



PRESERVEPGH

Executive Summary



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PRESERVEPGH was financed in part by a grant from the Commonwealth of Pennsylvania, Department of Community and Economic Development. The activity that is the subject of PRESERVEPGH also was financed in part with Federal funds from the National Park Service, U.S. Department of the Interior. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior.

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“Our skyline may be new — look at our hospitals and our high-tech centers — but our streets and byways are not. And others walked them before us. They built the bridges that spanned the rivers. They built the plants that made America mobile, and they built the engines that kept America free.

But they built something else too — something that endures along with the bridges and skyscrapers. They built a city and a tradition and a spirit that soars. They built Pittsburgh, and in building it, they built a great American city that has what some of the new American cities lack: A center. A heart. A soul. And memories — lots and lots of memories.”

*David M. Shribman, Executive Editor,
Pittsburgh Post Gazette, from the book
Pittsburgh Lives: Men and Women
Who Shaped Our City.*



The Importance of Pittsburgh's Character and Culture

Pittsburgh is a unique place. Its rivers, hills, and valleys are the backdrop of an exceptional story about American freedom, European immigration, industrialism, and cultural resilience spanning more than 250 years. Pittsburgh's history is interesting and complex; but most importantly, it significantly shaped the quality of life that Pittsburghers enjoy today.

Pittsburgh's character is an irreplaceable asset. Ninety (90) neighborhoods contain exceptional features authentic to the cultures and social classes of their first residents. They give Pittsburgh a distinct sense of place. From the Fort Pitt Blockhouse at Point State Park, to the steel truss bridges that dramatically extend over the Allegheny, Monongahela, and Ohio rivers, to architectural styles spanning three centuries — a countless number of Pittsburgh's most revered qualities are historic or relate to aspects of the city's past. Unlike many other cities, the cultural and historic resources in Pittsburgh are not limited to opulent civic buildings and museums. They include the homes, shopping areas, workplaces, schools, parks, community centers, places of worship, and transportation systems used by citizens and visitors on a daily basis. In essence, interaction with culture and history is an integral part of everyday life in Pittsburgh.

Preservation of cultural and historic assets is a critical issue because these resources broadly contribute to the city's character. They make neighborhoods places where people want to live, work, invest, learn, and spend their time. Although Pittsburgh is a thriving city, its population declined by approximately 50% since World War II. Recent evidence suggests that the population is beginning to stabilize and the city is even beginning to prepare for modest growth. However, as of 2011 about 30,000 properties — for economic, physical, or other reasons — are vacant, distressed, or currently undeveloped. Building demolition occurs regularly and some neighborhoods



Culture Shop on East Carson Street in the South Side neighborhood

are threatened by loss of their distinctive features. Decisions need to be made by city leaders and stakeholders about how to downsize physically while continuing to attract new investment in ways that maintain one of Pittsburgh's greatest assets — its physical character.

Preservation in Pittsburgh is not just about protecting the past. It is also a means to maintain and draw attention to the characteristics that people value and that make Pittsburgh stand out from other places around the world.



PRESERVEPGH Purpose

In 2010, the Department of City Planning embarked on the preparation of a citywide Comprehensive Plan titled PLANPGH. It is a 25-year game plan to make the best use of Pittsburgh's resources and opportunities. The topic of cultural and historic preservation is addressed by PRESERVEPGH early in the planning process because it is important to consider which assets to preserve before deciding how and where the city should grow, change, or stay the same.

PRESERVEPGH considers the preservation issues that concern Pittsburghers, from what is happening in local neighborhoods to the city's international reputation. Most importantly, it describes a preservation strategy to strengthen the city's character in ways that attract residents, visitors, investment, and improves Pittsburgh's quality of life. PRESERVEPGH does not address every single detail associated with preservation. Rather, it is a framework for action by the city and its stakeholders that aligns with the other components of PLANPGH. Each of the 12 PLANPGH components meets the same six goals listed to the right. PRESERVEPGH advances these goals in the following ways:

ECONOMIC BENEFITS OF PRESERVATION

- » Attracts businesses and innovators needed for economic growth in the new economy.
- » Protects infrastructure investments already made by taxpayers.
- » Increases property values in designated historic districts.
- » Attracts heritage tourism spending.
- » Leverages federal tax credits and private investment.
- » Employs more local labor as compared to new construction.

ENVIRONMENTAL BENEFITS OF PRESERVATION

- » Advances Pittsburgh as a sustainable city.
- » Saves energy embodied in existing buildings.
- » Reduces the amount of demolition and construction debris deposited in landfills.
- » Saves high-quality materials and unique craftsmanship.
- » Helps combat sprawl peripheral to Pittsburgh.



Grandview Park in the Mount Washington neighborhood



PRESERVEPGH Vision

Pittsburgh has stunning physical geography, interesting neighborhoods, and a compatible mixture of historic and modern construction. The city has a character that is distinctively its own, carrying messages about a history of military support, industrial strength, philanthropy, and traditional cultural influences. Preservation of Pittsburgh's culture and the resources that reflect its importance to Pennsylvania, America, and the world is a priority. Not only do historic assets provide evidence of the city's past, they add to the sense of place that makes Pittsburgh special and distinct.

In the 21st century, Pittsburgh's distinct character and culture will be preserved in ways that contribute to a high quality of life. The city will offer a balance of tradition and innovation, preservation and new construction, environmental sensitivity and continued use of resources.

Pittsburgh's place in history will be admired and reflected for centuries to come — in the city's historic structures — in the waters of the three rivers — in the materials of modern buildings — and in the hearts and minds of all Pittsburghers.



A reflection on Downtown Pittsburgh



Overview of the Planning Process

At the direction of Mayor Luke Ravenstahl, the Department of City Planning led the preparation of PRESERVEPGH, with support from a Management Committee, with its members representing commonwealth partners, city departments, and several preservation advocacy organizations active in Pittsburgh.

INFORMATION GATHERING PHASE

In the initial phases of work, the Department of City Planning gathered data from all known and reliable resources of information to create a baseline inventory of Pittsburgh's existing historic properties. T&B Planning spent several months entering over 13,500 records into a database, which was integrated into the city's Geographic Information System (GIS). The database is referred to as the city's "Historic Resources Inventory." Additionally, the city's Historic Preservation Planner, the Pennsylvania Historical and Museum Commission and the consulting firm Thomason and Associates conducted a cursory field evaluation of Pittsburgh's historic districts and potentially eligible districts to assess their general physical condition. Recommendations resulting from that evaluation are contained in PRESERVEPGH Appendix B available at www.planpgh.com/preservepgh.

INITIAL PUBLIC OUTREACH PHASE

The planning team reached out to the city's stakeholders to get their perspectives about preservation in Pittsburgh. Outreach methods included a public opinion survey with 790 respondents, three (3) public meetings, and discussions with two (2) focus groups. City staff used this information to identify pressing issues and inform the PRESERVEPGH preparation process.

INITIAL RECOMMENDATIONS PHASE

After evaluating the collected information and considering the public outreach results, the planning team determined that Pittsburgh's preservation issues, concerns, and opportunities readily fell into four categories. These became the PRESERVEPGH goals to Document, Commit, Appreciate, and Steward. The Department of City Planning and its consultants then collaborated to develop an initial set of recommendations, which were refined and revised into draft PRESERVEPGH policies, objectives, and action steps. The PRESERVEPGH Management Committee met several times to refine and prioritize these ideas. The draft goals, policies, objectives and action steps were posted for public comment at The PLANPGH Exchange (exchange.planpgh.com), presented at two (2) open public meetings, and then revised based on the feedback.

PRESERVEPGH DEVELOPMENT PHASE

After carefully reviewing the draft PRESERVEPGH goals, policies, objectives, and action steps in comparison to the city's current human and financial resources, it became clear that the Department of City Planning does not currently have the capacity to fully implement PRESERVEPGH on its own. Participation from the city's preservation advocacy network is essential to making it work. So, the planning team and the PRESERVEPGH Management Committee prepared an Implementation Matrix that assigns potential leaders, advocacy partners, and funding sources to each PRESERVEPGH objective. Lastly, the PRESERVEPGH document was prepared, made available for public review and comment, and presented at four (4) public meetings. All PRESERVEPGH documentation, including its Implementation Matrix, is available at www.planpgh.com/preservepgh. The document was approved by the Pittsburgh City Planning Commission on July 24, 2012.



East Carson Street in the South Side neighborhood



Pittsburgh's Cultural and Historic Assets

The term “cultural and historic resources” refers to the city’s legacy, formed by its people, places, neighborhoods, objects, and stories — everything that helped to shape Pittsburgh, literally and figuratively, from the beginning. Given that definition, nearly every aspect of Pittsburgh’s urban form, fabric, and texture could be considered a cultural or historic resource.

For purposes of preservation planning, the city must differentiate between all of the existing resources and those that are significant and character-defining. Given that so much of the city’s physical character is historically influenced, this is not an easy task. In a sense, Pittsburgh’s entire collection of resources and how they all come together gives the city its distinctiveness and not any single resource alone.

Historic resources are located in all but a few of the city’s 90 neighborhoods. Based on currently available data, over 13,500 parcels in Pittsburgh contain a significant or potentially significant historic resource. That is the equivalent of about 15.8% of all parcels in the city, which is likely a gross underestimate given that Pittsburgh ranks 3rd for the age of its housing stock among all U.S. cities with a population of 250,000 or more (2010 U.S. Census data).



200 block on Pacific Avenue in the Friendship neighborhood

EXAMPLES OF PITTSBURGH’S HISTORIC ASSETS

- » The Pattern of Development
- » Overall Neighborhood Fabric/Character
- » Architectural Styles and Types
- » Bridges, Tunnels, and Railroads
- » City Steps and Inclines
- » Building Materials (brick, iron, steel, wood, etc.)
- » Parks and Public Gathering Spaces
- » Cemeteries and Burial Grounds
- » Natural Features (riverfronts, hillsides, trees)
- » Public Art, Monuments, and Markers



Protected and Unprotected Resources

Some geographic areas (districts) and individual resources are officially recognized as “historic” by virtue of being listed on the National Register of Historic Places. However, listing on the National Register is mostly honorific, meaning that while listed resources are nationally recognized as important, they are not protected. Only when a property is locally designated as historic through the city’s Historic Preservation Ordinance can the city undertake measures to protect it. Locally designated properties are subject to a review process by the Department of City Planning and Historic Review Commission before actions such as demolitions, new construction or exterior alterations can occur.

Designated Historic Resources (2011 data)

- » 144 Resources Listed on the National Register of Historic Places
- » 87 City-Designated Historic Structures
- » 21 National Register Historic Districts
- » 12 City-Designated Historic Districts
- » 5 National Historic Landmarks
- » 2 City-Designated Historic Objects
- » 1 City-Designated Historic Site

Protected and Unprotected Pittsburgh

Many of Pittsburgh’s cultural and historic resources are not locally designated as historic under the city’s Historic Preservation Ordinance. Therefore, numerous assets could be at-risk for loss.

The map shows the PRESERVEPGH Historic Resources Inventory, which was assembled in 2011 by compiling together reliable information about the location of historic resources from multiple sources. The map has not yet been field checked for accuracy, so it is just a starting point in the city’s effort to comprehensively map Pittsburgh’s cultural and historic assets.

If the Inventory’s database indicates that a parcel contains, or recently contained, a significant or potentially significant historic resource, that parcel is colored either brown or orange on the map. If any aspect of a parcel is recorded in the Inventory, the entire parcel is colored. For example, if there is a small historic feature on a large parcel like a regional park, the entire parcel is colored.

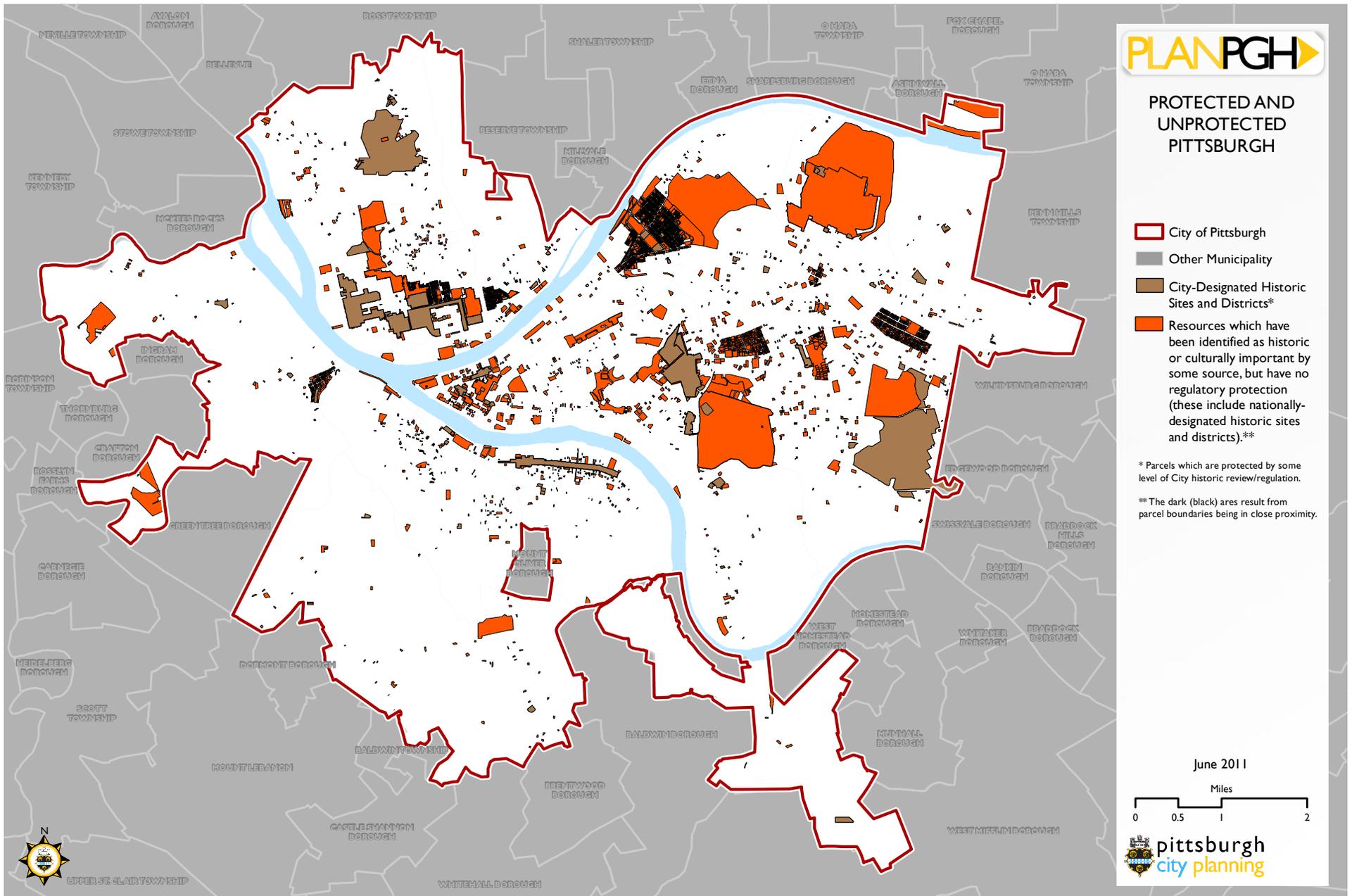
Parcels colored brown are subject to the city’s Historic Preservation Ordinance, which requires that the Historic Review Commission review proposed building demolitions, new construction, and/or major exterior building alterations. Because a historic review process is required, historic resources on the parcels colored brown are considered “protected” by the city’s review process.

Parcels in the Inventory that are not regulated by the city’s Historic Preservation Ordinance are colored orange. A local historic review process is not required for demolition, new construction or exterior modifications on these parcels. Therefore, parcels colored orange, as well as parcels that are uncolored (white), are considered “unprotected.”

Parcel lines are outlined in black so if a section of the map looks dark (or black), it is because many small parcels are grouped together.



Trinity Episcopal Cathedral in Downtown





Geographic Focus Areas

Preservation opportunities exist in nearly every Pittsburgh neighborhood. There are 24 recognized historic districts in Pittsburgh. Twenty (20) are listed on the National Register of Historic Places. Twelve (12) are recognized by the city's Historic Preservation Ordinance.

Historic Districts (2011)	National Register	City Designated
Allegheny West	X	X
Alpha Terrace	X	X
Brightridge Street Rowhouse	X	
Charles Street Rowhouse	X	
Chatham Village	X	
Deushtown	X	X
East Carson Street	X	X
Eberhardt & Ober Brewery	X	
East Liberty Commercial	X	
Firstside/Monongahela Wharf	X	
Fourth Avenue	X	
Highland Park Neighborhood	X	
Manchester	X	X
Market Square		X
Mexican War Streets	X	X
Murray Hill Avenue		X
Oakland Civic Center		X
Oakland Square		X
Old Allegheny Rows	X	
Penn-Liberty	X	X
Pittsburgh Central Downtown	X	
Schenley Farms	X	X
Schenley Park	X	
Western Restoration Center/ Tuberculosis Hospital of Pittsburgh	X	



(top left) Frick Art & Historical Center on Reynolds Street (top right) E.D. Whiteside Building (left) West End Savings Banks & Trust Co. Building on S Main Street in the West End neighborhood

Existing Conditions



In addition to designated historic districts, all or portions of the following neighborhoods contain a density of resources with historic integrity that the Department of City Planning determined could benefit from bolstered preservation efforts:

- » Allegheny West
- » Beltzhoover
- » Brighton Heights
- » Central Business District
- » Central Lawrenceville
- » Central Northside
- » Duquesne Heights
- » East Allegheny
- » Friendship
- » Highland Park
- » Perry North
- » Point Breeze North
- » Manchester
- » Marshall-Shadeland
- » Middle Hill
- » Morningside
- » Mount Washington
- » Point Breeze
- » Regent Square
- » Shadyside
- » South Side Flats
- » Squirrel Hill North
- » Squirrel Hill South
- » Strip District
- » Upper Hill



(right) Garden Theater in the Northside neighborhood (top right) East Carson Street in the South Side neighborhood (bottom right) Community signage in the Bloomfield neighborhood





Public Input

The preparation of PRESERVEPGH was an open and inclusive public process that included:

- » A public opinion survey that received 790 responses.
- » Nine (9) public meetings.
- » Two (2) focus group meetings.
- » Six (6) meetings of the PRESERVEPGH Management Committee.

Public outreach results indicate that residents and visitors are aware of the city's large collection of cultural and historic resources. There is a strong contingency of support for preservation efforts in Pittsburgh. However, given the large quantity of resources and the city's approximately 30,000 distressed properties, stakeholders recognize that not every historic building and site can or should be saved — people want new investment that fits well into Pittsburgh's existing character.

Pittsburghers care very deeply about the character of their neighborhoods. They believe that Pittsburgh would benefit from a more proactive preservation strategy that will give them and their children opportunities to continue living, working, playing, and investing in a culturally rich city.

Public Input — Key Findings

- » Historic preservation is important to Pittsburgh's future.
- » Neighborhood character is very meaningful to residents.
- » Vacant buildings/blight and aging infrastructure are primary public concerns.
- » The general public is not aware of the full range of benefits that stem from historic preservation.
- » The city's historic preservation program is perceived as reactive, rather than proactive, process.
- » There is a disconnect between the high level of public support for historic preservation and the availability of public funding to implement an optimum city-led preservation program.
- » Owners of historic properties can be good stewards of the city's character, but some lack the resources (money, time, know-how, etc.) to fully engage.
- » There is room to boost appreciation for the city's cultural and historic assets among both residents and visitors.

Priorities

Based on the information gathered, Pittsburgh has four general categories of preservation need:

- » to document its resources;
- » to commit to preserving its resources;
- » to increase appreciation of its resources; and
- » to be a good steward of its resources.



(right) Rehabilitation in the Manchester neighborhood



Document

As part of PRESERVEPGH, the Department of City Planning compiled an Inventory of over 13,500 historic properties in Pittsburgh. This is just a starting point. The Inventory needs to be checked against existing, on-the-ground conditions and supplemented with more information. Many more resources exist that need to be documented.

Although the Inventory will be in a constant state of change as some resources are rehabilitated and others are demolished, an optimum preservation program is difficult to manage without an accurate account of existing conditions. A map-based Inventory is an essential preservation planning and educational resource tool for the city and its stakeholders. It can help determine the significance of resources, support nominations to the National Register of Historic Places, define areas that deserve protection under Pittsburgh's Historic Preservation Ordinance, and establish a geographic baseline for preservation decision-making.

Having access to accurate information is essential to good decision-making. As Pittsburgh continues to evolve, city leaders and stakeholders will make choices about which resources to preserve and rehabilitate, which to interpret by signs and markers, which to regulate by the city codes and policies, and which to demolish to make way for more open space, parks, greenways, and new development. The best decisions are informed by accurate, meaningful, comprehensive, and useful data. Therefore, accurately documenting Pittsburgh's cultural and historic resources is an essential first step in the preservation planning process.

PreservePGH Goal 1: Document

Document the city's cultural and historic resources in ways that are accurate, meaningful, comprehensive, and useful to the city and the general public.

Commit

Preservation in Pittsburgh is about protecting the city's genuine character. Nearly every activity that affects Pittsburgh's physical environment has a bearing on its character. This includes new construction, public works projects, building renovations, demolitions, environmental improvements, and much more.

The Department of City Planning administers the city's historic preservation program. The primary regulatory means to advance preservation is the city's Historic Preservation Ordinance, although other city regulations, policies, and procedures apply as well. The key, then, is to establish a citywide commitment to preservation by establishing and administering city programs and policies that uphold a pledge to preservation. Making such a commitment does not imply that every cultural and historic resource will be saved. It may, for example, result in a strategy that reverses the mostly reactive nature of the current building condemnation and demolition process. The approach could focus on preserving areas with high historic integrity while removing buildings in areas where land clearing has secondary advantages such as expanding the city's open space and greenway network, adding parks, or saving costs by disinvesting in related public infrastructure.



Appreciate

Many opportunities exist for the city and its stakeholders to bolster their commitment to preservation. Some of these can be realized by using the city's existing financial and human resource capacities, while others will require additional city resource allocations and outside assistance and collaboration from the city's network of preservation advocacy organizations. A commitment is needed from all of Pittsburgh's stakeholders to achieve the important benefits that come from preservation.

PreservePGH Goal 2: Commit

Cultivate and sustain a citywide commitment to achieving the benefits that stem from cultural and historic resource preservation. Show this commitment through the administration of an efficient and effective Historic Preservation Program.

Pittsburgh has historical relevance from local, state, national, and even global perspectives. This is something that every Pittsburgher and visitor should be aware of, and appreciate. Some of the city's more well-known resources are easy to recognize. However, because a vast majority of Pittsburgh's physical character has historical ties, people can find it difficult to discern the relevance of one resource from another.

The city and its stakeholders can take action to increase visual awareness of the city's historic structures, districts, sites, and objects. Parks, trails, and other universally accessible public gathering areas contain signs and monuments that interpret Pittsburgh's history, but more can be done to improve interpretation, including the application of new technologies. Additionally, the PRESERVEPGH public outreach process revealed that neighborhood individuality is highly valued. There are quality of life benefits associated with increasing appreciation for the traditional characteristics of each neighborhood. Celebrations of local cultures and traditions also are important to Pittsburghers. When resources are appreciated, there is a greater chance that they will be preserved.

PreservePGH Goal 3: Appreciate

Increase awareness and recognition of the city's cultural and historic resources and continue to foster appreciation of the city's distinct character.

Steward

One of the best ways to achieve the benefits that come from preservation is to make sure that Pittsburgh's historic resources are kept in good condition. Stakeholders cited blight and poor maintenance as primary concerns during PRESERVEPGH public outreach efforts.

Given that most of Pittsburgh's historic properties are privately owned, stewardship initiatives will take the work of many stakeholders, including state and city government, partner groups and organizations, and property owners. By pooling the resources and talents of state and city government and the many grassroots and preservation advocacy groups that are active in Pittsburgh, private property owners and Pittsburgh's youth and emerging workforce can gain access to the tools and resources they need to become more interested and invested in historic properties. Although educational tools and resources are currently available, more resources are needed and must be combined with a greater effort to get those resources into the right hands.

PreservePGH Goal 4: Steward

Provide tools and resources that promote a collective responsibility to care for the city's cultural and historic assets to benefit the city's character, economy, environment, and quality of life.



The PRESERVEPGH Policy Framework & Implementation Plan is organized under four PRESERVEPGH goals: Document, Commit, Appreciate, and Steward. Each goal is supported by objectives, policies, and recommended action steps. Note that some of the objectives listed below are explained in more detail in the PRESERVEPGH document found online at www.planpgh.com/preservepgh.

(VH) = Very High Priority (H) = High Priority

Goal 1: Document

Document the city's cultural and historic resources in ways that are accurate, meaningful, comprehensive, and useful to the city and the general public.

PRESERVE POLICY 1.1 — Maintain an Accurate Historic Resources Inventory

PRESERVE 1.1-A: Integrate the PRESERVEPGH Historic Resources Inventory into the city's Geographic Information System (GIS). (VH)

PRESERVE 1.1-B: Develop a standard operating procedure to continually maintain and update the Historic Resources Inventory. (H)

PRESERVE POLICY 1.2 — Identify and Designate Additional Historic Structures, Districts, Sites, and Objects

PRESERVE 1.2-A: Conduct a Citywide Reconnaissance Survey (cursory visual inspection). (H)

PRESERVE 1.2-B: Based on the Citywide Reconnaissance Survey and PRESERVEPGH Appendix B, support nominations of City-Designated historic resources and nominations to the National Register of Historic Places. (H)

PRESERVE POLICY 1.3 — Determine the Historic Significance of Post-1940 Resources

PRESERVE 1.3-A: Complete a Citywide Reconnaissance Survey to identify structures and sites of historic significance that developed after 1940. Create an inventory of post-1940 resources that are potentially eligible for nomination as City-Designated or National Register resources.

PRESERVE 1.3-B: Based on the Post-1940 Citywide Reconnaissance Survey, support nominations of City-Designated historic resources and nominations to the National Register of Historic Places.

RESERVE POLICY 1.4 — Increase Public Awareness of the City's Historic Resources Inventory

PRESERVE 1.4-A: Provide universal public access to the Historic Resources Inventory at local libraries, through internet access, and by other forms of modern technology.

PRESERVE 1.4-B: Provide universal public access to maps of City-Designated Historic District boundaries; City-Designated Historic Structures, Sites, and Objects; and listings on the National Register of Historic Places. (VH)

PRESERVE 1.4-C: Encourage public and private K-12 schools and local colleges and universities to use the PRESERVEPGH Historic Resources Inventory and Pennsylvania's Cultural Resources Geographic Information System (CRGIS) as part of their educational curricula.

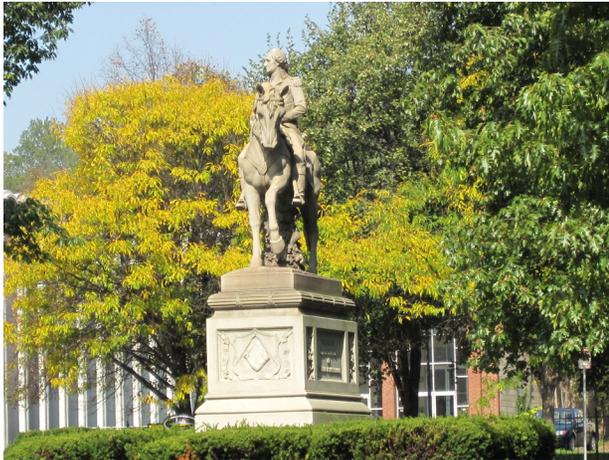
PRESERVE POLICY 1.5 — Continue Efforts to Archive the City's History

PRESERVE 1.5-A: Prior to the demolition of any structure located on a parcel listed in the Historic Resources Inventory, require that photo documentation be conducted and uploaded to the Historic Resources Inventory database.

PRESERVE 1.5-B: Acknowledge the importance of archival efforts conducted by museums, universities, and other organizations that collect, store, and publicly display artifacts, art, photos, videos, books, documents, and other information about the history of Pittsburgh. Continue to work with these entities to supplement the Historic Resources Inventory.



PRESERVE 1.5-C: Prepare Archaeological Sensitivity Maps, showing areas of the city that have a high likelihood for the discovery of archaeological resources.



Allegheny Commons Park in the Allegheny Center neighborhood

PreservePGH Goal 2: Commit

Cultivate and sustain a citywide commitment to achieving the benefits that stem from cultural and historic resource preservation. Show this commitment through the administration of an efficient and effective Historic Preservation Program.

PRESERVE POLICY 2.1 — Improve the City’s Historic Preservation Ordinance and Procedures

PRESERVE 2.1-A: Make modifications to the City’s Historic Preservation Ordinance. (H)

PRESERVE 2.1-B: Compile the design guidelines currently used for each individual historic district into one “City of Pittsburgh Historic District Design Guidelines” document. (VH)

PRESERVE 2.1-C: Stagger the terms of Historic Review Commission (HRC) members to ensure that a minimum of four (4) seated members of the HRC return for the subsequent year. Create a program whereby outgoing members or returning members train and mentor new members.

PRESERVE 2.1-D: Conduct a required annual training program for HRC members. (H)

PRESERVE 2.1-E: Prepare a policy document that clearly explains the role of public comment in the HRC process. Make this document available online and to anyone that requests it, including to each HRC member.

PRESERVE 2.1-F: Update the HRC website. (H)

PRESERVE POLICY 2.2 — Establish a Citywide Demolition Strategy

PRESERVE 2.2-A: Create and implement a demolition / neighborhood stabilization strategy to address distressed proper-

ties. The strategy should set forth a method to prioritize buildings for demolition or stabilization. (H)

PRESERVE 2.2-B: Explore policy incentives that encourage companies contracted by the city for the purpose of demolishing a structure to participate in a deconstruction and salvage program for that structure before the remainder of the building is demolished and routed to a landfill.

PRESERVE 2.2-C: Partner with salvage organizations to inform and educate building owners, renters, and contractors about available architectural salvage programs and opportunities in the Pittsburgh region.

PRESERVE 2.2-D: Coordinate historic preservation with the citywide sustainability efforts by promoting historic preservation as an environmentally sound and sustainable form of energy conservation. (H)

PRESERVE POLICY 2.3 — Strengthen Zoning Requirements

PRESERVE 2.3-A: Explore best practices for performance-based point systems that provide incentives for the preservation and reuse of existing buildings, the rehabilitation of historic structures, and the salvage and reuse of building materials.

PRESERVE 2.3-B: Following (or in conjunction with) preparation of the “City of Pittsburgh Historic District Design Guidelines” (see PRESERVE 2.1-B), amend the Zoning Code as appropriate and practical to regulate aspects of the Design Guidelines that can and should be codified by zoning. (H)

PRESERVE 2.3-C: Commission a study to determine the feasibility of adding a “Historic Area Conservation Overlay District” as part of Zoning Code Section 907. Considering applying overlays to areas that have historic significance and that are threatened by inappropriate building modifications and demolitions, and are not City-Designated Historic Districts.



(H)

PRESERVE 2.3-D: Amend Zoning Code Section 909 (Provision 909.01.B(4)(e)) to clearly indicate the circumstances under which analysis of structures or sites of historic, archaeological, architectural, recreational, scenic or environmental significance is required.

PRESERVE POLICY 2.4 — As Resources Allow, Increase Staffing Levels to Implement an Effective Historic Preservation Program

PRESERVE 2.4-A: As resources allow, incrementally expand staffing levels for the city's Historic Preservation Program to include three (3) positions: 1) Historic Preservation Planner (to the HRC); 2) Neighborhood Outreach, Education, and Inter-Departmental Coordinator; and 3) Section 106 Coordinator.

PRESERVE 2.4-B: In addition to the three (3) positions listed above and as resources allow, incrementally expand long-term staffing levels for the city's Historic Preservation Program to a total of five (5) positions, adding the positions of: 4) Historic Economic Development Coordinator; and 5) Planner Responsible for Citywide Survey and National Register Nominations.

PRESERVE POLICY 2.5 — Foster Awareness of the Responsibility to Consider and Protect Historic Resources

PRESERVE 2.5-A: Maintain the city's status as a Certified Local Government (CLG). Communicate the city's responsibilities in its role as a CLG and the benefits derived from being a CLG to city officials, departments, commissions, and agencies. (VH)

PRESERVE 2.5-B: Translate Pittsburgh's National Historic Preservation Act Section 106 agreement into a policy document for city departments, commissions, and agencies. Train city staff about the procedures and requirements of projects that trigger a Section 106 review. (H)

PRESERVE 2.5-C: Establish a programmatic agreement that requires all city departments and agencies to notify the city's Historic Preservation Planner prior to administrative and discretionary permit approvals. (VH)

PRESERVE 2.5-D: Communicate the benefits of historic preservation to city officials and employees. (H)

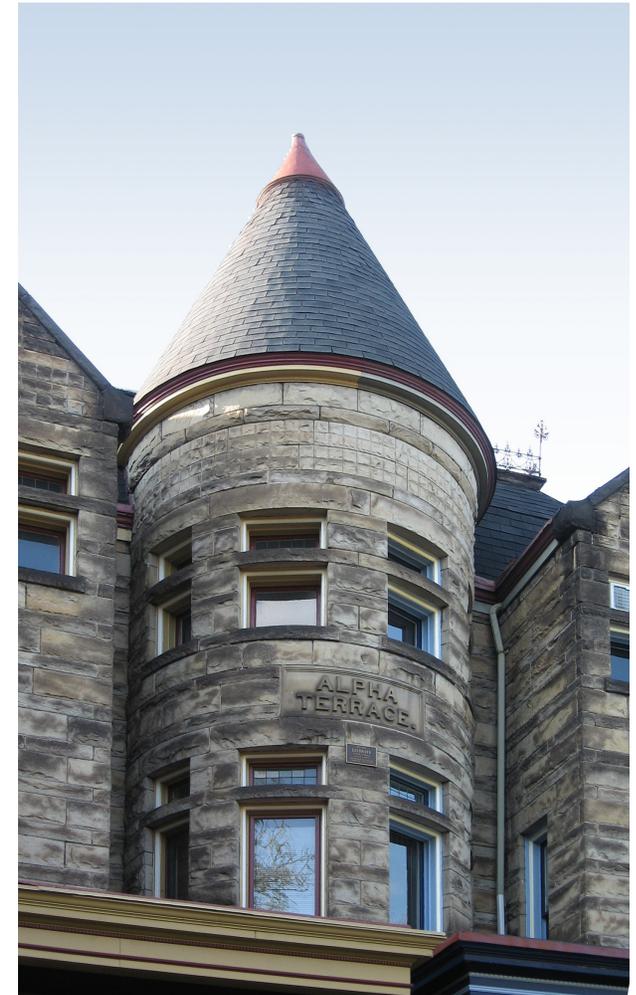
PRESERVE POLICY 2.6 — Expand Funding and Policy Tools

PRESERVE 2.6-A: Actively pursue grants for preservation-related projects that advance the goals and objectives of PRESERVEPGH. Provide letters of support for grant-funded projects that are compatible with PRESERVEPGH.

PRESERVE 2.6-B: Explore expanding design review by introducing a Crime Prevention Through Environmental Design (CPTED) component to the city's design review process for building rehabilitations and new construction.

PRESERVE 2.6-C: Implement the city's Side Yard Program to allow for future infill development in locations where infill would make a positive contribution to neighborhood character (for example, discourage parcel mergers and set expiration dates on deed restrictions in areas that have long term development potential).

PRESERVE 2.6-D: Establish a Paint Rebate Program. Such a program would provide low dollar amount rebates for consumable painting materials or for costs of hiring a painting contractor if the owner of a property paints their structure in keeping with the historic architectural style of the building.



Alpha Terrace in the East Liberty neighborhood



PreservePGH Goal 3: Appreciate

Increase awareness and recognition of the city's cultural and historic resources and continue to foster appreciation of the city's distinct character.

PRESERVE POLICY 3.1 — Install Distinctive Streetscape Features in the City's Historic Districts

PRESERVE 3.1-A: Prepare design standards for streetscape features in City-Designated and National Register Historic Districts. Distinctive features should complement the districts' historic period and overall character. These features include, but are not limited to, welcome signs, street name signs, directional signs, street furniture, lamp posts, lighting, landscaping, accessibility features, and surface materials for streets, curbs, and sidewalks. (VH)

PRESERVE POLICY 3.2 — Maintain a Traditional Neighborhood Fabric

PRESERVE 3.2-A: Reduce auto dependence in residential neighborhoods that traditionally lack garages.

PRESERVE 3.2-B: Maintain the city steps network as a unique feature of Pittsburgh by treating city steps as an integral component of Pittsburgh's non-vehicular circulation system.

PRESERVE POLICY 3.3 — Encourage Programs that Identify and Provide Recognition to Historically Significant Buildings and Infrastructure

PRESERVE 3.3-A: Encourage and guide efforts of partner organizations to administer consistent plaque programs that signify the historic significance of Pittsburgh's resources. Plaques should indicate if the resource is subject to the city's Historic Preservation Ordinance.

PRESERVE 3.3-B: Encourage property owners to place construction/establishment dates on buildings (typically seen as cornerstones or date stones/markers).

PRESERVE POLICY 3.4 — Interpret the City's History in Public Spaces

PRESERVE 3.4-A: Compile an inventory of monuments, markers, and interpretive signs in the city that are historic or that interpret Pittsburgh's history. Develop a maintenance plan for the existing inventory and prepare guidelines for the placement, design and composition of new monuments, markers, and interpretive signs.

PRESERVE 3.4-B: Encourage the use of modern technologies to educate and provide interpretation of historic events and places.

PRESERVE 3.4-C: Develop a universally accessible "Pittsburgh Story Trails" interpretive plan along trails and other walking routes to tell stories of Pittsburgh's past.

PRESERVE 3.4-D: Continue participation in the PHMC Historical Marker Program, but limit the placement of markers to areas that have a high potential to be viewed by a pedestrian or from a slow moving vehicle.

PRESERVE POLICY 3.5 — Increase Visitation to Historic Districts and Sites

PRESERVE 3.5-A: Include historic districts, particularly those with commercial cores and linear commercial rows, as part of the city's wayfinding sign system. (H)

PRESERVE 3.5-B: Post links on the city website to partner organizations' walking, biking, and driving tours that highlight historic structures, districts, sites, and objects. Encourage walking routes in areas with sidewalks, curb ramps, accessible traffic signals, and crosswalks; with any safety precautions clearly indicated.

PRESERVE 3.5-C: Use promotion strategies to widely advertise Pittsburgh's cultural and historic resources to potential visitors, locally, nationally, and internationally.

PRESERVE POLICY 3.6 — Promote Expression of Cultural Heritage

PRESERVE 3.6-A: Encourage and promote historical and cultural themed celebrations in Pittsburgh, including community events, festivals, fairs, parades, and citywide celebrations.

PRESERVE 3.6-B: Encourage community organizations to distribute information about the ethnic diversity of distinct cultures in neighborhoods via community newsletters and promotional materials.

PRESERVE 3.6-C: Educate Pittsburghers about the importance of historical societies, museums, genealogical societies, educational institutions, and other organizations that promote the display and expression of Pittsburgh's heritage.

PRESERVE POLICY 3.7 — Publicly Announce Historic Preservation Benefits and Successes

PRESERVE 3.7-A: Commission the preparation of a detailed and objective economic study to quantify the economic benefits of historic preservation in Pittsburgh and publicize the results. (H)

PRESERVE 3.7-B: Continue and widely advertise the Mayor's award program and other recognition programs for historic preservation. Encourage the efforts of preservation partners in administering awards programs for notable historic preservation projects. (H)

PRESERVE 3.7-C: Call attention to the importance of historic preservation by responding to media requests for coverage on the economic, environmental, and quality of life benefits of historic preservation.

PRESERVE 3.7-D: Highlight successful adaptive reuse proj-



ects when promoting economic opportunities to potential investors and developers (Bakery Square, Heinz Lofts, Station Square, Armstrong Cork Factory, Church Brew Works, Priory Hotel, etc.).

PRESERVE 3.7-E: Acknowledge the success of Pittsburgh's past in terms of modern-day relevancy.

PRESERVE POLICY 3.8 — Maintain and Advance the Historic Integrity of the City's Regional Park System and Ecosystem Assets

PRESERVE 3.8-A: Implement Pittsburgh's Regional Parks Master Plan, which addresses ways to balance the demands for current park uses while preserving the historic legacy and ecological integrity of each park.

PRESERVE 3.8-B: Support park management and maintenance policies that address restoring and maintaining the historic integrity of 19th and early 20th century parks. (H)

PRESERVE 3.8-C: Develop a Heritage and Notable Tree program to recognize and foster appreciation and maintenance of trees and tree groves having historic significance.

PreservePGH Goal 4: Steward

Provide tools and resources that promote a collective responsibility to care for the city's cultural and historic assets to benefit the city's character, economy, environment, and quality of life.

PRESERVE POLICY 4.1 — Encourage Collaboration and Volunteerism

PRESERVE 4.1-A: Cultivate a unified voice for preservation in Pittsburgh that is consistent with the goals of PLANPGH and recommendations of PRESERVEPGH by convening an annual or semi-annual meeting of preservation organization leaders in the greater Pittsburgh area. (H)

PRESERVE 4.1-B: Participate in regional Smart Growth and environmental sustainability initiatives that encourage infill development and discourage sprawl into rural areas surrounding Pittsburgh.

PRESERVE 4.1-C: Continue to collaborate with partner groups and organizations that are working in the city to address vacant lots, blight, historic building preservation, rehabilitation, and maintenance. Identify ways that these efforts can align with the city's demolition and neighborhood stabilization strategies (see PRESERVE 2.2-A). (VH)

PRESERVE POLICY 4.2 — Make Preservation Tools and Resources Available to Historic Property Owners

PRESERVE 4.2-A: Develop partnerships with professional real estate organizations to disclose a property's historic status at the time of listing and sale and to distribute information about the benefits of owning and maintaining a historic property. (H)

PRESERVE 4.2-B: Encourage partner organizations to distribute information to property owners and tenants in City-Designated and National Register Historic Districts about the benefits of owning and/or occupying a historic building, as well as upkeep and weatherization tips and available assistance programs and resources for maintenance.

PRESERVE 4.2-C: Prepare a comprehensive Building Owners' Guidebook and/or build an online library of resources that contains easy-to-follow best-practice information for maintaining and caring for historic buildings in the City of Pittsburgh.

PRESERVE 4.2-D: Facilitate partnerships with Pittsburgh Community Television (PCTV) and preservation partner organizations or a home improvement coalition to develop a property maintenance and improvement program focused on the Pittsburgh region that is broadcast on a regular schedule.

PRESERVE 4.2-E: Publicize Rehabilitation Tax Credits (RTCs) and easement programs that are available for the rehabilitation and renovation of eligible buildings (currently available to income-producing properties listed on the National Register of Historic Places and buildings more than 50 years old that follow the U.S. Secretary of the Interior's Standards for Rehabilitation). (H)

PRESERVE 4.2-F: Prepare a guidance document that encourages community development organizations to implement vacant storefront window programs in neighborhood commercial districts.

PRESERVE POLICY 4.3 — Maintain Historic Public Buildings

PRESERVE 4.3-A: Continue to inspect the condition of historic buildings, monuments, markers, and signs on city-owned property on a regular basis. Remove graffiti and repair vandalism as soon as possible. Foster partnerships and agreements with partner organizations to manage graffiti and repairs quickly. (H)

PRESERVE 4.3-B: Keep publically-owned historic buildings occupied and in use as need and funding capacity allows.

PRESERVE POLICY 4.4 — Educate Future Generations

PRESERVE 4.4-A: Encourage institutions of higher learning and trade schools to expand their curricula to include the development of skills associated with historic preservation.

PRESERVE 4.4-B: Encourage public and private school administrators to expand local history education in school curricula.