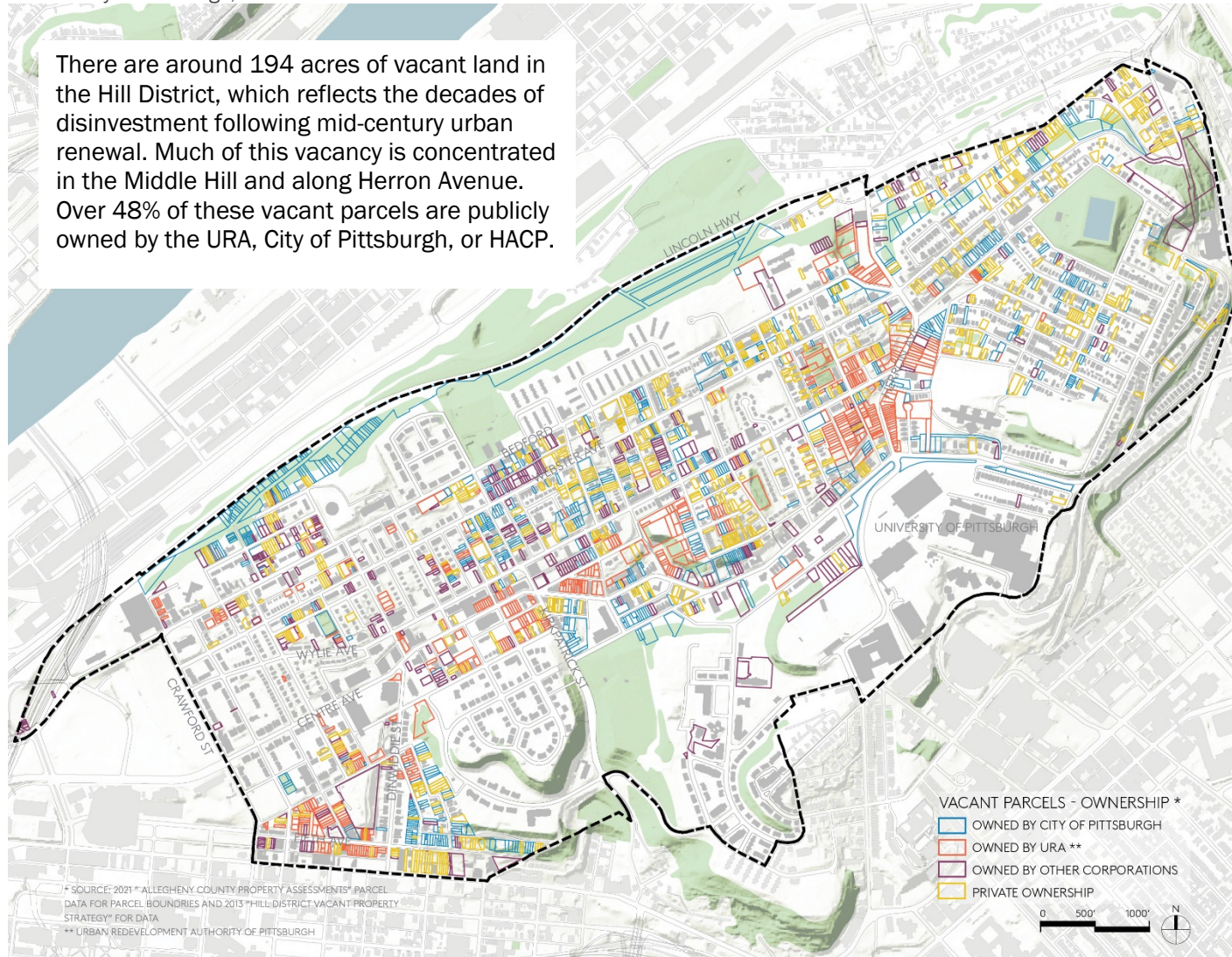


Vacant parcels continue to be an important issue for the Hill District as a whole.

### Exhibit 69. Hill District Vacant Parcels by Ownership

Source: City of Pittsburgh, Mithun

There are around 194 acres of vacant land in the Hill District, which reflects the decades of disinvestment following mid-century urban renewal. Much of this vacancy is concentrated in the Middle Hill and along Herron Avenue. Over 48% of these vacant parcels are publicly owned by the URA, City of Pittsburgh, or HACP.





## Vacant parcels exist in different conditions, with varying impacts to the neighborhood.

It is important to note that within the general category of vacant parcels are a variety of property conditions and concomitant impacts to the surrounding neighborhood. While many parcels are poorly maintained, often impacting adjacent sidewalk access, other vacant parcels are in use as various types of open space. In other cases, vacant buildings are attached to occupied homes and businesses. These attached vacant properties have negative effects on both the public realm as well as the potential safety of these adjacent structures.

### Exhibit 70. Hill District - Vacant Parcels Character

Source: Google Street View



Adopted side lots as active open space



Impacts to sidewalks and public realm



Landscaped passive open space



Vacant properties attached to occupied properties



Consolidated ownership and adjacent parcels have potential for innovative housing and wealth-building opportunities.

In areas of the Middle Hill and along Herron Avenue, several blocks have multiple vacant parcels. The combination of consolidated ownership and adjacent parcels could make community land trusts, limited equity cooperative developments, and multifunctional developments that integrate housing with civic amenities like open space.

**Exhibit 71. Hill District - Vacant Parcels Assembly Potential**

Source: Google





## Urban Design & Architectural Character

The Hill District is organized by a strong network of North/South Corridors, East/West gateways, and Residential Connectors.

### Exhibit 72. Hill District Urban Structure

Source: Mithun, Google Street View

#### Urban Structure



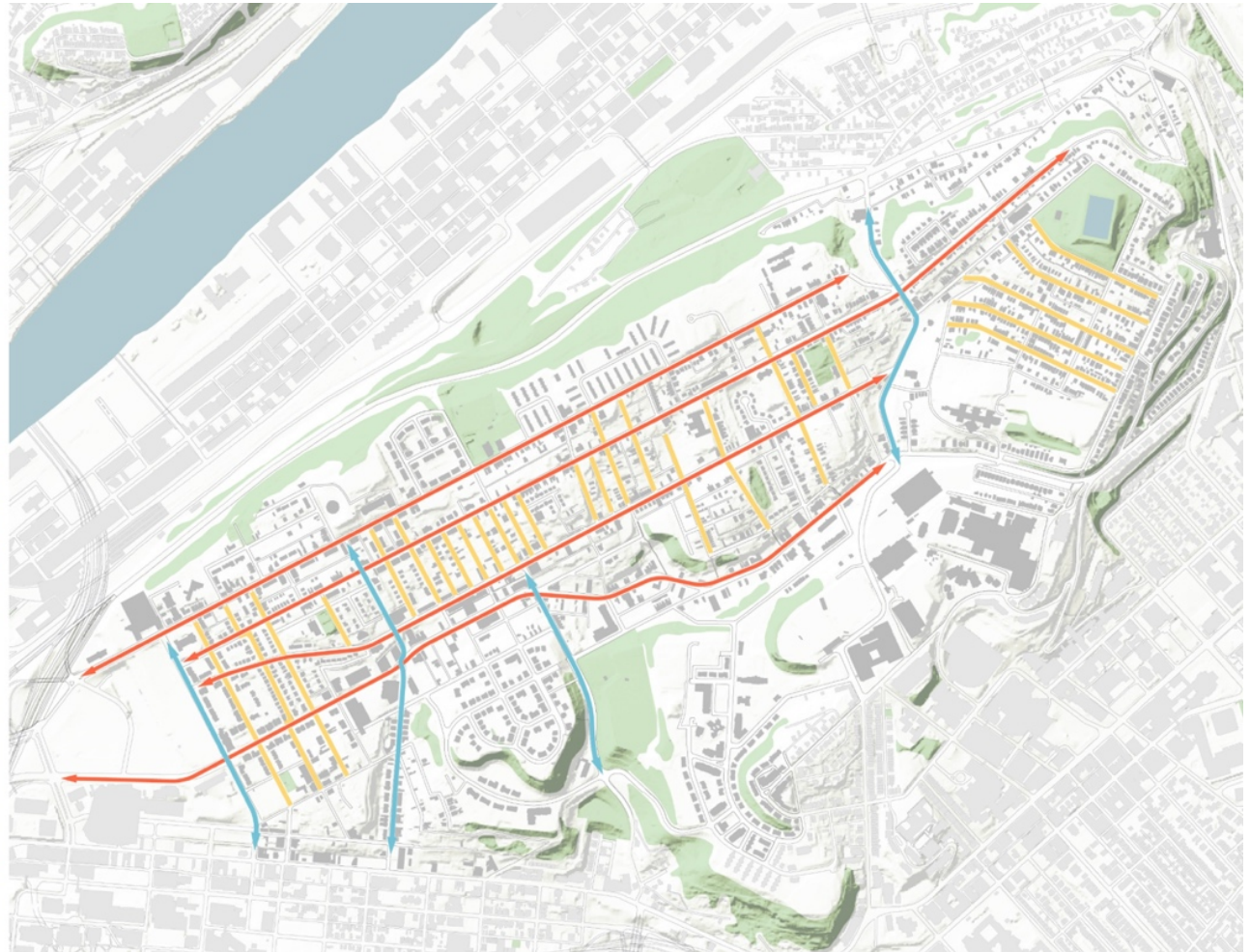
North/South Corridors



East/West Corridors



Residential Connectors



## Corridor Analysis

The urban structure of the study area reflects the historic development patterns and topography covered earlier. A series of North/South Corridors consisting of Bedford Avenue, Webster Avenue, Wylie Avenue, and Centre Avenue connect the Hill District to Downtown and North Oakland. These corridors feature a strong linear character, larger scale roadways, and primary transit routes. These corridors also organize most of the commercial activities within the study area.

East/West Gateways work perpendicularly to these North/South Corridors. Streets such as Herron Avenue, Crawford Avenue, Dinwiddie Street, and Kirkpatrick Street often work against the grade of the Hill District, working through passes and valleys along the topography to connect different points of elevation. This relationship to the

topography makes these streets important gateway opportunities to the study area.

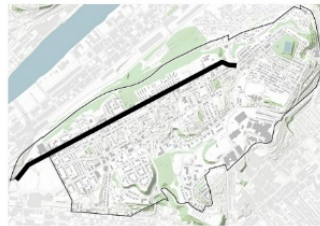
These Corridors and Gateways are complemented by a network of smaller Residential Connectors. These streets are smaller and more intimate in scale, often only including a single travel lane with parking on one side. Particularly in the Middle Hill, these streets have significant vacant frontages. These streets also include most of the residential fabric of the study area, including a rich mix of single family, rowhouses, and smaller multifamily housing.

Analysis of the specific mix of land uses, vacant parcels, and assets, and constraints for key corridors is shown in Exhibit 73 through Exhibit 76.

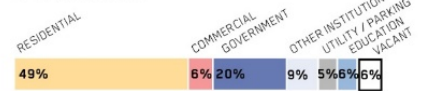
## Exhibit 73. Corridor Analysis - Bedford Avenue

Source: City of Pittsburgh, Mithun, Google Street View

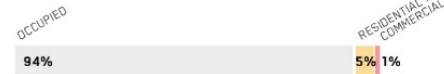
### BEDFORD AVENUE



#### LAND USE MIX



#### VACANCY STATUS



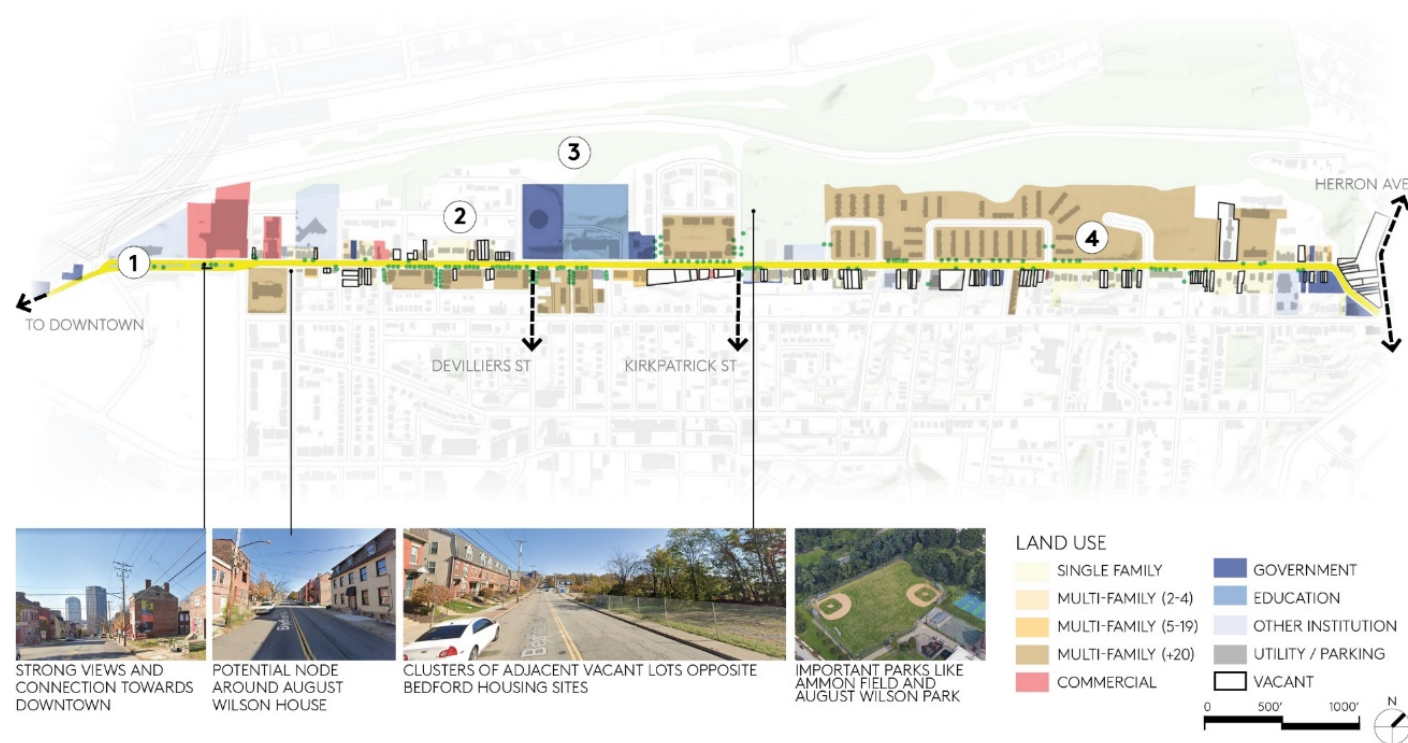
### PREVIOUS PLAN CONCEPTS

#### CONCEPT

- ① IMPROVE BEDFORD AVENUE STREETScape AND CREATE A CONTINUOUS EDGE
- ② INCENTIVIZE RESIDENTIAL INFILL
- ③ ESTABLISH THE COAL SEAM TRAIL
- ④ REDEVELOP BEDFORD DWELLINGS

SOURCE: GREEN PRINT 2009, VACANT PROPERTY STRATEGY 2013, MASTER PLAN 2011

### LAND USE AND DEVELOPMENT CONDITIONS





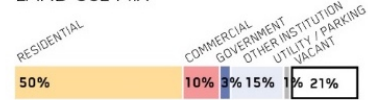
## Exhibit 74. Corridor Analysis - Wylie Avenue

Source: City of Pittsburgh, Mithun, Google Street View

### WYLIE AVENUE



#### LAND USE MIX



#### VACANCY STATUS



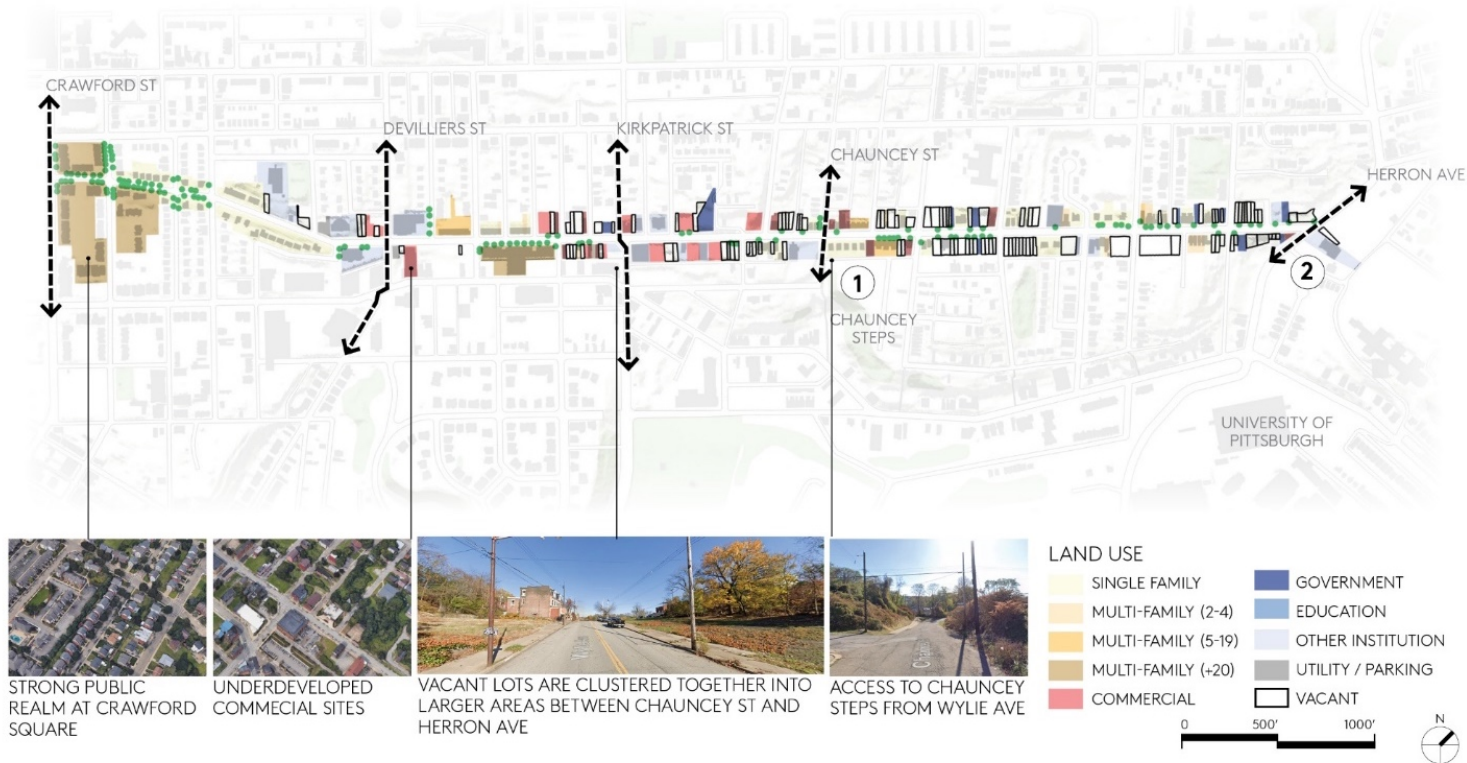
### PREVIOUS PLAN CONCEPTS

#### CONCEPT

- ① CREATE CHAUNCEY STEPS PARK
- ② DEVELOP WYLIE AND HERRON MIXED-USE

SOURCE: GREEN PRINT 2009, VACANT PROPERTY STRATEGY 2013, DISTRICT MASTER PLAN 2011

### LAND USE AND DEVELOPMENT CONDITIONS



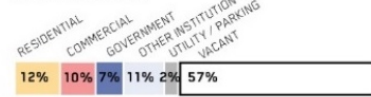
## Exhibit 75. Corridor Analysis - Herron Avenue

Source: City of Pittsburgh, Mithun, Google Street View

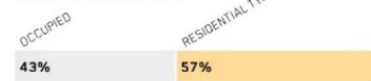
### HERRON AVENUE



#### LAND USE MIX



#### VACANCY STATUS \*



### PREVIOUS PLAN CONCEPTS

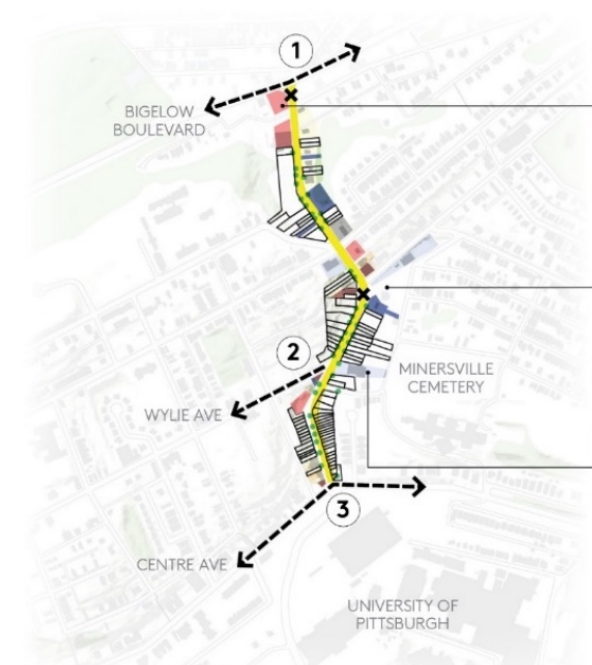
#### CONCEPT

- 1 IMPROVE HERRON AVENUE STREETScape
- 2 DEVELOPE WYLIE AND HERRON MIXED-USE
- 3 ESTABLISH A DISTINCTIVE GATEWAY FOR HERRON AVENUE

SOURCE: GREEN PRINT 2009, VACANT PROPERTY STRATEGY 2013, MASTER PLAN 2011

HERRON AVENUE REVITALIZATION STRATEGY 2011

### LAND USE AND DEVELOPMENT CONDITIONS



\* VACANT PARCELS INCLUDE MUNICIPAL URBAN RENEWAL PARCELS.

\*\* SOURCE: HILL DISTRICT VACANT PROPERTY STRATEGY



GATEWAY OPPORTUNITY SITES AT BIGELOW BLVD



POOR PUBLIC REALM



VIEW TO THE WEST



MARTIN LUTHER KING JR CULTURAL CENTER



MIXED USE NODE OPPORTUNITY AT WYLIE ST AND HERRON AVE



AME ZION CHURCH



VACANT SITES MOSTLY STEEP WOODED HILLSIDES



OPEN SPACE AND CULTURAL LEGACY OPPORTUNITY NEAR LIBRARY

✕ LIKELY HISTORIC MINE ENTRANCE  
MINE ENTRANCES ARE KNOWN TO HAVE BEEN LOCATED ALONG HERRON AVENUE ON EITHER SIDE OF THE CREST NEAR BEDFORD AVENUE. IN THE MID 19TH CENTURY, HERRON AVENUE WAS ACTUALLY CALLED MINER STREET, AND MINERSVILLE CEMETERY IS ALSO EVIDENCE OF THIS HISTORY. \*\*

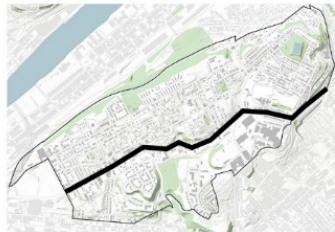
#### LAND USE



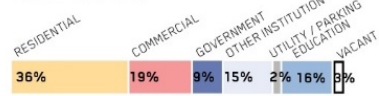
## Exhibit 76. Corridor Analysis - Centre Avenue

Source: City of Pittsburgh, Mithun, Google Street View

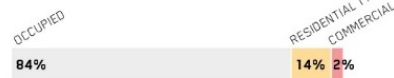
### CENTRE AVENUE



#### LAND USE MIX



#### VACANCY STATUS



### PREVIOUS PLAN CONCEPTS

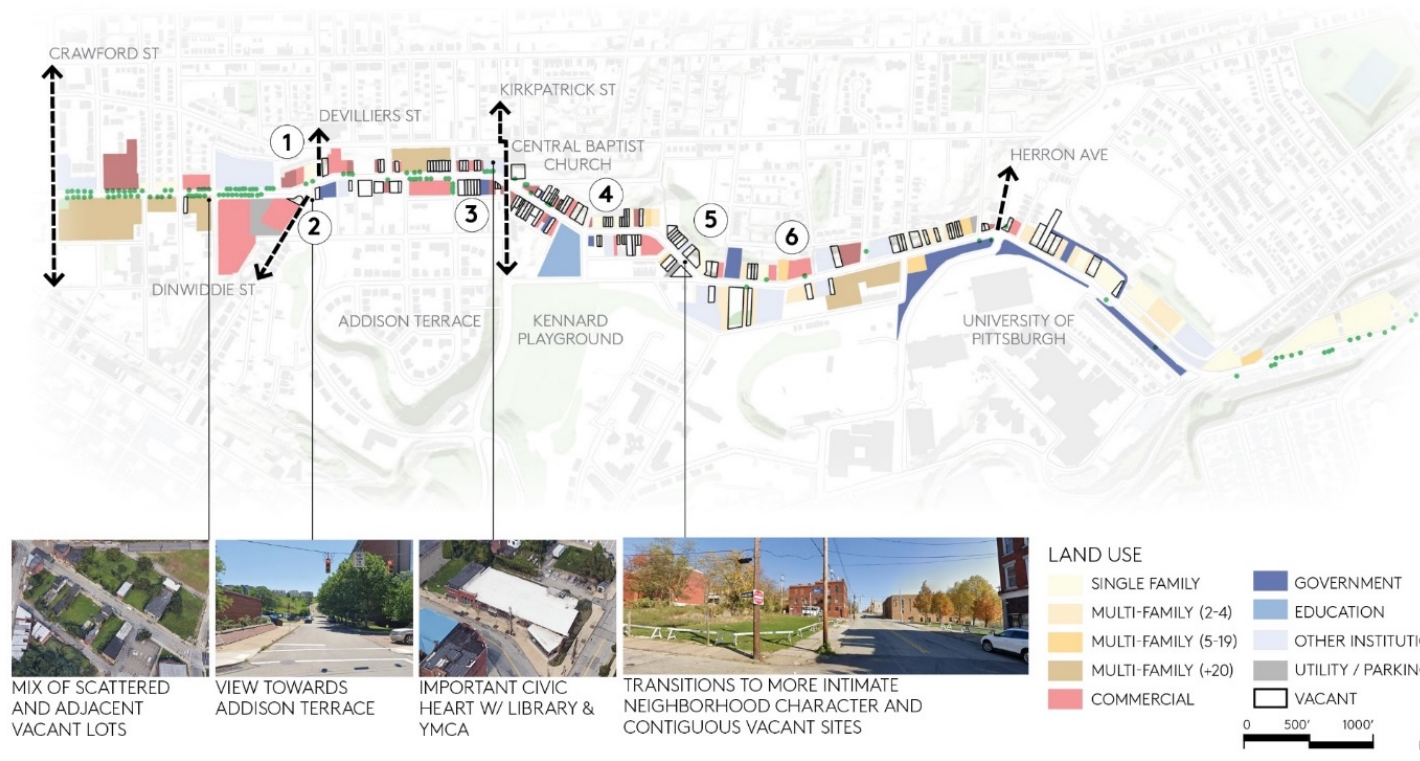
#### CONCEPT

- ① ESTABLISH CENTRE-REED GATEWAY
- ② CREATE NEW GRANADA / HERITAGE SQUARE
- ③ CREATE OPPORTUNITY SQUARE
- ④ INFILL MULTI-USE BUILDINGS
- ⑤ ESTABLISH THE CENTRE HERITAGE TRAIL
- ⑥ VILLAGE CONVEYANCE AND PUBLIC SPACE

SOURCE: GREEN PRINT 2009, VACANT PROPERTY STRATEGY 2013, DISTRICT MASTER PLAN 2011

CENTRE AVE REDEVELOPMENT AND DESIGN PLAN 2015

### LAND USE AND DEVELOPMENT CONDITIONS



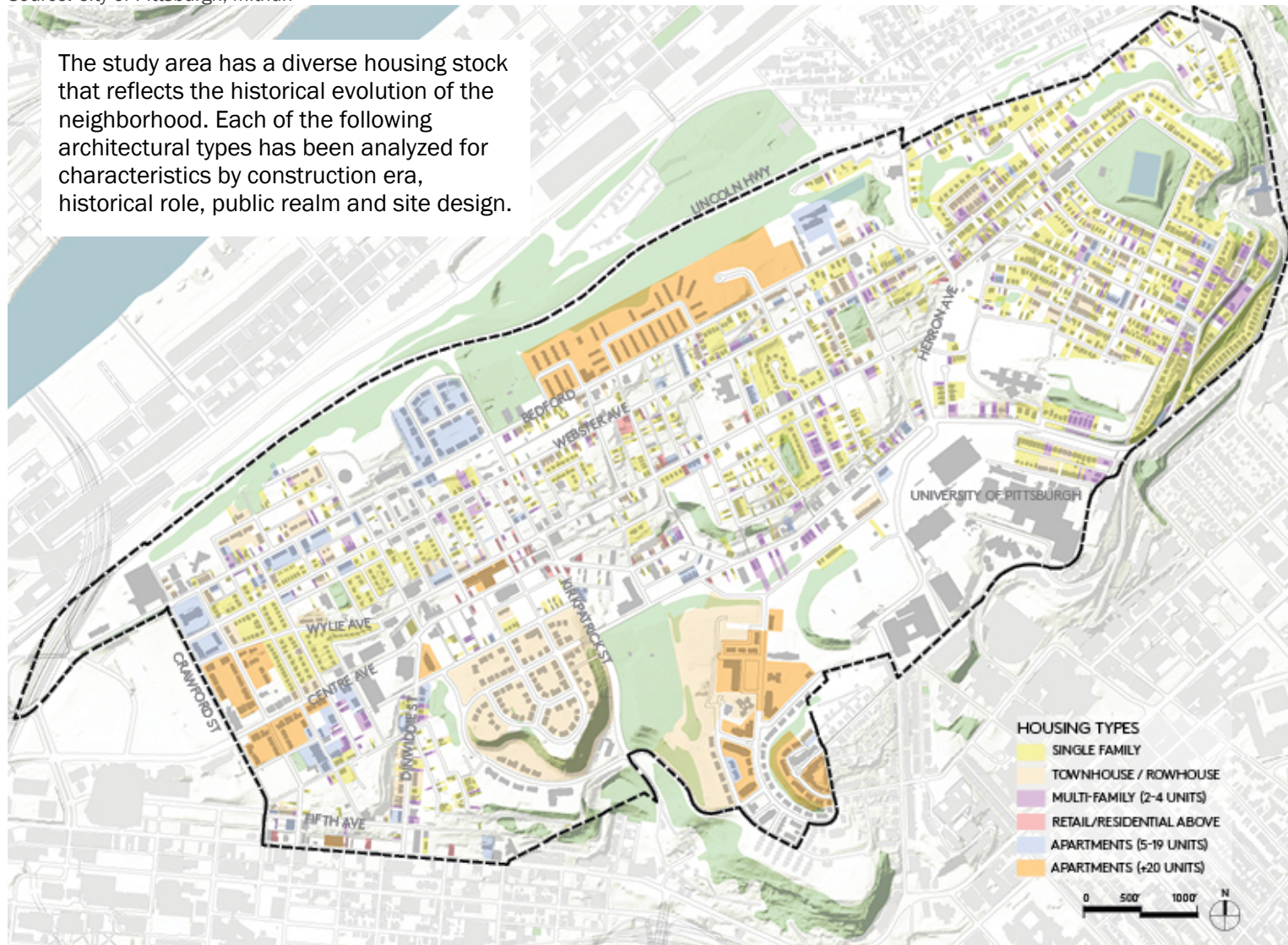


The Hill District has a rich mix of housing types and architectural character.

#### Exhibit 77. Hill District Housing Types

Source: City of Pittsburgh, Mithun

The study area has a diverse housing stock that reflects the historical evolution of the neighborhood. Each of the following architectural types has been analyzed for characteristics by construction era, historical role, public realm and site design.





## Exhibit 78. Architectural Character - Single Family Housing

Source: City of Pittsburgh, Mithun, Google Street View

### Housing Types: Single Family

#### TYPICAL CONSTRUCTION ERAS



**PREWAR**  
COMMON ATTRIBUTES INCLUDE PORCHES AND STOOPS, STREET OR REAR ACCESS PARKING, AND OFTEN NARROW SIDE SETBACKS.



**MIDCENTURY**  
TYPICALLY CONSTRUCTED DURING OR FOLLOWING URBAN RENEWAL, THIS DEVELOPMENT REFLECTS THE AUTO-ORIENTED ERA WITH PROMINENT FRONT-LOADED GARAGES.



**RECENT**  
MOST RECENT SINGLE FAMILY CONSTRUCTION HAS BEEN CREATED THROUGH PUBLIC HOUSING PROGRAMS, AND REFLECTS A MIX OF PREWAR MATERIALS AND FORM COMBINED WITH FRONT-LOADED GARAGE ACCESS.

#### HISTORICAL ROLE



SINGLE FAMILY HOUSES WERE A TOOL FOR BUILDING AND SHOWING WEALTH AS PART OF THE GREAT MIGRATION

#### SETBACKS AND PUBLIC REALM



NARROW SIDELOTS, ALIGNED PORCHES AND 2-3 STORY HOMES



UPPER HILL HOMES WITH DEEP SETBACKS AND SMALLER PORCHES



NEWER HOMES WITH SUBSTANTIAL SETBACKS AND PROMINENT GARAGES



NEW HOUSING THAT INTEGRATES SMALLER LOTS, PORCHES, AND GARAGES

## Exhibit 79. Architectural Character - Rowhouses/Attached Single Family Housing

Source: City of Pittsburgh, Mithun, Google Street View

### Housing Types: Rowhouses/ Attached SF

#### TYPICAL CONSTRUCTION ERAS



**PREWAR**  
COMMON ATTRIBUTES INCLUDE BRICK, SMALL STOOPS, AND CLUSTERS THAT FOLLOW TOPOGRAPHY



**MIDCENTURY**  
TYPICALLY LESS ORNATE, FOCUS ON EFFICIENT SITE UTILIZATION, OFTEN IN POORER CONDITION TODAY



**RECENT**  
DRAWS HEAVILY ON SINGLE FAMILY ELEMENTS LIKE GABLES, COVERED PORCHES AND LANDSCAPED SETBACKS.

#### HISTORICAL ROLE



ATTACHED ROWHOUSES WERE A COMMON AND MORE AFFORDABLE HOUSING TYPE IN THE MIDDLE HILL

#### SETBACKS AND PUBLIC REALM



UNIFORM PORCHES CREATE A RELATIONSHIP ALONG THE BLOCK FRONTAGE



RECENT DEVELOPMENT WITH LANDSCAPED SETBACKS AND NO PORCHES



PAIRED ENTRIES, WIDER SIDEWALKS, AND NARROW ORNAMENTAL SETBACK



TERRACED LANDSCAPE AND STEPPED DEVELOPMENT ALONG TOPOGRAPHY



## Exhibit 80. Architectural Character - Duplex to Fourplex

Source: City of Pittsburgh, Mithun, Google Street View

### Housing Types: Duplex-Fourplex

#### TYPICAL CONSTRUCTION ERAS



**PREWAR**  
OFTEN SHARE PUBLIC REALM ELEMENTS LIKE STAIRS AND PORCHES, TYPICALLY BRICK.



**MIDCENTURY**  
RELATIVELY RARE, GENERALLY DUPLEXES FOCUSED ON EFFICIENT SITE LAYOUT



**RECENT**  
MOSTLY FOUND IN PUBLIC HOUSING SITES, DRAWS ON TRADITIONAL ELEMENTS FROM SINGLE FAMILY BUILDINGS LIKE PITCHED ROOFS, COVERED ENTRIES AND CONSOLIDATED PARKING.

#### HISTORICAL ROLE



INTEGRATED INTO COMMERCIAL STREETS IN THE LOWER HILL

#### SCALE AND PUBLIC REALM



MODEST STOOP AND ZERO LOT LINE



SINGLE FAMILY PROPORTIONS AND TERRACED SETBACK



STACKED FLATS WITH ZERO LOT LINE



SIDE BY SIDE DUPLEX WITH COMBINED STAIRWAY

## Exhibit 81. Architectural Character - Apartments

Source: City of Pittsburgh, Mithun, Google Street View

### Housing Types: Apartments

#### TYPICAL CONSTRUCTION ERAS



**PREWAR**  
COMMON ATTRIBUTES INCLUDE PORCHES AND STOOPS, STREET OR REAR ACCESS PARKING, AND OFTEN NARROW SIDE SETBACKS.



**MIDCENTURY**  
TYPICALLY CONSTRUCTED DURING OR FOLLOWING URBAN RENEWAL, THIS DEVELOPMENT REFLECTS THE AUTO-ORIENTED ERA WITH PROMINENT FRONT-LOADED GARAGES.



**RECENT**  
MOST RECENT SINGLE FAMILY CONSTRUCTION HAS BEEN CREATED THROUGH PUBLIC HOUSING PROGRAMS, AND REFLECTS A MIX OF PREWAR MATERIALS AND FORM COMBINED WITH FRONT-LOADED GARAGE ACCESS.

#### HISTORICAL ROLE



FOCUSED ALONG MAJOR COMMERCIAL CORRIDORS OR CROSSROADS, PROVIDED FOR AFFORDABLE RENTALS

#### SETBACKS AND PUBLIC REALM



MIDCENTURY WITH INTERNALIZED OPEN SPACE AND FENCED SETBACK



MIDCENTURY WITH LANDSCAPED SETBACKS



CONTEMPORARY WITH CENTRALIZED LOBBY AND SHALLOW SETBACK



PREWAR WITH ZERO LOT LINE





## Exhibit 82. Architectural Character - Commercial Residential Mixed Use

Source: City of Pittsburgh, Mithun, Google Street View

### Commercial & Mixed Use

#### TYPICAL CONSTRUCTION ERAS



**PREWAR**  
PREDOMINANTLY 3-5 STORY BRICK WITH RESIDENTIAL ABOVE, BUILT TO THE LOT LINE.



**MIDCENTURY**  
RARE IN THE DISTRICT, USUALLY CONCRETE OR STONE AND PULLED BACK FROM STREET WITH OFF-STREET PARKING.



**RECENT**  
MORE RECENT BUILDINGS RETURN TO PREWAR CONCEPTS OF ZERO LOT LINES, BRICK CONSTRUCTION AND LIMITED OFF-STREET PARKING. LARGER RETAIL BUILDINGS REFLECT AUTO-ORIENTED FEATURES LIKE OFF-STREET PARKING LOTS AND DEEPER SETBACKS.

#### HISTORICAL ROLE



FOCUSED ALONG MAJOR COMMERCIAL CORRIDORS OR CROSSROADS, PROVIDED FOR AFFORDABLE RENTALS

#### SETBACKS AND PUBLIC REALM



COMMERCIAL BUILDINGS OFTEN ANCHOR INTERSECTIONS WITH SIGNIFICANT TOPOGRAPHY, CREATING OPPORTUNITIES FOR GATEWAYS



ZERO LOT LINES AND WIDER SIDEWALKS



DISCONNECTED FRONTAGES WITH GRADE SEPARATION, SETBACKS, AND PARKING LOTS