

2015 POLICY SUMMIT ON HOUSING, HUMAN CAPITAL, AND INEQUALITY

JUNE 18, 2015

Reversing Decline: How East Liberty Became One of Pittsburgh's—and the Nation's—Most Up-and-Coming Neighborhoods

WHO ARE WE?

Moderator:

Sandy Tormoen,
Assistant Vice President and Community Affairs Officer, Federal Reserve Bank of Richmond

Speakers:

Malik Bankston, Executive Director, Kingsley Association

Mark Minnerly, Director of Real Estate, Mosites Company

Robert Rubinstein, Director, Urban Redevelopment Authority of Pittsburgh

Rob Stephany, Program Director, The Heinz Endowments

WHAT JUST HAPPENED?

From this.

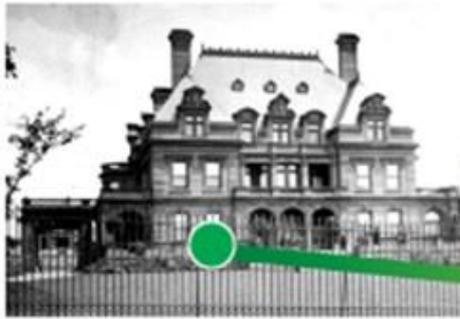


To this.

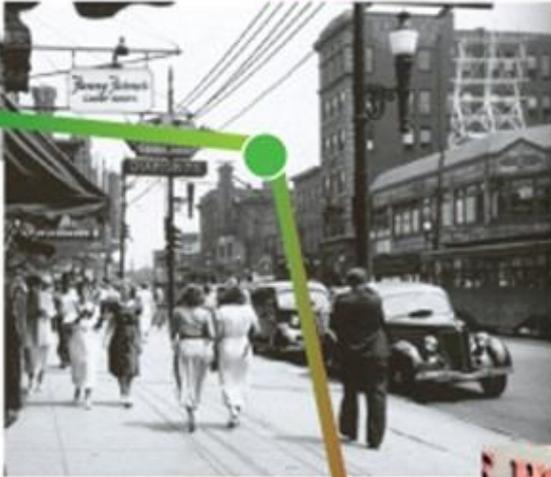


To this.





1890



1950



2002



1999



1960

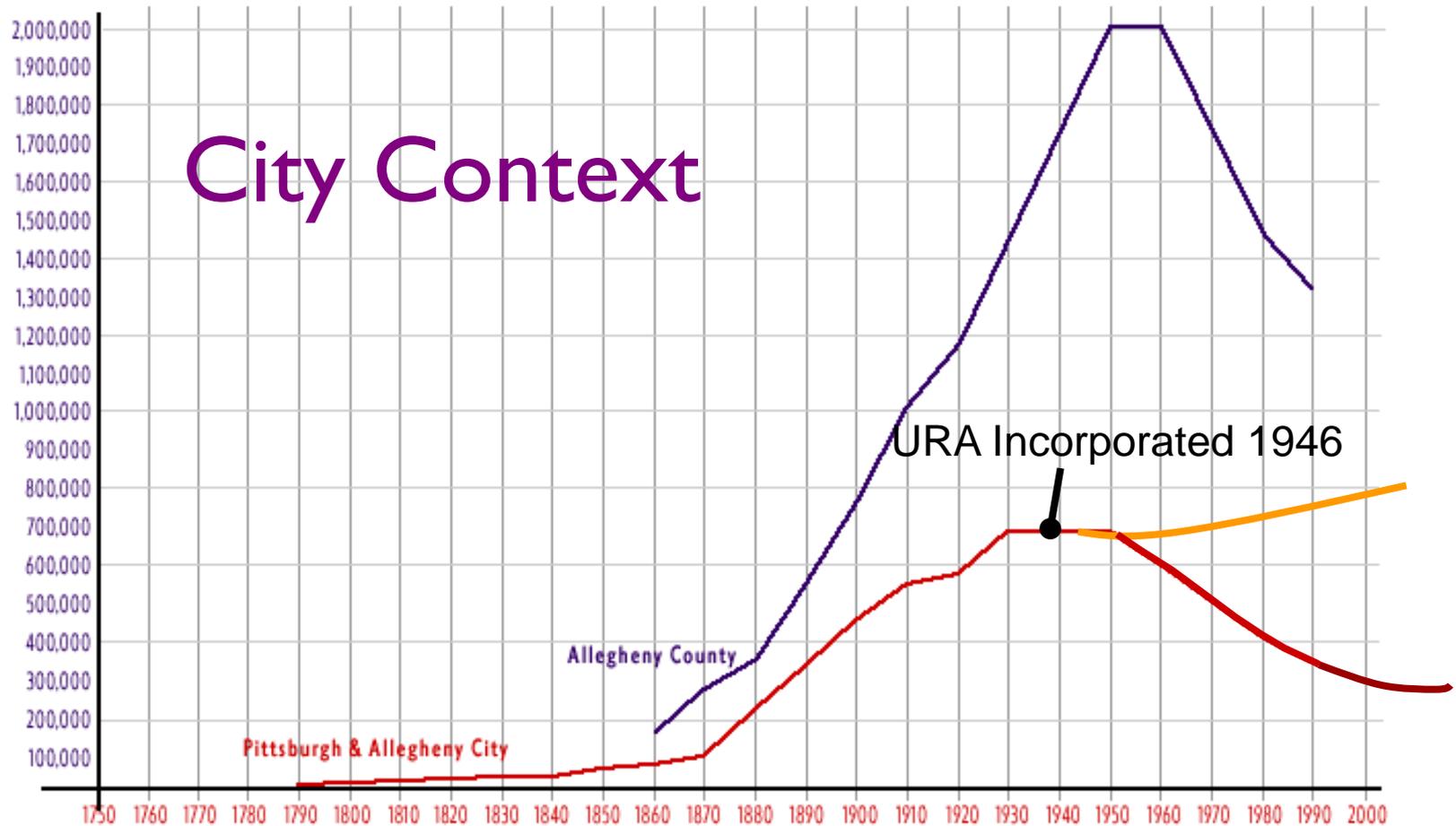
2015 ?

Neighborhood Timeline

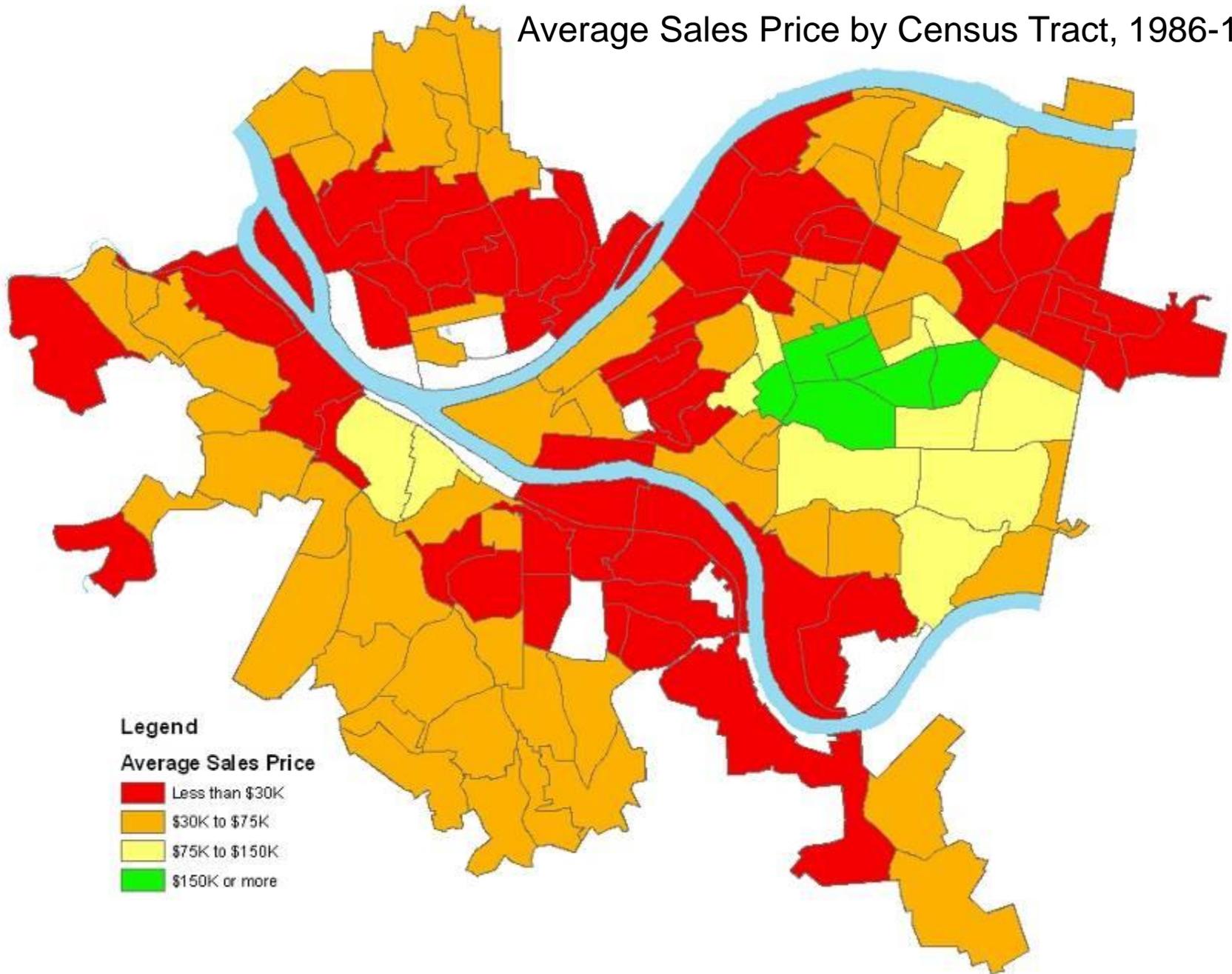
Atmospherics

- War on Drugs
- Trickle-down
- Stagnant Minimum Wage
- Safety net / trap
- Etc.

Population graph and timeline of Pittsburgh history



Average Sales Price by Census Tract, 1986-1990

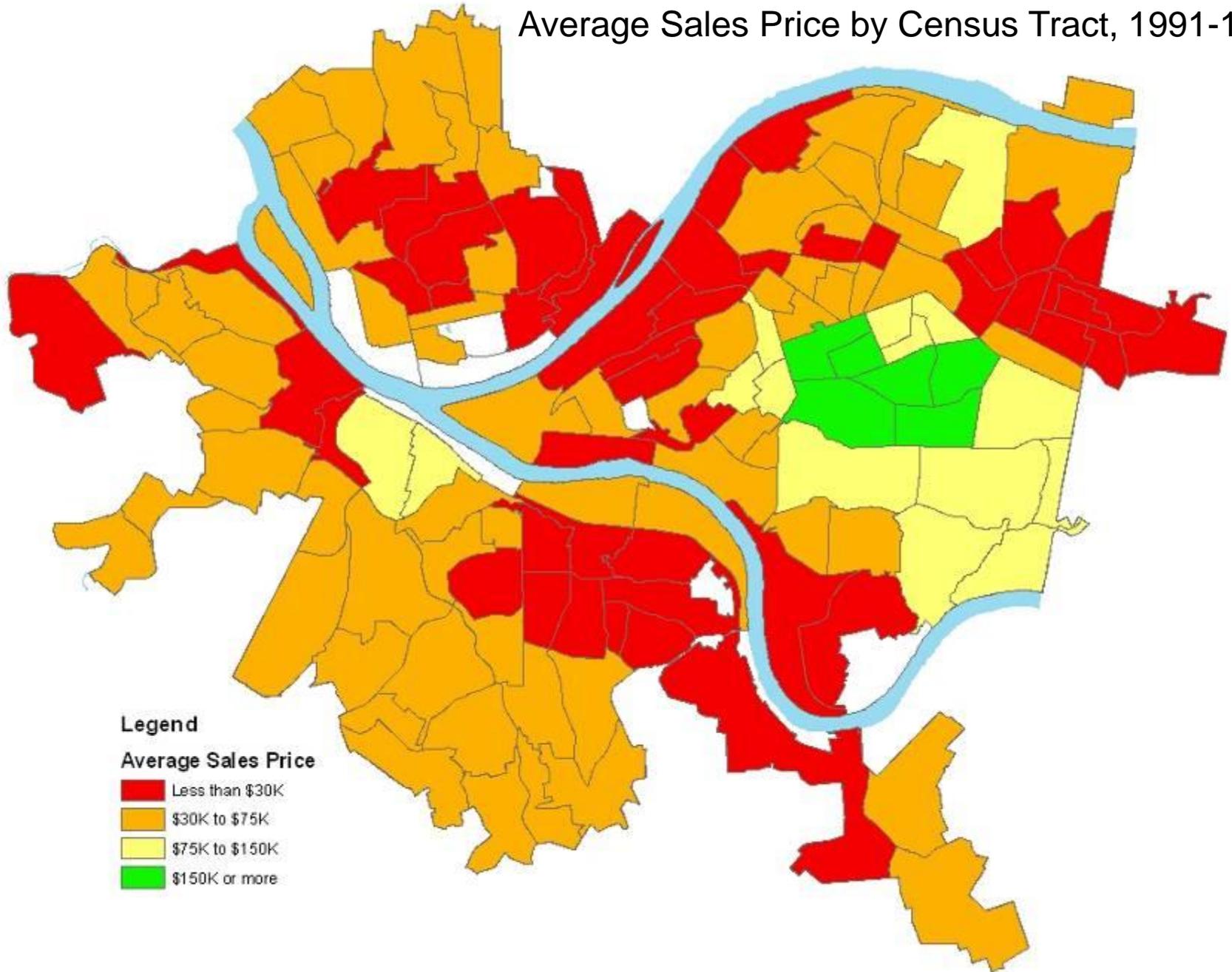


Legend

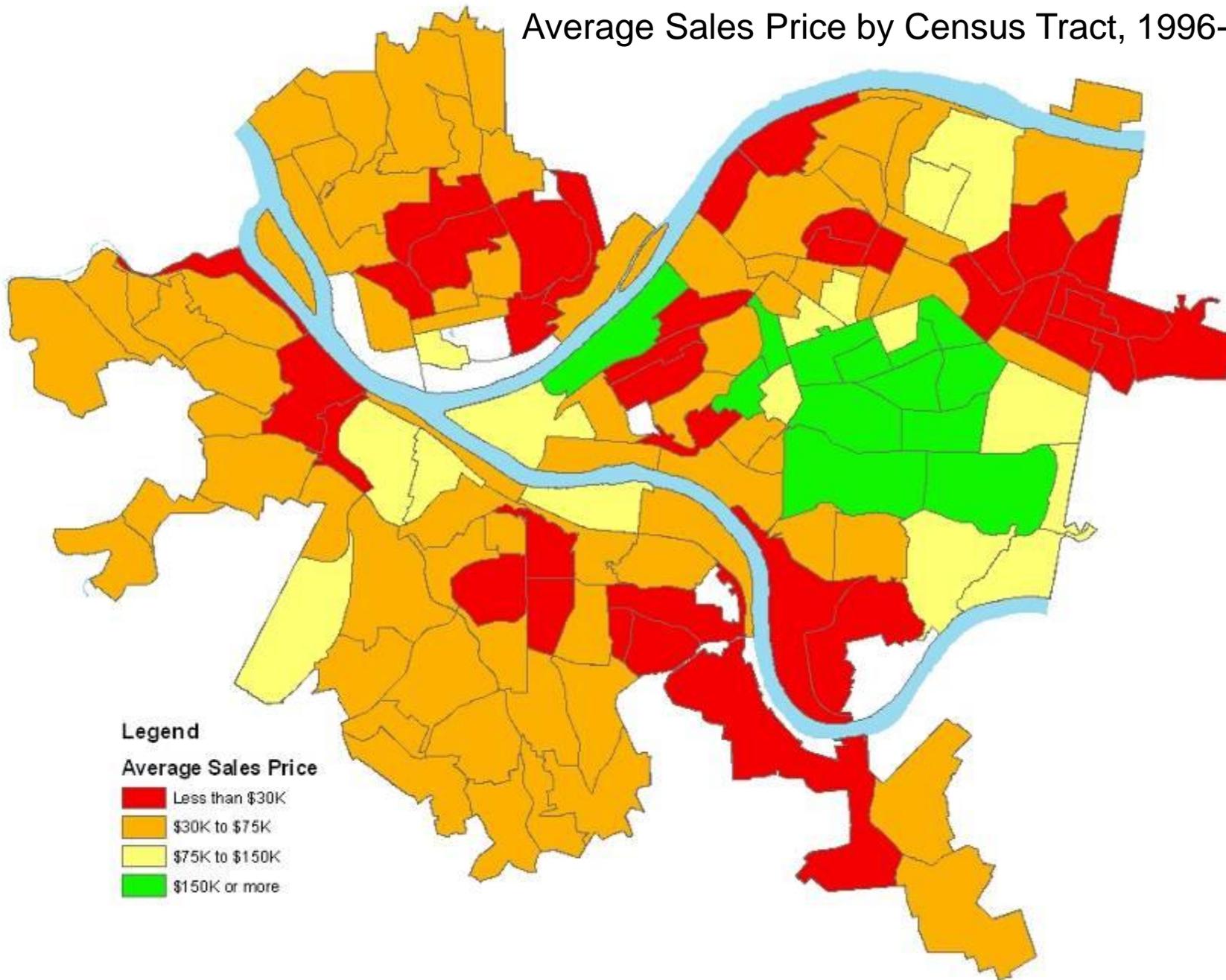
Average Sales Price

- Less than \$30K
- \$30K to \$75K
- \$75K to \$150K
- \$150K or more

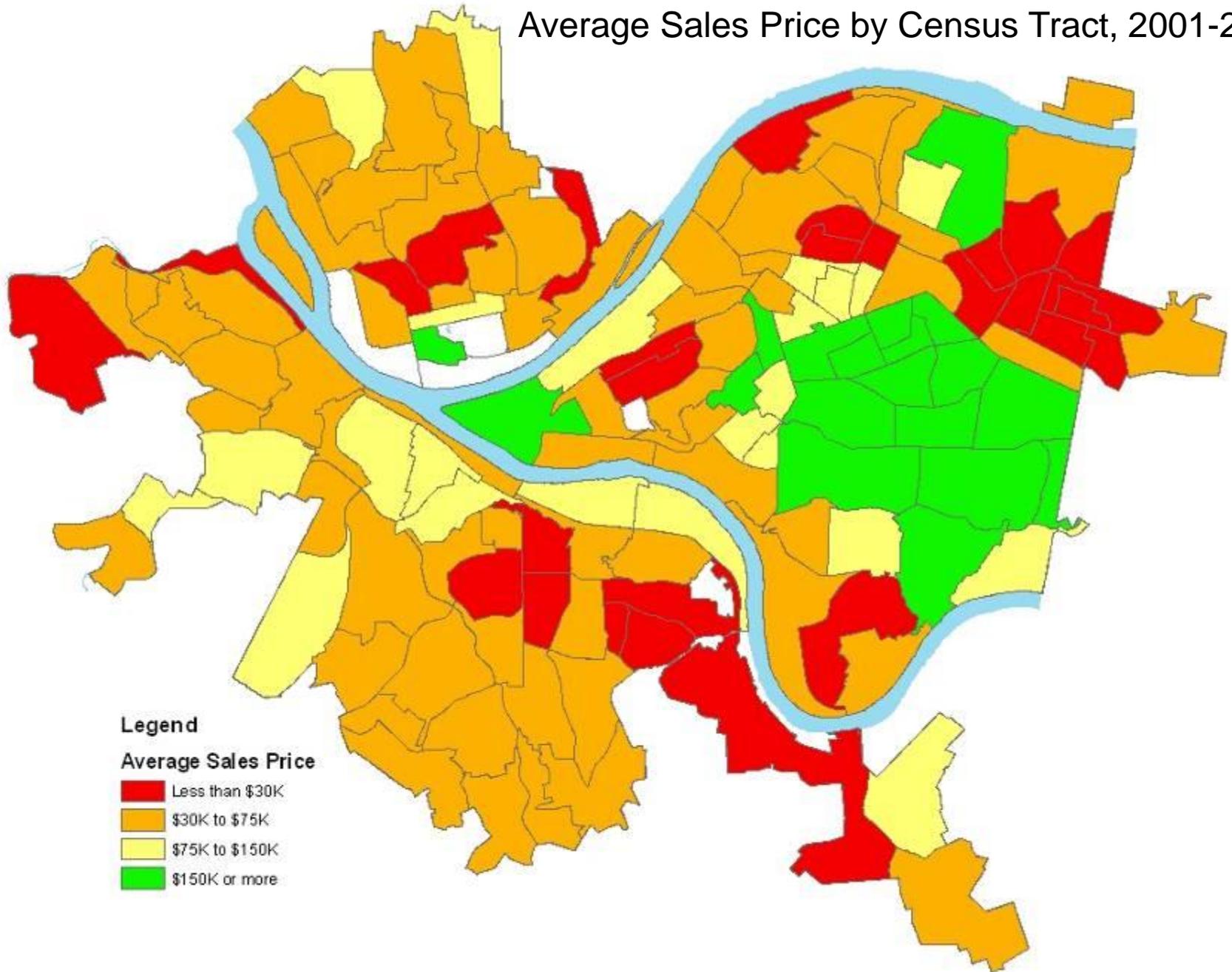
Average Sales Price by Census Tract, 1991-1995



Average Sales Price by Census Tract, 1996-2000



Average Sales Price by Census Tract, 2001-2005

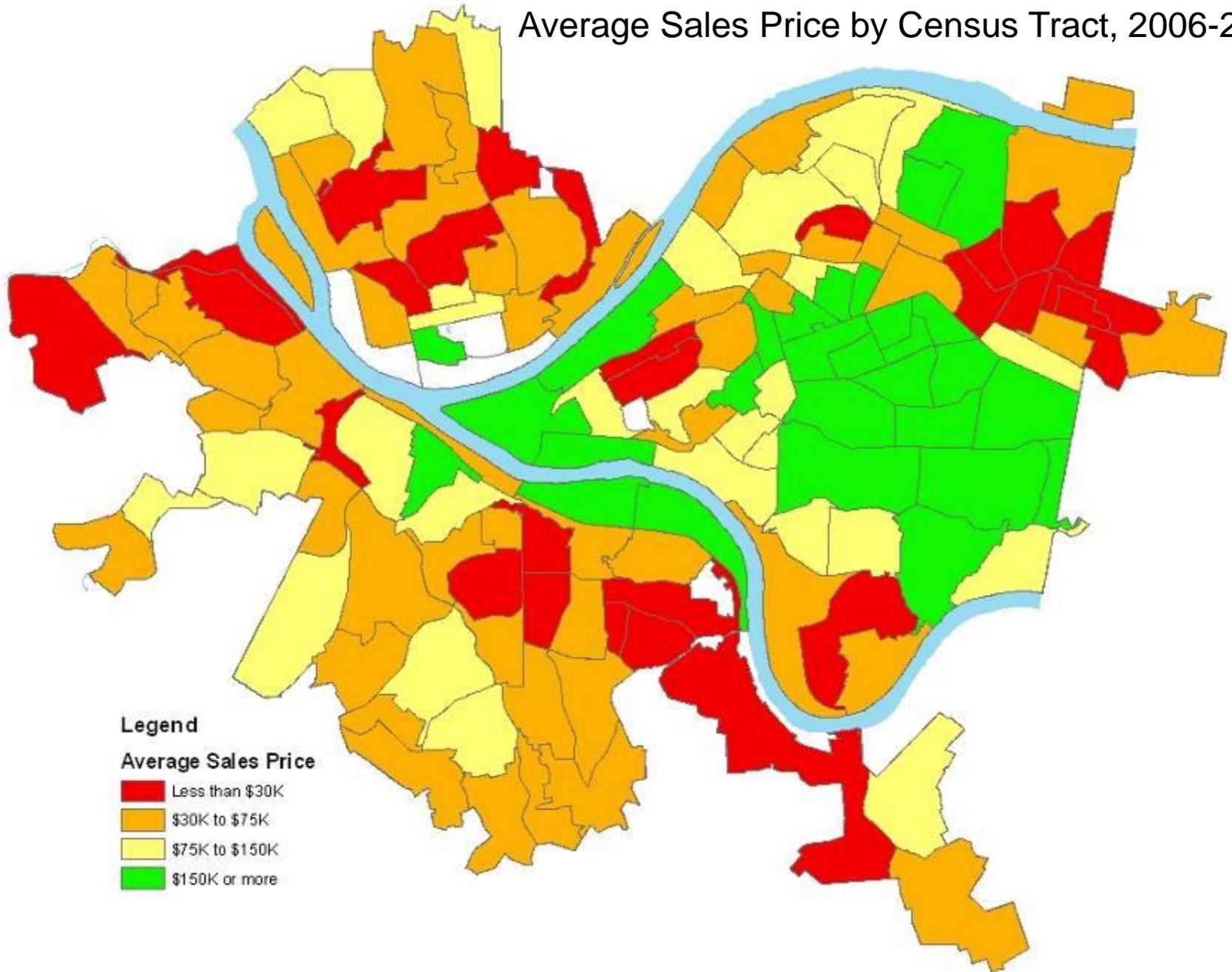


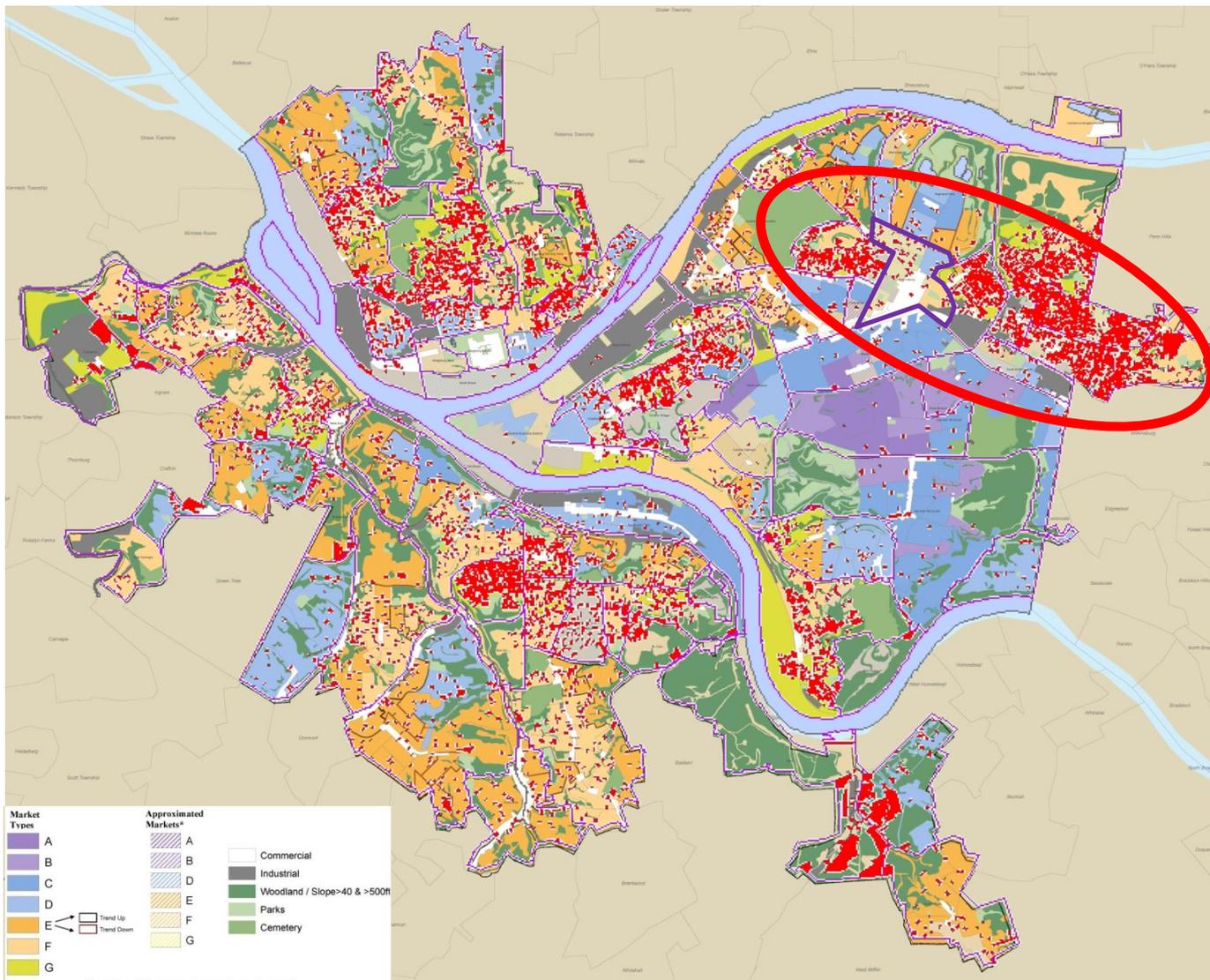
Legend

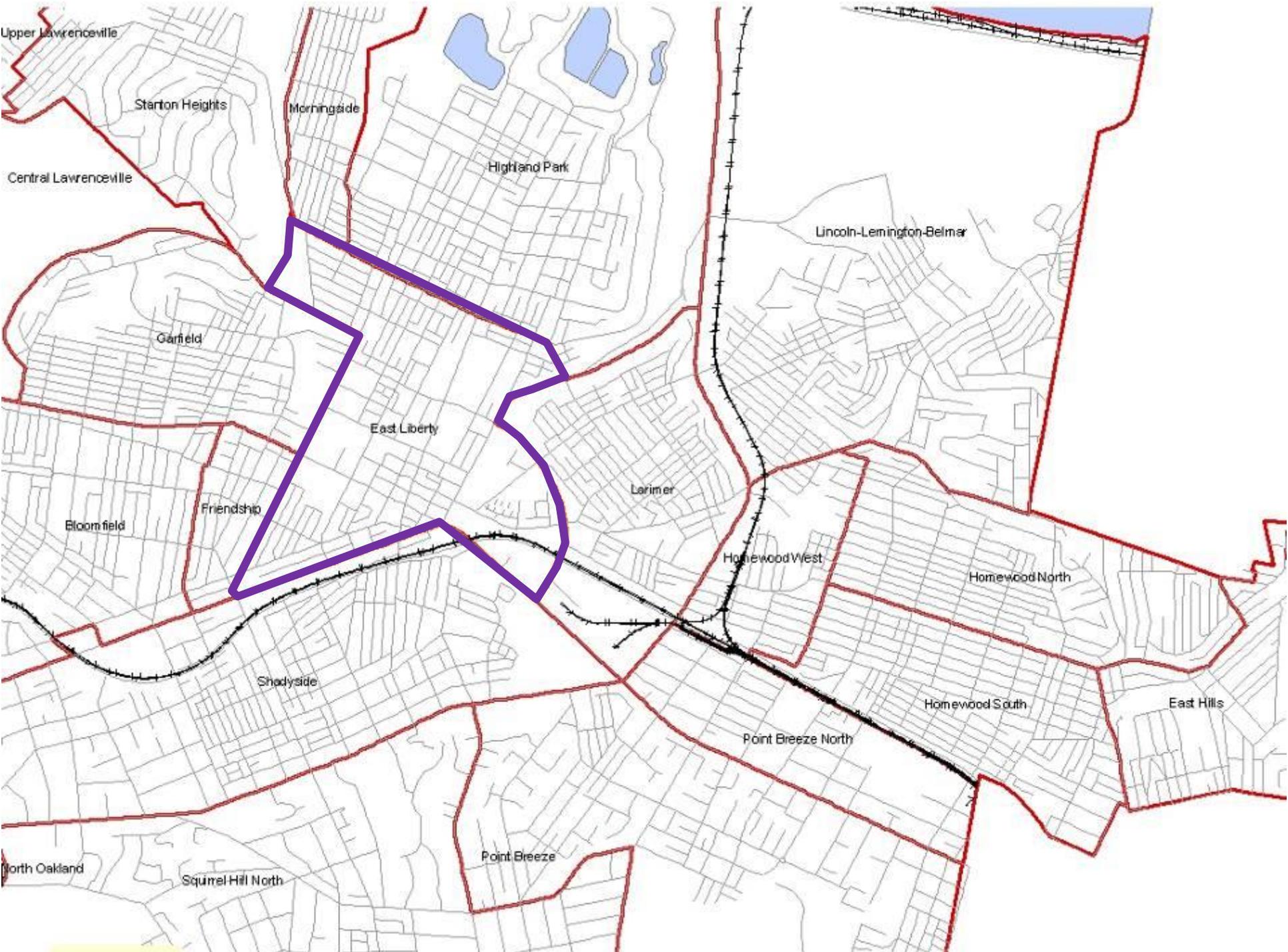
Average Sales Price

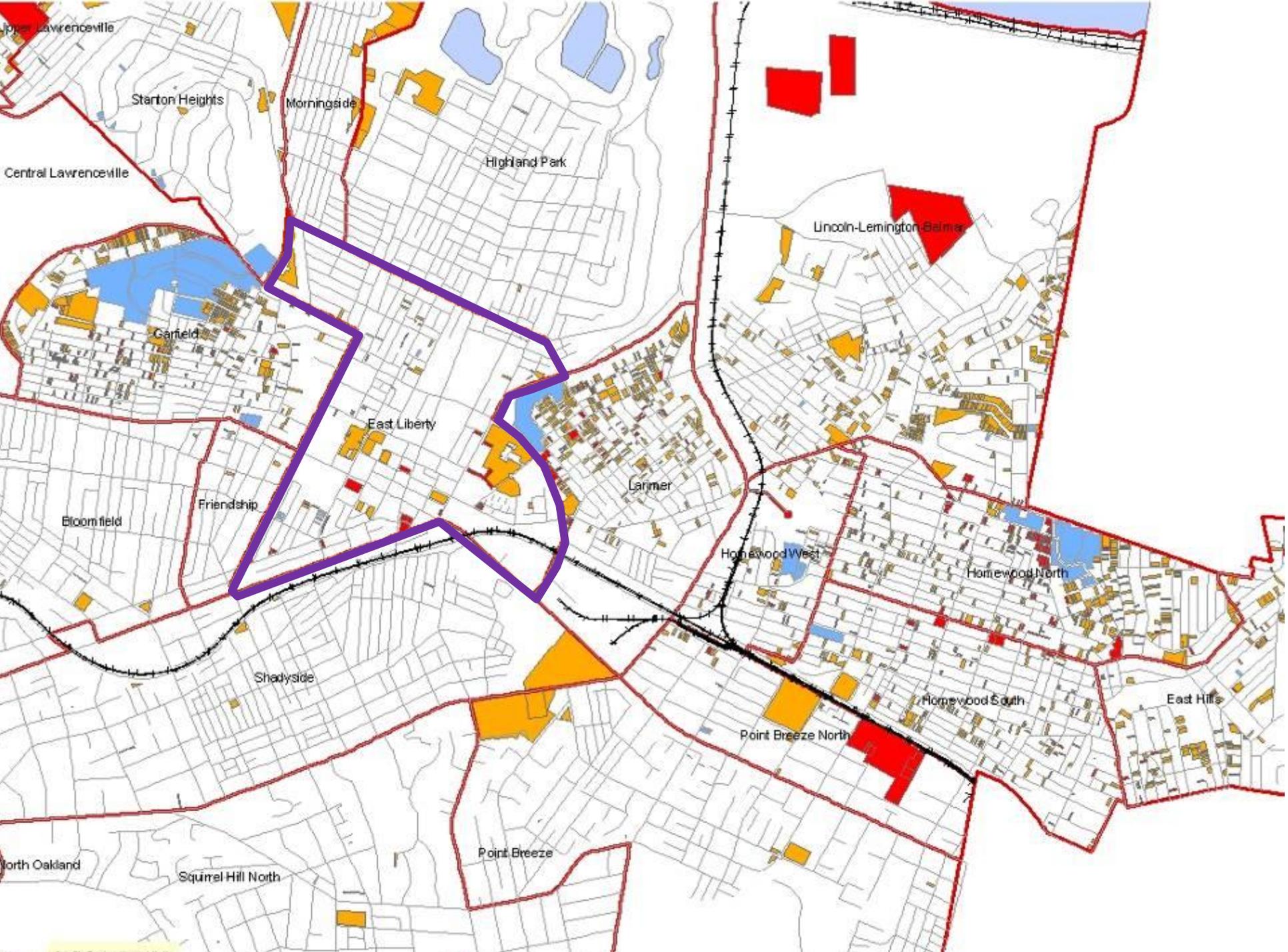
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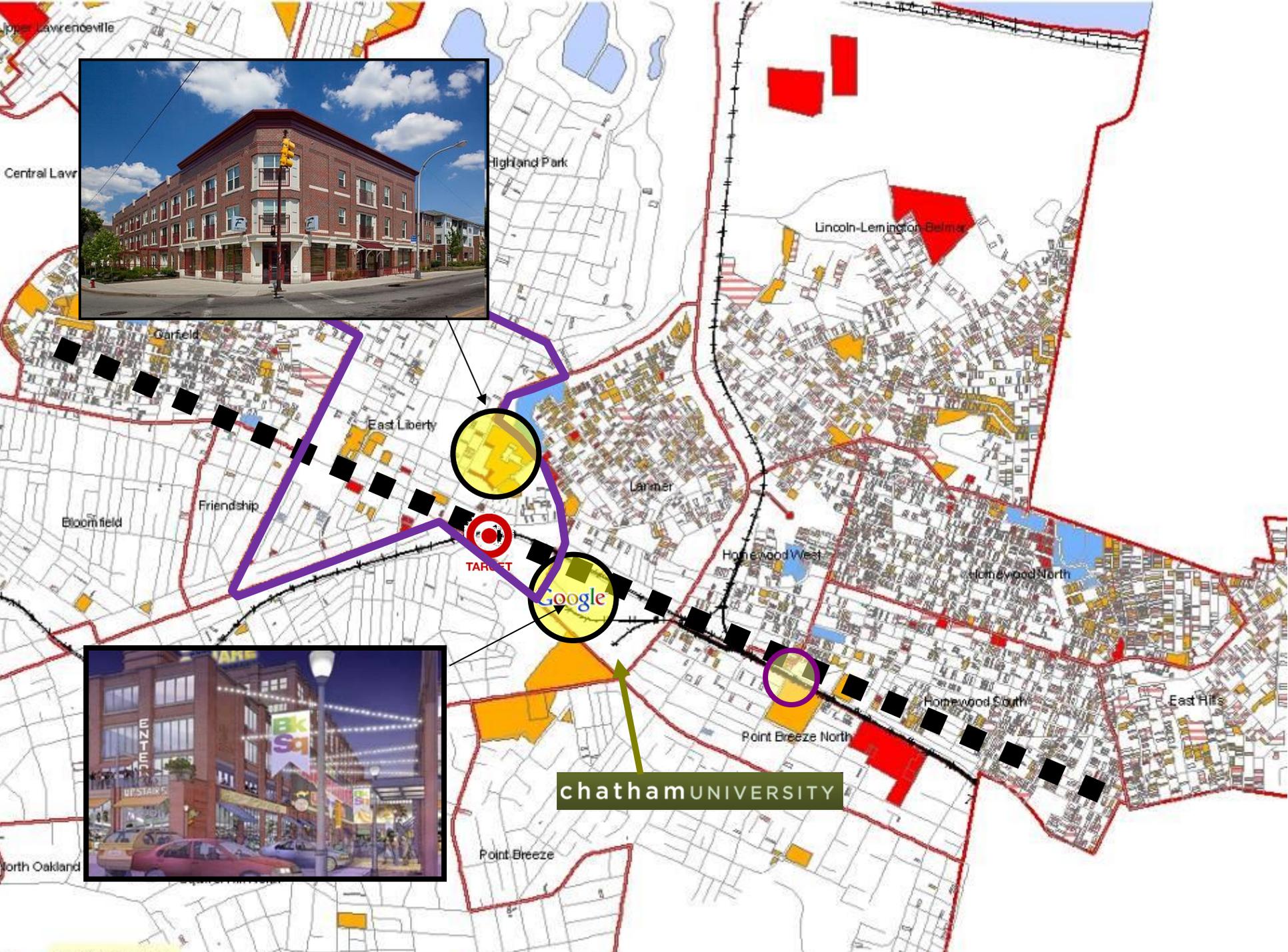
Average Sales Price by Census Tract, 2006-2010











Lawrenceville

Central Lawr

Highland Park

Lincoln-Lemington-Belmar

Garfield

East Liberty

Larmer

Bloomfield

Friendship

HomeWood West

HomeWood North

North Oakland

Point Breeze

Point Breeze North

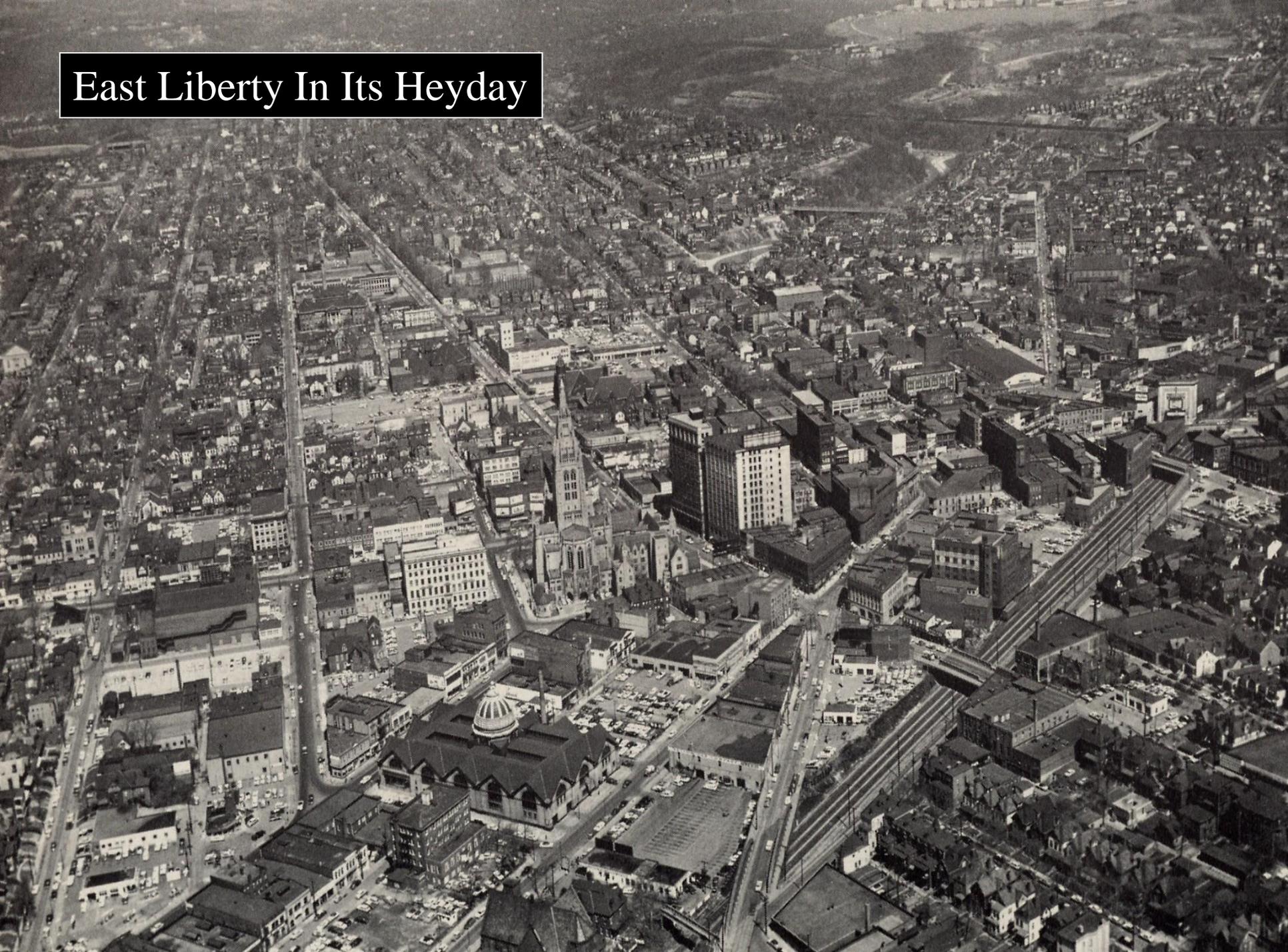
HomeWood South

East Hills

chatham UNIVERSITY



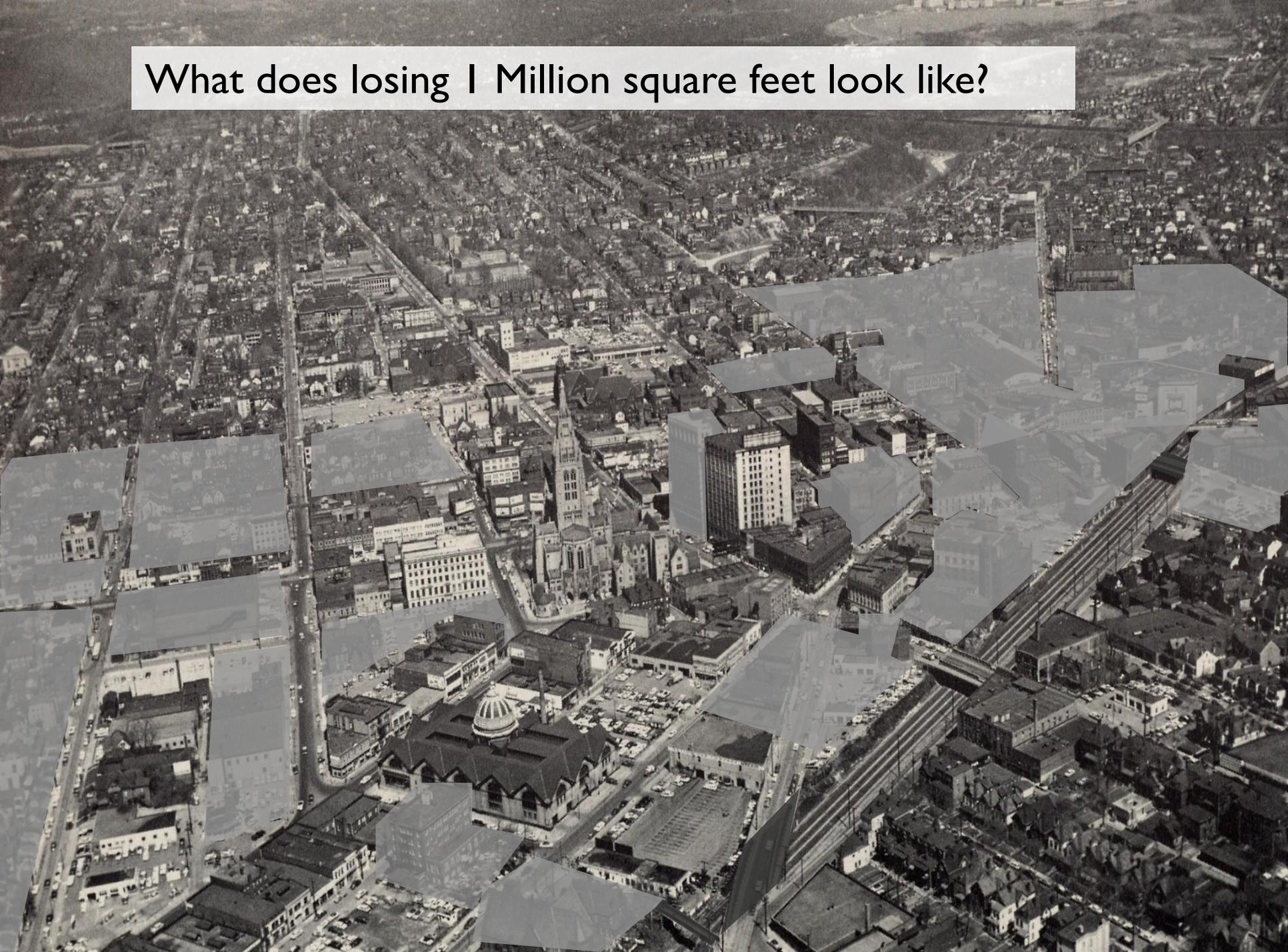
East Liberty In Its Heyday



Urban Renewal Infrastructure Alterations



What does losing 1 Million square feet look like?

















Copyright Historical Society
of Western Pennsylvania

Bone Crushing Community Development

1980- 2000










Carnegie
Library
Motor Sq.
Garden
←


LOT
↑







C. F. Peterson

Carlos F. Peterson Technical Art





NO
TURN
ON
RED



Pratt Circle S

ROAD WORK

NO
LEFT
TURN



LEFT
TURN
SIGNAL

3000 East Liberty Street
Penn Ave

NO
TURN
ON
RED

P

New Pringley

Home Depot,
Different perspectives of the future,
and Sharing a Vision

1999



Community Plan...



North Beatty Street



A Vision for East Liberty

East Collins Street



WELCOME TO
EAST LIBERTY



Whole Foods, Community, Government, Investor Alignment and Risk Sharing

2002...

WHOLE FOODS MARKET

3580 Centre Avenue

WHOLE FOODS

grand
Thurs

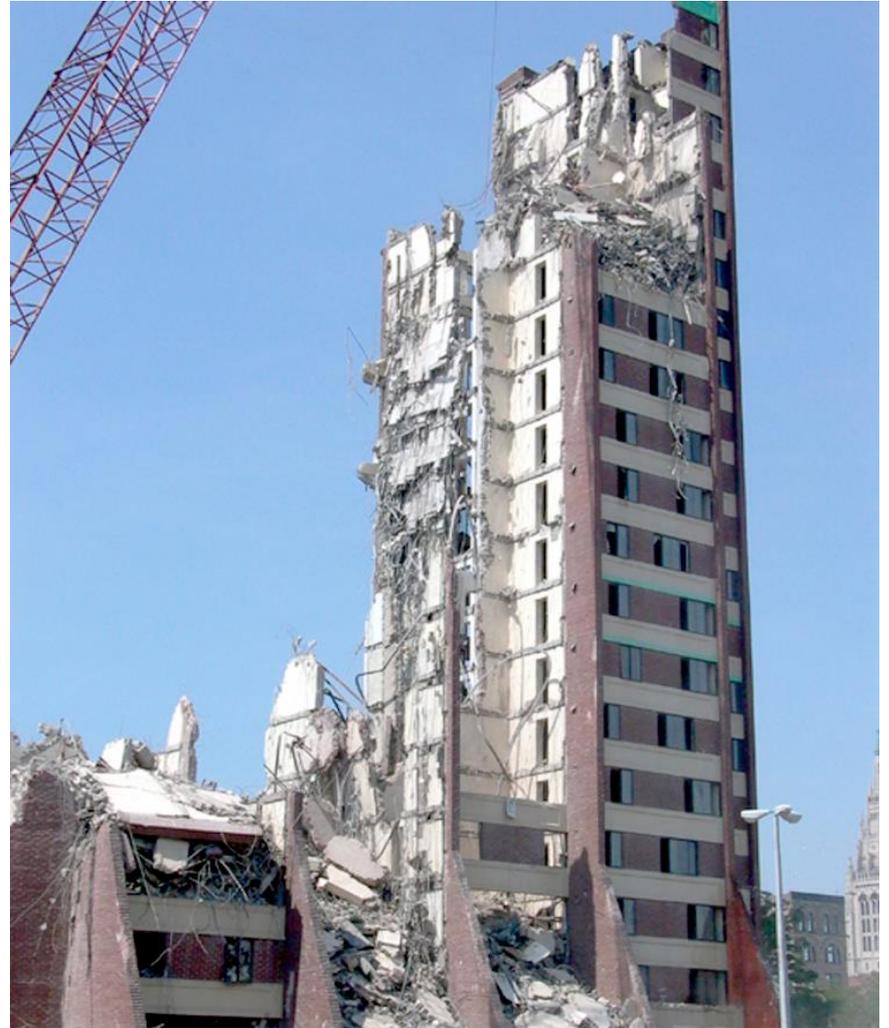


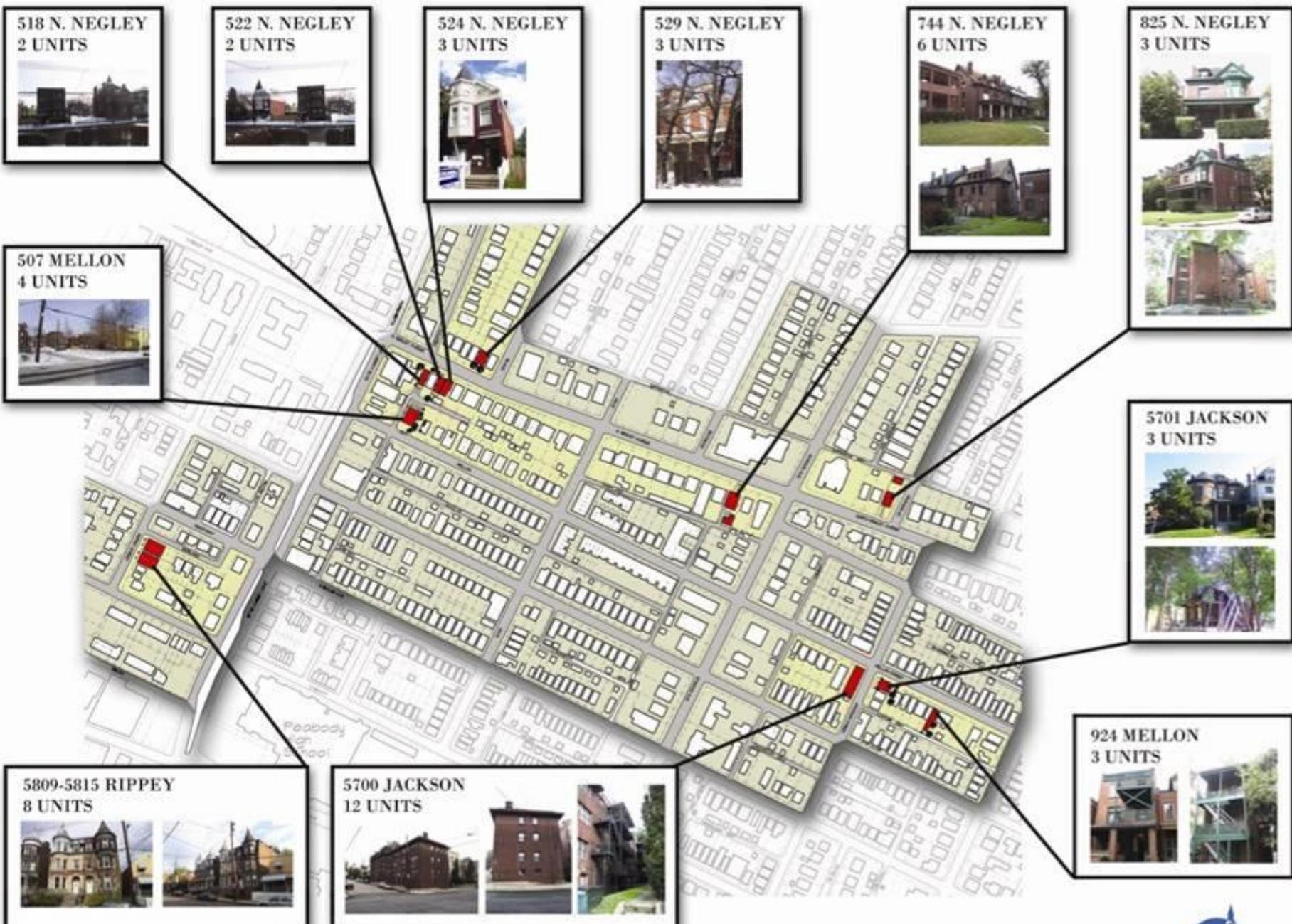












**518 N. NEGLEY
2 UNITS**

**522 N. NEGLEY
2 UNITS**

**524 N. NEGLEY
3 UNITS**

**529 N. NEGLEY
3 UNITS**

**744 N. NEGLEY
6 UNITS**

**825 N. NEGLEY
3 UNITS**

**507 MELLON
4 UNITS**

**5701 JACKSON
3 UNITS**

**5809-5815 RIPPEY
8 UNITS**

**5700 JACKSON
12 UNITS**

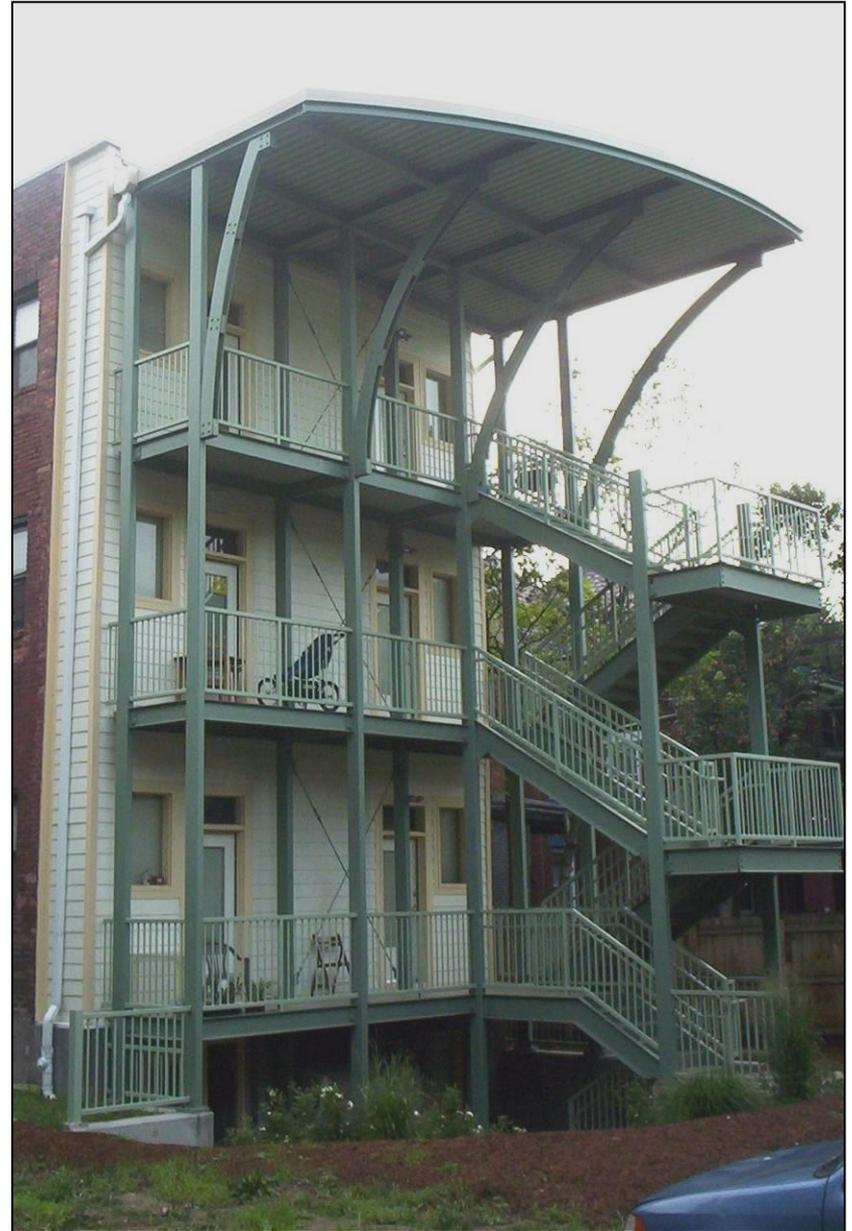
**924 MELLON
3 UNITS**



What's happening now...



What's happening now...



Liberty Park, Phase I



East Liberty Vision Update

PREPARED FOR MC CORMACK BARON SALAZAR BY URBAN DESIGN ASSOCIATES

Proposed Plan

FEBRUARY 2004















Bus Stop



Press



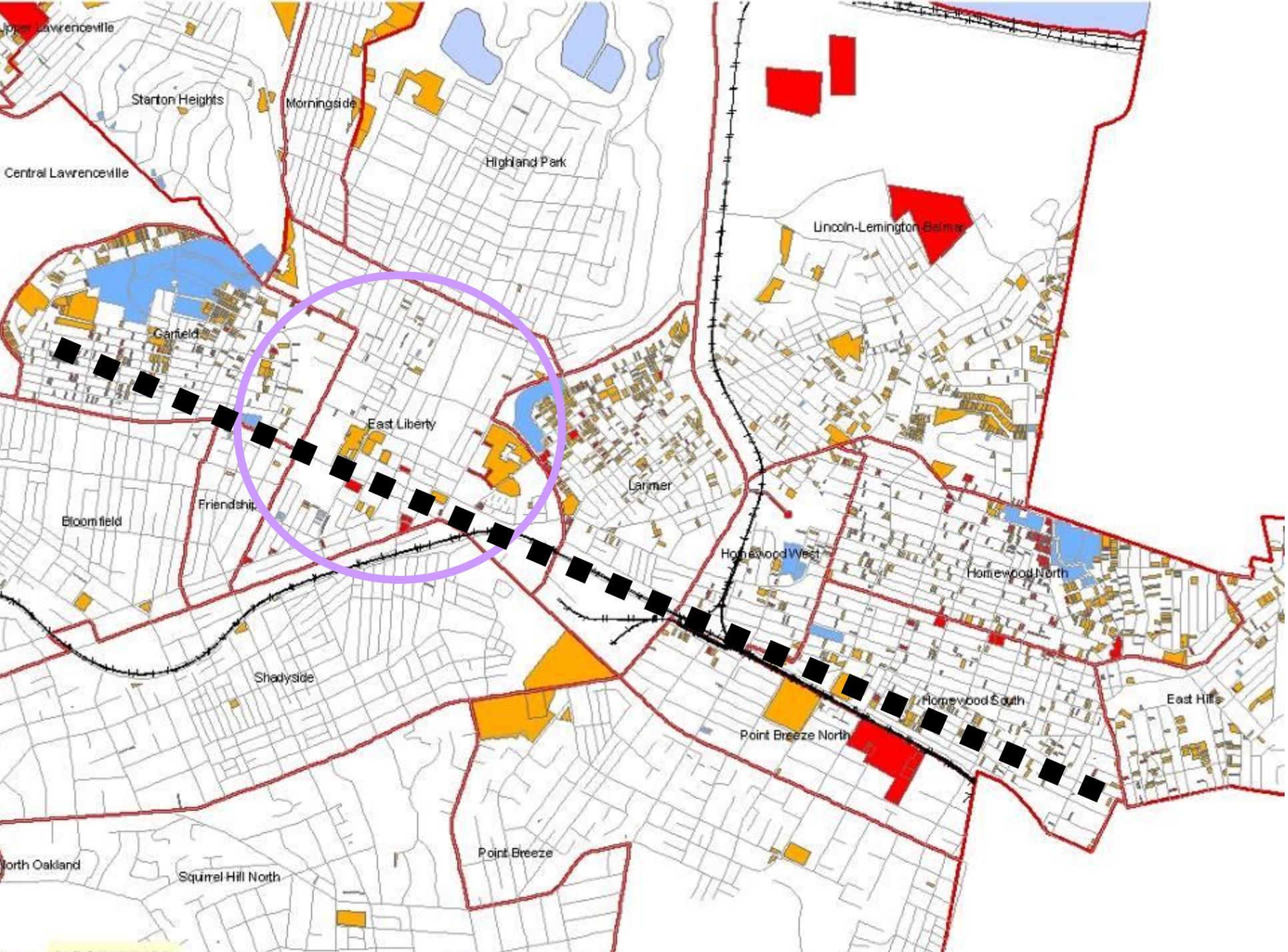
ACE HOTEL



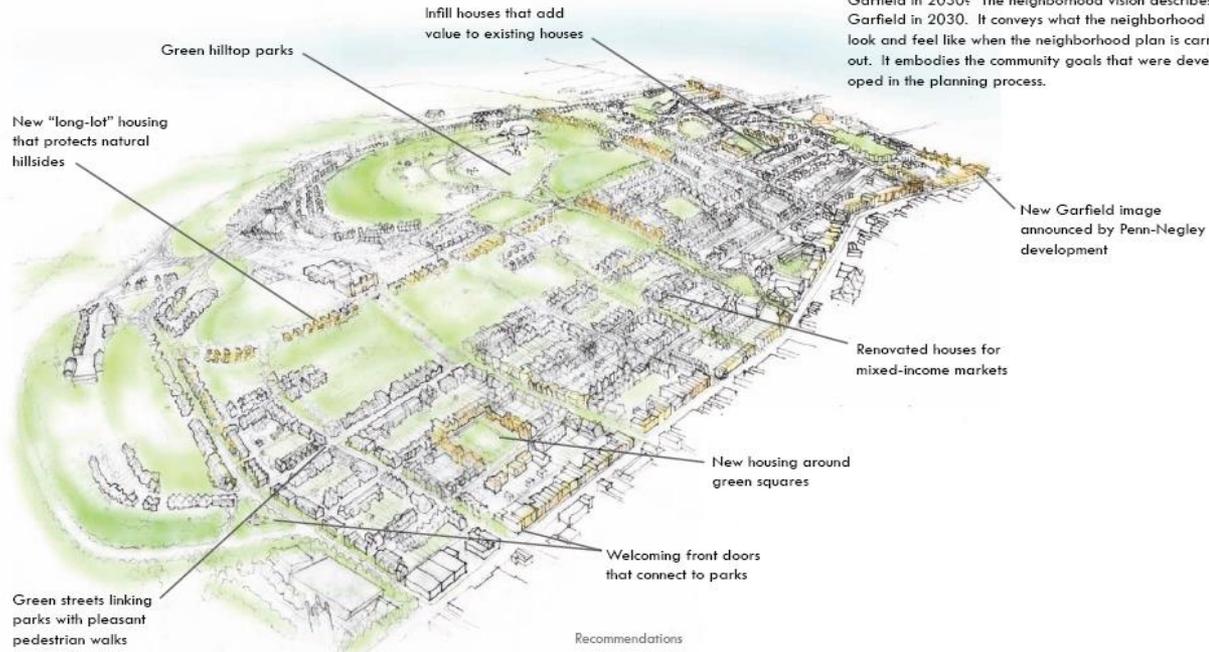
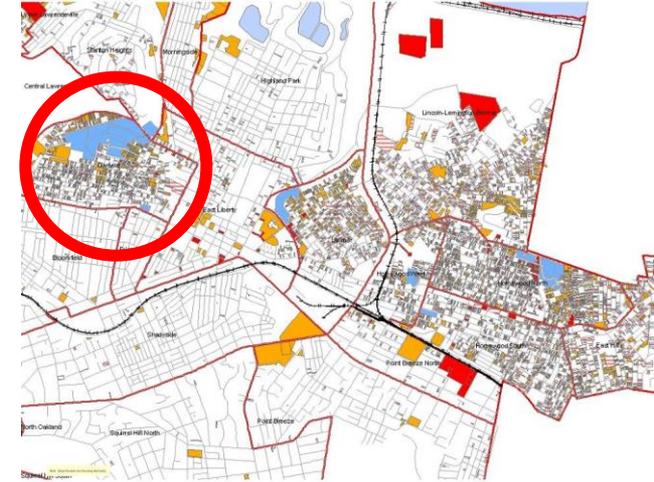


East Liberty Development Totals

Jobs Created:	1,900+ (target: 4,000)
Commercial/Mixed-Use Space:	750,000
Housing Units Built:	1,500+
Affordable Units Built:	800
Total Investment:	\$700 million



GARFIELD IN 2030



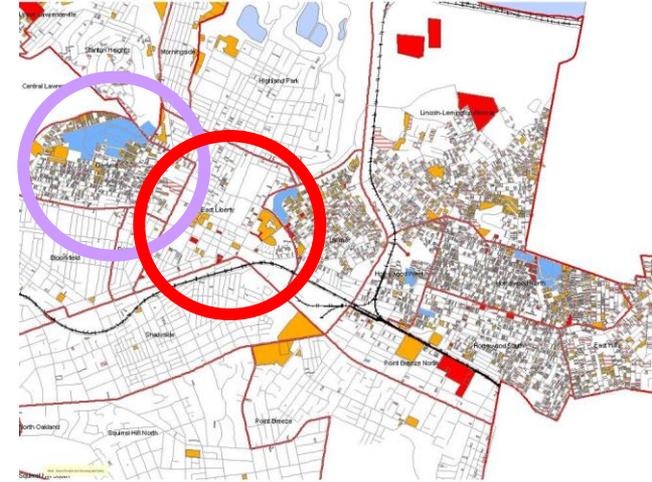
What would we want to see if we took a walk through Garfield in 2030? The neighborhood vision describes Garfield in 2030. It conveys what the neighborhood will look and feel like when the neighborhood plan is carried out. It embodies the community goals that were developed in the planning process.

2010



EAST LIBERTY COMMUNITY PLAN

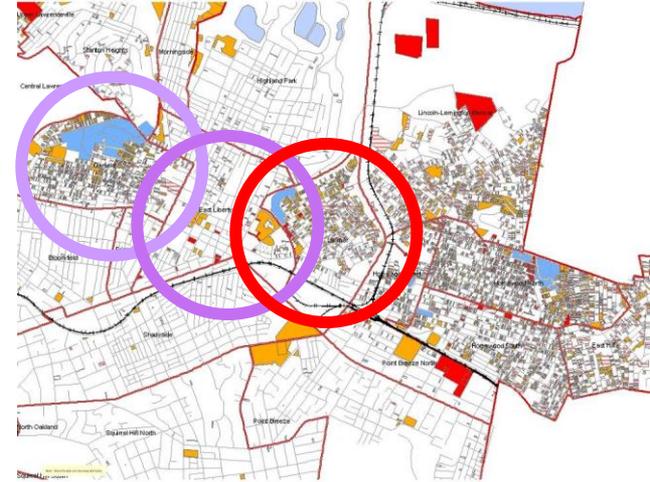
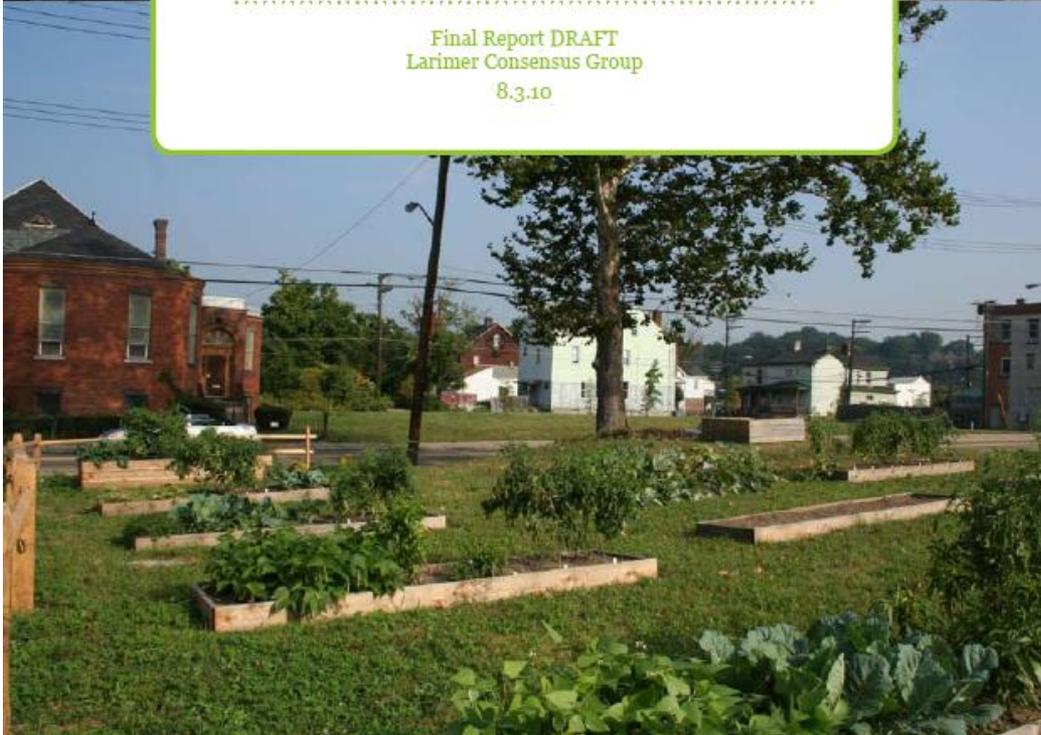
Many Voices Driving Neighborhood Change





Larimer Vision Plan

Final Report DRAFT
Larimer Consensus Group
8.3.10



A Vision for Larimer

- Greensburg, Kansas, 2007 – after destruction by a tornado



A Vision for Larimer

78

- The Larimer Community, 2011 - Once home to more than 13,000, Larimer now has only 1,728 residents (2010 Census)



Larimer Neighborhood



Larimer Neighborhood



East Liberty's impact from several vantage points...

Increased city tax base

Office market

Market rate renter

Affordable housing renters

- The inability to get in

- Lack of layers of affordability

- There is a supply issue

Shoppers

Next frontier neighborhoods

What we did well and why...

- Led with affordable housing.
- Great Investment Team--TIF (sometimes more than 1), Lerta's, PDF, federal grants, sales tax tifs, NMTC....
- Developer as community partner and problem solver:
 - Local hiring lease clause
 - Community equity with shared returns
 - Whole Foods
 - Ace Hotel and Homeless shelter
 - TOD and Community Fund
- Unwoveled the insider/outsider construct
- Believed in high-value design and investing at the level of the vision, not the market
- Built from a strong edge, not the "heart."
- Leveraged national credit to the community vision
- Shared risk

Challenging issues we are confronting as we build frail neighborhoods and support the families who live there...

- Displacement (not gentrification)
 - Ideally, avoid relocation!
 - “Here’s your voucher. We Promise you can come back” is a broken promise.
 - Build first and relocate once.
- Buffer long-term homeowners and renters from taxes and rents
 - Homeowner Exemptions
 - Layers of fixed affordability (really hard to meet middle markets)
- Lot’s of innovation locally. Federal policy atmospherics.
- Leverage increase to the benefit of indigenous residents
- Small businesses to compete for success

- **What we would do differently if we could...**
 - Believe! Harder than you think.
 - at scale- Position homeowners and renters to benefit in a heightened marketplace
 - at scale -Pull ready tenants into homeownership positions
- Buffer homeowners, renters and businesses from rent and tax increases
- Build first relocate once.

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