Enclosure 4

The Board of Directors of Neighbors in the Strip recognizes the need for, and opportunities in, developing the Allegheny Riverfront. Since the formation of Neighbors in the Strip in 1999-2000, the organization has worked diligently to foster development while preserving and enhancing the vitality and uniqueness of the Strip District as laid out in the Neighborhood Improvement Strategy completed in 2001. This vitality and uniqueness contributes to the desirability of the Allegheny Riverfront. The development, in turn, can enhance the Strip District, if planned collaboratively with the Neighborhood Improvement Strategy, which includes the following:

- **Reinforce Strip District identity and diversity; keep it urban.** The Strip District is a unique urban complex comprised of manufacturing, high tech, profit and non-profit services, retail and wholesale commercial uses, and housing. It is both a regional asset and a neighborhood marketplace,. It reflects and connects us to aspects of Pittsburgh's and the region's history. It is a national and regional tourist attraction that avoids being "touristy." The reputation of the Strip has been and continues to be based on its "uncompromising realism."...

- **Preserve the delicate mix of uses.** The Strip District has retained the mixed uses while increasing its residential and working population. This inevitably creates some conflicts between commercial and residential, which requires careful planning to continue to accommodate existing uses while attracting new ones. Traffic and circulation patterns are essential to be able to navigate through the Strip safely, whether walking, biking, or driving. The Public Market will provide a link between the neighborhood's past and present and will support the variety of uses both existing and planned.

- **Preserve the Historic Fabric of the District.** While the neighborhood may be eligible for local, state or national designation, community stakeholders should consider the pros and cons of becoming a historic district which will impact future developments and building renovations. There are some individual buildings that have historic significance, some have been officially designated historic while others have not. As stated in the Neighborhood Improvement Strategy, "*...it is important to recognize that the preservation of a few key landmark buildings will not be enough to preserve the Strip's architectural character. Many buildings that help create the character of the Strip District are not significant unto themselves. However, when several of these buildings, such as the warehouses along Smallman Street east of 21st Street or the commercial buildings that line Penn Avenue are put together, they add a wonderfully rich texture or 'fabric' to the city. Losing these buildings would be damaging as to the physical environment of the Strip as losing one of the 'signature' buildings such as Armstrong Cork or St. Stan's.*" Future development needs to be mindful of the impact of removing or changing any of the existing structures.

- **Continue to foster entrepreneurship.** As an organization, Neighbors in the Strip has had a strong history of helping businesses locate and flourish in the Strip District. Today, they continue that commitment with special emphasis on helping women and minorities establish businesses. New opportunities for development in the Allegheny Riverfront should pay special attention to the opportunities for start-up and existing businesses that will continue and support these efforts.

- **Keep supporting local goods and services.** The Strip District is a source for a wide variety of local goods and services. It provides 12, 372 jobs to support Pittsburgh and Western Pennsylvania's economy. The marketing of local food and produce is a key

component of the Strip District's uniqueness and history. The Public Market, will underscore the commitment to the local economy, by providing new retail/wholesale/manufacturing channels while supporting the existing ones. In addition, the Public Market can serve (as demonstrated in other cities) as the engine that drives development while maintaining a connection between the past, present and future.

- **Integrate multi-modal transportation.** All developments are intended to draw new users. As the number of employers, employees, residents, visitors and consumers increase in the Strip, it seems common sense to plan for mass transit, including a commuter rail, water taxis, bus stops and in-neighborhood modes such as trolley cars and pedi-cabs. These plans should take into account the infrastructure to accommodate multi-modes of transportation, e.g. boat docks, bike racks, resting places for pedestrians, etc. Walkers and bikers will increase, as will motor vehicles dictating the need to integrate bike and vehicle parking availability.
- **Increase public space and access to green space.** While the urban context contributes to the uniqueness of the Strip District, a need exists for public space, a gathering place for the community and a place to provide community services. The Public Market, housed in public space, will provide such a place – a gathering place for the neighborhood and region and a place to provide services (e.g., nutrition education, cultural education). There is also a need to introduce pockets of public green space into the District, as well as cleaning up the trail along the Allegheny River to make it more accessible and useable for walkers and bikers. When considering the potential of this riverfront, it is significant to view this area as more than a trail or potential park, but also an opportunity to include amenities/developments that will attract people to the riverfront for a variety of activities and purposes. The potential connection to the riverfront presents a rich opportunity to address these issues.

- **Consider Neighborhood Sustainability.** While projecting the future of the Strip District for developments, a corollary issue is neighborhood sustainability. Stakeholders need to look at the feasibility of a Neighborhood Improvement District or a Business Improvement District that will provide a vehicle for community input and meeting the needs of the businesses and residents. In addition, a steering committee comprised of Strip stakeholders and other community persons could be created to identify and tap into needed resources (e.g., funding opportunities) to support the needed infrastructure for future developments.

Assure Accountability within the Market-Driven Decision Making. Any market-based research is only as good as the supporting data. It is critical for key developers to be able to rely on any data used to create market-based decisions on the future Strip developments. Any demographic/census/membership based data pool needs to be reinforced with neighborhood specific data

In summary, the Neighbors in the Strip Board would like to ensure attention is focused on the following:

1) **Reinforce Strip District Identity and diversity; keep it urban;**
2) **Preserve the delicate mix of uses;**
3) **Preserve the Historic Fabric of the District;**
4) **Continue to foster entrepreneurship;**
5) **Keep supporting local goods and services;**
6) **Integrate multi-modal transportation;**
7) **Increase public space and access to green space;**

8) **Consider Neighborhood Sustainability; and,**
9) **Assure Accountability within the Market-Drive Projected Uses.**

Project for Public Spaces (PPS) published an article in 2008, "*13 Key Steps For Creating Great Waterfronts:*

1. Make public goals the primary objective
2. Create a shared community vision for the waterfront
3. Create multiple destinations: The Power of Ten
4. Connect the destinations
5. Optimize public access
6. Ensure that new development fits within the community's vision
7. Encourage 24-hour activity by limiting residential development
8. Use parks to connect destinations, not as destinations unto themselves
9. Design and program buildings to engage the public space
10. Support multiple modes of transportation and limit vehicular access
11. Integrate seasonal activities into each destination
12. Make stand-alone, iconic buildings serve multiple functions
13. Manage, manage, manage"

This article can be read at :
http://www.pps.org/waterfronts/info/waterfronts_articles/turn_waterfront_around

While Neighbors in the Strip theoretically is in sync with most of what PPS has published, there is a need to customize this approach to the Pittsburgh neighborhoods and stakeholders.