

## Development Activities Meeting Report (Version: 06/24/2020)

*This report created by the Neighborhood Planner and included with staff reports to City Boards and/or Commissions.*

Logistics	Stakeholders
<b>Project Name/Address: Uptown Mural-Neighborhood Gateway Sign/605 Forbes Ave</b>	<b>Groups Represented (e.g., specific organizations, residents, employees, etc. where this is evident): Hill Community Development Corporation (Hill CDC), Hill District Consensus Group, Hill District Collaborative, Uptown Partners, Department of City Planning</b>
<b>Parcel Number(s): 0002-F-00298-0000-00</b>	
<b>ZDR Application Number: DCP-ZDR-2023-06473</b>	
<b>Meeting Location: Zoom</b>	
<b>Date: 10/16/2023</b>	
<b>Meeting Start Time: 6:00 PM</b>	
<b>Applicant: Dr. Brittany McDonald</b>	<b>Approx. Number of Attendees: 11</b>

### How did the meeting inform the community about the development project?

*Ex: Community engagement to-date, location and history of the site, demolition needs, building footprint and overall square footage, uses and activities (particularly on the ground floor), transportation needs and parking proposed, building materials, design, and other aesthetic elements of the project, community uses, amenities and programs.*

In 2020, Uptown Partners planned to commission a large-scale mural in the community to add energy and vibrancy. Duquesne Light Company (DLC) agreed to give Uptown Partners permission to have a public art installation on the DLC Substation at the corner of Forbes Ave. and Boyd St. In 2021, Uptown Partners secured a grant from the PNC Charitable Trust in the amount of \$18,500 to commission the art. Uptown Partners and the Uptown Arts Committee commissioned the mural by Shane Pilster and Max Gonzales. In Early 2023, Uptown Partners and Duquesne Light Company received a compliance notice regarding the mural being regarded as a gateway sign per a non-city originated complaint.

ZBA Description: NEIGHBORHOOD GATEWAY SIGN USE OF 14' X 30' WALL PAINT AS A UPTOWN NEIGHBORHOOD GATEWAY SIGN ON THE DLC SUBSTATION AT THE CORNER OF FORBES AVE. AND BOYD ST. ON THE EXISTING STRUCTURE

ZBA Approval on 05/25/2023: In accordance with the Board's findings of fact and conclusions of law, the Protest Appeal is DENIED and the alternative request for a variance from the requirements of Section 919.03.R.5 to allow the existing mural to remain on the Subject Property, without alteration, as a **Neighborhood Gateway Sign** is APPROVED, subject to the condition that the Applicant shall submit a Zoning Development Review application for the review of the mural as a Neighborhood Gateway Sign.

Next steps include presenting at Planning Commission.

### Input and Responses

Questions and Comments from Attendees	Responses from Applicants
Uptown Partners has not submitted to the DRP process	This is not a development project, so we did not think we needed to submit to the DRP.
The Hill Collaborative and Hill Consensus Group have not engaged around this project but would defer to Uptown Partners as this is in their area	
<p>Talks have been taking place between Duquesne Light Company and Uptown Partners since the late 2010s/early 2020s about a mural to depict the changing environment of Uptown at 605 Forbes Ave. An RFP process occurred between July 20, 2021 to August 20, 2021. Close to 30 applications were received and an agreement was signed May 15, 2022 between Uptown Partners and the artist selected by the Uptown Arts Committee. After a notice posted on the physical location in March 2023, DLC and UP presented at the Zoning Board of Adjustment. The decision allowed the mural to remain at the physical location without alteration. As a party that commissioned the project, Uptown Partners has and will continue to support the mural.</p>	
<p>A. Thank you for that presentation. I love the art. I think it is a beautiful addition to Uptown. Going forward, I want to make sure we are communicating with each other as we continue to make the community beautiful. Do you plan to work with the DRP for these projects going forward?</p> <p>B. Under normal circumstances, we wouldn't be called to a DAM for this type of project. Is this happening because you received a complaint?</p>	<p>A. For development projects, yes. For art installations, no. We have an Arts Committee that reviews these things.</p> <p>B. Correct. If this was a city-owned property or a development project we would have a DAM. However, this is a mural that is not on a city-owned property and has been up for a year.</p>

**Planner completing report: Ose Akinlotan, Planning Manager, and Adriana Bowman, Planner**