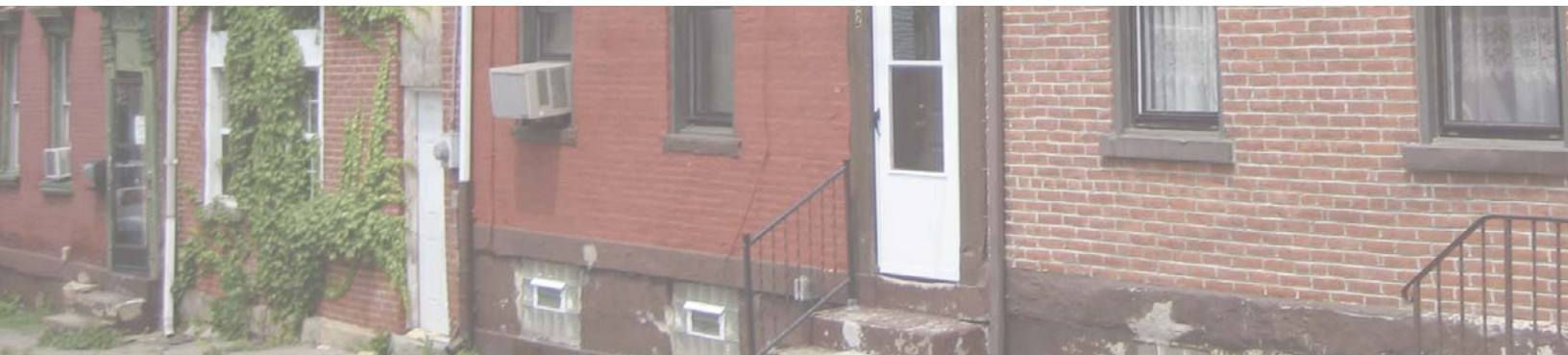




SPRING GARDEN & EAST DEUTSCHTOWN Growth Project



Commissioned by the Community Alliance of Spring Garden and East Deutschtown
Prepared by: Pashek Associates - August 2012

Introduction

The Community Alliance of Spring Garden and East Deutschtown (CASGED), a neighborhood leadership organization for the neighborhoods of Spring Garden and East Deutschtown, was recently created to help develop and implement goals to enhance the neighborhoods. One of the organization's ideas to begin enhancing the neighborhood was to develop a new action-oriented neighborhood plan that was driven by public input. The project was intended to bring the neighborhoods of East Deutschtown and Spring Garden together through an extensive public process in order to create a common vision. Funding for this project was provided by the Pittsburgh Urban Redevelopment Authority.

The plan was envisioned to build on the results and concepts developed in other plans for the neighborhoods, and to specifically focus on projects that the organization itself could begin to implement. The plan that resulted had two integral foci. The first was the development of goals, objectives, and implementation ideas for specific areas of the neighborhoods that had not been explored in great detail by previous planning efforts. The second was to develop specific plans for a few projects that the CASGED could immediately begin implementing at the end of the planning process in order to enhance the neighborhoods' quality of life.

An emphasis was placed on ensuring a high-level of public participation.

The growth project was envisioned to be developed with extensive input from the CASGED residents. A series of five public meetings were held in the neighborhood throughout the process in order to achieve this goal. Local community members provided specific information about the neighborhoods. This information, along with detailed inventory and analysis, helped guide the development of recommendations, supporting plans, and illustrations throughout the planning process.



The planning process was designed to focus concerns and prioritize achievable projects.

The process began by discussing at a public meeting the various issues impacting the neighborhoods. A wide variety of issues were discussed. As we further prioritized these important community issues, we started to see common themes. This allowed us to cluster the many ideas generated by the community into four topic areas:

1. Residential properties
2. Commercial development



Introduction

3. Public safety
4. Neighborhood beautification

The planning team and the public worked to prioritize the large list of issues with the goal of determining what the most important issues were. The planning team then set out to find information supporting or contradicting the key issues in order to determine their cause and potentially lead to action steps.

The process then turned to discussing the neighborhoods' vision for the future and potential solutions to the key issues. The planning team, CASGED and neighborhood residents developed a series of potential solutions. The group then worked again to prioritize the ideas. The group identified projects that were important and potentially impactful. The planning team then set out to further develop these projects.

The organization of the plan reflects the planning process.

The Spring Garden and East Deutschtown Growth Project includes plans and illustrations that capture the vision and goals of the community and guide the neighborhoods toward implementation. The organization of the plan revolves around the four topic areas that were identified during the public participation process: Residential Properties, Commercial Development, Public Safety, and Beautification. Within each section the key issues are identified and information validating these issues is explored. The neighborhood's vision is then expressed and followed with a series of projects, policies, or ideas that could help address the key issues. In some instances, where projects were deemed to be of special importance to the neighborhood, the plan includes much greater detail in narrative or graphic form. Several of these projects are included in the "beautification" section of the plan. An example is that since the Chestnut St. gateway site was deemed to be such an important project, this plan also includes further detail in the form of a "concept plan" for the site.

Previous planning efforts help form this plan's foundation. The following studies were reviewed for information to inform the issues that were raised during the planning process.



Previous Planning Efforts

A detailed analysis and visioning study was developed for the neighborhood by the Urban Redevelopment Authority.

(Pittsburgh Urban Redevelopment Authority, 2010)

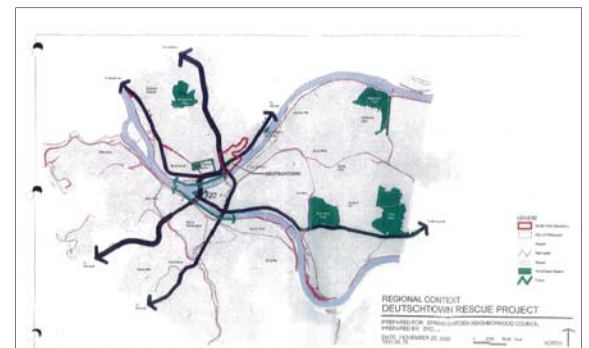
The Pittsburgh Urban Redevelopment Authority (URA) evaluated existing conditions in the East Deutschtown area and developed concepts and detailed renderings for new development in the neighborhood. The most significant component of this vision is infill housing in areas such as along East Ohio St. and the Schiller Academy in the southern portions of the neighborhood.



The neighborhood’s original comprehensive evaluation of existing conditions and development of vision and goals is the “Deutschtown Rescue Project Comprehensive Neighborhood Plan.”

(Environmental Planning and Design, 2003)

Four goals emerged from this project; balance the neighborhoods’ land use mix, enhance property values, concentrate non-residential development along the highway corridors, and improve neighborhood civics and residential involvement. Specific recommendations from the Rescue Project that are readdressed in this study include land use, pedestrian connections, gateways, play areas, and community gardens.



The “Deutschtown Spring Garden Real Estate Analysis” includes an evaluation of the commercial potential of several parts of the neighborhood including: Madison Ave., Chestnut St., and East Ohio St.

(Beynon and Company, 2003)

This market study explored development options aimed at improving the neighborhoods and attracting new residents. Topics touched on in the report that relate to this study include the commercial areas along Madison Avenue and East Ohio Street, Chestnut Street business district, East Deutschtown residential areas, and Spring Garden business and industrial areas.

Previous Planning Efforts

A detailed aesthetic vision for a key part of the neighborhood was expressed in the “Madison Avenue Architectural Guidelines.”

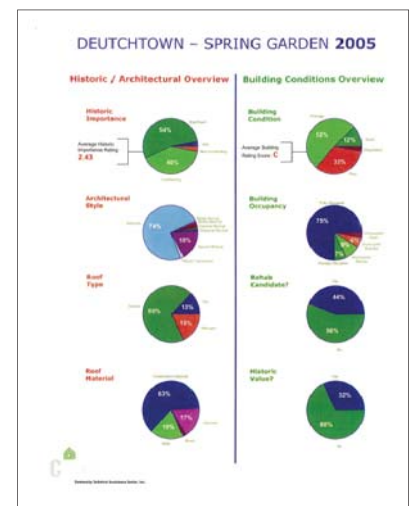
(Brean Associates, Loysen Associates Architects, 2001)

The architectural guidelines provide a framework that takes into consideration the physical context of the neighborhood, as well as the desire to develop Madison Avenue as a setting that will appeal to a variety of businesses and uses while protecting land values of nearby residential properties. These guidelines were successfully used to direct the architectural appearance of a recently built dialysis center on Madison Avenue. The community should continue to use these guidelines for new development along this corridor.

An important baseline inventory and assessment was completed for the neighborhood’s housing as part of the report “Deuschtown, PA : Surveying the Neighborhood’s Historic Assets.”

(Community Technical Assistance Center, 2005)

This survey provides data from 2005 regarding building conditions, occupancy, and historic significance. The report includes the inventory information in the form of mapping, photography, and summary statistics. While this report is likely the quickest of the four to become outdated, the information is still relevant and useful to provide a snapshot of the recent conditions of much of the neighborhood. Data such as that regarding the historic significance of certain buildings is likely to remain highly relevant. This portion of the Spring Garden and East Deuschtown Growth Project includes 5 components. (1) The overall vision for the future of Spring Garden and East Deuschtown is expressed in the “Vision Plan.” The Vision Plan consists of two maps; one focused on East Deuschtown and the southern part of Spring Garden, the other focused on the northern part of Spring Garden. The Vision Plan is intended to graphically communicate the general land use and development vision of the neighborhoods. The Vision Plan is followed by (2) the four component plans determined through the public process: (A) residential properties, (B) commercial development, (C) public safety, and (D) beautification. The plan concludes with a series of recommendations for furthering support of and participation in the CASGED and its projects.





The Plan

The Vision Plan expresses the overall land use and development goals of the neighborhoods.

The Vision Plan illustrates the neighborhoods' collective vision for the future in terms of land uses including potential sites for commercial redevelopment, residential infill, gateways, and parks and green space. Overall, the Vision Plan is graphic summary of many of the recommendations discussed below. Some of the key elements depicted on these plans include:

- Residential rehabilitation and infill areas;
- Parks or greenway areas such as pocket gardens, gateway green spaces, town square parks, playgrounds, and preserved hillside greenways that consist mostly of vacant, city-owned, or tax delinquent property;
- Mixed use areas such as infill and redevelopment of small-scale neighborhood-oriented buildings with commercial on the first floors and residential on the second floors;
- Parking that fits within the character of the neighborhood and is situated in the rear or on the side of buildings and adequately screened;
- Light manufacturing areas to include larger one to three story buildings for light manufacturing;
- Commercial corridors such as Madison Ave. and East Ohio St. that include infill and redevelopment of larger commercial uses catering to outside neighborhood traffic;
- Backyard conversions to return vacant and underutilized properties to productive use as residential backyards; and
- Gateways into the neighborhoods to identify arrival and announce a positive image of the neighborhood.

More detail regarding many of the elements depicted on the Vision Plans is provided in the sections that follow.

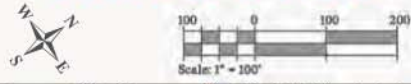
Spring Garden & Deutschtown Growth Project

Pittsburgh, Pennsylvania

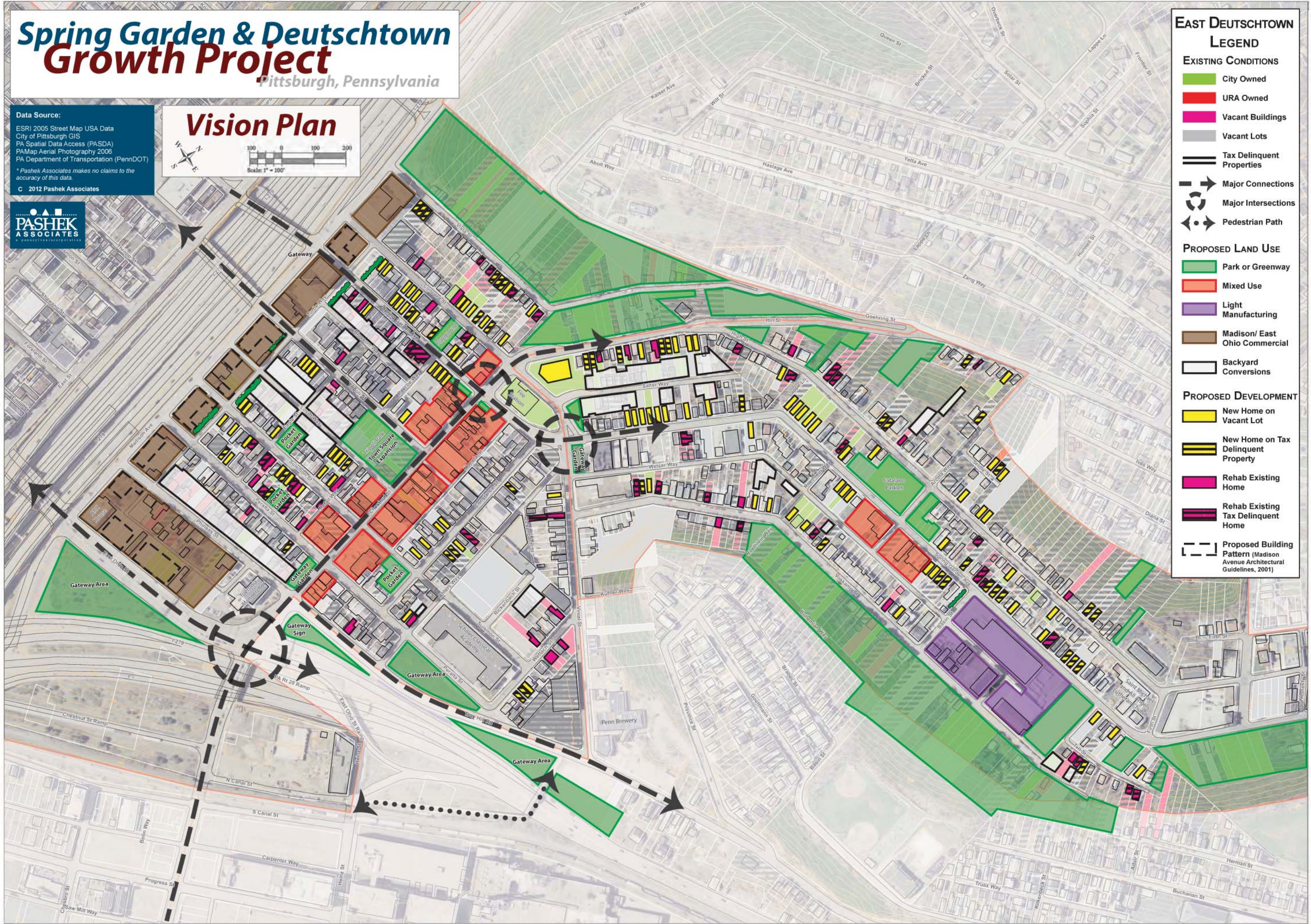
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Vision Plan



- ### EAST DEUCHTOWN LEGEND
- EXISTING CONDITIONS**
- City Owned
 - URA Owned
 - Vacant Buildings
 - Vacant Lots
 - Tax Delinquent Properties
 - Major Connections
 - Major Intersections
 - Pedestrian Path
- PROPOSED LAND USE**
- Park or Greenway
 - Mixed Use
 - Light Manufacturing
 - Madison/ East Ohio Commercial
 - Backyard Conversions
- PROPOSED DEVELOPMENT**
- New Home on Vacant Lot
 - New Home on Tax Delinquent Property
 - Rehab Existing Home
 - Rehab Existing Tax Delinquent Home
 - Proposed Building Pattern (Madison Avenue Architectural Guidelines, 2001)



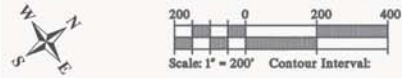
Spring Garden & Deutschtown Growth Project

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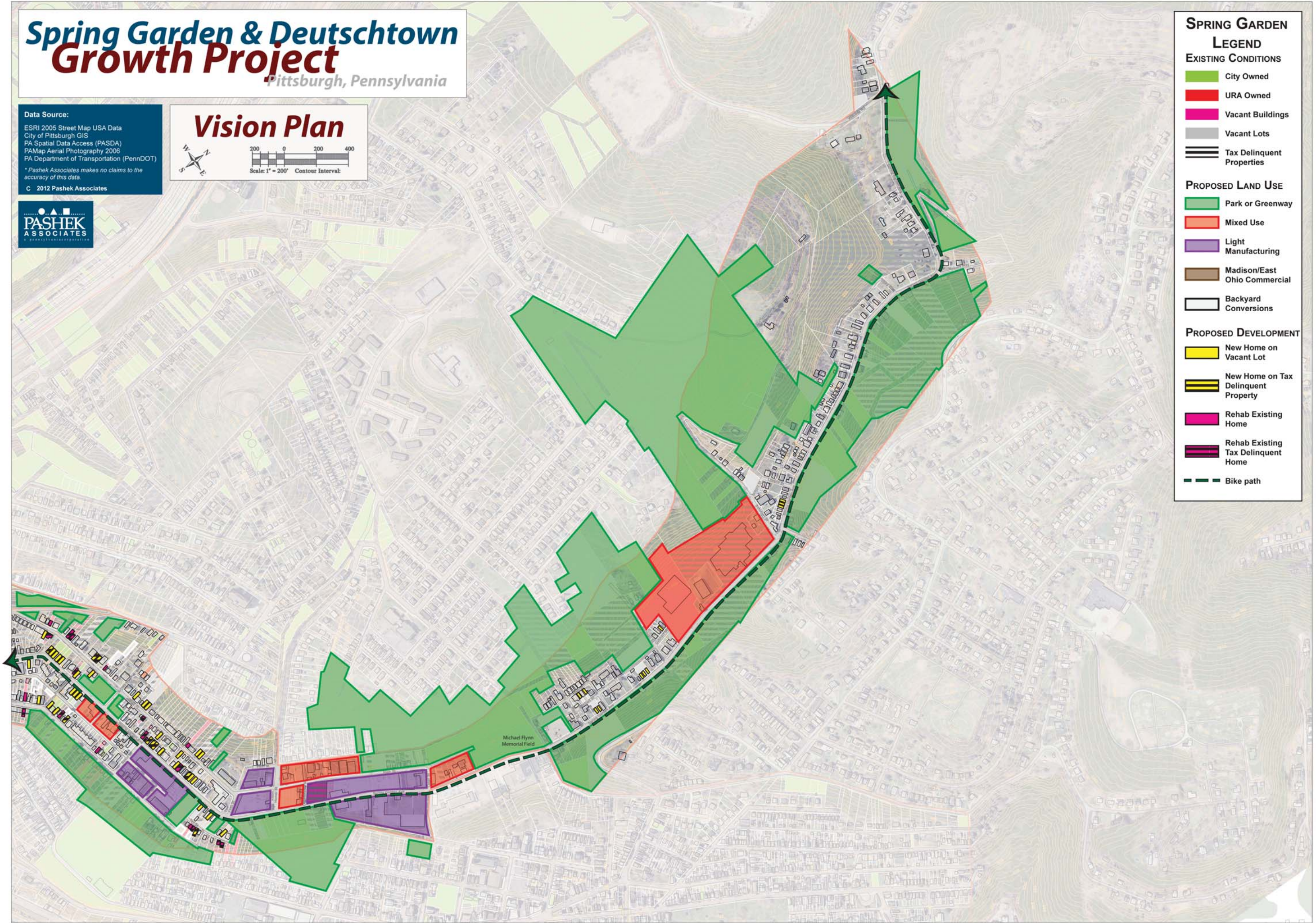


Vision Plan



SPRING GARDEN LEGEND

- EXISTING CONDITIONS**
- City Owned
 - URA Owned
 - Vacant Buildings
 - Vacant Lots
 - Tax Delinquent Properties
- PROPOSED LAND USE**
- Park or Greenway
 - Mixed Use
 - Light Manufacturing
 - Madison/East Ohio Commercial
 - Backyard Conversions
- PROPOSED DEVELOPMENT**
- New Home on Vacant Lot
 - New Home on Tax Delinquent Property
 - Rehab Existing Home
 - Rehab Existing Tax Delinquent Home
 - Bike path



The Plan

RESIDENTIAL PROPERTIES

WHAT WE HEARD.

Residential issues that we discussed throughout the planning process ranged from resident attraction to housing dilapidation. Overall, these issues seemed to be caused by several key factors:

- Some residential properties, especially vacant homes, are deteriorating and negatively impacting the neighborhood;
- Vacant lots that are not maintained also negatively affect the neighborhood.
- Although it is aging, the neighborhoods' housing stock can be attractive, historically significant, or affordable.

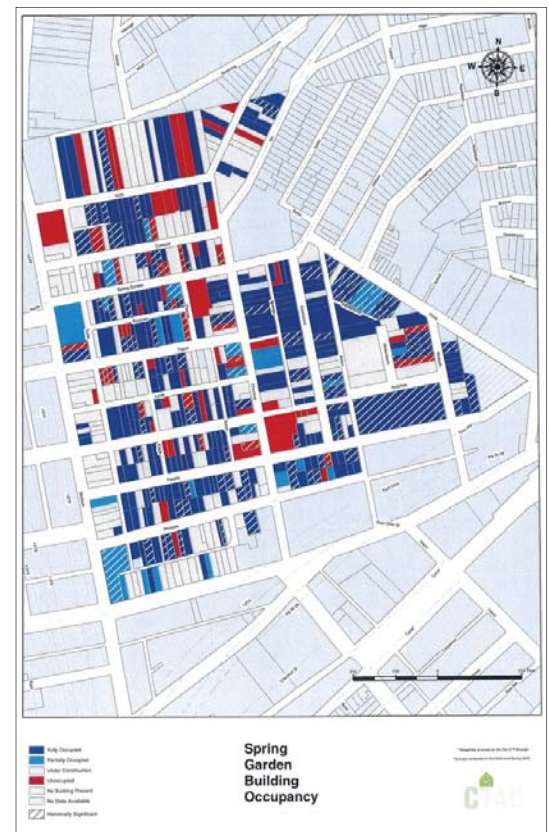
WHAT WE FOUND.

Some residential properties, especially vacant homes, are deteriorating and negatively impacting the neighborhood.

There are many properties within the neighborhoods that are in various states of vacancy or tax delinquency. These properties can lower adjacent property values and detract from the overall character of the neighborhood. The maps on the following pages depict these conditions. The Community Technical Assistance Center's Neighborhood Survey determined that approximately 36% of East Deutschtown's buildings were either "dilapidated" (3%) or in "poor" condition (33%). They went on to determine that 56% of buildings were candidates for rehabilitation. CTAC also identified approximately 25% of East Deutschtown's buildings as not fully occupied. Vacant buildings are shown on the following 3 maps. The first map was produced by CTAC's extensive inventory in 2005. The second and third build on this information by evaluating GIS information from the City of Pittsburgh. These maps start to illustrate patterns such as where there are concentrations of vacant and deteriorating buildings.

Vacant lots that are not maintained also are a problem.

Similarly to deteriorating buildings, vacant lots that are left unattended can become overgrown and send a negative message about community character and quality of life. Years ago when the City was denser with population, land



This map, produced by the CTAC, shows occupied buildings in blue shades and vacant building in red.

The Plan

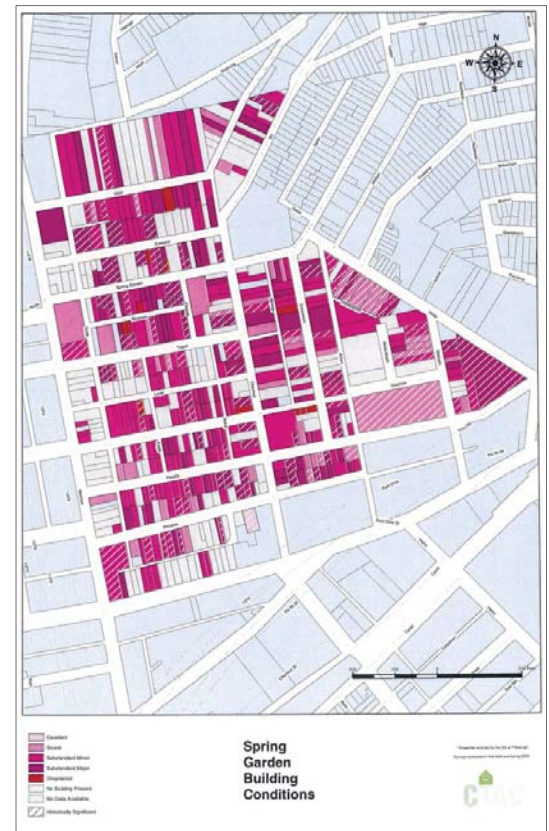
RESIDENTIAL PROPERTIES

was scarce. Properties were subdivided multiple times leading to houses being built off of alleys where garages once were. Now that the City's population has decreased, houses on alleys tend to be the first to fall into disrepair and decrease in value. Many have already been demolished, leaving unmaintained vacant lots. In addition, because there are less back alley garages, parking has become an issue. CTAC's Neighborhood Survey identified approximately 30% of the land in East Deutschtown as "vacant" or "unbuilt". These vacant parcels are clearly shown on the maps shown on pages 13 and 14. Those parcels are shown in grey. In several cases, significant concentrations of vacant parcels are situated along corridors such as Madison Ave., East Ohio St. and Spring Garden Ave.

Although it is aging, some of the neighborhoods' housing stock can be attractive, historically significant, and/or affordable.

During the planning process several discussions focused on the strengths of housing in the neighborhoods. The most common strength was the affordability of housing. In 2010 the median price of homes in Spring Garden was \$48,000. The median home value in the City of Pittsburgh in 2010 was \$83,100. The differences in housing prices is significant even within neighborhoods themselves. In 2009 the average sale price of residential properties in the eastern portion of the East Allegheny Neighborhood was \$30,592. This same figure in the western portion of the neighborhood (west of I-279) was \$83,529.

In addition to affordability, a strength of the neighborhoods' housing stock is its historical significance. A vast majority of the buildings in East Deutschtown display some historic significance and reflect the heritage of the community. CTAC ranked the significance of structures in their 2005 Neighborhood Survey. Approximately 57% of buildings were described as "significant" or "vital" in historical importance. An additional 40% were classified as "contributing" in their historical importance.



This map, produced by the CTAC, shows buildings that are in good condition in lighter shades and buildings that are in disrepair in darker shades.

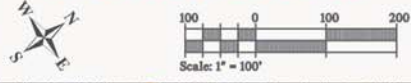
Spring Garden & Deutschtown Growth Project

Pittsburgh, Pennsylvania

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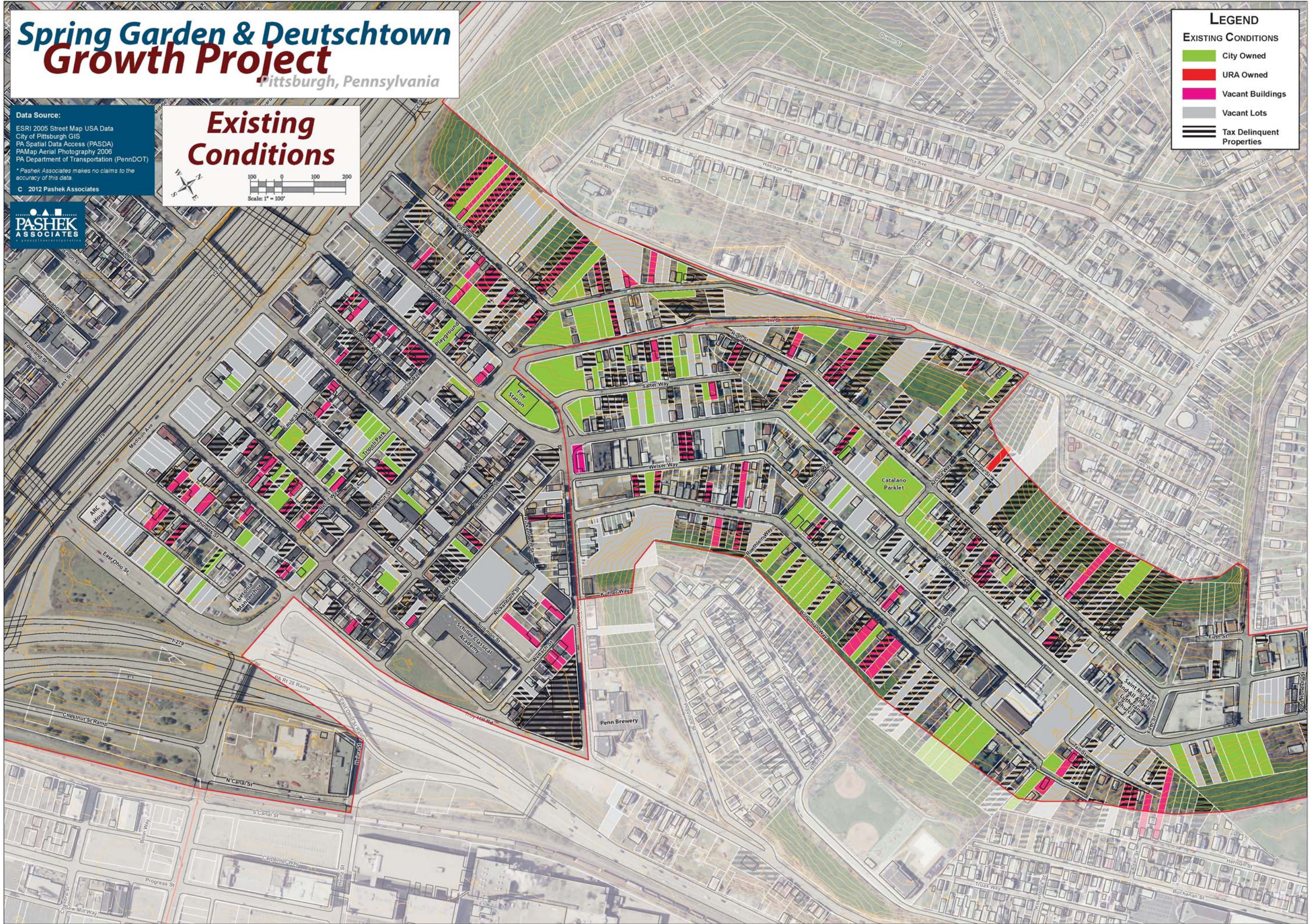
Existing Conditions



LEGEND

EXISTING CONDITIONS

- City Owned
- URA Owned
- Vacant Buildings
- Vacant Lots
- Tax Delinquent Properties



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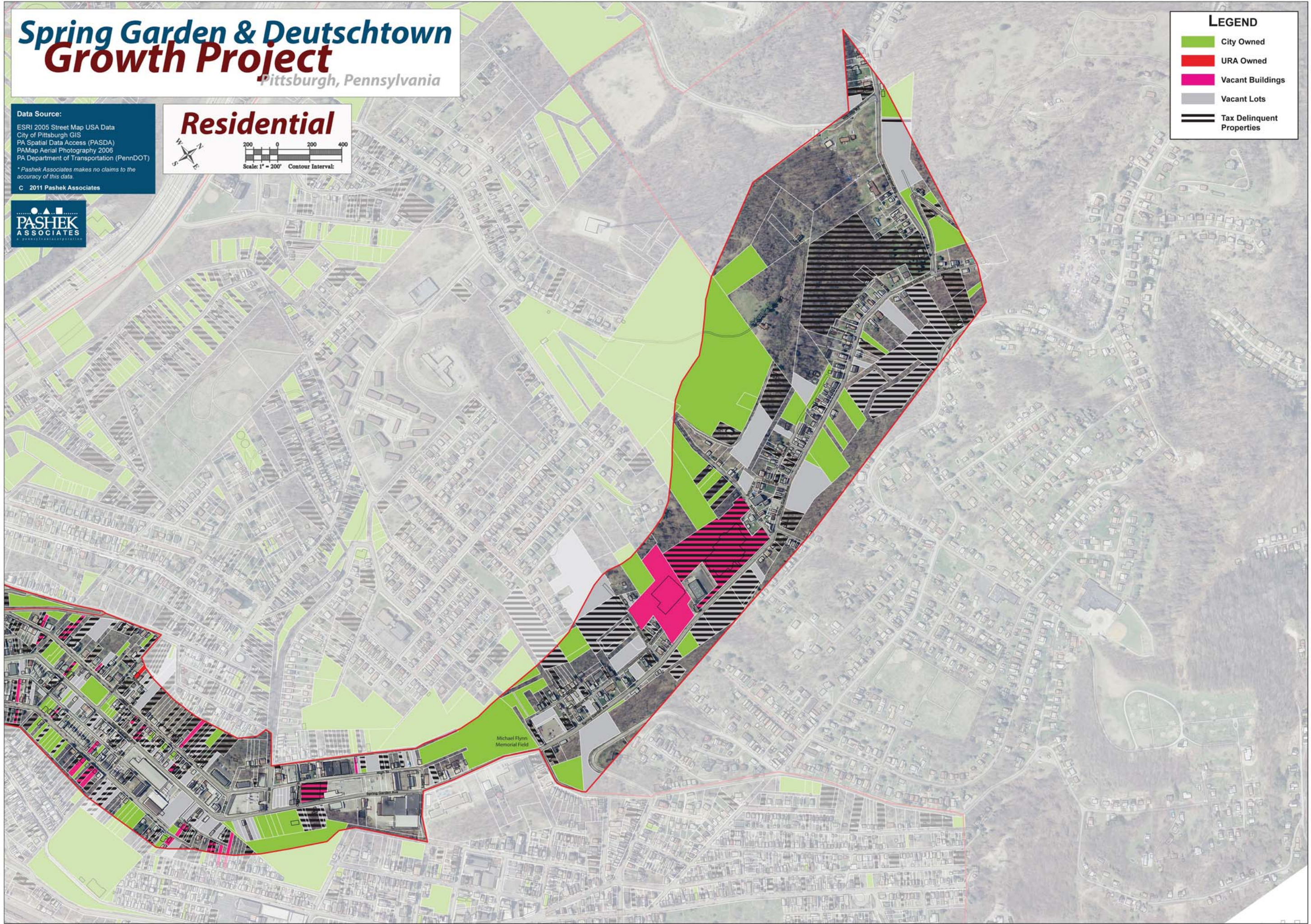


Residential

Scale: 1" = 200' Contour Interval:

LEGEND

- City Owned
- URA Owned
- Vacant Buildings
- Vacant Lots
- Tax Delinquent Properties



The Plan

RESIDENTIAL PROPERTIES

WHAT THE NEIGHBORHOODS ENVISION.

During the planning process the CASGED and neighborhood residents discussed many ideas for addressing the residential issues described above. The overall vision for future residences in the neighborhood was:

“The neighborhood’s unique historic character is preserved through future housing development. Vacant or underutilized lots are in-filled with residences or turned into productive yard space by adjacent quality housing. Diversity is found in the types of new housing and architectural styling reflects the diversity and historic significance of existing structures.”



The group worked together to prioritize which actions could best impact the neighborhood positively in the short term while still discussing visionary elements of a long-term strategy.

The communities should use this plan and their collective voice to promote housing rehabilitation or demolition where appropriate as well as infill development.

In the long-term, the neighborhood has identified via the Vision Plan areas where it hopes to retain residential properties through either rehabilitation or infill development. It has also identified vacant or tax delinquent buildings on the Vision Plan so that CASGED can promote these properties for demolition and infill redevelopment. Infill development helps to repair the problem that some call the “missing teeth”. New homes are constructed on vacant lots and are designed and situated in a manner that is consistent with that of neighboring buildings. Most importantly, there is a common “build-to line” in the front of properties. This allows a uniform front edge of buildings along a block.



The process of actually demolishing a structure is somewhat out of the neighborhood organization’s hands. However, the organization’s strength is in its voice. Because CASGED has identified areas to promote infill, it is showing public support for demolition projects undertaken by the City. This removes a public opinion barrier for the City’s leadership to make decisions consistent with the neighborhood’s vision. The CASGED needs to go the next step however, and actively continue dialogue with its City Council representative in order to ensure that demolition activities occur as it envisions in the future.

The Plan

RESIDENTIAL PROPERTIES

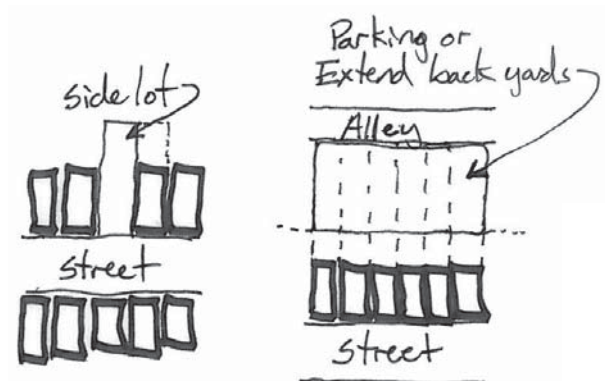
The community should also use its collective voice to bolster building code enforcement.

The City has set up a hotline and website that allows residents to report a variety of non-emergency situations. This hotline is referred to as 311. 311 allows residents to report issues or problems ranging from building code violations to street lights that have gone dark. Many of the concerns expressed regarding building code violations and yard conditions can be reported using 311. The CASGED needs to remain vigilant with reporting problems to 311. CASGED should retain records and track the progress of 311 calls regarding building code violations.

Return vacant lots to productive uses that contribute to the community.

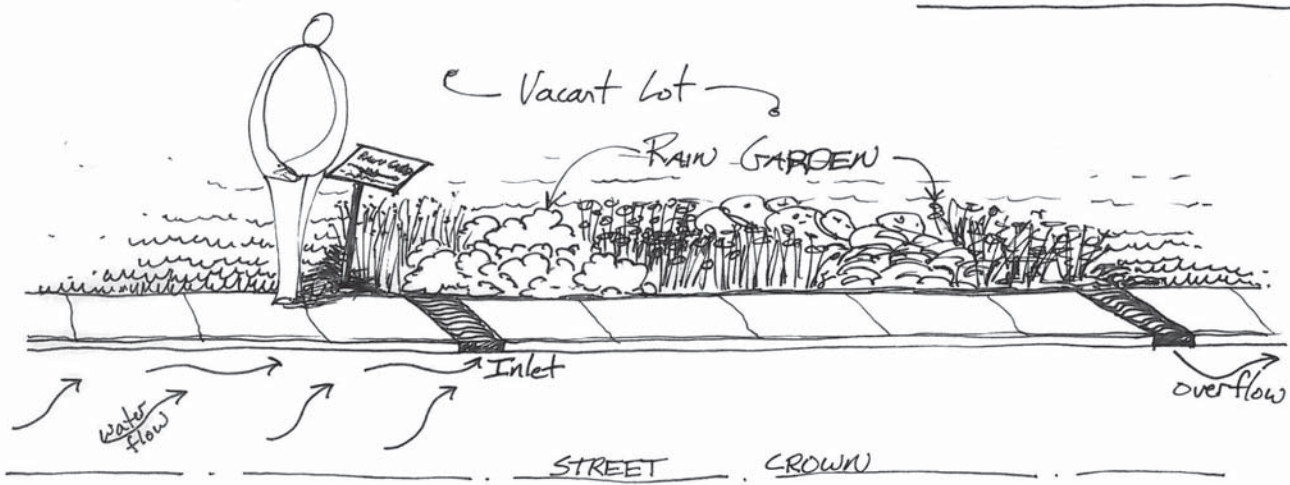
The use of vacant lots in the neighborhoods is envisioned to take one of three forms. The first is as a site for infill housing development, which has been discussed. Second, is to be converted to a contributing use by adjacent properties as yard space. The City has established a specific program to convert these properties to the ownership of the adjacent property. The program is referred to as the sideyard sale program. This program allows for property owners to buy an adjacent publicly owned, vacant lot at a low-cost. Many of the lots that seem to be prime for conversion via the sideyard sale program are identified on the Vision Plan. For more information of this program call the City's Real Estate Division at 412-255-2300 or see the appendix.

The third reuse of vacant lots alternative is to convert the lot to public greenspaces that would benefit the community or environment as a whole. Vacant, publicly-owned, and tax delinquent properties located on steep slopes are recommended to become a designated greenway. Greenways protect natural, cultural and scenic resources, provide recreational benefits, enhance the natural beauty and quality of life in neighborhoods and communities, and stimulate economic development. In addition, a 2010 analysis on Spring Garden properties by the URA found that residential properties across from green hillsides are less likely to be tax delinquent and have higher sales prices. CASGED should work with their City Council representative, City Planning, and the Real Estate Department to acquire properties and designate them as greenways. Contact: City's Real Estate Division (412-255-2300). Other opportunities for green space on vacant land include parks and pocket gardens which are covered in the Beautification section of this report.



The Plan

RESIDENTIAL PROPERTIES



The Plan

COMMERCIAL

WHAT WE HEARD.

Issues related to commercial development in the neighborhoods that we discussed throughout the planning process ranged from a desire for certain businesses to specific concerns regarding commercial building design. Overall, these issues seemed to be caused by several key factors:

- Valuable residential areas need to be protected;
- Specific areas of the neighborhoods are desired for commercial uses; and
- The aesthetic character and form of commercial uses is extremely important to a neighborhood trying to prop up residential property values.

WHAT WE FOUND.

Commercial uses are generally situated within four areas of the neighborhoods.

The first commercial area in the community is found along Madison Ave. and runs along the entire northwestern border of East Deusstown. This commercial area contains many vacant and underutilized lots. The street and sidewalk are wide, there is on-street parking, and significant thought and planning has been undertaken regarding the future character of development along this corridor (see Brean and Loysen Plan).

The second commercial concentration is found along East Ohio St. between I-279 and Chestnut St. Like Madison Ave. This area also contains several vacant or underutilized lots, has wide sidewalks and has on-street parking. East Ohio St. has high visibility and receives heavy traffic.

Chestnut St. is the third commercial use concentration and is situated in the heart of East Deusstown. The street and sidewalks are narrow, with no on-street parking, and there are no street trees and no consistent lighting. However, Chestnut St., unlike Madison Ave. and East Ohio St. has buildings on both sides of the street. The scale of this area is more suited for small footprint start-ups or specialty stores.

The fourth concentration of commercial land uses is found extending out along Spring Garden Ave. This area has fewer vacant parcels, but still has some tax delinquent parcels.

Madison Ave. has experienced some interest for reinvestment and commercial use.

Concurrent to the development of this plan, a new dialysis facility was proposed for the site south of Tripoli Street on Madison Avenue. The CASGED successfully worked with the developer to alter their plans to enhance the architecture of the proposed development to better



The Plan

COMMERCIAL

reflect the principles included in the Madison Avenue Architectural Design Guidelines. The result is a building that is more compatible with the neighborhood.

A significant concern regarding future commercial development in the neighborhood is parking.

Vast parking lots can devalue residential properties and add traffic to neighborhood streets. It can be more burdensome for a developer to build their parking so that it fits with the character of traditional urban neighborhoods. However, it is certainly possible. The new dialysis use on Madison Ave. is designed so that parking is situated in the rear of the building and planned to be as unobtrusive as possible.

WHAT THE NEIGHBORHOODS ENVISION.

During the planning process the CASGED and neighborhood residents discussed many ideas for attracting commercial investment in the neighborhoods. The overall vision for the commercial future of the neighborhood was:

“The neighborhood’s unique historic character is preserved through future commercial development. Commercial uses are generally found in one of four areas within the neighborhoods (Madison, Ave., East Ohio St., Spring Garden Ave., or Chestnut St.) Parking is provided in a manner that does not detract from the traditional form of the neighborhoods. Mixing commercial and residential uses to achieve a design consistent with a traditional neighborhood is encouraged.”

The group worked together to prioritize which actions could best impact the neighborhood positively in the short term while still discussing visionary elements of a long-term strategy. A description of those ideas follows.

Promote and support redevelopment of the ARC House and vacant properties along the East Ohio St. corridor.

The neighborhood has discussed several different options for the redevelopment of this highly visible and historically important corner of the neighborhood. There have been ideas for redevelopment that range from a hotel and parking garage to townhomes. The neighborhood values the ARC House as a historically significant structure that greatly contributes to the physical character of the neighborhood. Initial concept plans for the hotel development depicted an adaptation of the ARC structure to ensure that it remained a cornerstone of the neighborhood. The vision exercise completed by the URA in 2010 depicted residences, specifically townhomes, filling in the area between the ARC House and the Teutonian building.

The Plan

COMMERCIAL

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Attract more neighborhood-serving stores and create a Chestnut Street business district.

Currently zoned as a high density residential district (R1A-VH), Chestnut Street consists mostly of residential, vacant buildings, and a few commercial businesses. The community has expressed interest in attracting more commercial uses such as a small grocer, furniture store, restaurants, and bakery. To become more attractive to these types of businesses, CASGED should consider initiating the rezoning process with the City in order to rezone the area as a Local Neighborhood Commercial district or LNC. The LNC allows a mixture of small scale commercial uses along with various residential uses while promoting compatibility with existing residential development.



Chestnut Street currently does not feel like a neighborhood-scale business district. However, its location in the center of the neighborhood and the availability of property could make it a prime location to create this type of area. Residents would be able to walk to the area easily for products or services. More planning will need to be undertaken to determine the type of buildings, setback, and streetscape that would be necessary to convert the area into a vibrant business district. A set of design guidelines similar to those along Madison Ave. or a streetscape plan could help identify the ideal design of the corridor for these uses. A

The Plan

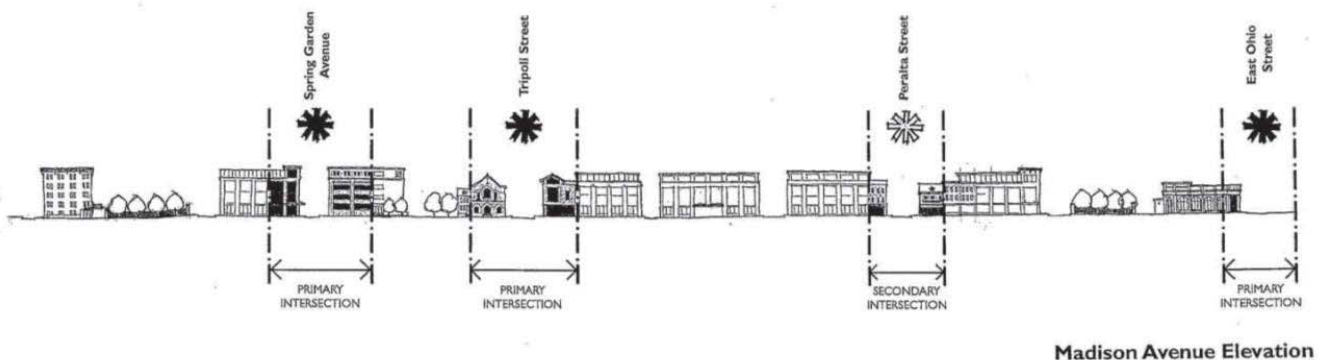
COMMERCIAL

combined effort to establish a neighborhood central plaza or park (discussed in the beautification section) along Chestnut St. and the business district concept could turn Chestnut St. into the heart of the community. Parking will continue to be the greatest challenge to an LNC District.

Continue to develop properties along Madison Ave and East Ohio Street using the Architectural Guidelines.

CASGED should continue to promote the design guidelines for future development in both the Madison Ave. and East Ohio St. areas. The neighborhoods should also refer to the following guidelines for parking associated with redevelopment:

- Provide off-street parking in parking courts internal to a block so that perimeter buildings act as a buffer.
- If a parking court is not possible:
 - Parking facilities should be situated to the rear of the proposed structure.
 - If parking in the rear is not possible, then parking should be situated to the side of the structure, but never in front of the structure.
- Surface parking should be screened from view with a low street-wall, fencing, and landscaping.



KEY INTERSECTIONS

MADISON AVENUE ARCHITECTURAL GUIDELINES

BREAN ASSOCIATES
LOYSEN + ASSOCIATES
ARCHITECTS
MAY 2001

The Plan

PUBLIC SAFETY

WHAT WE HEARD.

During public meetings issues such as transience, panhandling, drug dealing, prostitution, and speeding were brought up as the main public safety issues. However, by far the highest priority was the drug-related crime issue.

WHAT WE FOUND.

Illegal activity is concentrated in several areas that are well-known to neighborhood residents.

The map in page 25 shows where specific crime activities occurred during 2009 and 2010. The size of the marker is directly proportional to the number of occurrences at that location. Drug dealing was a very concentrated activity that was centered on one or two problem properties that were having ripple effects to surrounding properties. The map is also annotated with information from residents participating in the planning process. The community also expressed a lot of fear in trying to address this issue. There was also some frustration that when residents would report criminal activity that nothing was being done to address it. It was agreed by participants that if the problems at these properties were to be addressed, the drug problems in the neighborhood would be significantly improved.

WHAT THE NEIGHBORHOODS ENVISION.

The overall vision for public safety in the neighborhood was:

“Spring Garden and East Deutschtown are safe places to reside, recreate, or conduct business. Residents and neighbors look after each other and report incidents immediately. The neighborhoods have a strong working relationship with law enforcement officials.”

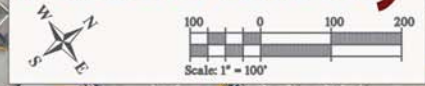
During the planning process discussions regarding the solution to public safety issues seemed to always come back to the creation of a block watch.

Spring Garden & Deutschtown Growth Project

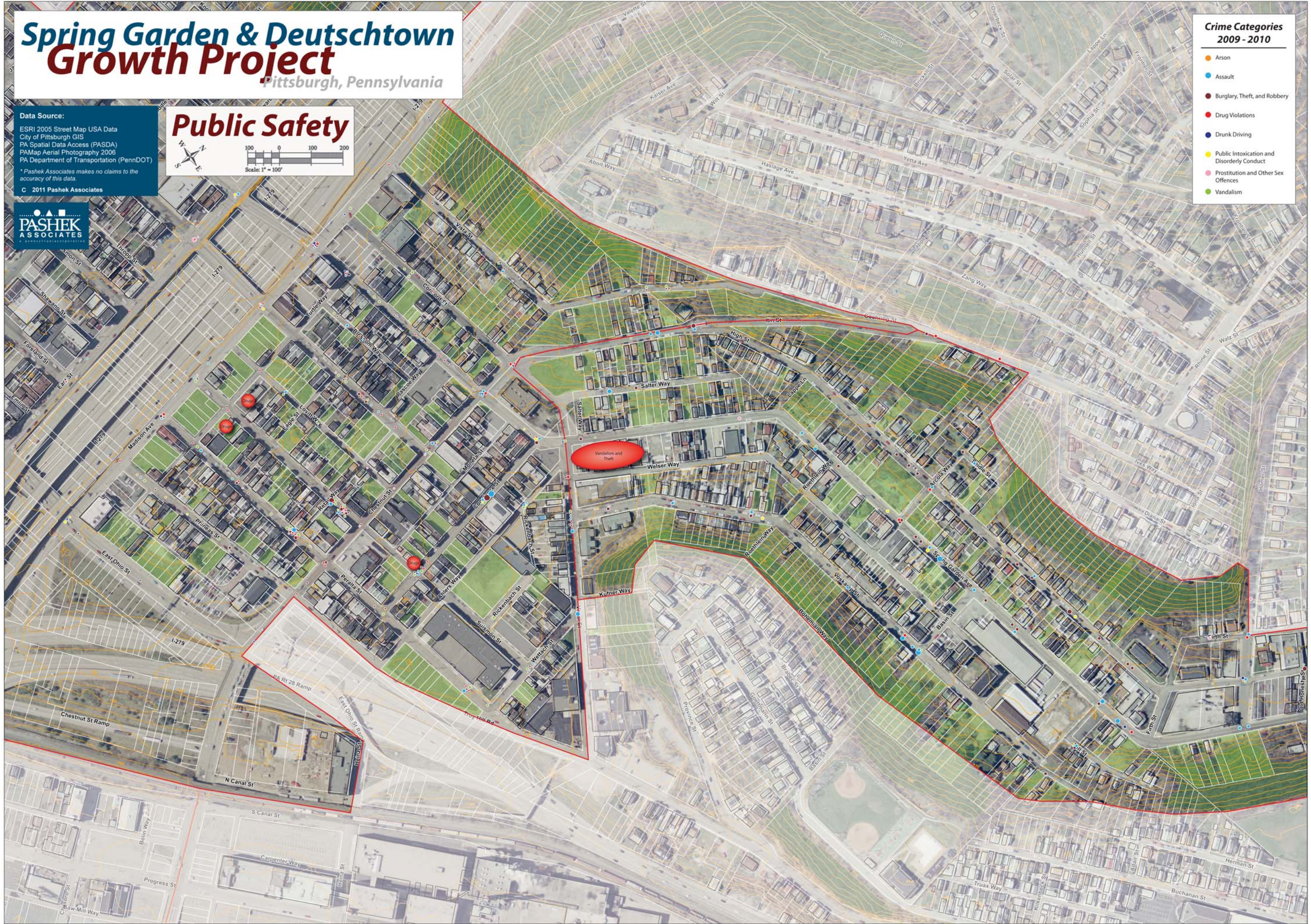
Pittsburgh, Pennsylvania

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Public Safety



- Crime Categories
2009 - 2010**
- Arson
 - Assault
 - Burglary, Theft, and Robbery
 - Drug Violations
 - Drunk Driving
 - Public Intoxication and Disorderly Conduct
 - Prostitution and Other Sex Offences
 - Vandalism



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The Plan

PUBLIC SAFETY

Organize a block watch in order to reduce/eliminate drug dealing and related crime.

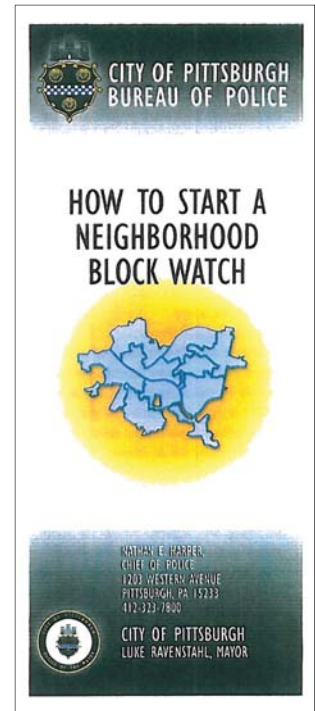
One of the best ways for a community to address public safety issues is to adopt a principle of getting more eyes on the street. This concept, made famous by noted planning critic Jane Jacobs, essentially says that the more active your streets are and the more people are watching the streets throughout the day, the safer your community will be. A good way to enhance your eyes on the street presence is to organize a block watch.

The public safety discussions during the planning process constantly waffled regarding the creation of the block watch. Ultimately, the group decided that they did not want to do so. The technique could be extremely beneficial for the community. City of Pittsburgh staff who attended one of the public meetings even volunteered to help the neighborhoods with formation of the group. This is an initiative that the CASGED should explore in the future if the will to do so becomes great enough.

The City of Pittsburgh even has specifically created a way to contact city staff and download materials to assist in the formation of a block watch. Visit <http://pittsburghpa.gov/publicsafety/bwib/register> for more information.

Report, report, report. Explore the disruptive and nuisance property channels to address specific problem properties.

CASGED should continue to urge community members to call 311 and stay vigilant with communication to the City that something be done to address the specific problem properties. There are two city programs or initiatives that could potentially aid this effort. The first is the disruptive property administration, which will charge property owners for the law enforcement costs when police are called to respond to a property that has been deemed a disruptive property (see <http://pittsburghpa.gov/publicsafety/disruptiveproperties/>). The second is the city's nuisance property initiative, which is an organized effort of several city and county agencies to address the worst problem properties quickly and effectively. CASGED should first work to get problem properties on the disruptive list. If this doesn't encourage landlords to evict problem tenants, CASGED should then work with the nuisance property task force.



The Plan

BEAUTIFICATION

WHAT WE HEARD.

Issues related to beautifying the neighborhoods were very popular throughout the planning process. Four key issues emerged during these lively discussions:

- Gateways into the neighborhoods need to be beautified;
- Signage and wayfinding needs to be enhanced;
- Greenways should be enhanced; and
- Pedestrian and bicycle access needs to be increased.

WHAT THE NEIGHBORHOODS ENVISION.

Create smaller green spaces for each block.

Currently, there exist three small green spaces located in the densest areas of the two neighborhoods: a small, well used playground lot; Catalano Parklet, a small green space with playground and monument; and Tripoli Park, which is a lot-sized green space with a WPC garden. The community expressed an interest in adding to and expanding upon these parks to beautify the neighborhood and increase access to green space.

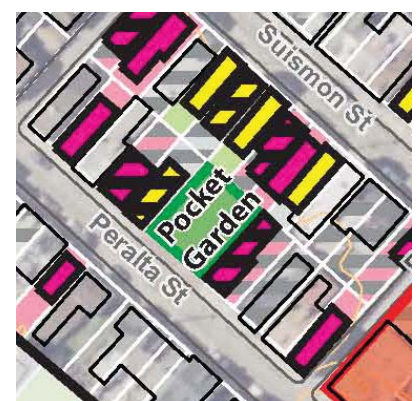
Expand Tripoli Park.

There is an opportunity to expand Tripoli Park into a larger green space. The city currently owns several surrounding vacant parcels. In addition, many other surrounding properties are either vacant and/or tax delinquent. The Vision Plan recommends expanding Tripoli Park to Chestnut Street in order to create a “town square” located in the heart of East Deutschtown. This new green space will help spur mixed use commercial growth on Chestnut Street and new residential infill facing the park.

Create Garden Parklets

Other green space opportunities include creating small garden parklets on vacant land within several blocks. These spaces are meant to provide garden space for surrounding neighbors and help beautify vacant lots. For publicly-owned vacant lots, the City’s Garden Waiver Program allows an individual or pair of persons to obtain a waiver, free of charge, through the City’s Real Estate Division, giving them the ability to maintain and garden the land. For information and assistance on how to set up a community garden visit the Grow Pittsburgh website at <http://www.growpittsburgh.org/growpittsburgh/>.

CASGED should work with the City’s Open Space Neighborhood Advisory Panel (OSNAP) to help assemble parcels and create these new green spaces.



The Plan

BEAUTIFICATION

Increase pedestrian and bicycle access

Vibrant neighborhoods are those that are pedestrian and bicycle friendly. Considering that many people living in East Deutschtown walk or bike to get where they are going, this is even more important. Proposed pedestrian and bicycle improvements include planting street trees for shade, improving crosswalks, and including bicycle facilities such as sharrows on well used bike routes and trail connections. In addition, the Vision Plan illustrates an opportunity for a bicycle path on Spring Garden Ave using extra space provided by the proposed greenway. CASGED can make an immediate impact by organizing street tree plantings through the TreeVitalize Program. Contact the City Urban Forester at 412-393-0154.

Enhance gateways and wayfinding

Tripoli Street and Spring Garden Ave at Madison Ave

Tripoli Street and Spring Garden Ave at Madison Ave are two small gateways leading into East Deutschtown. CASGED has already provided large planters on Tripoli Street to welcome people into the neighborhood. A grant application was being developed during this study to finish this project. In addition, there are opportunities for art applications on the PennDOT fencing crossing Interstate 279. Precedents include steel panels, yarn, or plastic ribbon to create images on existing fencing.



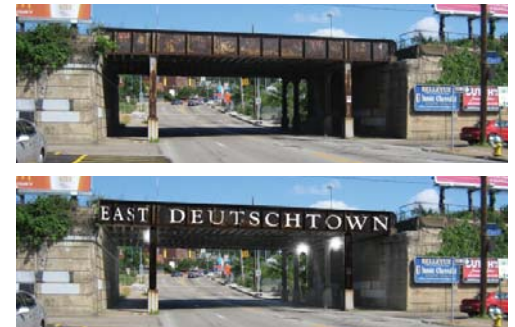
An initial meeting with PennDOT suggested that they would be open to the idea but need to look into the feasibility and process for placing art on their security fencing. CASGED should continue to follow up with PennDOT to receive appropriate permissions.

Spring Garden Ave and Vinial Street

Spring Garden Ave and Vinial Street serves as the gateway into Spring Garden. The Vision Plan shows potential garden gateway spaces at this intersection. One parcel is already owned by the City. The other is a vacant block building that could serve as a place for a mural. CASGED should work with OSNAP and potentially the Western Pennsylvania Conservancy to create these gateways.

Chestnut Street Railroad Bridge

There's an opportunity to enhance the existing railroad bridge underpass on Chestnut Street. Many pedestrians and vehicles pass through this dark and dreary portal every day. The underpass is a blighted barrier between East Deutschtown and the 16th Street Bridge leading into the Strip District and Downtown. The Vision Plan recommends improvements such as painting and lighting. Precedents for this project include the railroad underpasses on Anderson and Sandusky streets in which the Northside Leadership Conference and



The Plan

BEAUTIFICATION

the Urban Redevelopment Authority have partnered on. In addition, the Children’s Museum worked with the Norfolk & Southern Railroad and other groups to convert the underpass on Federal Street into an outdoor art gallery. CASGED should work with the NLC, URA, and the railroad on this project.

East Ohio Street Corridor

The East Ohio Street corridor includes the streetscape and parcels owned by PennDOT stretching from Madison Avenue to the parking lot across from Penn Brewery. Gateway sketches were developed and shown at the final public meeting for public approval. The sketches were then shown to PennDOT District 11 personnel to receive guidance on how to proceed. The following projects were identified and discussed at the meetings.

Planting Sunflowers

As the first phase to enhancing the gateways, the community has identified several sites for planting sunflowers for the spring and summer of 2012. Priorities in order are Site 4, Site 3, Sites 6 and 7, and finally Site 5. PennDOT will look into the feasibility of Site 5. Site 8 was determined



to be not feasible at this point in time since the Brewery is leasing and Lamar may be leasing portions of the property. PennDOT suggested that an “Adopt and Beautify” Agreement be filled out by the community in order to plant sunflowers. Since the meetings, CASGED, partnering with GTECH Strategies, has successfully planted sunflowers at sites 3 and 4 during the summer of 2012.

Gateway Sign at Corner of Chestnut Street, East Ohio Street, and Troy Hill Road

Throughout the public process, the community has expressed a real desire to construct a gateway feature at the intersection of East Ohio Street and Chestnut Street. Drawings of a monument resembling the pillars of the nearby 16th Street Bridge along with banner, sidewalks, and landscaping were shown and well received at the public meeting. PennDOT suggested that a “Right of Entry” Agreement would be used in this situation. A precedent for this project is the gateway sign recently completed at the corner of the Birmingham Bridge and 5th Ave for the Uptown Partners. The Right of Entry



The Plan

BEAUTIFICATION

Agreement may require that the Northside Leadership Conference get involved in the application to provide indemnification. CASGED has since contacted UpTown Partners about their process for the gateway sign. CASGED will pursue funding for the gateway feature.

Security Fencing Art

As mentioned for the Tripoli Street and Spring Garden Ave gateways, there are opportunities for decorating the security fencing along Chestnut Street over Route 28. Here, one of the community's ideas is to apply images of the historic buildings that used to line the edges of Chestnut and East Ohio Streets before the Route 28 and I-279 construction. Again, CASGED should continue to follow up with PennDOT to receive appropriate permissions.

General Landscaping Throughout the Gateway Area

The community would like to eventually have enhanced landscaping throughout the entire area. PennDOT suggested that an Adopt and Beautify Agreement should be used.

Schiller School Parking Improvements

Currently, the PennDOT owned land just south of Schiller School is used for unorganized parking, creating a muddy mess. The community would like to pave and better organize this parking. For this to occur, PennDOT would have to lease this portion of their property at market value. The following steps should be taken if CASGED would like to pursue this project:

- CASGED will talk with the City School District to determine if they are interested in better parking and leasing the site.
- PennDOT will assess the market value and the cost of the lease.

East Ohio Street Improvements from Chestnut Street to Madison Ave

The community has also suggested other improvements to the gateway area including increasing pedestrian safety in this area. 70% of area residents rely on public transportation, walking, or biking for travel yet this stretch of road has some of the worst pedestrian and bike facilities in the city. Non-compliant curb ramps, large intersections to cross, lack of sidewalks, lack of vegetation, and old highway type signs and lighting make this area



uninviting and a pedestrian nightmare. PennDOT agreed that this area needs improvements. Recommended improvements include street trees, planted medians, enhanced crosswalks with protected medians, ADA curb ramps, larger sidewalk for the bus stop at the south west corner of East Ohio and Chestnut Streets, a sidewalk on the south side of East Ohio Street from Chestnut to East Street, reduced corner radius' where feasible, and reduced traffic lanes where feasible. Below are next steps for this long-term project:

- Pashek will send PennDOT this report explaining the community's desired improvements to this area.
- CASGED will continue to gather community support for improvements including letters from the Northside Leadership Council, other Northside neighborhood groups, and local city officials. CASGED will send these letters of support to PennDOT.
- CASGED will look into potential external funding to speed up the process.
- PennDOT will look into the feasibility of the community's desired improvements.

Penn Brewery Parking Lot Improvements

Several organizations including the Troy Hill Citizens, CASGED, and the Brewery have expressed the interest in improving this parking lot. Improvements include a better organized and paved lot, better ingress and egress, landscaping, screening, and the Troy Hill Gateway Sign. Troy Hill has already started the process with PennDOT for their sign.

- CASGED should continue the dialogue with the Brewery, NSLC, and Troy Hill Citizens to summarize talks with PennDOT and figure out funding for this project.



East Ohio Street and Madison Ave Gateway

Besides the short-term goal of sunflowers, the community has multiple, more permanent ideas for this site located across East Ohio Street from the ARC House. The first is general landscaping with a walking path. The second is to redevelop the land into mixed use to reflect future redevelopment across the street. A third option is to construct another onramp for I-279 North from Route 28. The community realizes that the last two options are long-term and require a longer process with PennDOT considering this site may be used for construction laydown space for future PennDOT projects. The following are next steps:

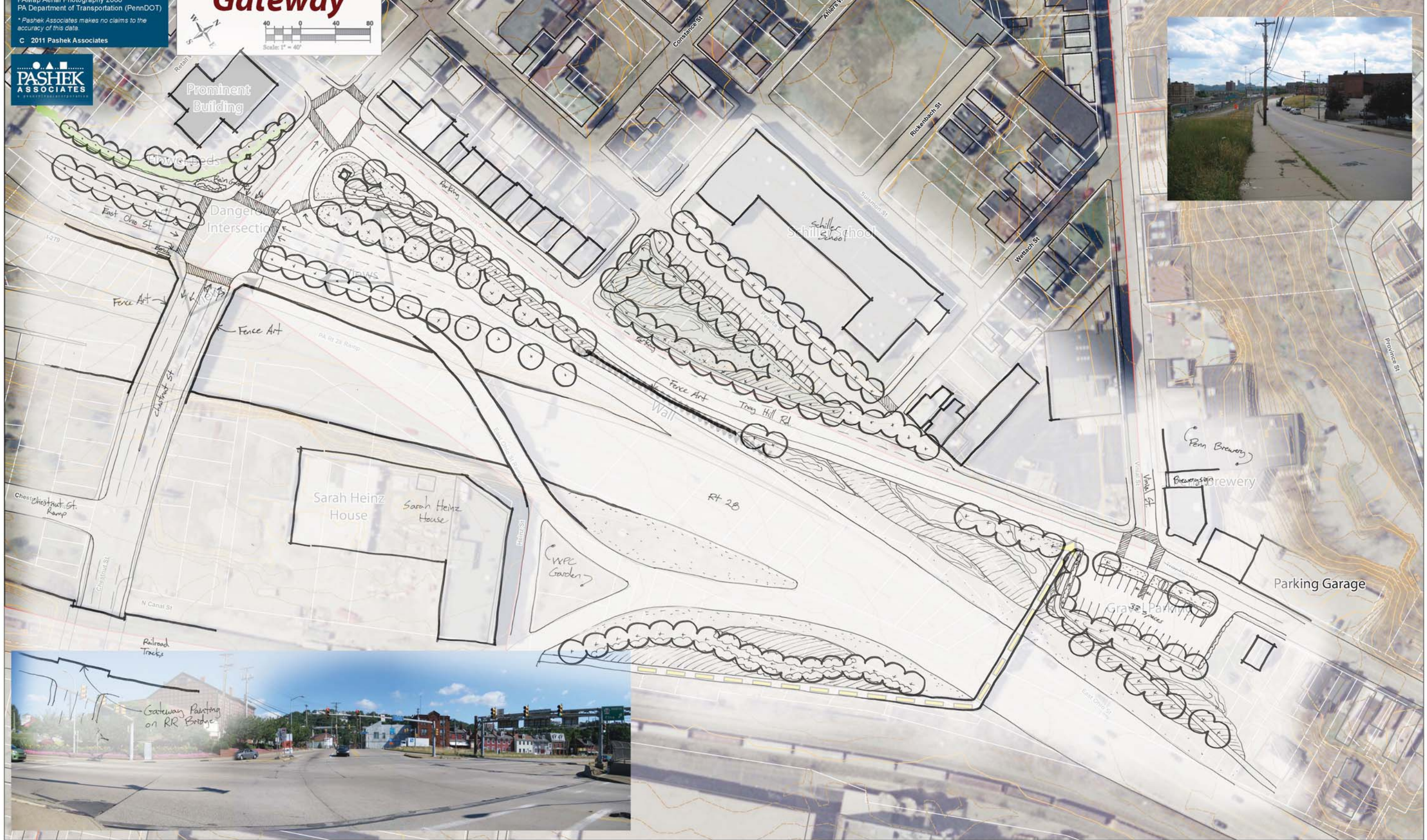
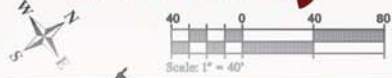
- PennDOT will determine and then notify CASGED if and when they think they will use the site for future construction purposes. PennDOT should discuss whether they think they could ever sell off a portion of this site to be used for future redevelopment.

Spring Garden & Deutschtown Growth Project

Pittsburgh, Pennsylvania

Data Source:
 ESRI 2005 Street Map USA Data
 City of Pittsburgh GIS
 PA Spatial Data Access (PASDA)
 PAMap Aerial Photography 2006
 PA Department of Transportation (PennDOT)
 * Pashek Associates makes no claims to the accuracy of this data.
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East Ohio Gateway



Spring Garden & Deutschtown Growth Project

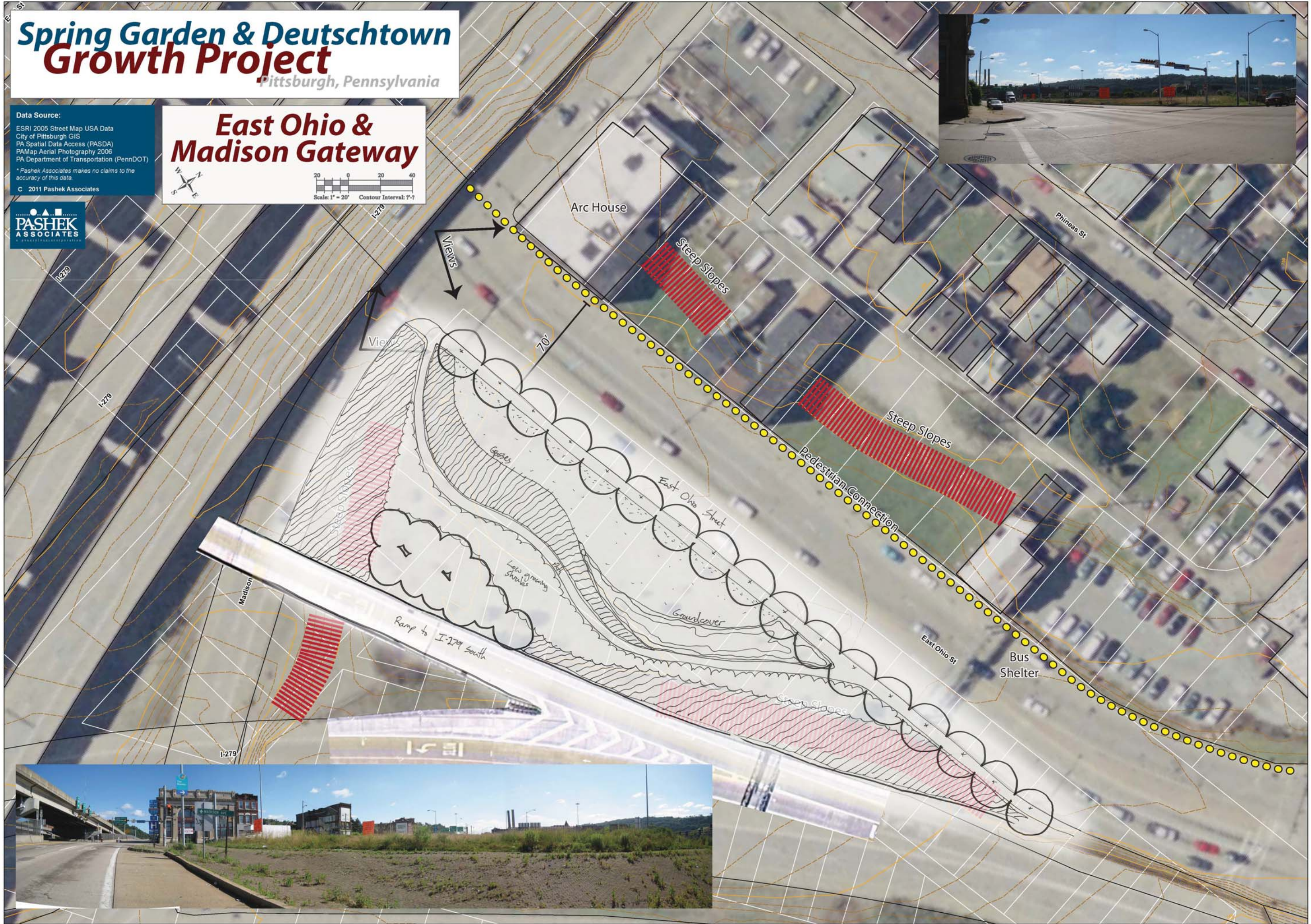
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East Ohio & Madison Gateway



Scale: 1" = 20'
Contour Interval: 1'-7"



Spring Garden & Deutschtown Growth Project

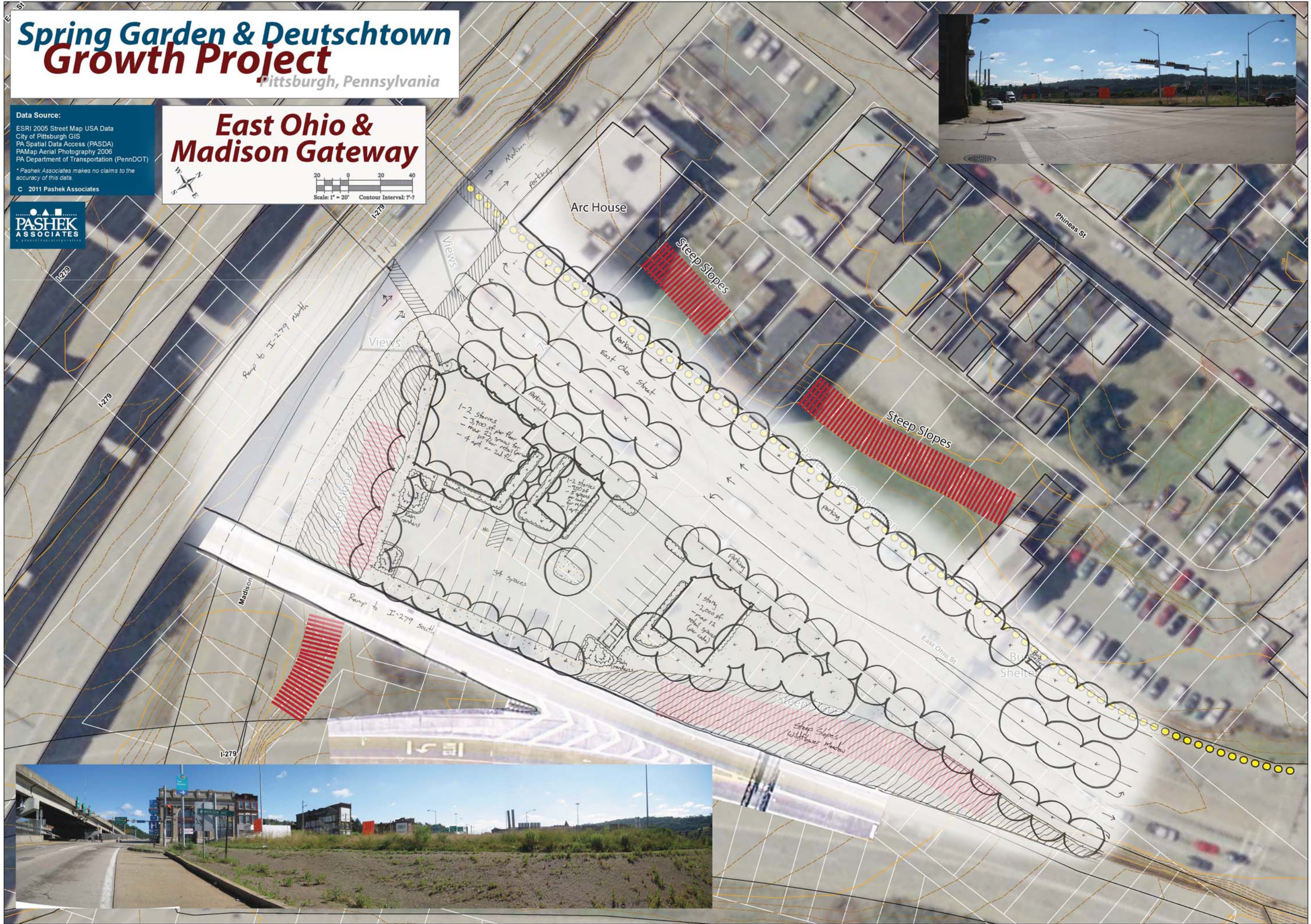
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East Ohio & Madison Gateway



Scale: 1" = 20'
Contour Interval: 1'-0"



1-2 stories
- 3,900 sq ft per floor
- max 25 units per floor
- 4 apt on 2nd floor

1-2 stories
- 750 sq ft
- 5 spaces per unit
- 1 apt

1 story
- 2,000 sq ft
- max 12 retail spaces (per code)

Steep Slopes
Wildflower Meadow





Community Organizing

THE CASGED SHOULD INVEST MOST OF ITS TIME, ENERGY AND MONEY INTO RECRUITING MORE RESIDENTS INTO THE GROUP AND INTO COMMUNICATING THE VISION AND MESSAGE.

You need to understand your organization's capacity at any given time and know when to seek outside assistance. For example: The CASGED can do many of the things that are described in this plan on its own. However, many of them will also need expertise and support from outside the organization. For example, residential projects like the Voskamp Village were championed by the community but required support from the URA. In cases like this, the most appropriate way for the CASGED to impact a residential redevelopment is to assert its vision and rally the support of agencies like the URA and the Northside Leadership Conference (NSLC)

Perhaps at some point the CASGED has grown enough and has enough expertise to form its own CDC or have a greater hand beyond the collective voice in redevelopment. However, even today, your collective voice can be an effective tool. This is especially true in the early goings of developing the organization. This plan includes recommendations for the CASGED to grow and get residents, business leaders, the City, URA, and NSLC to rally around and support the plan.

KEEP PEOPLE ACTIVE AND INFORMED

Outreach and recruitment should be central to all of your group's events and activities. You should provide opportunities for people to become informed about an issue and to show support. Often new people are curious about the group and need some extra encouragement before they decide to get more involved.

- Regular meetings (already being done)
- Sign-in sheets (already being done)
- Encourage volunteers and assign roles – have a designated media spokesperson
- Spread the workload – having a role will encourage them to stay active and involved
- Recruit one-to-one, follow-up consistently, encourage diverse leadership. The best way to recruit new members is one-to-one contact.
- Invite others constantly
- Don't do everything yourself - Leaders should delegate
- Newsletter to update members – use email if most people prefer it for ease
- Start a website (currently under construction)
- Have informational pamphlets to pass out at meetings



Community Organizing

Here are some things to consider as you are continuing to push the message.

Simplicity

- Keep your message short, understandable, and simple. People should get a good idea of what you're doing with just a brief description. Clarifying a message has the added benefit of clarifying your mission as well.
- Message should be clear, concise and consistent
- Avoid making your message too scientific or technical
- Make your message about people not things
- Don't make your message a slogan

Language

- Don't use jargon, slogans, or acronyms without defining them. A complex issue should be explained in ways that everyone can understand.

Positive Approach

- Balance criticism with positive alternatives.

Repetition

- People should hear or read about your event at least seven times, so use several kinds of media - radio, TV, newspapers, internet, other organizations' newsletters, postering, etc.
- Get noticed – get the message out
 - Bumper stickers, posters, buttons, pencils/pens, t-shirts with the group's message
 - Yard and road signs
 - Website
 - Radio
 - Special events
 - Letters to the editor and opinion pieces in local newsletters
 - Attend meetings of potential allies
 - Press releases

Reputation

- Publicize your group as well as your event by taking every opportunity to list your group's name, a contact person, the time of your next meeting, and how people can get involved.



Community Organizing

IN SUMMARY

This plan summarizes the development and redevelopment aspirations for the neighborhoods. It responds to the community's main issues regarding residential properties, commercial development, public safety, and neighborhood beautification. The plan envisions neighborhoods where:

- Residential redevelopment has filled in gaps in the traditional neighborhood form.
- New businesses have located along Madison Ave and neighborhood oriented shops and services have filled the street-level of buildings along Chestnut St.
- A new town square has formed in the center of East Deusstown. Residents can easily walk within the neighborhoods and the communities that border them.
- Gateways into the neighborhoods are further defined and beautified.
- Vacant lots are being put to various productive uses as open space, recreational areas or infill development.
- The CASGED is spreading its message, keeping residents informed and growing its membership and participation; and
- Step-by-step the community is realizing the vision as residents not only participate, but help take action.

“THERE IS NO MORE POWERFUL WAY TO INITIATE CHANGE THAN TO CONVENE A CONVERSATION. WHEN A COMMUNITY OF PEOPLE DISCOVERS THAT THEY SHARE A CONCERN, CHANGE BEGINS.”

- MARGARET WHEATLEY

“I STARTED ORGANIZING WITH AN ALL BUSINESS ATTITUDE THAT LOOKED AT A MEETING AS BEING OVER WHEN THE GAVEL FELL, AND AT THE HANGING OUT AND LAUGHING AND DRINKING COFFEE AFTERWARDS AS A DISTRACTION AND A WASTE OF TIME. I MISSED THE COMMUNITY PART OF COMMUNITY ORGANIZING.”

- DAVE BECKWITH, COMMUNITY ORGANIZING: PEOPLE POWER FROM THE GRASSROOTS (P. 15).

