

Results: PRESERVEPGH Public Opinion Survey

September 28, 2010

Analysis by: T&B Planning, Inc.

INTRODUCTION

This report presents the results of the PRESERVEPGH Public Opinion Survey. The survey questions were developed by the Pittsburgh Department of City Planning, T&B Planning, Inc., (Consultant) and the PRESERVEPGH Management Committee.

The survey was made available to the public (both online and in paper format) from April 10 through May 23, 2010 and was advertised using a variety of means. Availability of the survey was announced at three PRESERVEPGH public meetings held in April 2010. The survey was advertised on the PLANPGH website, the Department of City Planning website, the websites and social media pages of various non-profit groups and neighborhood associations, and through City and neighborhood e-mail newsletters. Additionally, a postcard-sized printed announcement was distributed and posted in various locations around the City. It listed the website address where the survey could be found. Paper surveys were also made available upon request.

Responses to the survey will be used by the City and its PRESERVEPGH Management Committee and Consultant in understanding public perception about the City's historic and cultural resources and public opinions about the ways these resources should be cared for and protected.

A total of 790 survey responses were collected. Survey participants were allowed to skip questions, so not every question received 790 responses. A copy of the survey is included as *Appendix A*.

A results summary begins on the next page.

A rectangular graphic with a brown border containing text and logos. At the top is the PRESERVEPGH logo. Below it is the text "Public Opinion Survey" and "www.planpgh.com". A paragraph of text explains the survey's purpose. Below that is the date "The survey is available online from April 10 to May 23, 2010." At the bottom are logos for T&B Planning Consultant and Pittsburgh City Planning, along with the names of the Mayor and AICP Director.

PRESERVEPGH

Public Opinion Survey
www.planpgh.com

The City of Pittsburgh, through its Department of City Planning, is in the process of preparing a Cultural Heritage Plan. By sharing your opinions about Pittsburgh's historic and cultural resources, and the ways they are cared for and protected, you will help the City make decisions about future historic preservation efforts. PreservePGH is part of PlanPGH, the City's Comprehensive Planning Process.

The survey is available online from April 10 to May 23, 2010.

 Planning Consultant
Survey Analyst

 **pittsburgh**
city planning

Luke Ravenstahl, Mayor
Noor Ismail, AICP, Director

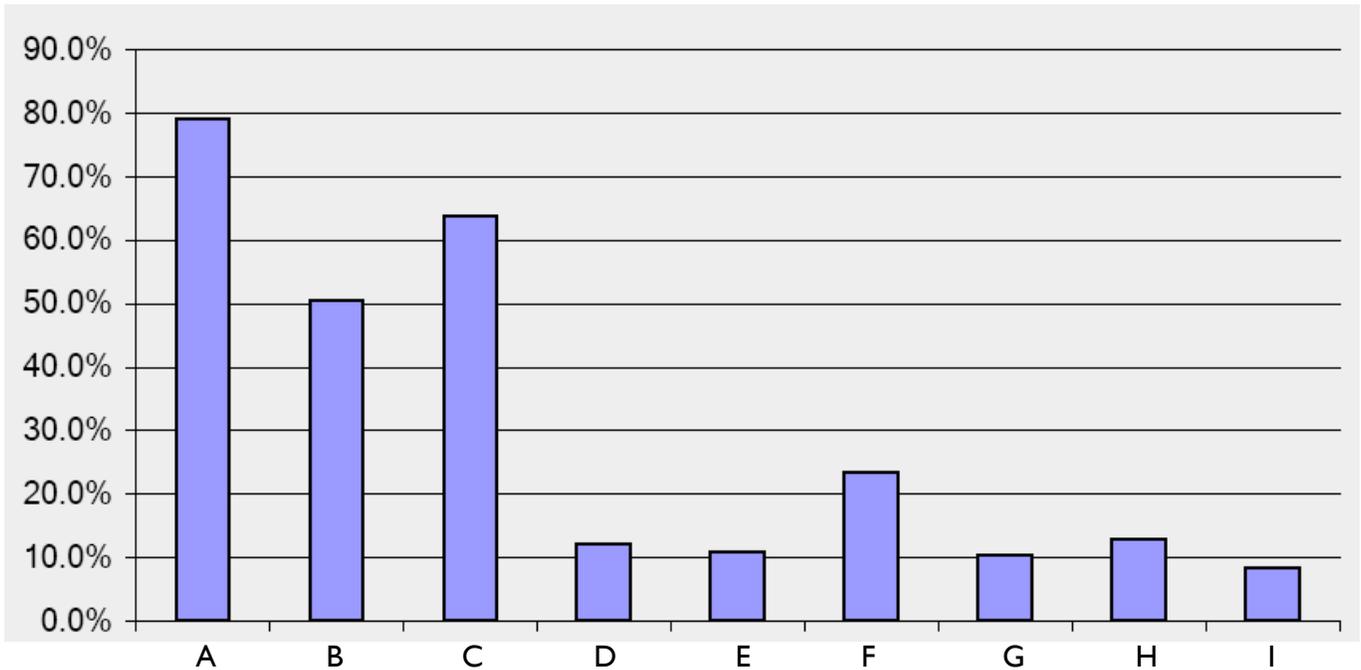
Survey Advertisement

SUMMARY OF SURVEY RESULTS

Question I: Association with the City of Pittsburgh

Respondents were asked to identify their association with the City of Pittsburgh.*

- A. 625 respondents (79%) are residents of the City of Pittsburgh;
- B. 400 respondents (51%) own property in the City of Pittsburgh;
- C. 504 respondents (64%) work in the City of Pittsburgh;
- D. 96 respondents (12%) attend school in the City of Pittsburgh;
- E. 86 respondents (11%) have children that attend school in the City of Pittsburgh;
- F. 185 respondents (23%) live or work in one of Pittsburgh's historic buildings;
- G. 82 respondents (10%) own a historic building or property in the City of Pittsburgh;
- H. 103 respondents (13%) own a building or property in at least one of the City's 12 Historic Districts.
- I. 67 respondents (8%) fall into none of the above categories.



* Percentages total more than 100% because respondents often fell into more than one category.

Question 2: Zip Codes

Respondents were asked to identify their home Zip Code. 103 different zip codes were represented, from seven different states (Pennsylvania (778 respondents), Illinois (1), Massachusetts (1), New York (4), Oregon (2), and Virginia (3)). All but three of the City of Pittsburgh's 28 Zip Codes were represented.

Number of Surveys Received per Zip Code (separated by in City and out of City)

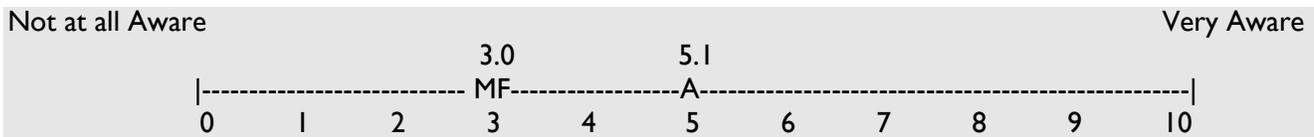
IN THE CITY OF PITTSBURGH (644 responses)					
Zip Code	#	Zip Code	#	Zip Code	#
15136 (Pittsburgh- West)	0	15211 (Pittsburgh- Mount Washington / Duquesne Heights)	28	15221 (Pittsburgh- East)	10
15147 (Pittsburgh- part of Lincoln-Lemington-Belmar)	0	15212 (Pittsburgh- Northside)	89	15222 (Pittsburgh- CBD/ Strip District)	5
15201 (Pittsburgh- Lawrenceville)	63	15213 (Pittsburgh- Oakland)	17	15224 (Pittsburgh- Bloomfield)	28
15203 (Pittsburgh- South Side)	15	15214 (Pittsburgh- Northside)	23	15226 (Pittsburgh- Brookline)	15
15204 (Pittsburgh- West)	3	15215 (Pittsburgh- part of Lincoln-Lemington-Belmar)	0	15227 (Pittsburgh- Brentwood / Hays)	8
15205 (Pittsburgh- West)	1	15216 (Pittsburgh- Beechview / Brookline)	15	15232 (Pittsburgh- Shadyside)	23
15206 (Pittsburgh- East)	107	15217 (Pittsburgh- Squirrel Hill / Greenfield)	59	15233 (Pittsburgh- Northside)	46
15207 (Pittsburgh- Hazelwood, New Homestead, Lincoln Place)	15	15218 (Pittsburgh- Regent Square)	14	15234 (Pittsburgh- Overbrook / Brookline)	3
15208 (Pittsburgh- Homewood / Point Breeze)	17	15219 (Pittsburgh- CBD/Hill)	17		
15210 (Pittsburgh- South Hilltop)	16	15220 (Pittsburgh- West)	7		
OUTSIDE OF THE CITY OF PITTSBURGH (146 responses)					
Zip Code	#	Zip Code	#	Zip Code	#
02131 (Boston, MA)	1	15135 (McKeesport/Boston, PA)	1	15601 (Greensburg, PA)	3
11218 (Brooklyn, NY)	1	15136 (McKees Rocks, PA)	1	15613 (Apollo, PA)	1
11220 (Brooklyn, NY)	1	15202 (Avalon, Bellevue)	14	15626 (Delmont, PA)	1
11238 (Brooklyn, NY)	1	15209 (Millvale)	5	15650 (Latrobe, PA)	1
14609 (Rochester, NY)	1	15139 (Oakmont, PA)	1	15658 (Ligonier/Wilpen, PA)	1
15001 (Aliquippa, PA)	3	15143 (Sewickley, PA)	3	15668 (Murrysville, PA)	3
15003 (Ambridge, PA)	1	15146 (Monroeville, PA)	2	16059 (Valencia, PA)	1
15017 (Bridgeville, PA)	2	15147 (Verona, PA)	1	16063 (Zelienople, PA)	2
15022 (Charleroi, PA)	1	15148 (Wilmerding, PA)	1	16117 (Ellport, PA)	1
15024 (Cheswick, PA)	1	15215 (Aspinwall / Sharpsburg)	2	16125 (Shenango, PA)	1
15037 (Elizabeth, PA)	2	15216 (Dormont / Mount Lebanon)	4	16146 (Sharon, PA)	1
15044 (Gibsonia, PA)	3	15228 (Mount Lebanon)	5	16201 (Kittanning, PA)	1
15056 (Leetsdale, PA)	1	15229 (West View)	2	17046 (Lebanon, PA)	1
15057 (Mc Donald, PA)	1	15234 (Castle Shannon)	2	17070 (New Cumberland, PA)	1
15068 (New Kensington, PA)	2	15235 (Penn Hills)	6	17102 (Harrisburg, PA)	1
15084 (Tarentum, PA)	1	15236 (Pleasant Hills)	5	17110 (Harrisburg, PA)	1
15085 (Trafford, PA)	1	15237 (McCandless)	4	17408 (York, PA)	1
15086 (Warrendale, PA)	1	15238 (Blawnox)	2	17527 (Gap, PA)	1

15090 (Wexford, PA)	2	15241 (Upper St. Clair)	2	19147 (Philadelphia, PA)	1
15101 (Allison Park, PA)	2	15243 (Cedarhurst)	2	22201 (Arlington, VA)	1
15108 (Coraopolis, PA)	5	15683 (Scottdale, PA)	1	22204 (Arlington, VA)	1
15116 (Glenshaw, PA)	2	15701 (Indiana, PA)	3	23666 (Hampton, VA)	1
15120 (Homestead, PA)	1	15963 (Windber, PA)	1	49423 (Holland, MI)	1
15122 (West Mifflin, PA)	1	16046 (Mars/Seven Fields, PA)	1	60660 (Chicago, IL)	1
15126 (Imperial, PA)	1	16057 (Slippery Rock, PA)	1	97201 (Portland, OR)	1
15129 (South Park, PA)	1	15301 (Washington, PA)	1	97214 (Portland, OR)	1
15132 (McKeesport, PA)	1	15342 (Houston, PA)	1		

Question 3: Awareness of Pittsburgh Historic Preservation Activities

Question 3: To what extent are you aware of historic preservation activities in the City?

On a scale of 0 (Not at all Aware) to 10 (Very Aware), the average of all responses (A) was **5.1** and the most frequent response (MF) was **3.0**.



Questions 4, 5, and 6: Pittsburgh's Character

Questions 4, 5, and 6 were asked to query public opinion about what aspects of Pittsburgh's built environment contribute, either positively or negatively, to Pittsburgh's overall character. Responses varied greatly, but several themes emerged as indicated below.**

Question 4: Pittsburgh would not be the same if _____ was/were taken away.

Question 5: I love Pittsburgh's _____.

1. Historic/old buildings and architecture.
2. Obvious/major buildings and sites with City-wide recognition (examples: Cathedral of Learning, Point State Park, Mellon/Civic Arena, Carnegie museums, the PA Fruit and Auction Building in the Strip District, view from Mt. Washington, St. Nicholas Church on the Northside, and others).
3. Neighborhoods and neighborhood-defining character and elements (examples: local groceries, churches, libraries and cultural institutions, farmers' markets, business districts, local festivals/events, public parks)
4. Neighborhood diversity and mix of uses within neighborhoods (small town feel in a big city).
5. Natural resources (rivers, topography, trees, green/open space).
6. Transportation-related resources (bridges, tunnels, inclines, steps, (brick) streets, paths, trails).

** The above items are presented in no particular order of importance or frequency of response.

Question 6: “Pittsburgh’s character could be improved by _____.”

1. Rebuilding neighborhoods (example – restoring historic buildings, improving streetscapes and green spaces, adding quality infill development, removal of franchise architecture, removal of billboards).
2. Improved property maintenance, removal of blight, improvement of “depressed” neighborhoods.
3. Improvement of transportation (street system, bike lanes, walkways, public transit).

*** The above items are presented in no particular order of importance or frequency of response.*

Question 7: Urgent Issues

Question 7: What do you believe will be the most urgent issues facing the City of Pittsburgh in the next 5 years?

Survey respondents were asked to choose three (3) of 12 answers. An “other” option was also offered for additional ideas. The following table includes the list of issues, ranked by most to least urgent issue (based on total answer count of 654 and percent selected).

Most Urgent to Least Urgent Issues

	Total	% of 654
A. Improving infrastructure (roads, bridges, utilities)	348	53%
B. Addressing vacant buildings / blight	347	53%
C. Attracting new businesses	255	39%
D. Addressing environmental issues	152	23%
E. Keeping neighborhoods unique	149	23%
F. Increasing the City’s population	144	22%
G. Improving streetscapes (sidewalks, lights, street trees)	117	18%
H. Other (please specify)*	96	15%
I. Improving waterfront access	89	14%
J. Ensuring high-quality new development	73	11%
K. Improving open space / parks / landscapes	71	11%
L. Zoning/regulation reform	43	7%
M. Improving its image / beauty	37	6%

*Other issues noted included, but were not limited to:

- affordable housing programs;
- aging population;
- attracting new residents and retaining youth;
- balancing high-quality development with historic preservation;
- growth and success of small businesses;
- improving the quality of public schools and education;
- library system funding;
- public safety and safe neighborhoods;
- public transportation and non-motorized transportation modes; and
- reduction of taxes.

Question 10: Importance of Memories and Stories in the Physical Environment

Question 10: How important is it to you that memories and stories about Pittsburgh’s history and culture be reflected in the physical environment?

On a scale of 0 (Not at all Important) to 10 (Extremely Important), the average of all responses (A) was 7.7 and the most frequent response (MF) was 10.



Questions 11 and 12: Noticing Cultural and Historic Resources

Survey respondents were asked to identify how often and where/when they notice cultural and historic resources in the City of Pittsburgh.

Question 11: When in the City of Pittsburgh, how often do you consciously notice our cultural and historic resources?

Question 12: When in the City of Pittsburgh, where/when do you consciously notice our cultural and historic resources?

Survey respondents notice cultural resources all or most of the time (83%), almost everywhere they go in the City (78%). Percentages noted in the tables below are based on the 643 survey respondents who answered Question 11 and the 650 who answered Question 12.

Noticing Cultural Resources in Pittsburgh

How often?	Total	% of 643
All of the time	247	38%
Most of the time	290	45%
Sometimes	90	14%
Rarely	14	2%
Never	2	0%

When/Where?	Total	% of 650
Almost everywhere I go in the City	505	78%
Only when I am specifically looking	63	10%
Only in certain parts of the City*	77	12%
I never take notice	5	1%

*Those that chose “only in certain parts of the City” were asked to indicate where in the City they take notice. Included in the responses were:

- along the rivers
- around Pitt and CMU campuses
- Bloomfield
- Cultural District
- Downtown
- East Liberty
- Hazelwood
- Hill District
- Homewood
- Lawrenceville
- Mt. Washington
- museums and libraries
- Northside
- Oakland
- South Side
- Schenley, Frick Parks and Highland Parks
- Squirrel Hill
- Strip District
- Troy Hill

Question 13: Ways of Increasing Awareness

Question 13: In your opinion, what are the best ways to increase awareness of Pittsburgh’s cultural and historic resources?

Survey respondents were asked to choose two (2) of eight (8) answers. An “other” option was also offered for additional ideas. The following table includes the list of ideas for increasing awareness, ranked from high to low (based on total answer count of 650 and percent selected).

Best Ways to Increase Awareness

	Total	% of 650
1. Increase / improve property maintenance of historic sites, buildings, and districts.	277	43%
2. Create more “things to do” like historic walking and driving tours, historic experiences, events, etc.	222	34%
3. Improve key historic buildings and sites to increase neighborhood pride.	222	34%
4. Expand marketing efforts to better advertise resources and attract more visitors to the City.	178	27%
5. Add more signs and markers to identify historic sites, buildings, and districts.	151	23%
6. Offer more public education programs about historic architecture and building preservation.	100	15%
7. Other (please specify)*	78	12%
8. Add more monuments and statues that denote historical events, people, and places.	31	5%
9. Add more museums.	8	1%

* Other ideas noted for increasing awareness included, but were not limited to:

- adding more murals;
- educating children about the history of their neighborhoods;
- funding events like the Pittsburgh Folk Festival;
- increasing emphasis on cultural assets and reducing emphasis on professional sports teams;
- increasing local pride;
- integrating historic buildings into modern community development;
- making cultural attractions more accessible by public transit;
- partnering with local colleges/universities to jointly promote resources;
- promoting contemporary art;
- providing funding to the neighborhoods to allow them to showcase their history; and
- using an interactive website.

Questions 14, 15, and 16: Benefits of Historic Preservation

Questions 14 and 15 asked, “To what extent do you agree with these statements?”

On a scale of 0 (Strongly Disagree) to 10 (Strongly Agree), the average of all responses (A), for both Questions 14 and 15, was **8.3** and the most frequent response (MF), for both Questions 14 and 15, was **10**.

Question 14: There are economic benefits to preserving the cultural, historical, and architectural character of Pittsburgh’s built environment.



Question 15: There are quality of life benefits to preserving the cultural, historical, and architectural character of Pittsburgh’s built environment.



Question 16: What are the two greatest benefits of preserving Pittsburgh’s character?

Survey respondents were asked to choose two (2) of eight (8) answers. An “other” option was also offered for additional ideas. The following table includes the list of potential benefits of preserving Pittsburgh’s cultural and historic resources, ranked from high to low (based on total answer count of 645 and percent selected).

Benefits of Preserving Cultural and Historic Resources

	Total	% of 645
1. Attracts and retains residents	281	44%
2. Improves the quality of life in the City	243	38%
3. Improves how the physical environment looks; makes the City look interesting	235	36%
4. Preserves memories and historical information for future generations	183	28%
5. Supports tourism	94	15%
6. Attracts and retains businesses	92	14%
7. Makes the City more sustainable and “green”	81	13%
8. Expands educational opportunities	34	5%
9. Other (please specify)*	28	4%

* Other benefits noted included, but were not limited to:

- creates a sense of pride in the citizenry;
- makes Pittsburgh unique and special; and
- spurs additional economic investment.

Questions 17 and 18: Role of Culture and History in Pittsburgh

Questions 17 and 18 Questions 14 and 15 asked, “How true are the following statements?”

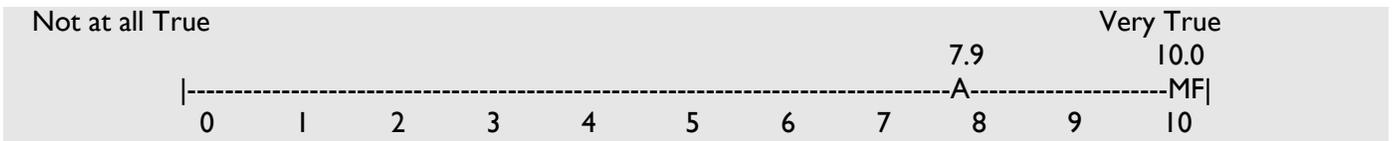
Question 17: Today, Pittsburgh’s historic places, neighborhoods, and recognition of historical events play an important role in Pittsburgh’s community character and quality of life.

On a scale of 0 (Not at all True) to 10 (Very True), the average of all responses (A) to Question 17 was **7.2** and the most frequent response (MF) was **8**.



Question 18: In the next 10 years, historic places, neighborhoods, and recognition of historical events should play a **MORE** important role in Pittsburgh’s community character and quality of life than they do today.

On a scale of 0 (Not at all True) to 10 (Very True), the average of all responses (A) to Question 18 was **7.9** and the most frequent response (MF) was **10**.

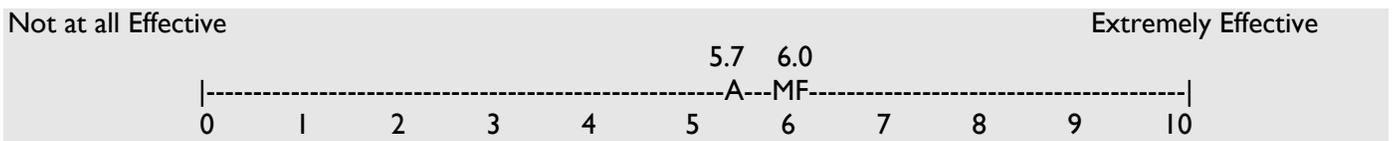


Of the 629 respondents that answered both Questions 17 and 18, 273 (43%) answered a higher number on the scale for Question 18 than Question 17; 219 (35%) answered the same number for both; and 137 (22%) answered a lower number for Question 18 than 17.

Question 19: Effectiveness of the City and Local Preservation Groups

Question 19: In your opinion, how effective are the City of Pittsburgh and local preservation groups at preserving the City’s historic and cultural resources?

On a scale of 0 (Not at all Effective) to 10 (Extremely Effective), the average of all responses (A) to Question 19 was **5.7** and the most frequent response (MF) was **6.0**.



Questions 20 and 21: Government Regulation and Public Funding

Questions 20 and 21 asked survey respondents how much government regulation and public funding should be used for the preservation of historic buildings and properties in Pittsburgh.

Question 20: In your opinion, how much government regulation should there be regarding the treatment and use of historic buildings and properties in Pittsburgh?

On a scale of 0 (No Regulation) to 10 (As Much Regulation as Possible), the average of all responses to Question 20 was **6.4** and the most frequent response was **7.0**.



Question 21: In your opinion, how much public funding and tax dollars should the City of Pittsburgh allocate towards the preservation of its historic and cultural resources?

On a scale of 0 (No Funding) to 10 (As Much Funding as Possible), the average of all responses (A) to Question 21 was **6.9** and the most frequent response (MF) was **7**.



Question 22: Threats to Preservation

Question 22: What do you think are the biggest threats to the preservation of Pittsburgh’s cultural and historic resources?”

Survey respondents were asked to select three (3) of 11 answers. “An “other” option was also offered for additional ideas.

The following table includes the list of threats to preservation, ranked from high to low (based on a total answer count of 607 and percent selected).

Threats to Preservation of Pittsburgh’s Cultural and Historic Resources

	Total	% of 607
1. Property owner resource limitations: owners of historic buildings care how their properties look, but lack the money, time, or skill to make improvements.	246	41%
2. Vacant buildings: there are too many empty, vacant, or underutilized buildings.	235	39%
3. Lack of public investment: the government does not commit enough money, time, or resources to care for historic and cultural resources.	193	32%
4. Property owner neglect: owners of historic buildings don’t care how their properties look.	178	29%
5. Absentee owners: there are too many rental properties with owners that don’t live nearby or properly care for their building(s).	177	29%
6. Lack of political support: public officials do not prioritize historic and cultural preservation projects.	148	24%
7. Lack of general public interest/education: the City’s population is not interested in or educated about historic and cultural resource preservation.	138	23%
8. Lack of gap financing: there are no sources to “fill the financial gaps” for rehabilitation/renovation projects.	126	21%
9. Domino effect: when one building falls into disrepair, others around it follow.	104	17%
10. Absence of government protections: there aren’t enough laws protecting historic and cultural resources.	76	13%

11. Apathy of youth: young people don't care about historic and cultural resource issues.	54	9%
12. Other (please specify)	54	9%

* Other threats identified by respondents included, but were not limited to:

- cumbersome rules/over-regulation that increase costs to rehab/redevelop;
- economic uncertainty;
- erosion of the City's tax base;
- lack of appreciation: citizens and leaders take the City's historic assets for granted;
- lack of incentives for private developers;
- lack of follow-through on code violations;
- lack of understanding about the benefits of historic preservation;
- misconception that empty buildings are a liability and need to be demolished;
- not enough coordination among the various non-profit groups;
- ongoing building demolitions; and
- too much emphasis on growth and development.

Question 23: Success Stories

Question 23: Do you particularly admire or appreciate any successful examples of historic preservation in the City of Pittsburgh or elsewhere?

A total of 463 respondents provided examples of successful historic preservation. Examples were noted from places in Pittsburgh and the region, as well as from across the United States and the world. Representative examples of the responses include the following:

Places in Pittsburgh:

- Allegheny County Jail and Courthouse (Downtown)
- Armstrong Cork Factory (Strip District)
- Bakery Square (East Liberty)
- Butler Street (Lawrenceville)
- Bridge Pier for Mr. Rogers Memorial (North Shore)
- Byham Theater (Downtown)
- Carson Street (South Side)
- Cathedral of Learning (Oakland)
- Cemeteries: Homewood, Allegheny, and Union Dale
- Chatham Village (Mt. Washington)
- Children's Museum (Northside)
- Church Brew Works (Lawrenceville)
- Gulf Tower (Downtown)
- Heinz History Center (Strip District)
- Heinz Lofts (Strip District)
- Mexican War Streets (Northside)
- Nine Mile Run Aquatic Ecosystem Restoration (Steel Industry Slag Heap, etc.; Frick Park vicinity)
- Schenley Farms Historic District (Oakland)
- Schenley Park Visitor Center (Squirrel Hill)
- Station Square and Grand Concourse/P&LE RR Station (South Shore)
- Temple B'Nai Israel building (East Liberty)

- Union Project (Highland Park)
- Warhol Museum (Northside)

Other Places in Pennsylvania:

- Cider Mill (Verona/Oakmont, PA)
- Fallingwater (Fayette County, PA)

Other Places in the USA:

- Alexandria, VA
- Charleston, SC
- Frederick, MD
- Freedom Trail (Boston, MA)
- High Line Park (New York, NY)
- Old Post Office on Pennsylvania Avenue (Washington, DC)

International Examples:

- Boat Quay, Singapore
- Kilmainham Prison (former) turned into a museum (Dublin, Ireland)

Question 24: Notable Failures

Question 24: Do you know of any notable historic preservation failures in the City of Pittsburgh or elsewhere that should be learned from?

A total of 317 respondents provided examples of what they believe are notable historic preservation failures. Examples were noted from places in Pittsburgh and, to a lesser extent, throughout the region. Representative examples of the responses include the following, generally focusing on the demolition/loss of buildings.

Specific Places in Pittsburgh:

- Allegheny Center - construction;
- East Liberty business district - destruction in the 1960s;
- Highland Building in East Liberty – deterioration;
- Market House on the Northside – demolition;
- Mellon/Civic Arena - both its construction in the Lower Hill (Urban Renewal) and now its impending demolition (would be a loss of mid-20th century “futurism”); and
- Syria Mosque in Oakland – demolition.

General Concepts in Pittsburgh:

- Decline of “stewardship” in poorer neighborhoods;
- Deterioration of buildings that are architecturally unique (several noted in East Liberty);
- Highways that cut across neighborhoods (i.e. I-279 in the Northside); and
- Places that weren’t given a historical marker when demolished, for example the old Industrial Workers of the World (IWW) building from the 1910s; the Cooperative Foundry, an experiment of labor leader William Sylvis at 33rd and the Allegheny Valley Railroad (AVRR) in Lawrenceville; and the Knights of Labor Hall.

Question 25: Most Threatened Historic Properties

Question 25: What do you believe are the most threatened historic properties in the City of Pittsburgh that should be considered for preservation?

There were 309 responses to this question. Representative examples of the responses include the following:

- August Wilson’s childhood home (Hill District)
- Civic/Mellon Arena
- Historic homes in lower income neighborhoods (i.e., older homes along Brighton Place)
- Iron City Brewery (Lawrenceville)
- John Brashear’s lens grinding factory building at 2016 Perrysville Avenue (Northside)
- John Woods House (Hazelwood)
- Manchester Neighborhood
- National Negro Opera House (Hill District)
- New Granada Theater (Lower Hill)
- Old Stone Tavern (West End)
- Panther Hollow (Oakland)
- Pedestrian bridges in West Park over the RR Tracks (Northside)
- Pittsburgh Playhouse on Craft Avenue (Oakland)
- Produce Terminal Building / PA Fruit & Auction Building (Strip District)
- (former) Schenley High School (Oakland)
- Schools, Churches, and Libraries
- St. Nicholas Church (Northside)
- Steel Mills / Industrial Buildings (preserve at least one)
- The Garden Theater (Northside)
- Wiley Avenue Corridor (Hill District)

Question 26: Preservation Priorities

Question 26: What should be given the highest priority for preservation in Pittsburgh?

Survey respondents were asked to choose two of 10 answers. An “other” option was also offered for additional suggestions. The following table includes the list of preservation priorities, ranked from high to low (based on total answer count of 601 and percent selected).

Pittsburgh’s Preservation Priorities

	Total	% of 601
1. Avoid the demolition of historically significant buildings, including vacant buildings that could be reused.	270	45%
2. Streamline and ease the government process for reusing, restoring, and/or stabilizing vacant properties (the “vacant property disposition process”).	197	33%
3. Preserve historic commercial corridors. <i>(for example: Centre Avenue in the Hill District, Penn Avenue in East Liberty, Fifth & Forbes in the Soho/Uptown Neighborhood)</i>	179	30%
4. Preserve and reuse vacant schools and other vacant civic buildings with historic significance.	135	22%
5. Preserve buildings that tell a story about Pittsburgh’s past.	99	16%
6. Preserve and interpret Pittsburgh’s historic parks and trails. <i>(for example: riverfront)</i>	98	16%

<i>trails, Hays Woods (South Side), Heth's Run Valley (Highland Park)</i>		
7. Preserve historic details and decorative elements. (for example: railings, fences, statues, gates, and stairways)	57	9%
8. Other (please specify)*	50	8%
9. Preserve and reuse vacant churches and other worship / religious sites with historic significance.	34	6%
10. Preserve the homes, buildings, and history related to famous Pittsburghers.	32	5%
11. Preserve African American heritage and Underground Railroad sites.	26	4%

* Other priorities identified by respondents included, but were not limited to:

- focus on connecting the City and neighborhoods with walking/bike paths;
- help the poorer neighborhoods;
- instead of investing in unimportant buildings, invest in community centers, hostel, grocery store, and/or community gardens that are useful to residents and the community;
- instead of just preserving the homes of famous Pittsburghers, we need to preserve neighborhoods and places of hard-working Pittsburghers (story of “every man” is Pittsburgh’s cultural heritage);
- preserve Pittsburgh’s industrial history;
- support private investment in historic buildings and neighborhoods (to promote reuse rather than new construction);
- stop wasting tax money on preservation; and
- support the Pittsburgh Folk Festival.

Question 27: Preservation Strategies

Question 27: Which of the following strategies would be most effective to promote and encourage historic preservation in Pittsburgh?

Survey respondents were asked to choose two (2) of 10 answers. An “other” option was also offered for additional suggestions. The following table includes the list of preservation strategies, ranked from high to low (based on total count/percent selected). Each is listed with total count and percentage of the 599 survey respondents who answered Question 27.

Preservation Strategies

	Total	% of 599
1. Encourage the continued use of historic buildings (i.e. find successful new uses for historic buildings).	332	55%
2. Help historic building owners identify funding to improve and/or preserve their properties.	261	44%
3. Provide more public education and outreach about preservation topics.	122	20%
4. Review City codes and revise them as needed to protect historic resources.	116	19%
5. Integrate public art that reflects historic themes in each neighborhood of the City.	83	14%
6. Promote more tourism to Pittsburgh’s historic buildings and sites.	71	12%
7. Make historic buildings, districts, and sites more recognizable by adding signs, markers, etc.	58	10%
8. Encourage historic building owners to voluntarily make improvements to their properties.	42	7%
9. Add more buildings to the City’s Register of Historic Places and the National Register of Historic Places.	37	6%

	Total	% of 599
10. Other (please specify)*	33	6%
11. Give recognition to historic preservation projects through an awards program.	24	4%

* Other strategies identified by respondents included, but were not limited to:

- change the way the Bureau of Building Inspection (BBI) works with respect to condemnation and demolition (i.e., find ways out of condemnation that don't require full restoration);
- encourage property owners to care for buildings (voluntary) and impose regulatory violations if they don't;
- expand areas with Historic District status;
- find a way for the neighborhood libraries to play a role in preservation/education; and
- find a way to formalize a prioritization plan for preservation at the local government level;
- help strengthen neighborhood preservation groups;
- make preservation "green-focused" and sustainable;
- make preservation personal and exciting;
- prepare a preservation plan;
- put a moratorium on new construction and renovate the older buildings; raise awareness about preservation (including of government officials who can ease the process); and
- remove disincentives against preservation.

Question 28: Addressing Demolition and Vacant/Abandoned Properties

Questions 28 and 29 asked respondents opinions about dealing with demolitions and vacant/abandoned properties.

Question 28: How should the City of Pittsburgh address the demolition of vacant buildings?

Survey respondents were asked to choose one (1) of four (4) answers. A "No opinion/I don't know" option and an "other" option were also offered.

Answers are ranked from high to low (based on total answer count of 596 and percent selected).

Ways to Address Demolition

	Total	% of 596
1. Allow the demolition of vacant buildings only after they have been reviewed by the City's Historic Review Commission and are determined to have no historical or architectural significance or have safety or environmental hazards that are beyond the point of repair.	415	70%
2. Allow the demolition of vacant buildings that have safety and/or environmental hazards, regardless of their historic significance, contribution to neighborhood character, or ability to be preserved.	57	10%
3. Do not allow any building demolitions except for reasons of health and safety.	49	8%
4. Other (please specify)*	41	7%
5. No opinion/I don't know.	17	3%
6. Allow the demolition of vacant buildings, regardless of the age or historic significance.	13	2%

* Other ways to address demolition suggested by survey respondents included, but were not limited to:

- create programs to help low income residents rehabilitate vacant buildings in poor neighborhoods;
- discourage demolition as a last resort option by fining building owners for building code violations;
- ensure that the community and residents are involved in the preservation process;

- if a historic façade or feature is an impediment to a beneficial project, consider moving it somewhere else or replace or enhance something that is otherwise considered non-significant;
- increase protections for building facades even if the entire structure is unable to be preserved;
- make the cost of demolition much higher than the cost of restoration;
- provide access and information for restoration via multiple avenues; and
- use funds collected from demolitions available to communities for restorations.

Question 29: How should the City of Pittsburgh best interact with the private sector in addressing vacant/abandoned properties?

Survey respondents were asked to choose one (1) of four (4) answers. A “No opinion/I don’t know” option and an “other” option were also offered.

Answers are ranked from high to low (based on total answer count of 596 and percent selected).

Addressing Vacant/Abandoned Properties

	Total	% of 596
1. Provide financial incentives for the private sector so that vacant and historic structures can be effectively reused (for example, by providing property tax freezes for owners that renovate/rehabilitate previously vacant buildings).	276	46%
2. Work to clear existing liens, perhaps with a foundation's help, so that vacant homes and buildings are available and affordable to new owners.	201	34%
3. Provide education to neighborhood groups, residents, and property owners to help them make informed decisions about the re-use potential of vacant/abandoned properties.	56	9%
4. Other (please specify)*	29	5%
5. No opinion/I don’t know.	25	4%
6. The City should not proactively work with the private sector to address vacant/abandoned properties.	9	2%

* Other ways for the City to interact with the private sector that were suggested by survey respondents included, but were not limited to:

- address issues before buildings become vacant or abandoned; for example, help homeowners with maintenance costs;
- change policies and/or remove fears (disincentive) about property improvements triggering an increase in assessed value (and increased taxes);
- clear existing liens in order to keep properties affordable (designed for affordable housing not gentrification);
- clear legal obstacles and provide financial incentives;
- clear red tape and restrictions in the way of developers that want to rehabilitate vacant/abandoned buildings; and
- make it harder to demolish a building and easier to get infrastructure improvements to vacant/abandoned properties (permits, etc.).

Question 30: Questions/Comments

Respondents were given the option to share “additional questions, concerns, or comments that may help the City of Pittsburgh prepare its first Cultural Heritage Plan.” A total of 191 survey respondents provided a response. Representative examples of the responses include the following:

- Consider historical significance as a significant criterion when deciding whether or not to demolish a building.
- Consider neighborhood individuality and nationality/culture – churches, social clubs, taverns, etc.
- Create maintenance standards for rental units and vacant buildings.
- Create public/private partnerships for maintenance – consider home improvement stores.
- Dismiss the theory that historic preservation needs to be disregarded when it is viewed as standing in the way of progress.
- Expand City capacity to assist historic property owners identify funding for rehabilitation.
- Focus on neighborhoods instead of just buildings. Consider tree-lined streets, the arts, and gathering places.
- Focus on preserving the authenticity of Pittsburgh.
- Highlight the many different layers of City history, including the 19th and 20th centuries.
- Improve ease of navigation through the City and URA processes regarding building issues.
- Increase appreciation for post-modern structures and their role in the City’s development.
- Increase building inspection and enforcement.
- Increase the City’s commitment to implementing its plans.
- Increase the City’s support to cultural events, such as the Pittsburgh Folk Festival.
- Preservation efforts need to be proactive instead of reactive.
- Provide more education to building owners about maintenance and dealing with contractors.
- Provide very clear information about how to buy, finance, and improve a historic building in Pittsburgh.
- Increase walking tours; add a trolley; support libraries and museums.
- The City should be more bold in promoting its accomplishments.
- Young people are more interested in “today” than “the past.” Focus on integrating both.

Question 31: Survey Publicity

Respondents were asked how they learned about the Public Opinion Survey for Pittsburgh’s Cultural Heritage Plan. Each is listed based on a total answer count of 573 and percentage.

Survey Publicity

Survey Marketing Results	Total	% of 573
1. Organization or Community Newsletter / Email	216	38%
2. A friend told me about it / Word of mouth	148	26%
3. Social Networking Website (Facebook, MySpace, other...)	118	21%
4. Through the City of Pittsburgh or PlanPGH website	100	17%
5. By attending a Cultural Heritage Plan public meeting	35	6%
6. Announcement at an event	13	2%
7. Newspaper	9	2%

Demographics

Survey respondents were asked to provide demographic information to help assess the diversity of survey respondents.

Demographic Information

Male/Female	Total	% of 590
Female	375	64%
Male	215	36%

Age Range	Total	% of 580
12-17	0	0%
18-25	55	9%
26-35	167	29%
36-45	104	18%
46-55	120	21%
56-65	106	18%
66 or older	28	5%

Race / Ethnicity*	Total	% of 575
White / Caucasian	532	93%
Black / African American	35	6%
Asian (including Indian)	9	2%
Hispanic / Latino	9	2%
Native American Indian / Alaska Native	5	1%
Other (please specify)	5	1%

* Percents do not total 100% because several respondents selected multiple races/ethnicities to describe themselves.

CONCLUSIONS

Survey respondents self-selected to participate in this survey; therefore, this was not a statistically valid random survey. It is assumed that respondents had some level of interest in the City's historical and cultural resources that enticed them to participate. The response rate of 790 participants was good considering the survey's specific subject matter and length. Also very good was the participation level of City residents (79%). However, the demographic diversity of survey participants was not representative of the City's resident population. The participation level in race sectors other than white/Caucasian was low and the participation rate of females (64%) was higher than male (36%). Age groups under 18 were not represented and the age groups of 18-25 and 66 and older had low levels of participation (Questions 1, 2, 31).

The City of Pittsburgh contains a wealth of historic resources (there are more than 13,000 properties in the City with documented historic significance). Survey respondents recognized this, with 78% of the participants indicating that they notice historic resources all over the City (Question 11) and 83% indicating that they consciously take notice of the resources all or most of the time (Question 12). Additionally, respondents indicated that these resources play an important role in defining the City's character (Question 17) and should play an even greater role in the future (Question 18). A consistent theme that surfaced is the importance of the City's individual neighborhoods and the public desire to maintain neighborhood uniqueness and defining characteristics. Many of the qualitative responses referred to specific neighborhood issues rather than City-wide issues; although there were many similarities among the concerns and opportunities listed among neighborhoods (Questions 4, 5, 6). Character-defining features that were most often cited included neighborhood libraries, churches, parks and other green spaces, transportation (streets, bikeways, paths, stairs), commercial corridors, and individual historic buildings.

Although these results indicate that the public places a high value on community character and the City's historic and cultural resources, there appears to be a low level of public awareness about historic preservation efforts that are being undertaken in the City (Question 3) and a moderate confidence level that enough is being done on both voluntary and regulatory fronts to adequately protect historic and cultural resources (Question 19). Additionally, some of the benefits of historic preservation, such as environmental sustainability, attraction of tourism, and contributions to education opportunities, are under-recognized (Question 16). It is concluded, therefore, that there needs to be more public education about historic preservation topics, (including the benefits of historic preservation) in order to increase awareness, raise public support, and to encourage more participation in voluntary preservation opportunities.

Respondents expressed a moderate to high level of support for preservation efforts and programs in general (Questions 20, 21), including taxation. However, many respondents recognized in their qualitative comments that the City of Pittsburgh has a decreasing tax base, funding shortfalls, and its citizens desire overall reductions in taxation. Analysis of the survey responses indicate that while there is public support for historic preservation and support for the City to increase its preservation efforts, a clear connection is not being made between that desire and the availability of funding to pay for those efforts. The conflict will need to be resolved in preservation plans addressing the City's needs and balancing its priorities.

Most survey participants considered historic preservation as being important to the City's future. On a scale of 1–10, the most frequent survey response to questions about the importance of retaining tangible and intangible historic resources in the City, was 10 (Extremely Important) (Questions 9 and 10). Additionally, survey respondents indicated that they believe strongly that there are both economic and quality of life benefits associated with preserving the cultural, historical, and architectural character of the City (Questions 14 and 15). Individual buildings, unique neighborhoods, and the natural environment were often cited as being

the most significant contributors to the City's character (Questions 4 and 5). Although there is general consensus that historic resources are important, and there are mixed opinions about how the resources should be managed and maintained, and at what levels of effort.

As a City with a current population that is half the size that it once was at its peak, survey respondents identified that the City's aging infrastructure system and vacant buildings/blight are its two most urgent issues (Question 7). In fact, rebuilding neighborhoods, improved property maintenance, and blight eradication were the most cited answers to the question asking how to improve the City's character (Question 6). Mixed opinions were expressed about the best ways to maintain the City's unique character and manage its historic and cultural resources. Avoiding demolitions and keeping historic buildings in use were the most popular answers asking about Pittsburgh's preservation priorities and strategies (Questions 26, 27). There is clear public support for demolition only after careful consideration (Question 27). Yet, although improved property maintenance is recognized as one of the best ways to avoid demolition and increase awareness and appreciation of the City's resources (Question 13), it is evident that property owners have funding limitations that often prevent them from keeping their properties maintained (Question 22), which often leads to blight and eventual demolition. These results indicate that there is a strong willingness to preserve historic properties, but the funding and educational resources to do so are not available (Question 29). There is consensus that property owners need more education, incentives, and/or assistance to improve the maintenance of their properties (Questions 22, 26, 30).

Although intangible memories and stories of Pittsburgh are more difficult to capture and identify as historic and cultural resources, survey participants indicated that it is extremely important for memories and stories of Pittsburgh's culture and history to be reflected in the physical environment (Questions 10 and 30). Remnants of places that "used to be" (and in some cases still are) should remain visible so that current and future residents and visitors can glimpse the past. Cultural "institutions" that are uniquely Pittsburgh fall into this category (Primanti Bros., Mr. Roger's Neighborhood, Gus & Yiaia's, Isaly's (chipped ham and Klondike Bars), jazz clubs, August Wilson's childhood home, and so on).

Survey respondents noted many good examples of historic preservation success stories in Pittsburgh, as well as several notable failures (Questions 23, 24). The examples cited as good included many historic buildings that were successfully preserved and/or reused and new buildings and developments that were constructed on infill parcels and appear seamless with their surroundings (Question 23). Failures that were most commonly noted included urban renewal efforts of the 1960s and 70s, various architecturally significant or historic buildings that were torn down, and transportation projects that had a negative impact on neighborhood character and structure (Question 24).

Popular ideas among survey respondents to increase the appreciation for and recognition of historic and cultural resources included: continuing neighborhood and City events, celebrations, and tours; improving/preserving key historic buildings; making sure that historic and cultural resources are identifiable (signs, markers); and expanding marketing efforts to advertise the City's history and culture to residents and visitors (Questions 8 and 13).

While many places across Pennsylvania and the United States are promoting their historic resources to increase tourism and help stabilize their economies with tourist spending, it is clear from the survey results that the City of Pittsburgh's main objective should be to address the needs of its residents (and only secondarily address visitor needs). Considering the age of the City's building stock and the number of buildings that the City is condemning and/or demolishing each year, and in light of the high value that residents place on historic building assets, strategies need to be developed to address this dichotomy.

Survey responses indicate that neighborhood structure, community character, and civic pride are critically tied to historic and cultural preservation. Survey participants acknowledged the inevitable need for the City to continue growing and diversifying economically and socially, but expressed that new development should occur in harmony with the style and character of the City's established character, from its architecture and natural resources to its more intangible assets of culture and traditions. The City's Cultural Heritage Plan will need to strike a balance between the necessity of growth and progress and retention of the City's authentic community character, which is valued by its citizens and makes Pittsburgh special and unique when compared to other cities across the country.

APPENDIX A –
PUBLIC OPINION SURVEY
FOR PITTSBURGH’S CULTURAL HERITAGE PLAN



Public Opinion Survey for Pittsburgh’s Cultural Heritage Plan

The City of Pittsburgh, through its Department of City Planning, is in the process of preparing a Cultural Heritage Plan. By sharing your opinions about the City’s historic and cultural resources, and the ways they are cared for and protected, you will help the City make decisions about future historic preservation efforts. PreservePGH is part of PlanPGH, the City’s Comprehensive Planning process.

WHO SHOULD TAKE THIS SURVEY?

Anyone who lives, works, travels through, cares about, or spends time in the City of Pittsburgh.

WHAT ARE CULTURAL AND HISTORIC RESOURCES?

All components of the City’s built environment that have been influenced by history or culture and that contribute to Pittsburgh’s unique community character. These can include historic buildings, collections of buildings, neighborhoods, bridges, public art, pathways and stairs, roads, outdoor public spaces, landscapes, and so on. They also can include “stories” of Pittsburgh’s history or culture that may or may not be reflected in physical ways, but that make Pittsburgh a special place.

This survey should take approximately 15 minutes to complete. We appreciate your time and hope that you will stay involved in the City’s Comprehensive Planning process. More information about PreservePGH and PlanPGH can be found online at www.planpgh.com.

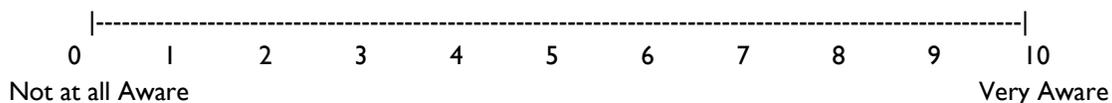
1. Please check all that apply:

- I am a resident of the City of Pittsburgh (which neighborhood? _____)
- I own property in the City of Pittsburgh (which neighborhood(s)? _____)
- I work in the City of Pittsburgh (which neighborhood? _____)
- I attend school in the City of Pittsburgh (which school/college/university? _____)
- My children attend school in the City of Pittsburgh (which school(s)? _____)
- I live or work in one of Pittsburgh’s historic buildings (which neighborhood(s)? _____)
- I own a historic building or property in the City of Pittsburgh (which neighborhood(s)? _____)
- I own a building or property in at least one of Pittsburgh’s 12 Historic Districts* (which District(s)? _____)
- None of the above

* The 12 Districts are: Allegheny West (West Northside), Alpha Terrace (East Liberty), Deutschtown (East Northside), East Carson Street (South Side), Manchester (North Side), Market Square (Downtown), Mexican War Streets (Central Northside), Murray Hill Avenue (Squirrel Hill), Oakland Civic Center, Oakland Square, Penn-Liberty (Downtown), and Schenley Farms (Oakland). Historic District Maps are available on the City’s Historic Review Commission webpage.

2. What is your home Zip Code? _____

3. To what extent are you aware of historic preservation activities in the City?





Public Opinion Survey for Pittsburgh’s Cultural Heritage Plan

Think about Pittsburgh’s built environment (neighborhoods, buildings, roads, landscapes, bridges, public spaces, etc.) to complete the following three sentences (4, 5, and 6). Please be as specific as possible.

4. “Pittsburgh would not be the same if _____ was/were taken away.”

5. “I love Pittsburgh’s _____.”

6. “Pittsburgh’s character could be improved by _____.”

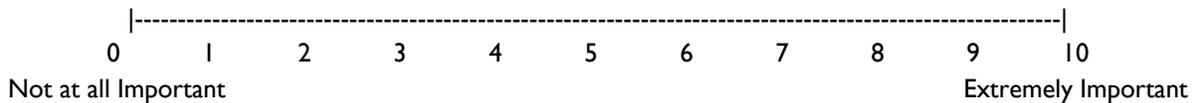
7. What do you believe will be the most urgent issues facing the City of Pittsburgh in the next 5 years? Choose 3.

- Attracting new businesses, Improving infrastructure, Ensuring high-quality new development, Improving streetscapes, Zoning/regulation reform, Improving its image / beauty, Other (please specify), Keeping neighborhoods unique, Addressing environmental issues, Addressing vacant buildings / blight, Improving waterfront access, Improving open space / parks / landscapes, Increasing the City’s population

8. What theme(s) are you most interested in related to Pittsburgh’s culture? Choose 3.

- City-Wide Celebrations (i.e. 4th of July Fireworks), Churches and other Places of Worship, Tours of the City (walking, driving, boat), Attractions and Events to Support the Arts & Artists, Neighborhood-Specific Events (Festivals, Street Fairs), River History, Professional Sporting Events, Youth Involvement / Education, African-American History, Women’s History, Industrial History, Other (please specify)

9. How important are Pittsburgh’s historic buildings, architecture, and landscapes to the future you imagine for Pittsburgh?



10. How important is it to you that memories and stories about Pittsburgh’s history and culture be reflected in the physical environment?





Public Opinion Survey for Pittsburgh's Cultural Heritage Plan

11. When in the City of Pittsburgh, how often do you consciously notice our cultural and historic resources? Choose 1.

- All of the time Most of the time Sometimes Rarely Never

12. When in the City of Pittsburgh, where / when do you consciously notice Pittsburgh's cultural and historic resources? Choose 1.

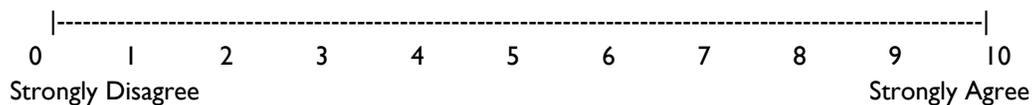
- I never take notice
 Only when I am specifically looking for them
 Almost everywhere I go in the City
 Only in certain parts of the City (where? _____)

13. In your opinion, what are the best ways to increase awareness of Pittsburgh's cultural and historic resources? Choose 2.

- Add more signs and markers to identify historic sites, buildings, and districts.
 Expand marketing efforts to better advertise resources and attract more visitors to the City.
 Create more "things to do" like historic walking and driving tours, historic experiences, events, etc.
 Increase / improve property maintenance of historic sites, buildings, and districts.
 Offer more public education programs about historic architecture and building preservation.
 Improve key historic buildings and sites to increase neighborhood pride.
 Add more monuments and statues that denote historical events, people, and places.
 Add more museums.
 Other (please specify) _____

14. To what extent do you agree with this statement?

"There are economic benefits to preserving the cultural, historical, and architectural character of Pittsburgh's built environment."



15. To what extent do you agree with this statement?

"There are quality of life benefits to preserving the cultural, historical, and architectural character of Pittsburgh's built environment."





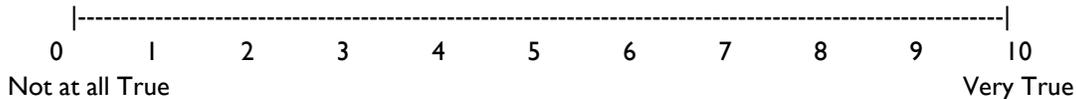
Public Opinion Survey for Pittsburgh’s Cultural Heritage Plan

16. What do you think are the greatest benefits of preserving Pittsburgh’s cultural and historic resources? Choose 2.

- Attracts and retains businesses
Attracts and retains residents
Improves how the physical environment looks; makes the City look interesting
Expands educational opportunities
Makes the City more sustainable and “green”
Improves the quality of life in the City
Supports tourism
Preserves memories and historical information for future generations
Other (please specify)

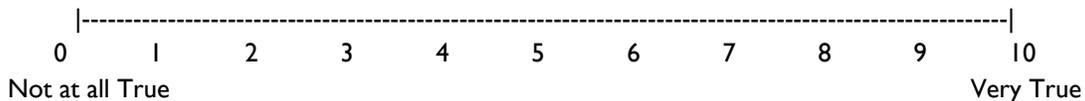
17. In your opinion, how true is the following statement?

“Today, Pittsburgh’s historic places, neighborhoods, and recognition of historical events play an important role in Pittsburgh’s community character and quality of life.”



18. In your opinion, how true is the following statement?

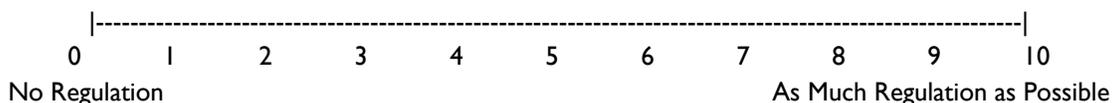
“In the next 10 years, historic places, neighborhoods, and recognition of historical events should play a MORE important role in Pittsburgh’s community character and quality of life than they do today.”



19. In your opinion, how effective are the City of Pittsburgh and local preservation groups at preserving the City’s historic and cultural resources?



20. In your opinion, how much government regulation should there be regarding the treatment and use of historic buildings and properties in Pittsburgh?





Public Opinion Survey for Pittsburgh's Cultural Heritage Plan

21. In your opinion, how much public funding and tax dollars should the City of Pittsburgh allocate towards the preservation of its historic and cultural resources?



22. What do you think are the biggest threats to the preservation of Pittsburgh's cultural and historic resources? Choose 3.

- Lack of public investment: the government does not commit enough money, time, or resources to care for historic and cultural resources.
- Absence of government protections: there aren't enough laws protecting historic and cultural resources.
- Property owner neglect: owners of historic buildings don't care how their properties look.
- Property owner resource limitations: owners of historic buildings care how their properties look, but lack the money, time, or skill to make improvements.
- Domino effect: when one building falls into disrepair, others around it follow.
- Vacant buildings: there are too many empty, vacant, or underutilized buildings.
- Absentee owners: there are too many rental properties with owners that don't live nearby or properly care for their building(s).
- Lack of gap financing: there are no sources to "fill the financial gaps" for rehabilitation/renovation projects.
- Lack of political support: public officials do not prioritize historic and cultural preservation projects.
- Lack of general public interest/education: the City's population is not interested in or educated about historic and cultural resource preservation.
- Apathy of youth: young people don't care about historic and cultural resource issues.
- Other (please specify) _____

23. Do you particularly admire or appreciate any successful examples of historic preservation in the City of Pittsburgh or elsewhere?

- No, I can't think of any
- Yes (please describe) _____

24. Do you know of any notable historic preservation failures in the City of Pittsburgh or elsewhere that should be learned from?

- No, I can't think of any
- Yes (please describe) _____

25. What do you believe are the most threatened historic properties in the City of Pittsburgh that should be considered for preservation? Why? (If you don't have an answer, leave response blank.)



Public Opinion Survey for Pittsburgh's Cultural Heritage Plan

26. What should be given the highest priority for preservation in Pittsburgh? Choose 2.

- Preserve historic commercial corridors (*for example: Centre Avenue in the Hill District, Penn Avenue in East Liberty, Fifth & Forbes in the Soho/Uptown Neighborhood*).
- Preserve historic details and decorative elements (*for example: railings, fences, statues, gates, and stairways*).
- Avoid the demolition of historically significant buildings, including vacant buildings that could be reused.
- Preserve buildings that tell a story about Pittsburgh's past.
- Preserve and interpret Pittsburgh's historic parks and trails (*for example: riverfront trails, Hays Woods (South Side), Heth's Run Valley (Highland Park)*).
- Preserve the homes, buildings, and history related to famous Pittsburghers.
- Preserve and reuse vacant schools and other vacant civic buildings with historic significance.
- Preserve and reuse vacant churches and other worship / religious sites with historic significance.
- Streamline and ease the government process for reusing, restoring, and/or stabilizing vacant properties (the "vacant property disposition process").
- Preserve African American heritage and Underground Railroad sites.
- Other (please specify) _____

27. Which of the following strategies would be most effective to promote and encourage historic preservation in Pittsburgh? Choose 2.

- Provide more public education and outreach about preservation topics.
- Review City codes and revise them as needed to protect historic resources.
- Encourage historic building owners to voluntarily make improvements to their properties.
- Encourage the continued use of historic buildings (i.e. find successful new uses for historic buildings).
- Promote more tourism to Pittsburgh's historic buildings and sites.
- Help historic building owners identify funding to improve and/or preserve their properties.
- Give recognition to historic preservation projects through an awards program.
- Make historic buildings, districts, and sites more recognizable by adding signs, markers, etc.
- Add more buildings to the City's Register of Historic Places and the National Register of Historic Places.
- Integrate public art that reflects historic themes in each neighborhood of the City.
- Other (please specify) _____

28. How should the City of Pittsburgh address the demolition of vacant buildings? Choose 1.

- Allow the demolition of vacant buildings, regardless of the age or historic significance.
- Allow the demolition of vacant buildings that have safety and/or environmental hazards, regardless of their historic significance, contribution to neighborhood character, or ability to be preserved.
- Allow the demolition of vacant buildings only after they have been reviewed by the City's Historic Review Commission and are determined to have no historical or architectural significance or have safety or environmental hazards that are beyond the point of repair.
- Do not allow any building demolitions except for reasons of health and safety.
- No opinion/I don't know.
- Other (please specify) _____



Public Opinion Survey for Pittsburgh’s Cultural Heritage Plan

29. How should the City of Pittsburgh best interact with the private sector in addressing vacant/abandoned properties? Choose 1.

- Work to clear existing liens, perhaps with a foundation’s help, so that vacant homes and buildings are available and affordable for new owners.
Provide education to neighborhood groups, residents, and property owners to help them make informed decisions about the re-use potential of vacant/abandoned properties.
Provide financial incentives for the private sector so that vacant and historic structures can be effectively reused (for example, by providing property tax freezes for owners that renovate/rehabilitate previously vacant buildings).
The City should not proactively work with the private sector to address vacant/abandoned properties.
No opinion/I don’t know.
Other (please specify)

30. Please share any additional questions, concerns, or comments that may help the City of Pittsburgh prepare its first Cultural Heritage Plan. (You may use the back of this page if more space is needed).

31. How did you learn about this survey? (Check all that apply)

- By attending a Cultural Heritage Plan public meeting
Announcement at an event (which event?)
Social Networking Website (Facebook, MySpace, other)
Organization or Community Newsletter / Email (which one?)
Newspaper (which one?)
Through the City or PlanPGH website
A friend told me about it / Word of mouth

32. Responses to the following will help us assess the diversity of survey respondents.

- Are you male or female? Male Female
What is your age? 12-17 18-25 26-35 36-45 46-55 56-65 66 or older
Which of the following describe(s) you? (you may check more than one):
White / Caucasian Hispanic / Latino Asian (including Indian)
Black / African American Native American Indian / Alaska Native Other

33. Contact Information (Optional)

Name E-mail
Address Phone

- I authorize the City to contact me for clarification of answers on this survey.
I would like to be added to the e-mail notification list for PreservePGH and PlanPGH.

Thank you! Please return your hard copy survey by May 23, 2010 to T&B Planning, 3081 Carson Avenue, Murrysville, PA 15668. Alternatively, you may fax it to (724) 327-3760 or email to rbarber@tbplanning.com.

