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The Community Chapter is focused on understanding housing affordability concerns and celebrating the neighborhood's culture and heritage, while promoting public health and public safety improvements throughout the neighborhood.



COMMUNITY

COMMUNITY

HOUSING



A core issue expressed by Manchester-Chateau residents was understanding the future of its neighborhood housing - both maintaining affordability and preserving historic quality. Manchester-Chateau's housing stock varies widely from one street to the next, with recently renovated townhouses around the corner from abandoned homes and vacant lots. This chapter reviews the findings from the public meetings and existing conditions analysis to understand the local economics of the neighborhood. It also includes a capacity analysis to help neighborhood leadership and potential project funders understand the capacity to provide additional housing opportunities in the neighborhood.

IN THIS SECTION



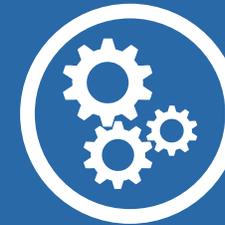
PUBLIC ENGAGEMENT

- » Attendees at the first open house emphasized housing affordability as a primary concern.
- » The second open house featured activities asking about preferred types of land uses in the neighborhood, along with more detailed questions about housing maintenance and affordability.
- » Residents expressed a willingness to accept population growth throughout the neighborhood in order to accommodate specific land uses, as long as housing affordability remains a priority.



EXISTING CONDITIONS & TRENDS

- » Vacant land and other underutilized spaces throughout the neighborhood present opportunities for residential redevelopment.
- » As rents have risen faster than household incomes since 2012, many current Manchester residents continue to face housing affordability issues.
- » Zoning requirements for new mixed-use development in Chateau includes an affordable housing component.



PRIORITY IMPLEMENTATION STRATEGIES

- » Promote development of rental and for sale housing at all income levels.
- » Promote and facilitate home maintenance through rehab education programs and report maintenance issues on abandoned properties to ensure public health and safety.
- » Maintain and develop quality senior housing that is affordable with options for rental or ownership.
- » Expand housing options which meet ADA standards.

PUBLIC ENGAGEMENT

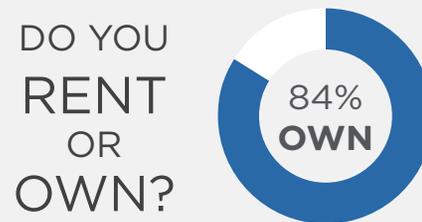
ACTIVITY: HOUSING SURVEY, EXISTING CONDITIONS

Conversations with residents and local stakeholders revealed that housing was a top priority for residents, specifically continued affordability. At the same time, many expressed interest in different housing types and options to attract young families and allow aging-in-place. Additional residents are also needed to support desired neighborhood commercial uses.

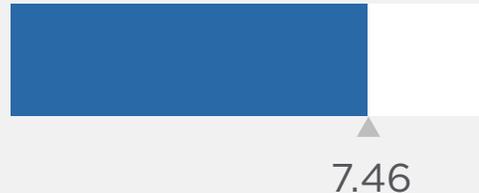
To help supplement some of the available affordable housing data obtained through the U.S. Census and the Department of Housing and Urban Development, a survey was given to participants at the second public meeting. Residents were asked to provide information pertaining to the quality and affordability of their own housing and their perspective on what types of housing and land uses Manchester-Chateau should have in the future.

Respondents tended to skew toward higher incomes compared to the neighborhood median and were more likely to be homeowners than renters.

PUBLIC SURVEY MEETING RESULTS



On a scale of 1-10 (with 10 being the best), what condition/how well-maintained is your home?



What is your monthly rent/mortgage?

HOMEOWNERS	RENTERS
\$558.76	\$837.50

What is your monthly income?

HOMEOWNERS	RENTERS
\$5,000	\$3,100

Source: Survey Data, 2018 Manchester-Chateau Open House

KEY TAKEAWAYS:

- Respondents were much more likely to be homeowners than renters.
- Rent/mortgage is below 30% threshold for median household income for renters and owners, but significantly below the 30% threshold for homeowners.
- Despite the age of the neighborhood's housing stock, maintenance did not appear to be a significant concern for survey respondents.

ACTIVITY: HOUSING SURVEY, FUTURE HOUSING CONDITIONS

The survey asked specific questions around future housing preferences in the neighborhood.

All of the survey respondents said that new housing in the neighborhood should include affordable options, delivered through a mix of renter and ownership opportunities.

There is also an expressed need to provide additional ADA accessible units, and housing for seniors and aging adults.

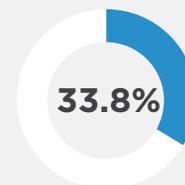
Are there housing units available in Manchester-Chateau for the following populations?

Population	Yes	No
Singles	67% (12)	33% (6)
Aging adults	57% (8)	43% (6)
Seniors	79% (15)	21% (4)
Families with 1-2 children	83% (15)	17% (3)
Families with 3-4 children	69% (11)	31% (5)
Disabled (ADA compliant)	50% (8)	50% (8)

What is missing or lacking in the neighborhood?

Top Responses	Frequency
Commercial	(5)
Affordable Housing	(5)
Walkability / Connectivity	(2)
Community Gathering Spaces	(2)
Housing options for singles & young professionals	(2)
Higher-quality housing options	(2)
Other	(3)

What percentage of affordable housing in the neighborhood is a fair amount?



Source: Survey Data, 2018 Manchester-Chateau Open House

KEY TAKEAWAYS:

- Respondents indicated a continued need for affordable housing in the neighborhood, identifying it as a priority.
- Reinforcing the results of other engagement activities, residents would also like to see increased neighborhood commercial options.
- Disabled adults, aging adults, and singles need more housing options.

EXISTING CONDITIONS

Manchester is one of Pittsburgh’s oldest neighborhoods and has many historic, but aging, homes. It is also a neighborhood with a broad spectrum of household incomes and tenure. Some residents have called Manchester home for a half-century or more, others are recent transplants. These variables, and many others, affect residents’ perception of affordability throughout the neighborhood.

AN AGING HOUSING STOCK*

The median age of a housing unit in Manchester is 98 years old. This means that issues of safety, heating and cooling, and maintenance are ongoing concerns for some residents, likely adding to overall housing costs.

*(*Note: The public engagement survey distributed both online and at the second public meeting revealed housing maintenance is not a top priority among residents. However, respondents tended to skew toward those with higher median household incomes, and affording maintenance projects may not be as high of a priority).*

GROWTH IN MEDIAN HOUSEHOLD INCOME

- » 2017: Median Household Income in Manchester is \$40,711.
- » 2017: Median Household Income in the City of Pittsburgh is \$42,450.

Median Household Income has grown by 25% in Manchester over the last 7 years, while Pittsburgh’s Median Household Income has grown roughly 13% during the same time period. This growth is likely part of the underlying concern around maintaining housing affordability in the neighborhood.

HOUSING COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME

A generally accepted rule of thumb is that housing is considered “affordable” when residents can spend less than 30% of their income on rent. Two measures indicate that by this metric, housing remains somewhat affordable in the neighborhood:

- » 2017: Manchester renters spend ~29% of household income on rent.
- » 2017: Housing Costs (including homeowners and renters) are roughly 25% of median household income in the neighborhood.

Renter Households	Manchester	Pittsburgh
Contributing > 30% of income toward rent	44%	46%
Contributing > 50% of income toward rent	22%	22%

Of the lowest-income rental households in Manchester, **approximately 122 rental households spend more than half of their income on housing**. This means that they are occupying housing they cannot afford due to insufficient income. Without adequate income, the ability to afford a down-payment on a home can be problematic for lower-income families interested in home ownership.

Additionally, of those cost-burdened renters, 44% of renter households contribute over 30% of their income toward rents. While this does create affordability issues for the neighborhood, this is consistent with the City of Pittsburgh’s overall affordability issues.

Sources: U.S. Census Bureau, 2012-2016 American Community Survey 5-year estimates; ESRI Business Analyst

OTHER FACTORS CONTRIBUTING TO A NEED FOR A HOUSING POLICY

From 2014-2017, population in Manchester has increased by 12.7%, higher than the City of Pittsburgh and Allegheny County. However during the same period, income inequality and the poverty rate increased in Manchester. The same measures mostly decreased for the City and County during that time, further demonstrating the particular housing needs and affordability issues for the Manchester neighborhood.

EXISTING AFFORDABLE UNITS IN MANCHESTER

There are a number of different types of subsidized housing programs sponsored by local, state, and federal governments.

In Manchester, there are currently:

- » 43 Housing Choice Vouchers (Section 8).
- » 226 Public Housing Units.*

As supported by the preceding data, current supply of affordable housing does not meet present demand. With continued population growth, demand is likely to further exacerbate the affordability issue.



20% of Manchester's housing units are income restricted

(~10% of Pittsburgh's housing units are income restricted)



Source: U.S. Department of Housing and Urban Development

Growth Measure	% Change		
	Manchester	Pittsburgh	Allegheny County
Income Inequality*	+2.55%	-0.34%	0.29%
Poverty Rate**	+3.38%	-1.55%	-1.55%
Population**	+12.7%	-0.2%	+0.1%

2017 WAGES AND HOUSING COSTS

To afford rent in Manchester, residents would have to earn: **\$15.08/hr**

Currently, **+/- 400 (~18%) residents earn less than this and +/- 150 (7%) are unemployed.**

Resulting in **+/- 550 (~25%) cost-burdened residents.**

Sources: U.S. Census Bureau, 2012-2016 American Community Survey 5-year estimates; ESRI Business Analyst

WHO NEEDS AFFORDABLE HOUSING UNITS?

TRENDS NATIONWIDE:

Nationally, the following groups are in need of affordable housing:



- » **Seniors and residents** on fixed incomes.
- » **Low-income renters** who make too much money to be able to qualify for existing affordable housing programs.
- » **Homeowners** who are not able to keep up with repairs.

AFFORDABLE HOUSING OPTIONS:

A number of different types of housing programs exist that provide affordable housing. They include:

- » **Public Housing:** Public housing is a broad category, encompassing public housing buildings, vouchers that provide residents flexibility, and programs targeted toward seniors, the physically handicapped, and others.
- » **Workforce Housing:** Housing targeted toward those who make too much money for subsidized housing, but still need an affordable place to live.

TRENDS LOCALLY:

Locally, the Affordable Housing Task Force (see next page) has identified those in specific need of finding affordable housing in the City, specifically:



- » **Those making under 50%** of the City's median HH income have trouble finding affordable housing.
- » **In Manchester, ~30%** of residents live in households that make under 50% of the City's median HH income.
- » In Manchester, **approximately 47%** of current renters make under \$20,000 annually.

WHAT DOES THIS MEAN FOR MANCHESTER-CHATEAU?

There is a need for affordable housing opportunities within Manchester-Chateau.

- » Specifically, there are opportunities to redevelop existing spaces within the neighborhood into affordable housing opportunities (see *the housing capacity study in the Development Chapter*).
- » There are a variety of unique affordable housing programs, such as a Community Land Trust, that can be used to help implement sustainable affordable housing programs (see *analysis in the Development Chapter*).
- » New units of various price points are likely to be constructed as infill development occurs. Units throughout the neighborhood should be designated as affordable, in conjunction with these efforts, to ensure an aggregate level of affordable housing across Manchester-Chateau.



AFFORDABLE HOUSING TASK FORCE

The City of Pittsburgh has experienced economic and population growth in recent years. Although this brings many advantages, it can also bring challenges, including the concern of retaining affordable housing in the City. The Affordable Housing Task Force released a report on the current status of affordable housing in the City and recommendations for retaining this housing type in the future.

The goal of the task force is to increase housing opportunities for City residents. This may include preserving existing affordable housing, supporting more affordable housing

developments, and ensuring new development includes at least a small portion of affordable housing units on-site.

Two recommendations from the Task Force that are especially pertinent to Manchester include the goal that 20% of residential development in the City be affordable and that, new development that receives a direct public subsidy should be required to include affordable housing in the development. This can be accomplished through a variety of methods including density bonuses, meaning allowing developers to increase building height if a certain amount of affordable housing is

included in the project, and an Affordable Housing Overlay Zone in designated areas, meaning requiring a minimum percentage of affordable housing units.

Manchester-Chateau residents have already shown a great desire to retain affordable housing in their neighborhood. As the Manchester-Chateau neighborhood continues to evolve, many of the City's policies and programs should be targets to help promote affordability in the neighborhood.

A minimum of 10% affordable units will be required of all new residential development projects.

Inclusionary Housing Committee Recommendation

The public engagement process, existing conditions analysis and review of best practices in this Chapter helped lead to the creation of specific goals and recommended action steps. A full summary of the plan goals, action steps, and relevant details are available in the Implementation Chapter.

GOAL 1: ENCOURAGE THE PROVISION OF SAFE, QUALITY, AFFORDABLE HOUSING FOR CURRENT RESIDENTS.

Safe, quality affordable housing is a top priority for area residents as rents increase throughout the neighborhood. While there is no single solution, this plan recognizes that the issue goes deeper than simple demographic analysis to include a wide variety of circumstances and hopes for opportunity.

Recommended Action Steps Include:

- » Promote development of rental and for sale housing at all income levels.
- » Explore Inclusionary Zoning as a tool to ensure new developments include affordable housing.
- » Support single-parent and senior households through connection to appropriate supportive services and resources.
- » Assist residents with residential preservation and maintenance projects through the creation of a Preservation Grant Fund.
- » Promote and facilitate home maintenance through rehab education programs and report maintenance issues on abandoned properties to ensure public health and safety.



GOAL 2: ENCOURAGE A VARIETY OF HOUSING TYPES TO MEET THE NEEDS OF ALL SEGMENTS OF THE POPULATION.

Housing should enable those at different stages of life and with differing abilities to be part of a neighborhood renaissance. This means promoting universal design that responds to differing lifestyles that are currently underrepresented in the neighborhood. This should target young professionals who are starting careers. It includes empty nesters who have the freedom to choose smaller and different housing types. It includes singles and more families without children, a demographic that continues to grow nationwide. And it includes the elderly and the differently abled who may need single-story flats with elevators and other means of easier access than staircases.

Recommended Action Steps Include:

- » Maintain and develop quality senior housing that is affordable with options for rental or ownership.
- » Promote the development of housing options for single-person households.
- » Pursue zoning amendments to allow Accessory Dwelling Units or Carriage Houses.
- » Pursue zoning amendments that accommodate residential density while preserving the existing context of the street and neighborhood.
- » Expand housing options which meet ADA standards.
- » Partner with Family Links to promote transitional housing units.



COMMUNITY

PUBLIC HEALTH

OVERVIEW

Promoting a safe and healthy neighborhood is instrumental for improving the quality of life for residents throughout the Manchester-Chateau neighborhood.

Many of the other sections of this plan promote healthy and safe lifestyles. The Mobility Chapter has a number of recommendations for improving roadway safety throughout the neighborhood. The Development Chapter outlines ways to add affordable housing to the neighborhood, and safe, affordable housing is an important component of promoting healthy outcomes within the neighborhood.

This section outlines additional methods and approaches to support healthy outcomes within the neighborhood, as identified by the Action Teams.



IN THIS SECTION



PUBLIC ENGAGEMENT

- » In the second public meeting, residents identified a number of secondary public health challenges that need to be identified in the neighborhood.



EXISTING CONDITIONS & TRENDS

- » Manchester-Chateau doesn't have a grocery store in the neighborhood, but there is existing public transportation to grocery stores outside of the study area.
- » There are a number of publicly owned vacant lots in the neighborhood that can be used for urban agriculture. The Adopt-A-Lot program allows residents to use city-owned vacant lots to grow food and the URA has a comparable program named Farm-A-Lot for URA-owned properties.



PRIORITY IMPLEMENTATION STRATEGIES

- » Create an educational program to encourage home gardening and use of the Vacant Lot Toolkit.
- » Host a Health Wellness day annual event.
- » Conduct a market feasibility assessment for a healthy corner store or grocery store in the neighborhood.

FOOD ACCESS

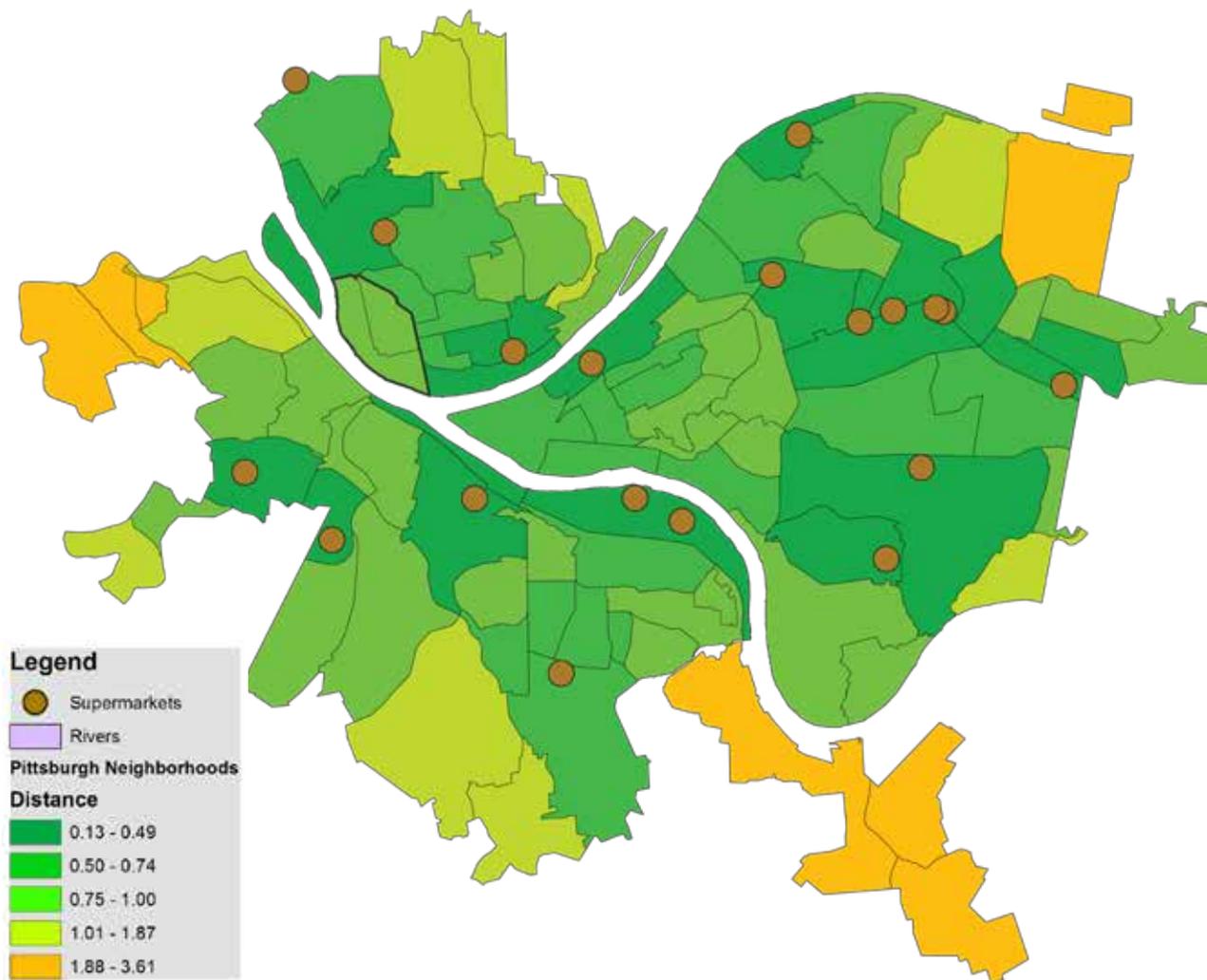
DISTANCE TO PITTSBURGH SUPERMARKETS

Like many urban neighborhoods, Manchester residents face challenges accessing fresh, healthy food options.

The map to the right shows Manchester's distance to nearby supermarkets. Although Manchester-Chateau residents are about a mile from the nearest grocery store, there is some existing public transportation to grocery stores, which will need to be maintained.

Small and large scale grocery stores require a significant consumer base in their area. The Capacity analysis outlined in the Development Section of this Plan underscores the immense potential for adding new residential development projects in the area. This development will also strongly support the viability of a grocery store in the neighborhood.

One small, but short-term solution to food access is the continued promotion of the City's Adopt-A-Lot program. This program allows residents to access city-owned vacant lots for food, flowers, or rain gardens. Additionally, the URA's Farm-A-Lot program allows residents to access URA-owned vacant lots.



Source Menu: Adapted from A Menu for Food Justice, 2013.

FOOD RETAILERS NEAR MANCHESTER

Name	Address	Zip Code	Store Type	Fresh Produce	Three Food Groups Available
7-Eleven 36140	1001 Western Ave	15233	Convenience Store/Corner Store	N	Y
Aden Market	1318 Federal St	15212	Convenience Store/Corner Store	N	Y
Charles St Farm Stand - The Pittsburgh Project	2801 N Charles St	15214	Farm Stand	Y	N
Circle K 4200	2903 Brighton Rd	15212	Convenience Store/Corner Store	N	N
Dollar Tree 5828	1516 Brighton Rd	15212	Limited Assortment Store	N	Y
Family Dollar 6322	1516 Brighton Rd	15212	Limited Assortment Store	N	Y
Giant Eagle	318-320 Cedar Ave	15212	Supermarket	Y	Y
Kuhn's Market	1130 Highwood St	15212	Grocery Store	Y	Y
New Big Toms Corner Store	1300 Woodland Ave	15212	Convenience Store/Corner Store	N	Y
Rite Aid 3459	802 Pennsylvania Ave	15233	Limited Assortment Store	N	Y
United Somali Bantu Farm Stand	2240 N Charles St	15214	Farm Stand	Y	N
W-N Grocery	1018 W North Ave	15233	Convenience Store/Corner Store	N	Y

"Three Food Groups Available" indicates whether or not at least three of these food categories were available for purchase: Fruits and Vegetables (fresh, canned, or frozen); Breads/Cereals/Grains; Dairy Products; Meats or Beans.

Source: Adapted from *A Menu for Food Justice*, 2013

IDEAS FOR IMPROVING / STRENGTHENING FOOD ACCESS

The table to the left highlights retailers in northside neighborhoods, including Manchester, that sell food. There are a number of different opportunities to increase fresh food access in the neighborhood. These include:

- » **Healthy Corner Stores:** These tend to be collaborations between city governments, non-profits, foundations, and small-businesses to increase healthy food options at stores such as those listed to the left.
- » **Mobile Markets:** A supermarket on wheels, mobile markets have the flexibility to deliver healthy food options directly to residents.
- » **Farmers' Markets and Farm Stands:** Growing in popularity, farmers' markets can provide fresh produce on a seasonal basis.
- » **Full-Scale Grocery Store Development:** In order to be financially viable, grocery stores need a certain residential density and market area to draw from.

URBAN AGRICULTURE

VACANT LOT TOOLKIT AND ADOPT-A-LOT PROGRAM

One of the legacies of Pittsburgh's economic history is the large amount and wide variety of vacant and distressed property. The accumulation of properties coming under public responsibility has placed an enormous burden on the City while contributing no taxes to pay for public services. Compounding the challenge is the dispersed nature of these properties, their size, and their title status.

Finding viable interim uses, preserving future opportunities, and crafting long-term solutions for this inventory of land are key challenges with which Pittsburgh has been grappling. The city's Open Space Plan recommended that a streamline process be created to allow residents to access city-owned vacant land to put vacant land to production and to beautify their communities. In 2014, the city hired an Open Space Specialist, and began to engage community on the creation of the Vacant Lot Toolkit, a guide to transforming vacant lots into community assets. The Adopt-A-Lot program, developed as part of Vacant Lot Toolkit, was created to allow residents a streamlined process by which to access city-owned vacant lots for food, flower, or rain gardens. In an effort to combat the problem of vacant city-owned lots, the program had three goals: foster neighborhood interaction, re-imagine the potential of vacant lots, and encourage environmental awareness.



PITTSBURGH VACANT LOT TOOLKIT



October 2015



GOAL 3: INCREASE ACCESS TO HEALTHY FOOD AND COMMUNITY SUPPORT SERVICES.

There are several factors within the Manchester-Chateau neighborhood that can help residents lead healthy lifestyles. Food access, as outlined on the previous pages, continues to be a challenge for some residents in the neighborhood. The most effective outcome for residents in the neighborhood is to promote infill residential development, which can ultimately provide the market demand for a grocery store. Infill development will also support the market demand for other health-related land uses in the neighborhood, including doctor's offices.

Recommended Action Steps Include:

- » Conduct a market feasibility assessment for a healthy corner store or grocery store in the neighborhood.
- » Create an educational program to encourage home gardening and use of the Vacant Lot Toolkit.
- » Create a yard-share program.
- » Create a program for mobile screenings and check-ups, including dental and eye care.
- » Host a Health Wellness Day annual event.





**COMMUNITY
ORGANIZATIONS
AND
INSTITUTIONS**

OVERVIEW



A core desire expressed by Manchester-Chateau residents was participating with community organizations and institutions in the shaping of its future. Engagement is instrumental for improving the quality of life for residents throughout the Manchester-Chateau neighborhood. In order to encourage economic development and investment in residents, a variety of strategies must be utilized. This section outlines additional approaches to support and strengthen community organizations and institutions within the neighborhood, as identified by

IN THIS SECTION



PUBLIC ENGAGEMENT

- » During the Action Team meetings, residents identified multiple organizations and institutions within the neighborhood that serve a variety of community needs and desires.



EXISTING CONDITIONS & TRENDS

- » Manchester-Chateau has a wealth of religious organizations and facilities, community-oriented organizations, and education-based institutions.
- » Residents identified gaps in services provided by existing organizations and institutions.



PRIORITY IMPLEMENTATION STRATEGIES

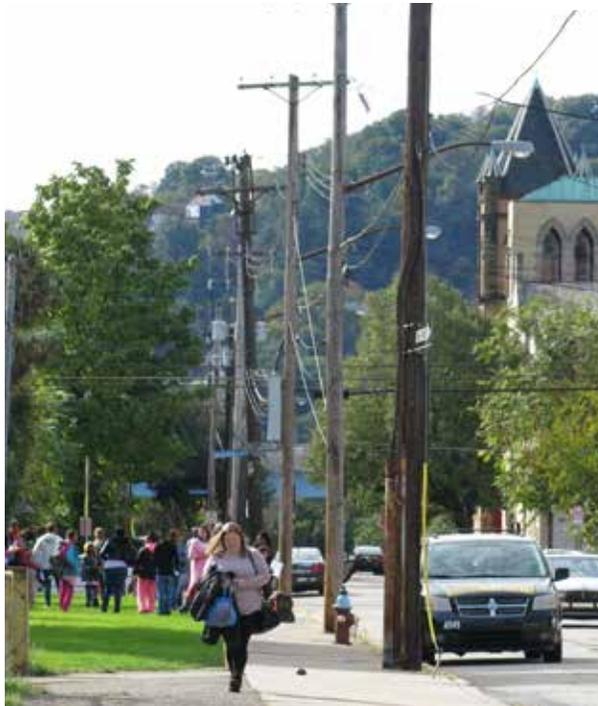
- » Partner with institutions to develop a Northside communities web portal, and publish a directory, that acts as a clearinghouse of informations for residents, businesses, organizations, visitors, and investors/developers.
- » Pursue longterm service opportunities, such as Americorps or fellowships, to serve as a Program Manager to assist residents and to develop and implement programs.

COMMUNITY ORGANIZATIONS

Local institutions play an important role in the lives of residents and form a larger community that extends far beyond the study area boundaries. Local churches, schools, daycares, and non-profit organizations serve thousands of residents. Manchester Citizens Corporation (MCC), the local community organization, was formed in 1965 to create a neighborhood-based response to widespread blight and abandonment. Currently, MCC provides valuable real estate expertise through its work linking historic preservation of the Manchester Historic District with economic development efforts and focuses on creating and sustaining a diverse housing stock for its residents.

Additionally, the Manchester Historic Society (MHS) aims to preserve and promote Manchester's history through service projects, educational tools, and advocacy. Its deep knowledge of the community's historic roots is valuable in the retention and restoration of historic homes, as well as the preservation of the neighborhood's overall character.

During the Action Team meetings, several residents expressed a need for a resident-based organization and/or programming that incorporates both Manchester and Chateau residents as their futures are connected.



EDUCATIONAL INSTITUTIONS

There is a wealth of educational facilities within Manchester-Chateau. Two Pittsburgh Public Schools, Pittsburgh Manchester PreK-8 and Pittsburgh Conroy Education Center are located within Manchester. Additionally, Manchester Academic Charter School is an independent charter school with strong roots in the community. The Manchester Youth Development Center (MYDC) provides assistance in the development of neighborhood youth to improve the quality of life for children and families within Manchester. Through its recreational, educational, and child care programs, MYDC seeks to replace negative barriers with positive goals so that children can grow to their fullest potential and serve as productive, engaged citizens.

The Manchester Bidwell Corporation (MBC) is located in Chateau but has strong ties throughout the Northside and Pittsburgh. MBC provides a number of adult career training programs to residents of the neighborhood and the City of Pittsburgh. Academic programs are crafted in partnership with regional businesses to ensure students' studies are aligned with employers' needs. Bidwell's social enterprise arm creatively engages MBC and its students with the surrounding community. Today, the MBC has become a national model for education, culture, and hope.

RELIGIOUS INSTITUTIONS

Local religious institutions serve many residents and visitors every week, providing crucial services and a center of community life. These organizations are often thought of as pillars of the community and attract people from all over the city and even outside the city. Religious institutions and other civic buildings provide additional locations for services, civic activity and interaction. The following religious institutions are located within Manchester:

- » Bidwell Presbyterian Church
- » New Zion Baptist Church
- » Church of God
- » Pilgrim Baptist Church
- » Victory Baptist Church
- » Original Church of God of Deliverance
- » New Destiny CME Church
- » Pittsburgh Presbytery



NORTHSIDE ORGANIZATIONS

Pittsburgh's Northside has a long and rich history. Some organizations operate in service of this area alone while others service the Pittsburgh community at-large. The following organizations provide invaluable services to Pittsburghers:

- » Buhl Foundation
- » Light of Life Rescue Mission
- » Bicycle Heaven Museum
- » Johnny Angel's Music Experience Museum
- » Northside Leadership Conference
- » Carnegie Libraries of Pittsburgh
- » Community College of Allegheny County
- » Carnegie Science Center
- » Rivers Casino

GOAL 4: ENHANCE COMMUNICATION AND ACCESSIBILITY WITHIN THE COMMUNITY.

A central theme throughout several Action Teams was a call for improving communication methods. Communication is central to building a sense of identity and participation, and finding common ground for decisions and actions.

Recommended Action Steps Include:

- » Partner with institutions to develop a Northside communities web portal and publish a directory that acts as a clearinghouse of information on programs, grants, loans, community process, and more for:
 - » Residents
 - » Businesses
 - » Organizations
 - » Visitors
 - » Investors/Developers
- » Pursue longterm service opportunities, such as Americorps or fellowships, to serve as a Program Manager to assist residents and to develop and implement programs.
- » Create a Resource Center with flexible spaces and an onsite resource employee.
- » Generate a quarterly newsletter.
- » Research communication opportunities.



GOAL 5: STRENGTHEN PARTNERSHIPS WITH NORTHSIDE ORGANIZATIONS.

A key component to community development is supporting and strengthening active organizations in the neighborhood. Manchester-Chateau boasts a rich history of local engagement and collaboration among public, private, and non-profit partners. The Manchester-Chateau Neighborhood Plan seeks to capitalize on the work of existing organizations while strengthening their impact in the community.

Recommended Action Steps Include:

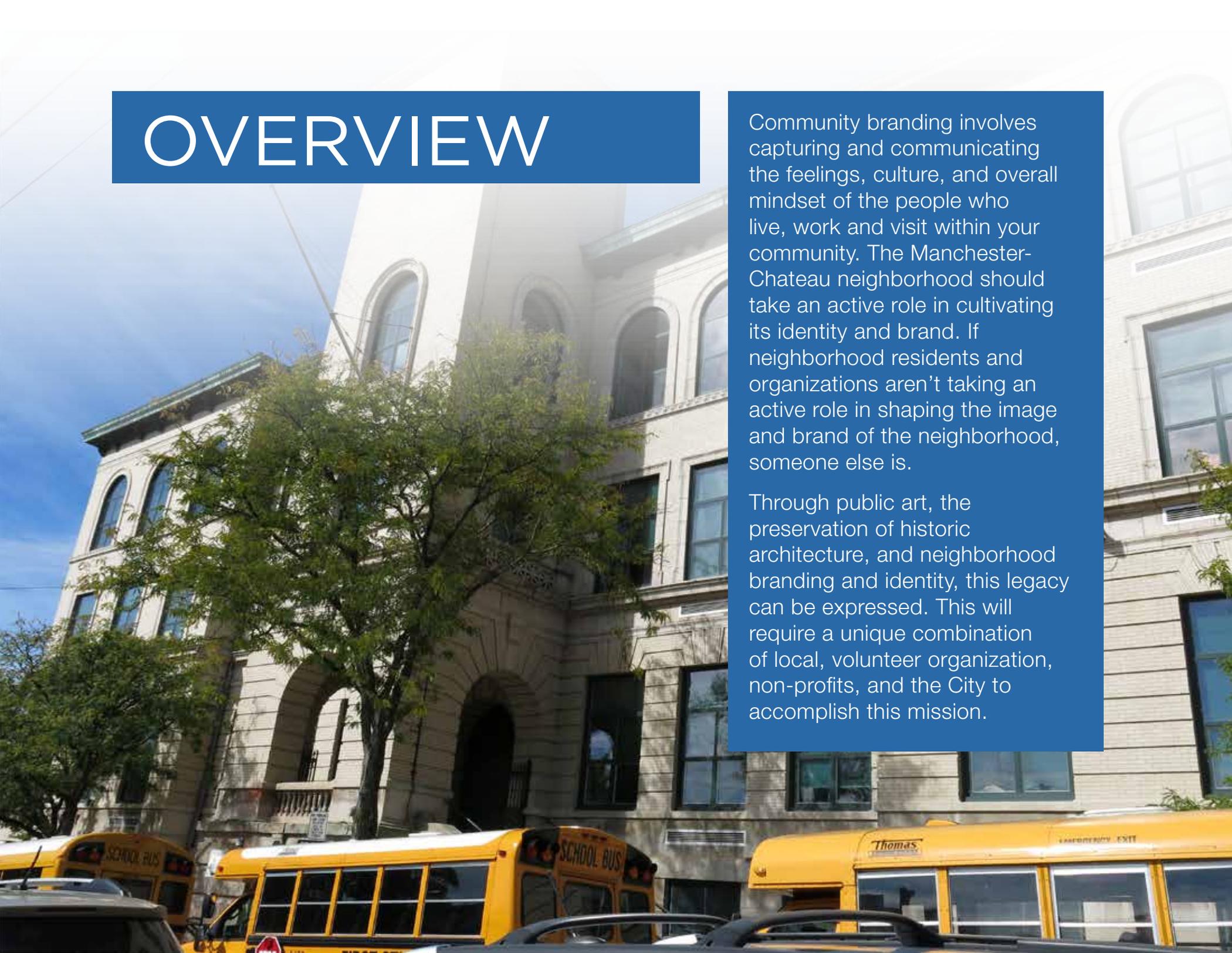
- » Create a partnership organization for both Manchester and Chateau to ensure residents and businesses mutually benefit from future redevelopment.
- » Pursue Registered Community Organization (RCO) status via partnerships/coalition.
- » Partner with Northside institutions and other organizations for investments and workforce development opportunities.
- » Collaborate with North Shore entities (Science Center, Aviary, etc) on creating a program to ensure all Manchester families and children have free access periodically.
- » Advocate for expanding programs and opportunities for local teens.



COMMUNITY

CULTURAL HERITAGE AND PUBLIC ART

OVERVIEW



Community branding involves capturing and communicating the feelings, culture, and overall mindset of the people who live, work and visit within your community. The Manchester-Chateau neighborhood should take an active role in cultivating its identity and brand. If neighborhood residents and organizations aren't taking an active role in shaping the image and brand of the neighborhood, someone else is.

Through public art, the preservation of historic architecture, and neighborhood branding and identity, this legacy can be expressed. This will require a unique combination of local, volunteer organization, non-profits, and the City to accomplish this mission.

IN THIS SECTION



PUBLIC ENGAGEMENT

- » Residents revealed that there are only limited areas within the neighborhood that are concentrated areas of “cultural significance.”
- » Residents identified major parks and public spaces, along with heavily traveled transportation corridors, as opportunities to express cultural heritage and implement public art.
- » A brand positioning exercise was conducted with the steering committee to discover the brand of the community and identify ways in which it can be incorporated into the urban fabric of the neighborhood.



EXISTING CONDITIONS & TRENDS

- » Manchester-Chateau has a legacy of historic architecture, much of which has been preserved and still exists today.
- » Manchester-Chateau has historically been a diverse neighborhood with a strong African-American identity. There is strong local pride in continuing to celebrate this legacy.
- » Legendary Pittsburgh native Andrew Carnegie has close ties to the neighborhood and the Colonel James Anderson House.



PRIORITY IMPLEMENTATION STRATEGIES

- » Incorporate Manchester’s cultural heritage through local art & design along riverfront and throughout neighborhoods.
- » Incorporate cultural heritage and inspiring architecture into public infrastructure.
- » Develop a visual identity, such as a logo, that becomes a consistent visual emblem for the neighborhood.

PUBLIC ENGAGEMENT



CURRENT LOCATIONS OF CULTURAL SIGNIFICANCE

At the second open house, residents were asked to indicate where they felt “culturally significant” locations of the neighborhood existed. Their responses, indicated above, ranged from public spaces, to significant homes, to important neighborhood institutions, such as the Manchester Bidwell Corporation. Results were dispersed throughout the neighborhood, indicating an opportunity to establish and define certain areas of the neighborhood as spaces of cultural significance.



FUTURE LOCATIONS OF CULTURAL SIGNIFICANCE

After residents identified existing locations of cultural significance, they were asked to identify where celebrations of culture and history (from murals, to green open spaces, to neighborhood gateways) ought to occur in the neighborhood. Those locations are shown above. Each of the three parks were identified as locations where culturally significant spaces should be developed. Furthermore, Western Ave., Chateau Street, and the riverfront trail - three primary transportation arteries in the neighborhood - were also noted as strong opportunities to promote the image and brand of the neighborhood.



LEGEND	
	City-designated Historic District
	National Historic Register (or eligible)

HISTORIC DISTRICTS

The Manchester neighborhood encompasses the largest historic district within the City, the Manchester Historic District. Just east of the neighborhood, there are other city historic districts, including Allegheny West, Allegheny Commons, and the Mexican War Streets. These areas are on the city's register and are listed or eligible for the National Historic Register. Both the national register and city register can be effective tools for preserving and enhancing historic neighborhoods, whether an area is protected by one register or both.

- » **City register district benefits:** Designation of a city registered historic district protects the community's character through a design review board. This board ensures new construction, demolition, or exterior work on a structure within a historic district respects and complements the historic character of the structure and neighborhood.

- » **National register district benefits:** Listing a district on the National Historic Register identifies and documents the historic assets of the area. It also provides a level of protection by requiring consideration in planning during projects or actions involving the federal government. A National Historic District also creates additional opportunities for tax incentives and federal grants for listed structures.

EXISTING CONDITIONS

Currently, there aren't many spaces in the neighborhood that promote public art and public heritage.

The PRESERVEPGH plan, highlighted to the right, is a citywide plan centered around the preservation of important cultural and historic elements of the City. (Note: a portion of the policy framework in this Chapter follows the structure of the PRESERVEPGH Plan).



PRESERVEPGH

The City of Pittsburgh's Comprehensive Plan, PLANPGH, addresses 12 physical, social, and functional elements of the City. PRESERVEPGH focuses on the City's cultural and historic components, evaluating assets and challenges to preservation. Ultimately, PRESERVEPGH serves as a guide to protect and strengthen Pittsburgh's character, culture, and history to attract visitors, encourage new investment, and improve the quality of life for City residents.

The Manchester-Chateau Neighborhood Plan aims to build on the framework of PRESERVEPGH by delving deeper into the opportunities and issues especially relevant to the Manchester-Chateau community. Many of the recommended actions in this chapter follow the select goals highlighted from the Plan to the right.

SELECT PRESERVEPGH RECOMMENDATIONS

- 1. DOCUMENT RESOURCES:** Take inventory of the community's cultural and historic resources
- 2. COMMIT TO PRESERVING RESOURCES:** Invest in programs / tools to preserve the resources
- 3. APPRECIATE RESOURCES:** Enhance awareness of resources with signage and other public outreach strategies
- 4. BE STEWARDS OF RESOURCES:** Promote a network of advocacy in long-term preservation and enhancement of resources

POSITIONING THE NEIGHBORHOOD IN THE EYES OF YOUR PEOPLE :

To compete and succeed, every business knows that they must understand why they exist, what they have to offer that is different from everyone else, and who they plan to offer it to. A place is no different. Neighborhoods like Manchester-Chateau are in constant competition for retaining current residents and businesses and attracting those who will complement and support the integrity and character of the community.

The Steering Committee and project team worked to initiate the early steps of creating a branding strategy by creating a Positioning Statement. A Positioning Statement is a simple statement that provides focus for those who champion, plan, and initiate development or change in the neighborhood. It is an internal rallying cry that sets the course for a community's brand. Your brand helps to shape and manage your community's character and protect its culture. The ability to articulate who you are, why you exist, and who you exist for will help communicate the intent around the plans and initiatives that shape the neighborhood.

DISTINCT ADVANTAGE

Manchester-Chateau is a historic waterfront minutes

AUDIENCE

from downtown, where people work together to

END BENEFIT

preserve and promote an inclusive community.

DID YOU KNOW?

Anderson Manor, located at 1423 Liverpool Street, was instrumental in the formation of our library system. This was the home of Colonel James Anderson, the man that opened his personal library of 400 volumes to working boys each Saturday night and from whom Andrew Carnegie borrowed books during his formative years. The home was built circa 1830 and was added to the List of Pittsburgh History and Landmarks Foundation Historic Landmarks in 1989.



KEY

MESSAGING

Key messages are derived from your Positioning and can help communicate your Brand Promise to your most valued audience. Using consistent messaging, while walking the talk, will help earn trust and credibility with the members of your community :

Where community reigns

Manchester-Chateau is a tight-knit community of active residents and homeowners, where neighbors are friends and family is nearby.

Forever home

Manchester-Chateau is a charming sidewalk neighborhood minutes from downtown Pittsburgh, where people put down roots and roots are planted for life.

The only flat land in Pittsburgh is on the up and up

Historic homes at affordable prices, tax abatements, top schools and proactive neighborhood planning makes Manchester-Chateau a desirable place to plant roots and raise a family.

Together, we are a force for positive change

Manchester-Chateau has historically proven this to be true. And now it's time to do it again.

If not us, then who?

It's time to return Manchester-Chateau to its original strength, health and beauty. Let's band together to secure our future.

GATEWAY CONCEPTS

CULTURE AND CHARACTER CONCEPTS

- Bridging the gap
- Connecting community
- Preserving history
- Building toward the future
- Working hard
- Breaking barriers

The Manchester Bridge is a readily apparent icon and a testament to the neighborhood's working class past and the heritage of steel industry and labor in Pittsburgh.

The bridge is symbolic of "getting over" challenges that communities often face—implying an overture of connection and unity.

While the bridge pieces themselves are available, they are large and it may be difficult to find ideal locations in the neighborhood. However, gateway totems that are more contextually appropriate for this urban neighborhood can take visual inspiration from these historic structures.



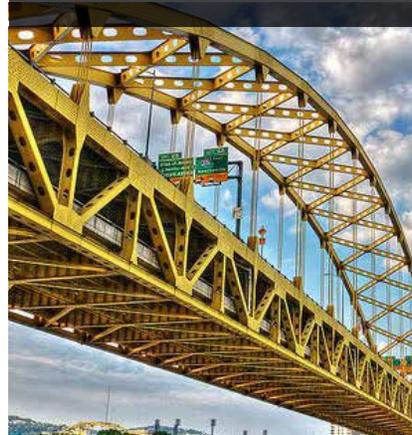
Colors inspired by neighborhood architecture and are bright, inviting, and positive.



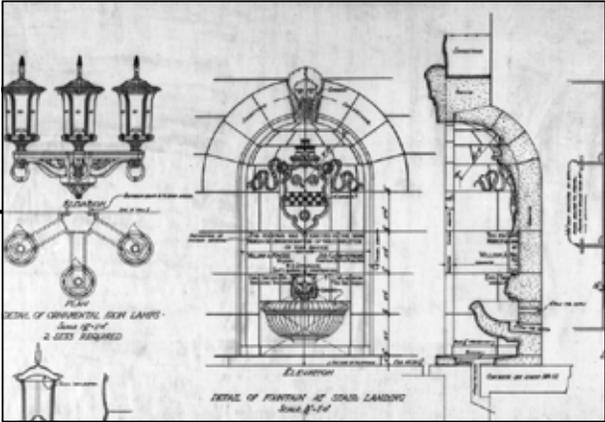
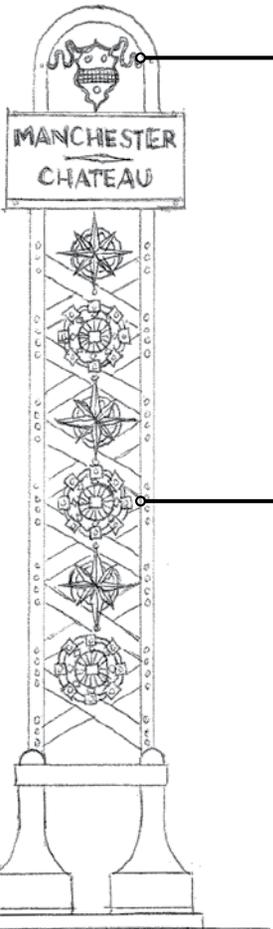
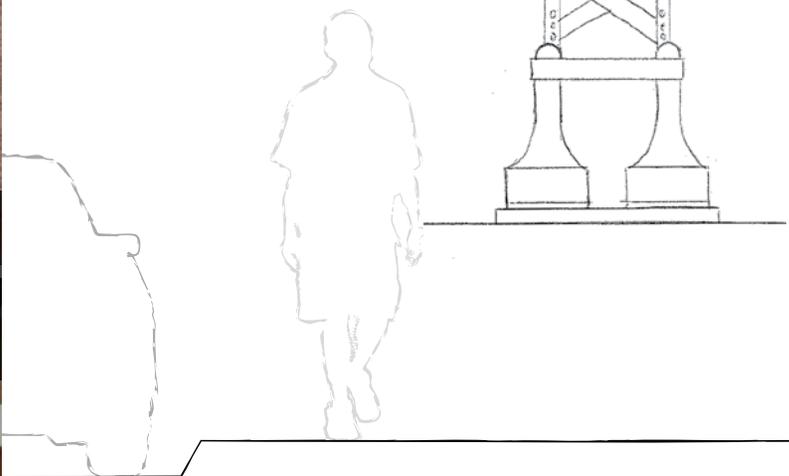
Historic bridge details and architectural patterns can be incorporated into new gateway concepts throughout the neighborhood.



Exposed steel and rivets



Dimensional letters can be artistically-rusted or clean and fresh



Details taken from Manchester Bridge

Recommended Locations in Manchester-Chateau:

- » Intersection of Western Ave. and Allegheny Ave.
- » Off-ramp of the West End Bridge onto Western Ave.

CROSSWALK GRAPHICS

CULTURE AND CHARACTER CONCEPTS

- Community Spirit
- Increase Attention & Safety
- Perceived Comfort

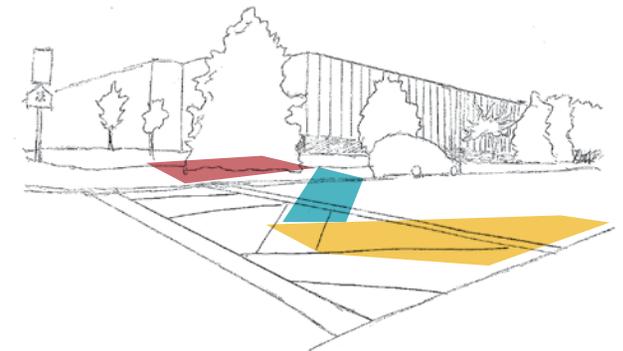
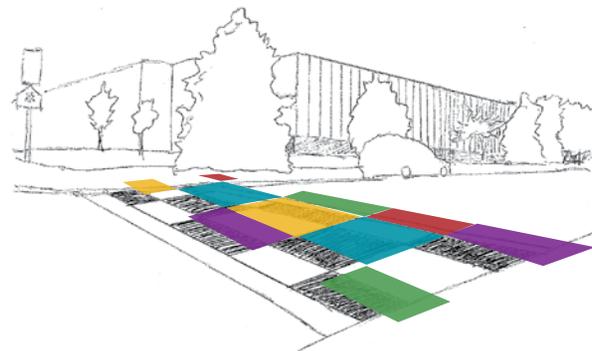
Community aesthetics matter and finding opportunities to enhance, enlighten, and contribute to the beauty and vibrancy of the community fabric is valuable to promoting culture, character, and stewarding pride.

In an urban neighborhood, people and vehicles must mingle safely. Incorporating graphics into a necessary streetscape element provides an opportunity to communicate while promoting safety and comfort to the people interacting with Manchester-Chateau.

It has been noted that crosswalks with unique visuals promote traffic calming and increased safety for pedestrians.

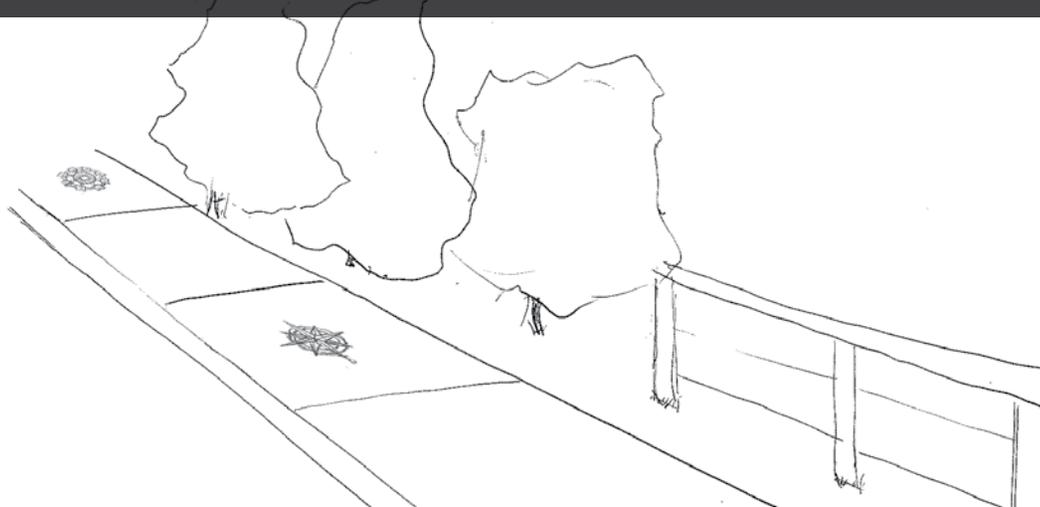


Colorful crosswalk graphics can help capture the spirit of the neighborhood.





Different types of sidewalk graphics and art are unique ways to promote the brand of Manchester-Chateau.



KEY CORRIDOR GRAPHICS

CULTURE AND CHARACTER CONCEPTS

- Community Spirit
- Powerful Messaging
- Unique Art
- Reinforces Place

Finding unique opportunities to tell stories can help to improve experience of place.

Storytelling need not be a sign. Incorporating messaging into utilitarian streetscape and hardscape elements and public art send the message that heritage and culture is valued here.

Recommended Locations in Manchester-Chateau:

- » Intersection of Western Ave. and Allegheny Ave.
- » Heavily traveled sidewalks near schools and parks.

BRIDGE ART

CULTURE AND CHARACTER CONCEPTS

- Breaking Barriers
- Powerful Messaging
- Connecting Community
- Community Art

The overpass barrier wall has divided the Manchester-Chateau neighborhood since its installation. This surface is a prime canvas for visual storytelling that can draw stronger connections between these areas.

Public art initiatives like this also provide an opportunity for community involvement whether it be finding a local artist to spearhead the design, gaining ideas through public engagement, or executing the work with community labor (of love).

Beautifying this barrier on both sides is a powerful way to connect the neighborhood.



Graphics should lead to the underpass into the Chateau area and continue on the other side of the bridge to emphasize connectivity and cohesiveness.

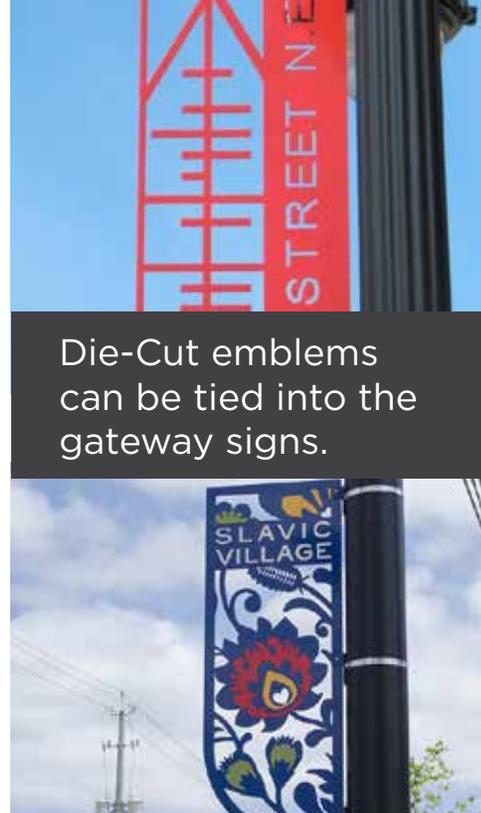


BANNERS AND STREET SIGNS

CULTURE AND CHARACTER CONCEPTS

- Breaking Barriers
- Powerful Messaging
- Connecting Community
- Community Art

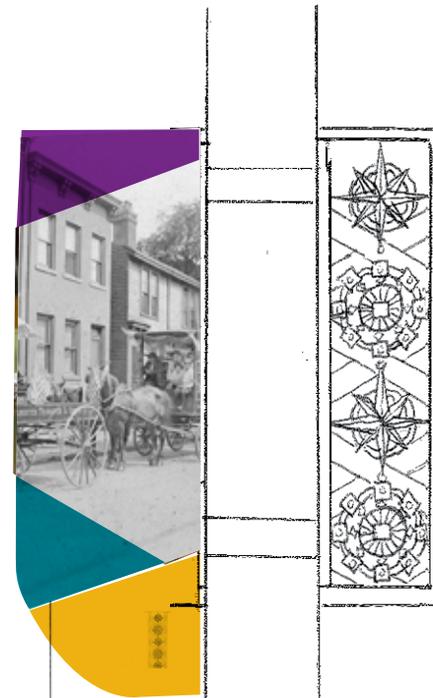
Manchester-Chateau is a special neighborhood that should be defined and celebrated. Banners and decorative street names are a cost-effective way to present community identity at the boundary points of the neighborhood.



Die-Cut emblems can be tied into the gateway signs.

Recommended Locations in Manchester-Chateau:

- » Intersection of Western Ave. and Allegheny Ave.
- » Along heavily traveled potential commercial corridors, including Western Ave. between Allegheny Ave. and the Western Ave. Bridge.
- » Primary corridors within residential neighborhoods, including Manhattan St., Fulton St., W. North Ave., Pennsylvania Ave., and Liverpool St.





Messaging in highly visible public places should be based on a strategic marketing campaign.

POSTERS & BILLBOARDS

CULTURE AND CHARACTER CONCEPTS

- Community Spirit
- Connecting Community
- Preserving History
- Building Toward the Future
- Working Hard

This plan will be used to institute change, improvements, and development in the neighborhood. Finding opportunities to communicate what is happening should not be left to word of mouth or media.

Use spaces within the neighborhood to communicate where change is happening.

A poster and billboard series can be a powerful messaging opportunity to build awareness and excitement for what is to come in Manchester-Chateau.



The public engagement process, existing conditions analysis and review of best practices in this Chapter helped lead to the creation of specific goals and recommended action steps. A full summary of the plan goals, action steps, and relevant details are available in the Implementation Chapter.

GOAL 6: DOCUMENT RESOURCES.

One of the most important initial steps to celebrating the neighborhood's identity is to document existing resources within the neighborhood. This includes both physical resources, such as important significant buildings, along with "soft" assets, such as social service organizations.

Part of what makes Manchester-Chateau special is the longevity of many of the neighborhood's residents. Throughout the public engagement, residents shared stories of their families and their stories of the neighborhood. Many residents have families that have lived in the neighborhood for generations and have important stories to share.

Collaborations can be explored with universities, the Manchester Historic Society, the Saturday Light Brigade and other neighborhood partners to continue to preserve these memories, celebrate the people who save them, and make them part of the Manchester-Chateau neighborhood.

Recommended Action Steps Include:

- » Inventory existing oral histories and ownership, and develop an Oral Histories Project which includes resident and organization recordings.
- » Inventory house histories and expand this research.
- » Update historic structures from the National Register Inventory of Manchester.
- » Develop an Asset Map of Manchester and Chateau, including public and private art.
- » Partner with the City to update the existing inventory of public art and memorials.



GOAL 7: COMMIT TO PRESERVING RESOURCES.

Once the neighborhood, stakeholders, and partners have identified the stories worth telling, partners need to come together and form a long-term implementation strategy. The implementation strategy relies on several important components.

Recommended Action Steps Include:

- » Create a walking/listening tour (perhaps a geographic based app) of the neighborhood that incorporates the Oral Histories Project, history of residential homes, and the asset map.
- » Create a fundraising program for residents to purchase elements as part of public art projects, such as commemorative bricks.
- » Research and apply for grants to preserve the resources, particularly the Anderson Manor.
- » Find long-term partners for:
 - » Oral Histories Project
 - » The Asset Map
 - » House Histories Research
 - » Maintenance of Community Gardens
- » Extend the history and brand of Manchester-Chateau through the following:
 - » Incorporate Manchester architecture detail in a branding logo for the neighborhood
 - » Gateway signage should incorporate public art and celebrate cultural heritage
 - » Integrate signage/stories/wayfinding into signage



GOAL 8: INCREASE PUBLIC ART ASSETS THROUGHOUT THE NEIGHBORHOOD.

One method for incorporating the brand and the values of the neighborhood is by increasing the neighborhood's stock of public art in key areas throughout the neighborhood.

Recommended Action Steps Include:

- » Incorporate Manchester's cultural heritage through local art & design along the riverfront and throughout neighborhoods.
- » Transform Route 65 wall (if it will remain for 10+ years) with public art and lighting and streetscape improvements.
- » Incorporate cultural heritage and inspiring architecture into public infrastructure (gateway signs, bike racks, banners, any metalwork).
- » Create a community gathering space with rotating art and/or an outdoor gallery.



GOAL 9: INTEGRATE A NEIGHBORHOOD BRANDING STRATEGY INTO THE URBAN FABRIC OF THE NEIGHBORHOOD.

Manchester-Chateau should build off of the values and key messaging statements identified earlier in this Chapter to create a neighborhood identity and branding strategy.

Recommended Action Steps Include:

- » Develop a visual identity, such as a logo, that becomes a consistent visual emblem for the neighborhood and that is consistent with the findings of the neighborhood branding strategy conducted during this planning process.

