



Oakland Plan

STEERING COMMITTEE – MEETING 7

Derek Dauphin
City of Pittsburgh
April 2020



Today

Topic	Duration	Presenter
Homework Report Out	15 min	Andrea Boykowycz
Housing Presentations and Discussion <ul style="list-style-type: none">• City Planning• Housing Authority• University of Pittsburgh• OPDC	50 min	Derek Dauphin, Monique Pierre, Mary Beth McGrew, Wanda Wilson and Annemarie Malbon
New Homework (optional)	5 min	Steering Committee

Welcome!

- By default Zoom has muted your microphone. Please wait patiently for the meeting to start.
- Before we start we will confirm who is on the call. Only Steering Committee members should be on this call.
- How to ask a question: Go to the bottom of your screen and click "Participants". This should open a pop-up window at the bottom of which are three options, including "Unmute Me", "Raise Hand" and "Claim Host". To ask a question, click "Raise Hand". This will notify the host that you would like to ask a question, allowing the host to pause, say your name, and wait for your question. You can also type your questions into the chat window.
- We appreciate your patience as we learn how to conduct online meetings together.

Homework

- **Last month's assignment: Find an intersection or location in Oakland that you are less familiar with and send it to Andrea Boykowycz using the Google form. She will do research and report out to the group.**
- Example: At the March Steering Committee meeting, Andrea gave a quick history of the row of buildings at the corner of Atwood Street and Cable Place that staff have been using on slides.
- The slides that follow are the places all of you asked Andrea to study...



Panther Hollow Bridge



Herron Hill Pumping Station

3506 Fifth Avenue

D
Dentistry
S. Rand Werrin, D.D.
John W. Gruendel, D.D.
Troy R. Eans, D.M.
Richard M. Boles, D.D.

3506

3504



3380 Boulevard of the Allies



4100 Bigelow Boulevard



South Craig Business District



The Oakland workforce is predominantly female.

60% of the workers in the Oakland area are female. In West Oakland, where the healthcare industry predominates, almost 70% of workers are female! As a point of reference, women comprised 49% of the city's workforce in 2017.

Oakland's workforce is the most diverse in terms of race of the neighborhoods analyzed.

There are more Asian workers in Oakland than there are in any of the Pittsburgh innovation districts. Over 6% of workers in Oakland are Asian. Oakland also has a higher percentage of Black or African-American employees than the CBD, but less than Lawrenceville and Southside Flats.

Oakland's workforce is less Black or African-American than the city's workforce overall, and less than the city's population.

11.4% of Oakland's residents are Black or African-American, and 11.2% of workers in Oakland are Black or African-American. The city's overall population is 23.6% Black, while its workforce is 12.8% Black.

Jobs by Sex | Oakland Area Neighborhoods | 2017

Sex	North Oakland		Central Oakland		West Oakland		South Oakland		Oakland Area	
Male	12,457	45.5%	1,120	46.6%	5,578	30.8%	2,521	44.4%	21,676	40.5%
Female	14,920	54.5%	1,286	53.4%	12,533	69.2%	3,158	55.6%	31,897	59.5%

Source: LEHD Origin-Destination Employment Statistics; W-ZHA

Oakland Employees by Race | Oakland Area | 2010-2017

	2010		2017		2010-2017	
	#	%	#	%	#	%
White Alone	44,270	83%	43,470	81%	(800)	-1.8%
Black or African American Alone	5,897	11%	5,987	11%	90	1.5%
Asian Alone	2,887	5%	3,357	6%	470	16.3%
Other Race Alone	124	0%	88	0%	(36)	-29.1%
Two or More Race Groups	479	1%	672	1%	193	40.2%
TOTAL	53,657	100%	53,573	100%	(84)	-0.2%

Source: LEHD Origin-Destination Employment Statistics

Jobs by Worker Race | Oakland and Pittsburgh Innovation Districts | 2017

Worker Race	CBD		The Strip		Lawrenceville		South Side Flats		Oakland		City	
White Alone	63,074	84.9%	6,506	85.6%	7,125	83.8%	9,138	83.7%	43,470	89.4%	203,265	66.6%
Black or African American Alone	7,733	10.4%	734	9.7%	1,076	12.7%	1,303	11.9%	5,987	12.3%	72,073	23.6%
Asian Alone	2,586	3.5%	243	3.2%	181	2.1%	325	3.0%	3,357	6.9%	17,153	5.6%
Other Race Alone	88	0.1%	17	0.2%	22	0.3%	13	0.1%	88	0.2%	2,077	0.7%
Two or More Race Groups	834	1.1%	97	1.3%	95	1.1%	140	1.3%	672	1.4%	10,444	3.4%
TOTAL	74,315		7,597		8,499		10,919		53,573		305,012	

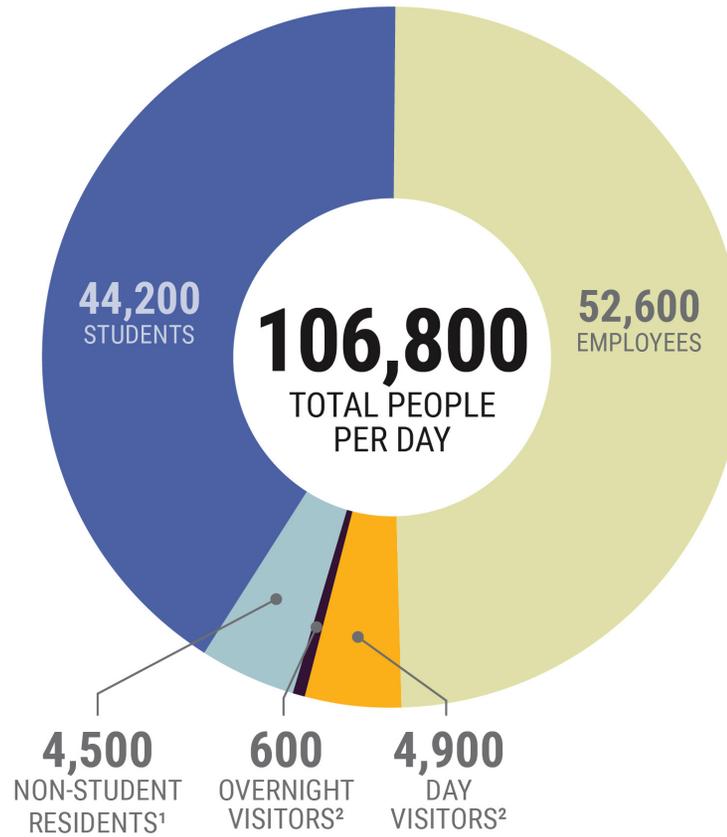
Source: LEHD Origin-Destination Employment Statistics; W-ZHA



With students, residents, employees, and visitors, Oakland is a very busy place during the workday and school year.

There are an estimated 106,800 people in Oakland on a given workday of the school year. The greatest single number of people in Oakland during peak times are workers, who are almost 49% of the daytime population.

Daily Activity (During School Year) in Oakland, 2017



¹ Estimated population under 18 years old and over 35 years old.

² Annual visitation divided by 365 days.

Source: W-ZHA



Oakland residents are overwhelmingly college-aged.

Over two-thirds of Oakland's residents —13,000—are between 18-24 years old. In reality, this percentage is likely higher, as many students may claim their parents' home address as their place of residence during school. As would be expected from the presence of the University of Pittsburgh, Carnegie Mellon University, and Carlow University, Oakland has a population profile similar to a college town. Oakland also has a greater percentage of residents aged 75+ than the city as a whole.

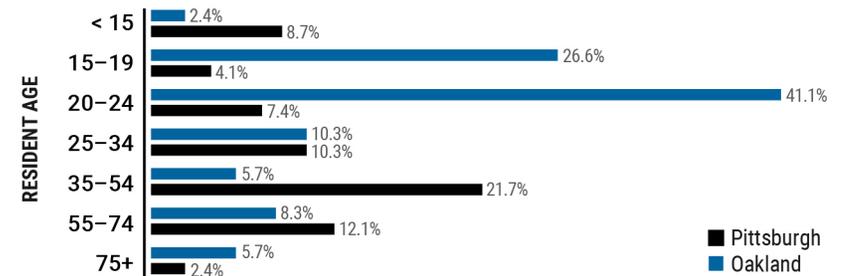
While considerably smaller in overall population size than Oakland, Lawrenceville and South Side Flats have more 25-34 year olds than Oakland. Oakland's residents are overwhelmingly young. Only 16% of Oakland's population is in the prime working age cohort of 25 to 54 years old. In other Pittsburgh innovation districts this cohort ranges from 40% to 76% of residents.

Oakland Population by Age Cohort, 2018

Oakland		
	#	% of Total
<5	197	1.0%
5-9	77	0.4%
10-14	202	1.0%
15-17	148	0.7%
18-24	13,374	67.0%
25-34	2,047	10.3%
35-44	583	2.9%
45-54	547	2.7%
55-64	899	4.5%
65-74	757	3.8%
75-84	678	3.4%
85+	455	2.3%
TOTAL	19,964	

Source: American Community Survey, 2018 5-Year Estimates

Population by Age | Pittsburgh and Oakland

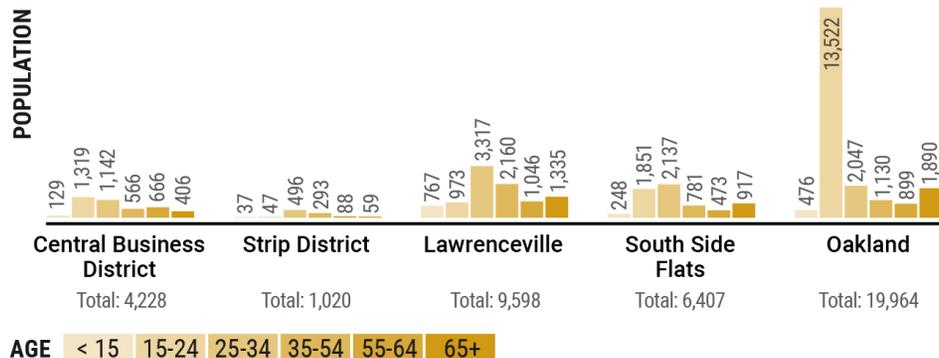


Age Distribution by Oakland Neighborhood, 2018

	North Oakland		Central Oakland		West Oakland		South Oakland	
	#	% of Total	#	% of Total	#	% of Total	#	% of Total
<5	66	0.7%	0	0.0%	47	2.8%	84	2.5%
5-14	50	0.5%	15	0.3%	42	2.5%	172	5.0%
15-24	6,357	67.9%	4,568	83.1%	817	48.0%	1,780	52.3%
25-34	996	10.6%	271	4.9%	263	15.4%	517	15.2%
35-44	280	3.0%	86	1.6%	53	3.1%	164	4.8%
45-54	110	1.2%	134	2.4%	119	7.0%	184	5.4%
55-64	387	4.1%	125	2.3%	169	9.9%	218	6.4%
65-74	380	4.1%	108	2.0%	100	5.9%	169	5.0%
75-84	731	7.8%	191	3.5%	93	5.5%	118	3.5%
TOTAL	9,357	100.0%	5,498	100.0%	1,703	100.0%	3,406	100.0%

Source: American Community Survey, 2018 5-Year Estimates

Population by Age | Oakland and Pittsburgh Innovation Districts, 2018

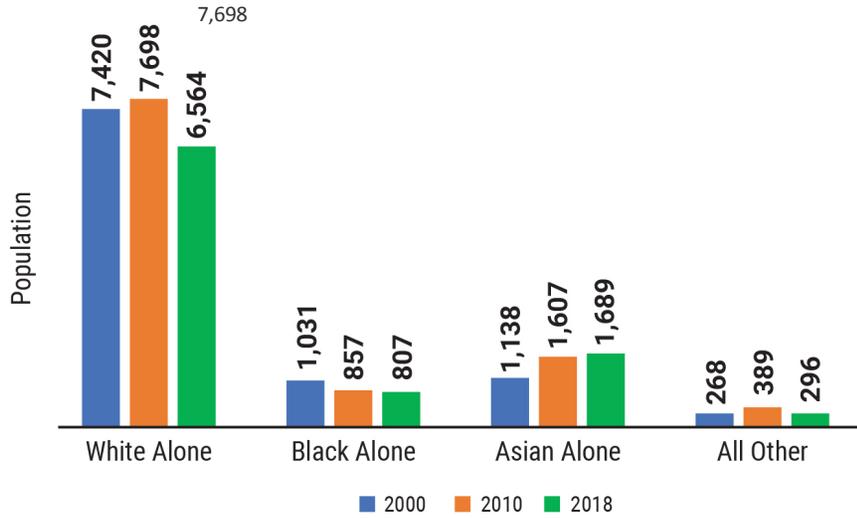


Source: American Community Survey 2018 5-Year Estimates

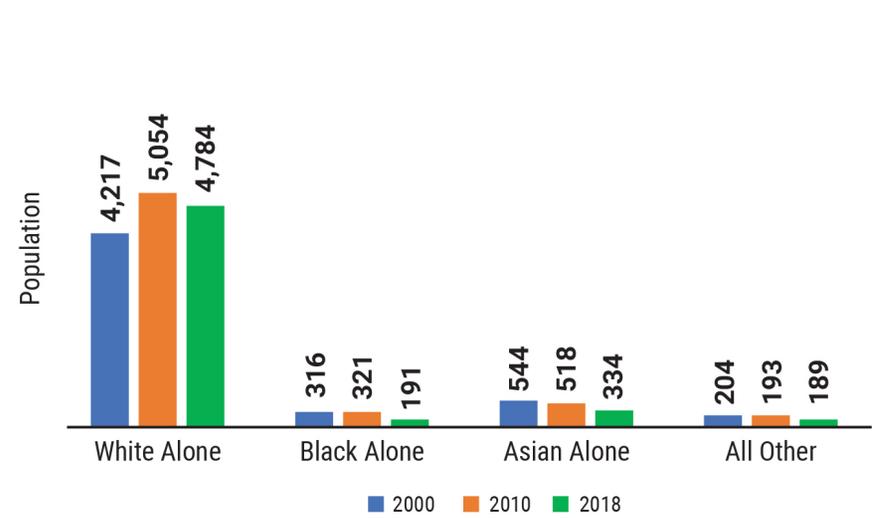


Race Over Time

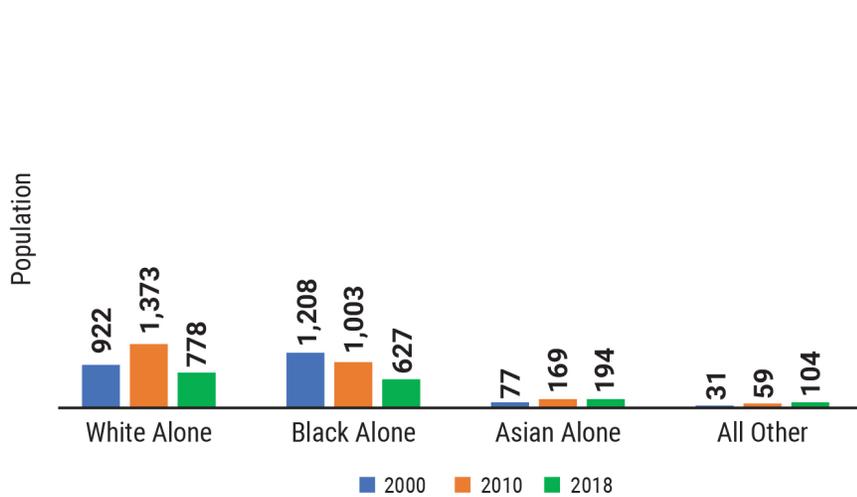
NORTH OAKLAND



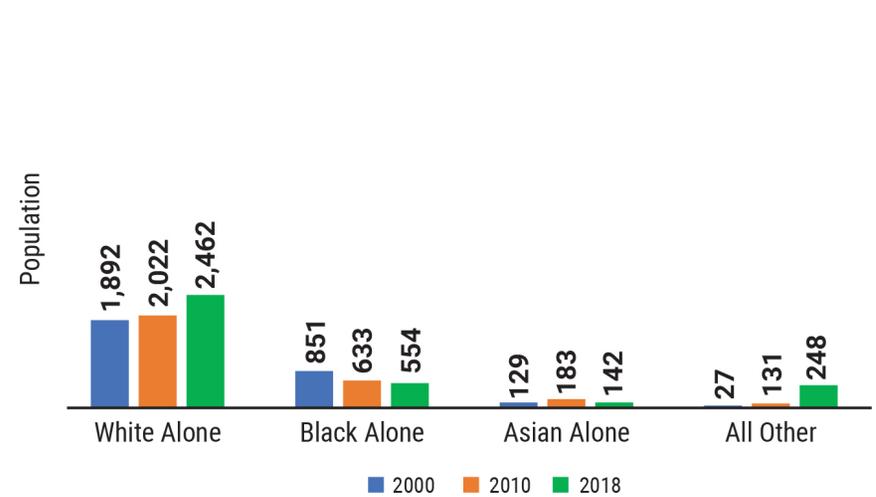
CENTRAL OAKLAND

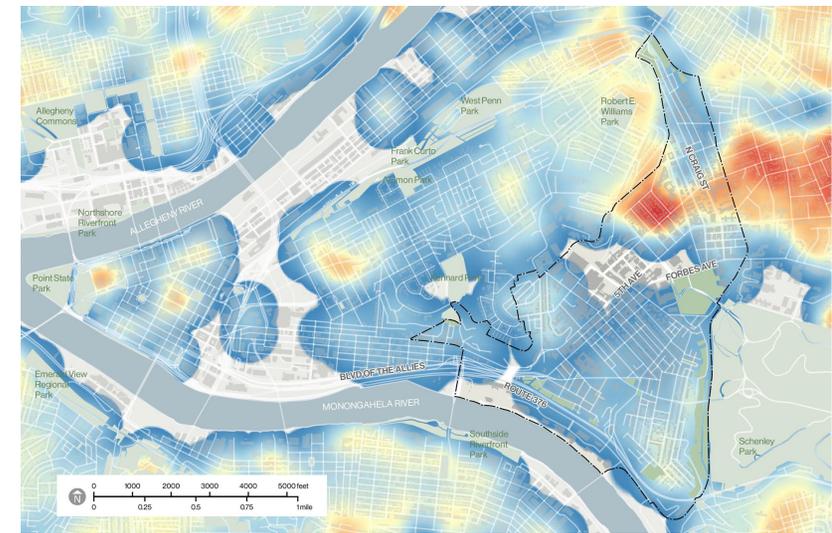
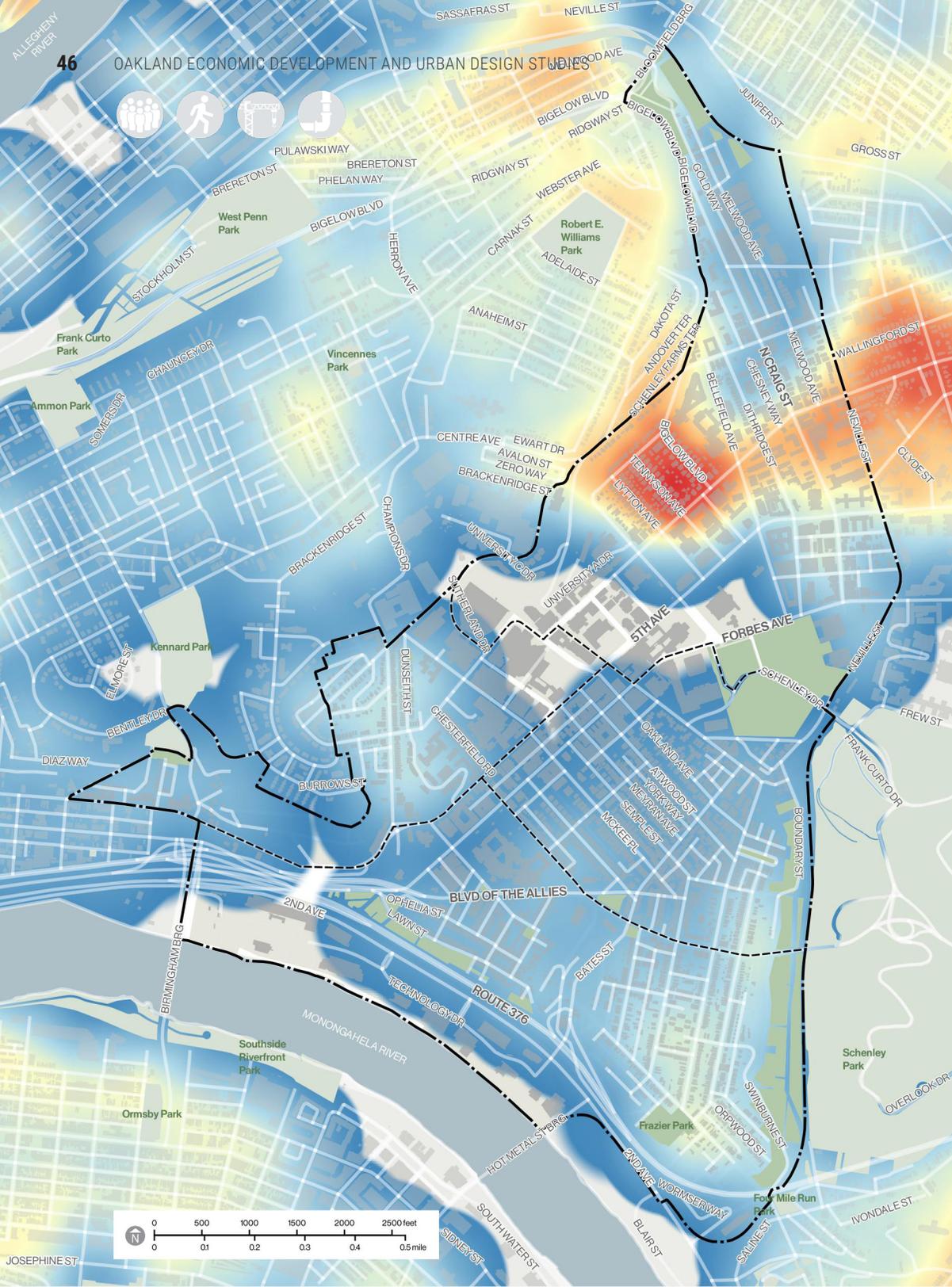


WEST OAKLAND

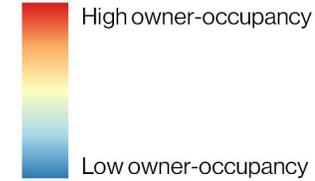


SOUTH OAKLAND





Owner-occupied Parcels Percentage Heatmap



Data Sources

Allegheny County Property Assessments

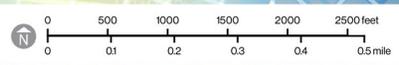
Property assessment data was joined by parcel ID to the parcels shapefile, and a subset of the dataset was created which only included residential (including mixed-use) parcels.

The physical property address and the 'change notice address' listed in the property assessment data were compared, under the assumption that matching addresses would imply an owner-occupied parcel.

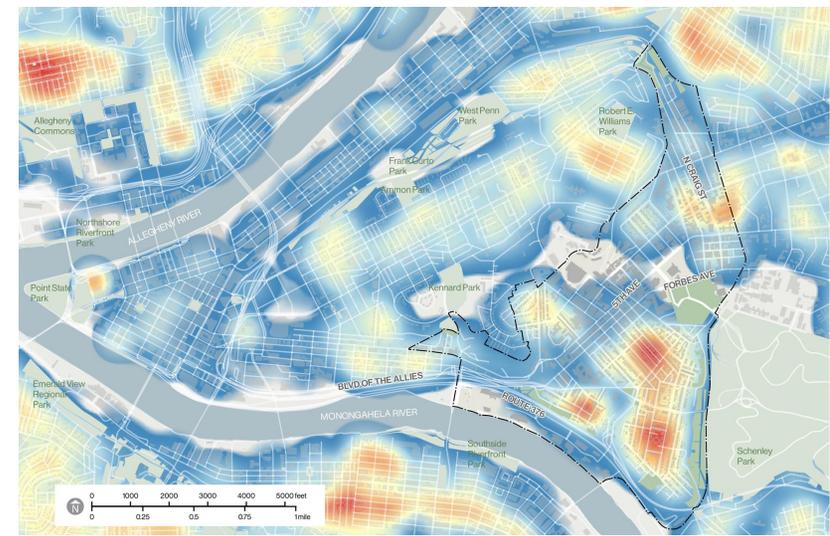
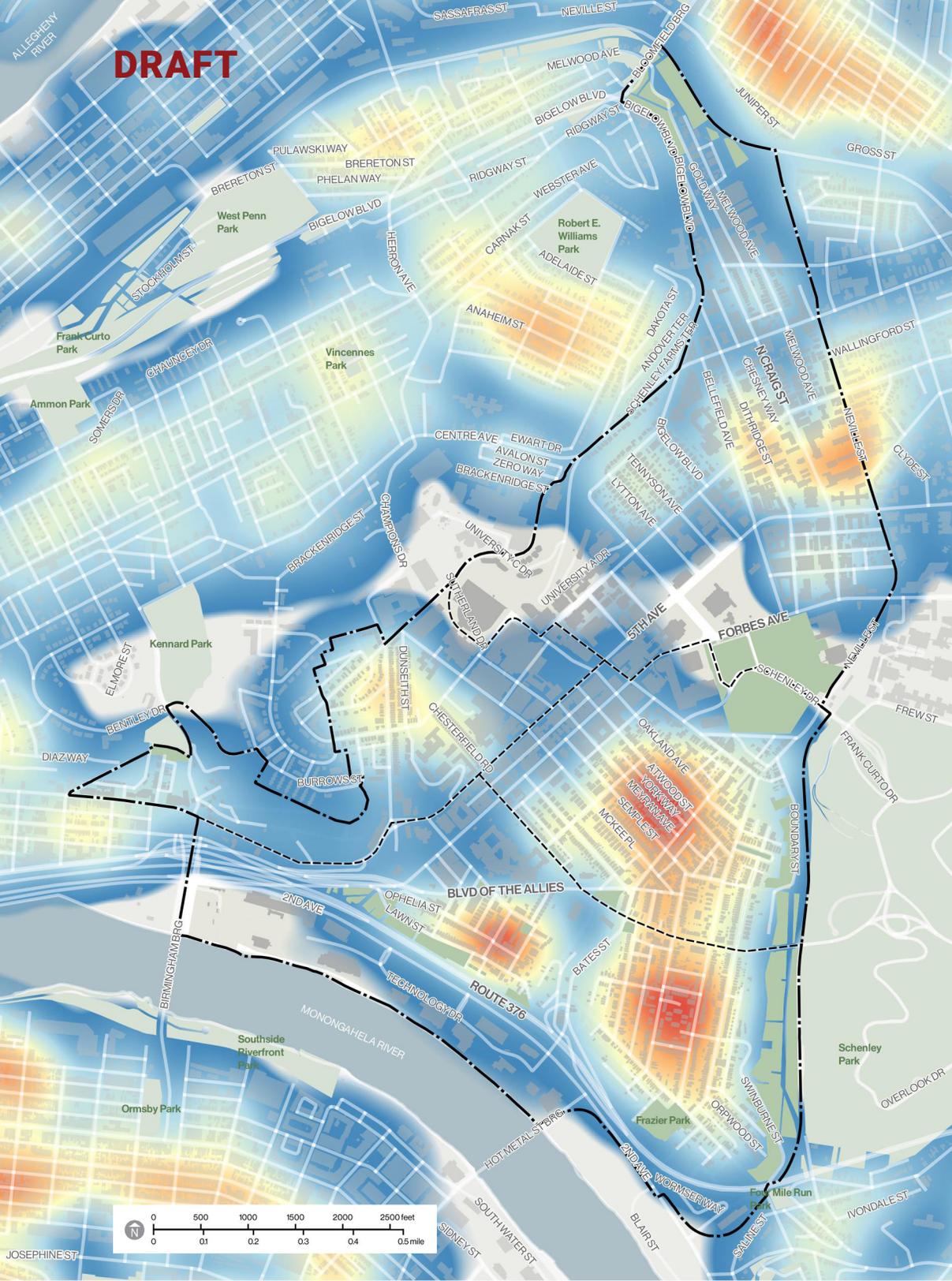
The number of parcels with matching addresses, as well total parcel count, were spatially aggregated by hex.

The aggregated values were divided to approximate the number of owner-occupied per hex.

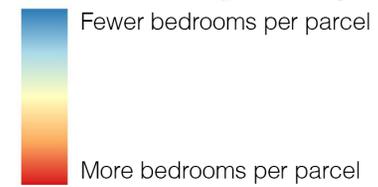
A point layer was created from the hex centroids and visualized using heatmap symbology, weighted by the percentage of parcels within the hex with matching addresses (and thus are assumed to be owner-occupied).



DRAFT



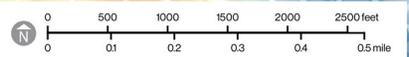
Bedroom Density Heatmap



Data Sources

Allegheny County Property Assessments

The property assessment dataset has information on the number of bedrooms per parcel, though some large, multi-unit parcels (i.e. apartment buildings, college dormitories) did not have bedroom counts listed and may therefore be undercounted here. The property assessment data was joined by parcel ID to the parcels shapefile, and the number of bedrooms per parcel was spatially aggregated to find the number of bedrooms per hex. A point layer was created from the hex centroids and visualized using heatmap symbology, weighted by the number of bedrooms in each hex.





The racial breakdown of homeownership and rental tenure varies widely across Oakland neighborhoods.

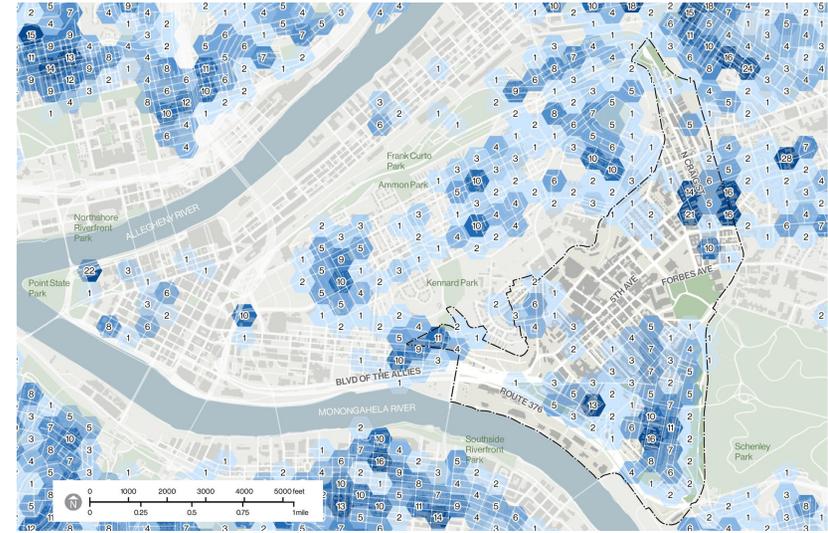
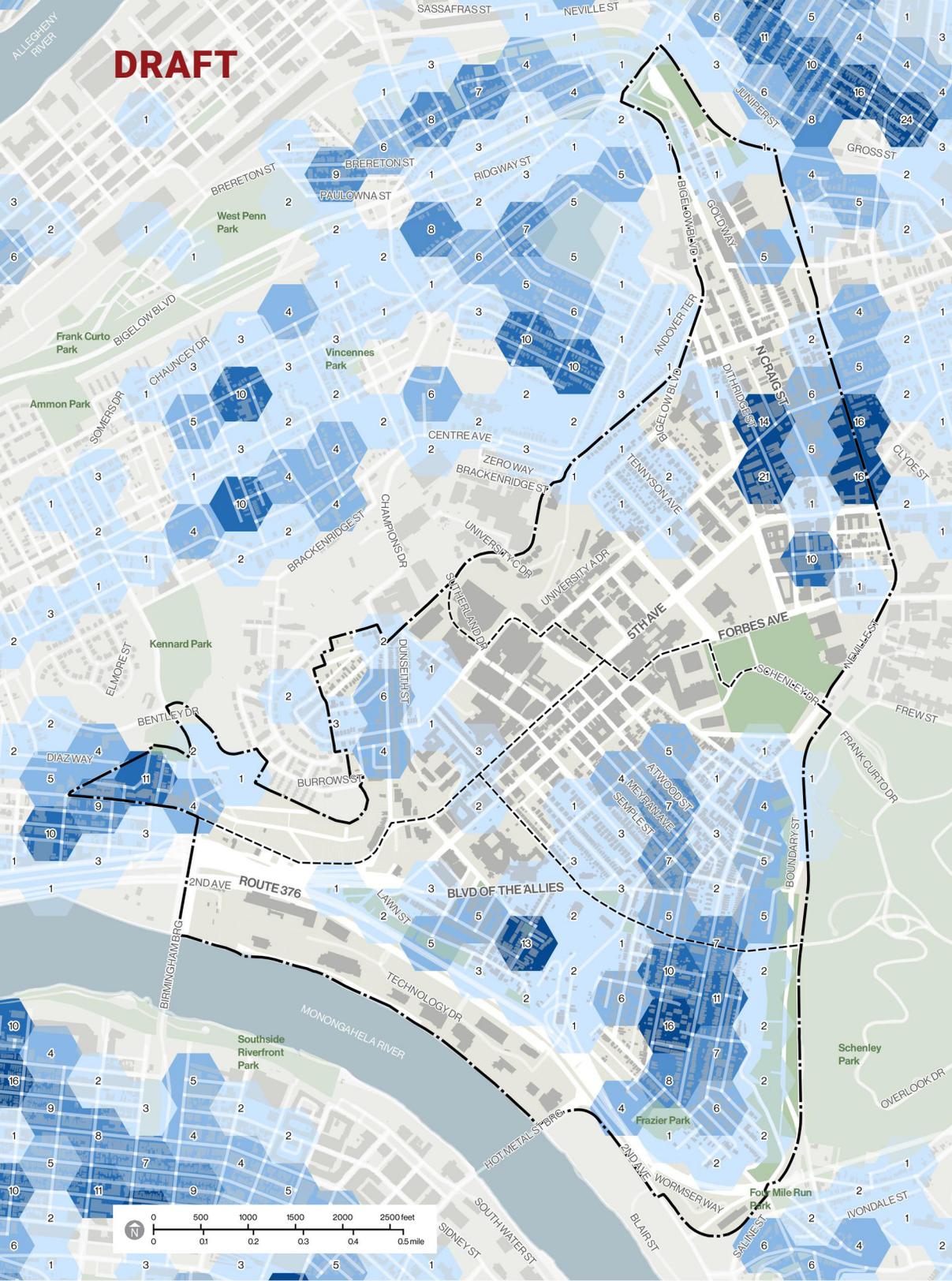
- Two-thirds of the occupied housing units in Oakland are occupied by white households. Three-quarters of white households in Oakland rent.
- Fewer than a quarter of the occupied housing units in Oakland are owner-occupied. 73% of the owner-occupied housing units are owned by white households.
- 15% of the occupied housing units are occupied by Asian households. 84% of these households rent.
- 14% of the occupied housing units are occupied by black households. 78% of these households rent.
- Homeownership is the highest in North Oakland. Homeowners in North Oakland are predominantly white, although 15% are Asian. The population of renters in North Oakland is considerably more diverse, at 47% white, 19% black, and 31% Asian among others.
- West Oakland is among the most racially-diverse of Oakland’s neighborhoods. Two-thirds of the homeowners in West Oakland are black. 20% of renters are Asian. White households are less than one-third of all households, renter or homeowner, in West Oakland.
- A small share of housing units in Central Oakland are occupied by homeowners; those homeowners are predominantly white. Central Oakland’s renters are also predominantly white.
- South Oakland has approximately equal numbers of black households that rent and black households that are homeowners. Significantly more white households are renters in South Oakland than homeowners.

Occupied Housing Units by Race and Tenure

	Oakland			North Oakland			Central Oakland			West Oakland			South Oakland		
	% of all units	% of owned units	% of rented units	% of all units	% of owned units	% of rented units	% of all units	% of owned units	% of rented units	% of all units	% of owned units	% of rented units	% of all units	% of owned units	% of rented units
White Alone	67.2%	73.2%	65.5%	57.9%	83.9%	47.3%	87.3%	90.0%	87.0%	27.7%	24.2%	28.9%	75.4%	58.6%	81.6%
Black Alone	13.8%	13.4%	13.9%	13.6%	0.0%	19.2%	2.2%	5.7%	1.8%	49.4%	66.2%	43.9%	15.2%	27.5%	10.6%
Asian Alone	15.4%	10.6%	16.8%	26.5%	14.9%	31.2%	5.5%	4.3%	5.6%	17.3%	9.6%	19.8%	5.1%	4.8%	5.3%
American Indian, Pacif	1.3%	1.3%	1.3%	0.4%	1.3%	0.0%	2.4%	0.0%	2.7%	2.1%	0.0%	2.7%	1.4%	2.9%	0.9%
2 or More Races	2.3%	1.4%	2.6%	1.6%	0.0%	2.3%	2.6%	0.0%	2.9%	3.5%	0.0%	4.6%	2.9%	6.1%	1.7%
TOTAL NUMBER	7,121	1,636	5,485	3,016	875	2,141	2,075	230	1,845	631	157	474	1,399	374	1,025

Source: American Community Survey 2015–2018

DRAFT



Residential Property Sales, 2018

- 0 - 3
- 4 - 6
- 7 - 9
- 10 - 12
- 13 - 28

Data Sources

Allegheny County Property Sale Transactions
Allegheny County Property Assessments



For rental properties, the most critical issue in Oakland is the relative lack of housing availability. Rents of multi-bedroom homes are comparatively high, likely because of students renting by the bedroom.

Based on a November 2019 snapshot of the rental market, 26 units were available for rent. This is less than half of one percent of the total rental housing units in the neighborhood and less than 0.3% of the total housing units. The units ranged in price from \$600-\$1285 for a one bedroom; \$830-\$3,500 for a two-bedroom, \$1,295-\$3,150 for a three-bedroom, \$2,000 for a four-bedroom, \$2,000-\$3,500 for a five-bedroom, and \$2,100-\$2,495 for a six-bedroom.

Approximately half of the units listed on the open rental market are affordable to households making 80% of Area Median Income (AMI).

The City of Pittsburgh Affordable Housing Task Force analyzes housing affordability based on households earning 30%, 50%, and 80% of AMI. The 2016 Affordable Housing Task Force report envisions establishing an affordable housing trust fund that would target 50% of funds to households earning at or below 30% AMI, 25% of funds to households earning at or below 50% AMI, and 25% of funds to households earning at or below 80% AMI. The report also envisions that inclusionary housing should be targeted at households at or below 50% AMI for rental units and households at 80% AMI for homeownership.

Pittsburgh Income Limits (HUD) and Rents

Household Size	Extremely Low Income	Very Low Income	Low Income
	30% AMI Rent at 30%	50% AMI Rent @ 30%	80% AMI Rent @ 30%
1	\$420.00	\$700.00	\$1,118.75
2	\$480.00	\$800.00	\$1,278.75
3	\$540.00	\$900.00	\$1,438.75
4	\$643.75	\$998.75	\$1,597.50
5	\$754.25	\$1,078.75	\$1,726.25
6	\$864.75	\$1,158.75	\$1,853.75

Of the housing units listed as available at the time of the analysis, none of the units are affordable to very low income households earning 30% AMI or below. One unit listed at the time of this analysis is affordable to a 1 or 2 person households at 50% AMI; six units are affordable to a 1-2 person household at 80% AMI. Four units are affordable to a 3-4 person household at 80% AMI.

7 units are affordable to a 3 person household at 80% AMI; 9 units are affordable to a 4 person household at 80% AMI.

November 2019 Oakland Housing Market Snapshot

Rental Price	Number of Bedrooms					
	1	2	3	4	5	6
\$3,500		1			1	
\$3,150			1			
\$2,550			1			
\$2,495						1
\$2,200					1	
\$2,100						1
\$2,000				2		
\$1,750		2				
\$1,500			1			
\$1,450			1			
\$1,400		2	2			
\$1,345		1				
\$1,295			1			
\$1,285	1					
\$1,123	1					
\$1,080	1					
\$970	1					
\$900	1					
\$830		1				
\$600	1					
TOTAL	6	7	7	2	2	2

Source: Property sales and rental data was compiled in November 2019 from a number of listing sites, including trulia, realtor.com, zillow, apartments.com, and Craigslist. Overlapping properties were filtered to avoid overcounting.

The Housing Authority of the City of Pittsburgh

Monique L. Pierre
Oakland Steering Committee
4/29/2020
200 Ross Street
Pittsburgh, PA 15219
412-456-5000
www.hacp.org



The Housing Authority of the City of Pittsburgh (HACP)

What we do: HACP provides **publicly assisted housing** comprised of traditional public housing, and Housing Choice Vouchers (Section 8). HACP:

- Owns and operates 2,600 low-income public housing units & supports 700 public housing units in mixed-income sites.
- Administers 6,200 Housing Choice Vouchers.
- Develops mixed-income family housing communities:
Sandstone Quarry, Cornerstone Village, Skyline Terrace, Oak Hill, Bedford Hill, Garfield Commons, Glen Hazel RAD.
- Develops modern senior citizen communities:
Silver Lake Commons, The Legacy, Fairmont Apartments, etc.
- Develops newer housing stock:
e.g. Scattered Sites.



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HACP Organizational Structure

- Established under federal and state law by city ordinance
- Federally funded & regulated (U.S. Dept. Of Housing & Urban Development); locally governed
- Governing Board of Commissioners:
 - Seven members appointed by the Mayor
 - Five are subject to approval by City Council
 - At least one must be an HACP resident
- Board Chair elected by the Board of Commissioners
- Executive Director reports to Board of Commissioners



Demographic Profile:

HACP provides housing or housing subsidy to approximately 7 percent of all City of Pittsburgh Residents.

Total families/ households served:	~8,800
Total individuals served:	~19,500
Low Income Public Housing (LIPH) Units (owned and operated by HACP)	2,600
LIPH Units in Mixed Finance Developments	720
Housing Choice Voucher (HCV)/ Section 8 Tenant-based vouchers	6,200
Average LIPH Family Income:	\$13,525
FSS Participants	\$20,703
Average S8 Family Income:	\$13,050
FSS Participants	\$19,750

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 **Housing Authority of
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HACP Housing Assistance Programs

Scattered Site



Low Income Public Housing Program (LIPH)

- HACP owned and operated assisted housing;
- Privately managed, HACP monitored assisted housing, located on HACP land;
- Initial eligibility at 80% of Area Median Income (AMI);
- Currently \$48,650 for a two person household;
- Tenants pay 30% of household income toward rent, plus utilities.

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HACP Housing Assistance Programs

Housing Choice Voucher Program (Section 8)

- Tenant based housing assistance in private rentals; and
- Property based housing assistance in private rentals with an HACP managed waiting list.
- Initial eligibility at 50% of Area Median Income (AMI).
- Currently \$33,200 for a two person household.
- Tenants pay 30% of household income towards rent plus utilities.
- *Separate from HUD multi-family project-based Section 8.*

Resident Services – Promoting Self-Sufficiency

HACP invests more than \$2 million per year in Resident Services.

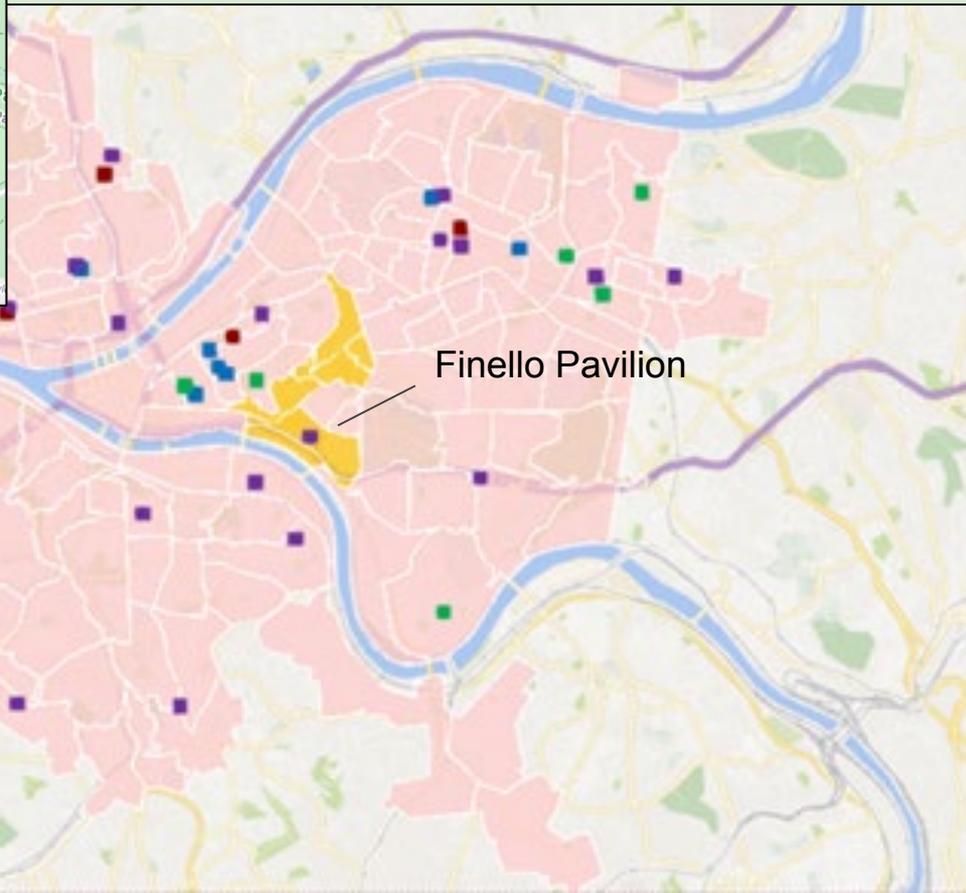
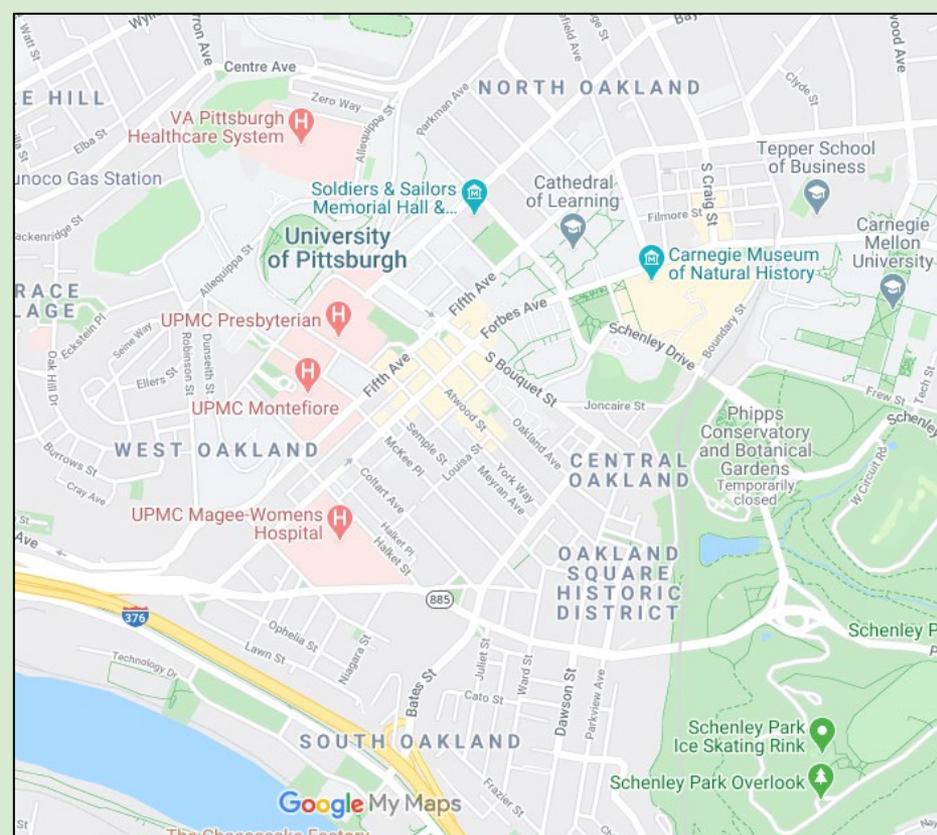
Our core resident services' initiative is The *Family Self-Sufficiency Program (FSS)* which offers:

- Program Service Coordination
- Section 3 Employment & Resident Employment Programs - employs 120 residents, and has a 30% goal for contractors
- Computer Training
- Linkage to Service Providers
- Scholarship Program



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- Pre-Construction
- Construction
- Mixed-income
- LIPH

Mixed Income Developments



Skyline Terrace - Hill District
Affordable: 64 units
Market rate: 26 units
HACP Investment: \$27,540,000



Cornerstone Village - East Liberty/Larimer Ave.
Affordable: 108 units
Market rate: 42 units
HACP Investment: \$17,082,050



Miller Street - Crawford Roberts
Affordable: 28
Market rate: 8
HACP Investment: \$419,998, and 9
PBV

Sandstone Quarry - North Side
Affordable: 47 units
Market rate: 18 units
HACP Investment: \$13,483,386



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Rethinking Community - Change is Here

- Loss of affordable housing- rental communities that cater to students erode naturally occurring affordability. Perhaps examining an approach that looks for ways to include families on a pathway to education.
- Student Housing - Covid-19 and online learning may change the dynamic around student housing and create large swaths of rental housing that remains vacant. This may be an opportunity to re-frame community and the approach to inclusive neighborhoods.
- The Role Student Housing Plays in Communities (<https://shelterforce.org/2019/09/06/the-role-student-housing-plays-in-communities/>) - This is a great article that examines what other “college towns” have done to address the same types of issues. Examples include actions taken in Philadelphia around Temple University.

Contact HACP

- **Visit us online:** www.hacp.org; [Twitter.com/@HACP1](https://twitter.com/HACP1)
- **Call: 412-456-5000**
- **Occupancy Department** – Applications processing:
100 Ross Street, 4th Floor
- **Housing Choice Voucher Program (Section 8):**
200 Ross Street, 7th Floor
- **HACP Customer Service Hotline: 412-456-5111**
- **Management Offices** located at each LIPH community



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Housing in Oakland

Oakland Plan

Agenda

- Framework for the University and its relationship to the city
- Demographics of Pitt Employees
- Housing and a Grocery Store – Neighborhood Desires
- Housing and a Grocery Store in the context of a neighborhood
- Discussion Questions

University of Pittsburgh

- Anchor Institution – Aligns goals with community needs
 - Community Aspirations
 - Strategies
- Anchor District
 - Three Schools, 4 Hospitals
 - Of anchor districts in the USA, Oakland in size ranks third and is similar to University City District in Philadelphia
- Pitts Strategic Plan (3 of the goals)
 - Strengthen Communities, Promote Diversity and Inclusion and Embrace the world

University of Pittsburgh, and UPMC

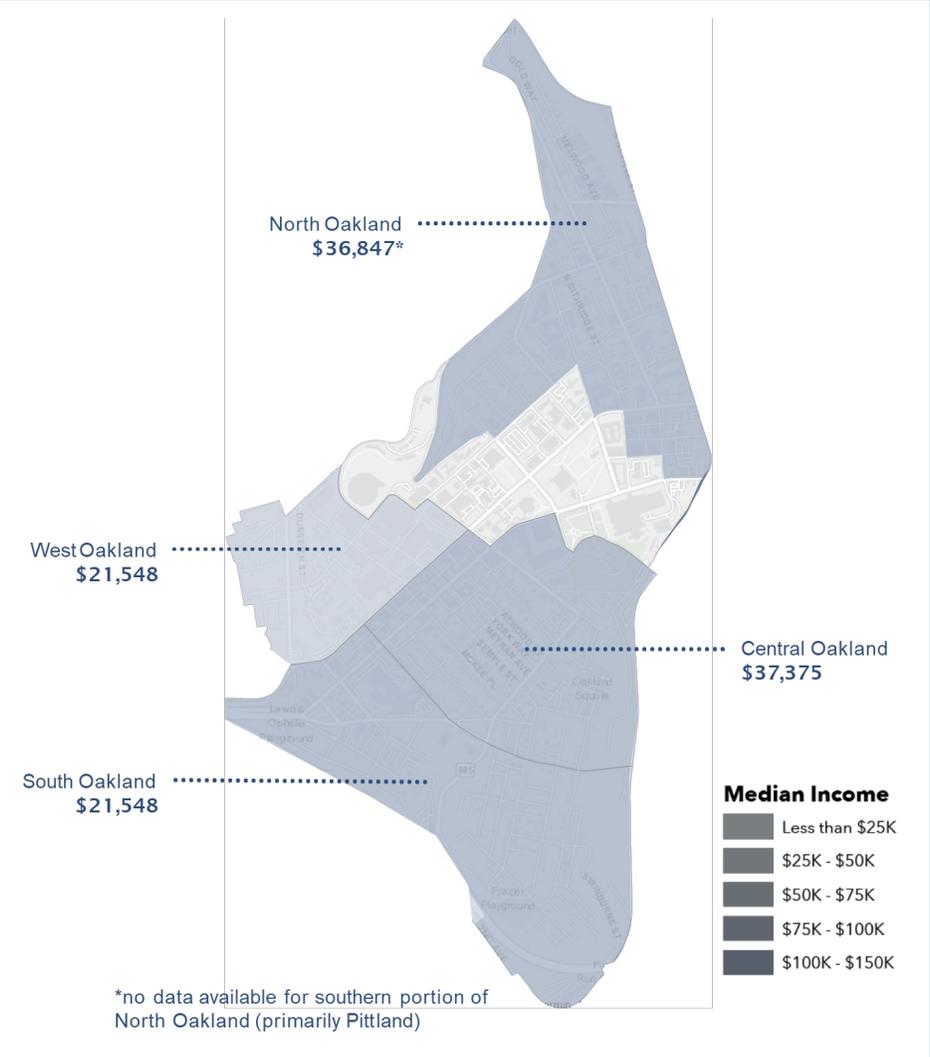
- “Eds and Meds”
- Very different from and more fluid than those relationships of fifty years ago
- Being in the city is an asset; Interests in more stable workforce along with a certain amount of obligation knowing that the city and the universities and other institutions have a shared destiny

Urbanization, Urban Life, Urban Spaces

- “People affect the attributes of settings”
- “The attributes of settings affect people”

David Varady

Demographic Overview Oakland



20,320

Total Population

6,970

Households

59%

Bachelor's Degree or Higher

\$29,632

Median Income (Ages 25 and older)

\$46,264
Pittsburgh

19%

Family

81%

Non-Family

23

Median Age



Population by Age



Population by Race/Ethnicity

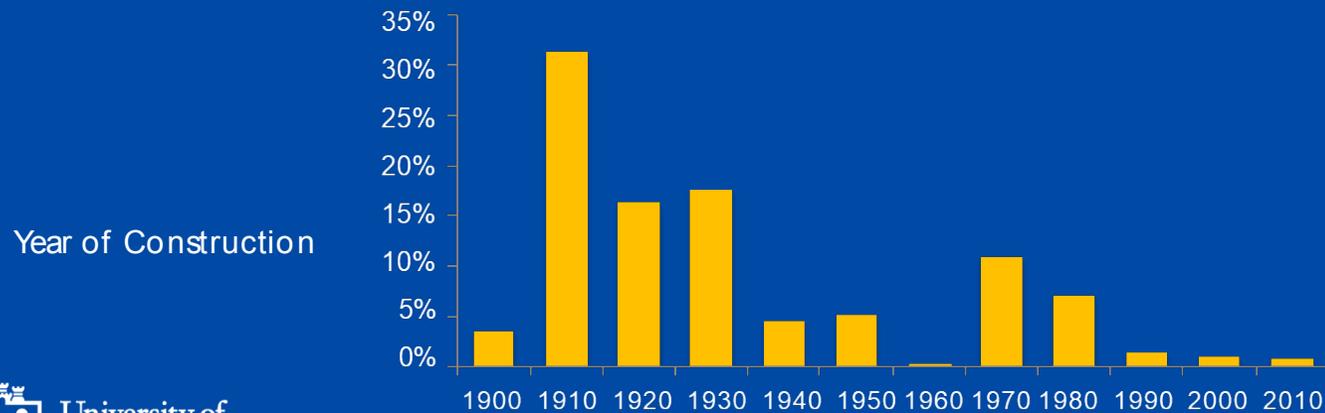
Housing Profile

~8,000 Housing Units

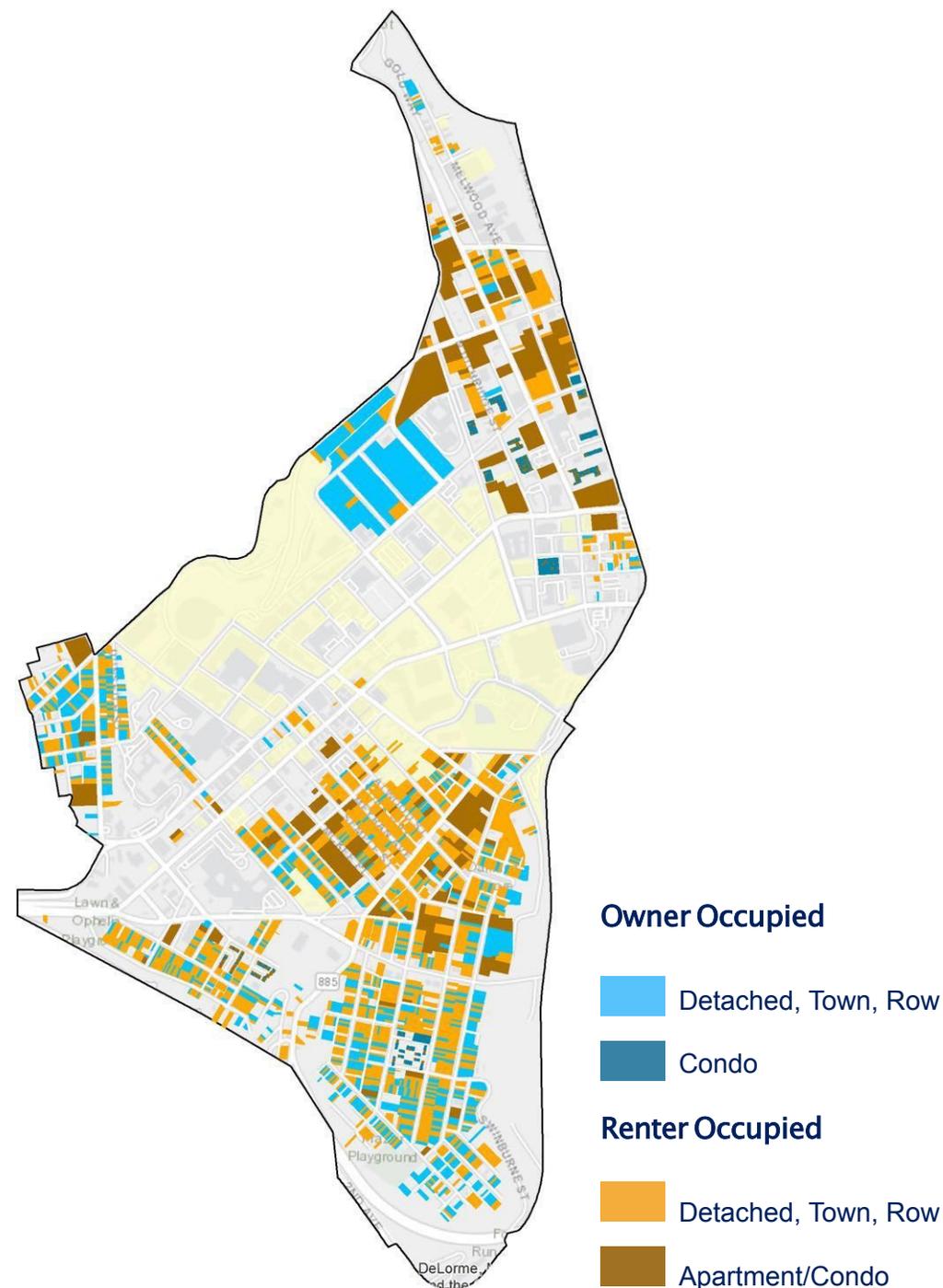
76% Renter Occupied

24% Owner Occupied

13% Residential Vacancy Rate

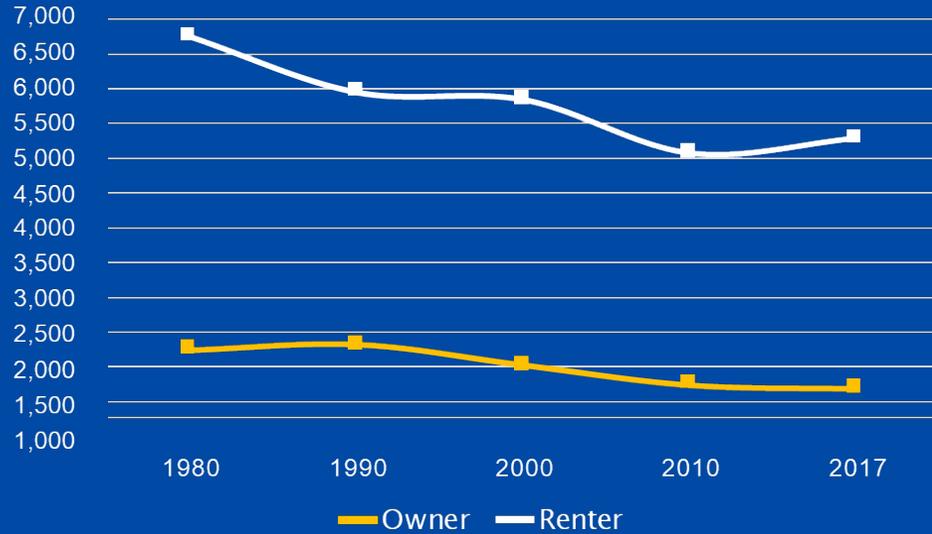


Source: Census 2017; Parcel Dataset provided by Allegheny County

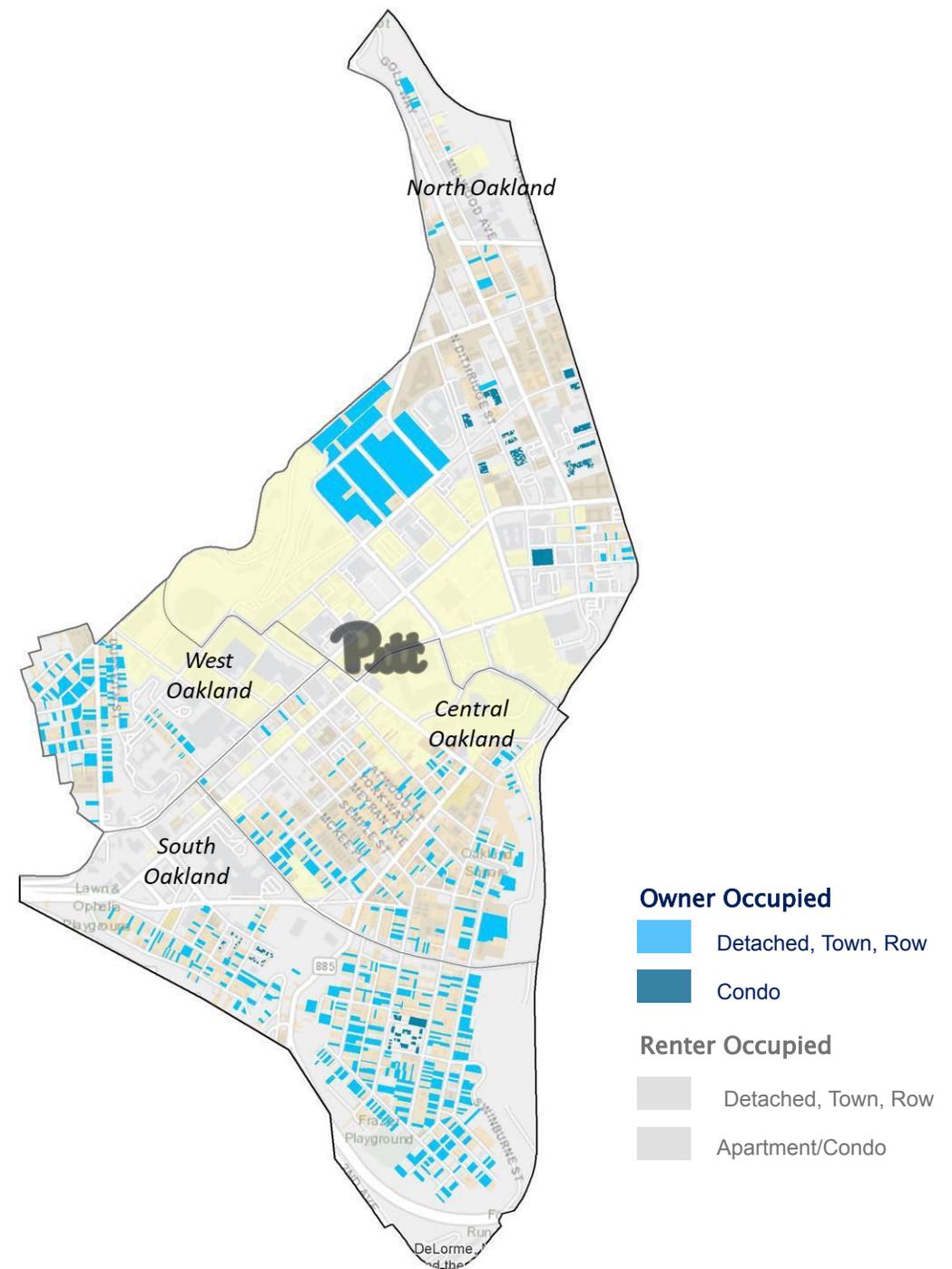


Owner Occupied

Shift in Owner Occupied Housing Over Time

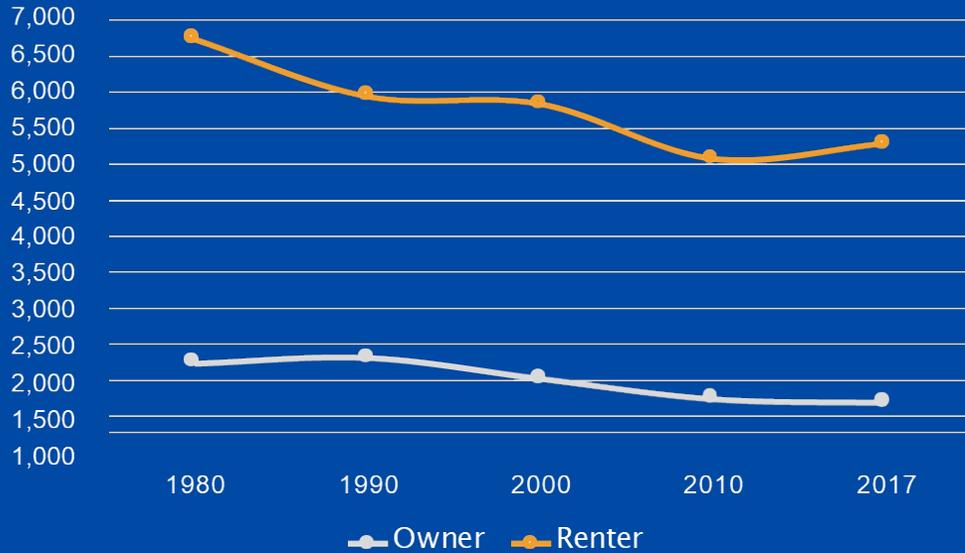


	% of All Housing Stock		% Below Average Condition
	Owner Occupied Homes	Owner Occupied Condos	
North Oakland	12%	51%	2%
Central Oakland	17%	0%	19%
West Oakland	41%	0%	33%
South Oakland	29%	10%	26%

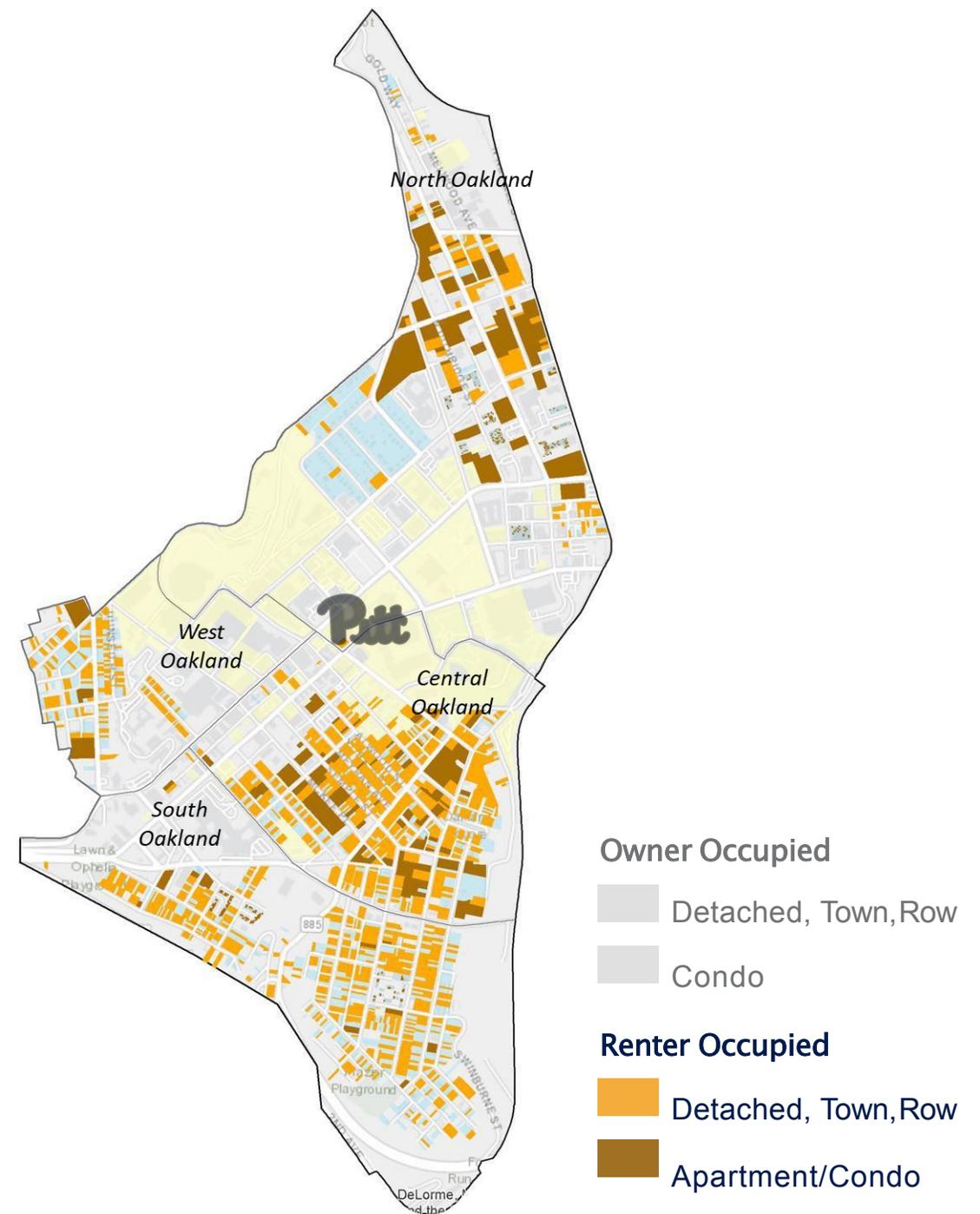


Renter Occupied

Shift in Renter Occupied Housing Over Time



	% of All Housing Stock		% Below Average Condition
	Renter Occupied Homes	Multi-Family (5+ Units)	
North Oakland	10%	27%	17%
Central Oakland	67%	15%	23%
West Oakland	58%	1%	35%
South Oakland	51%	10%	36%



Oakland Summary

- Housing

- North Oakland and Central/South Oakland defined by starkly different housing markets
- Rents are higher in North Oakland
- Housing stock varies widely

- Workforce

- 55,500 Jobs
- 4,150 Residents work full time
- 54,741 Residents commute in
- 37% of these workers commute from more than 10 miles

Commercial Overview

There are **1,018 Businesses** in the area (1.4 sq. mi).

The Top 5 Business Sectors by Number of Companies:

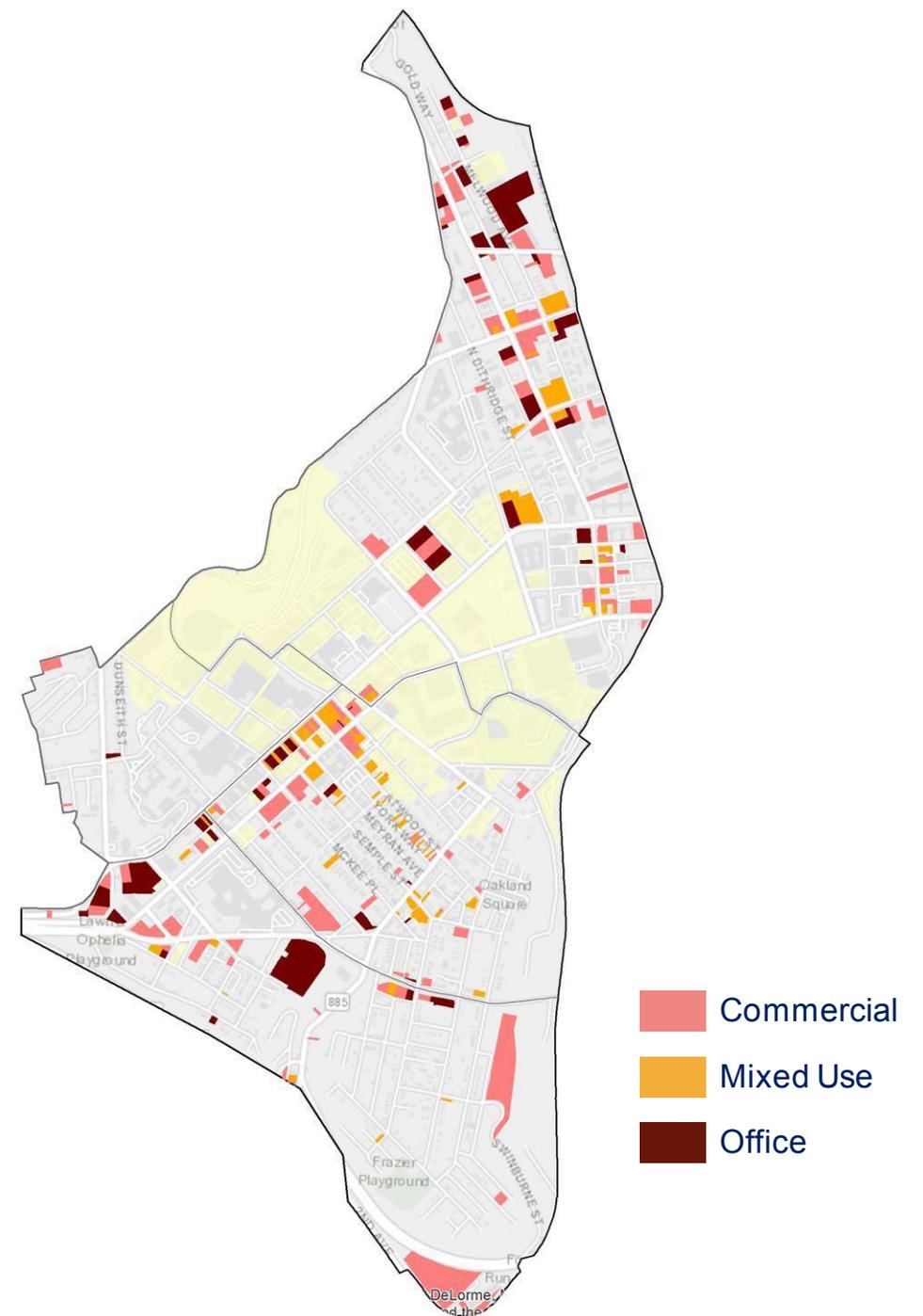
- | | | |
|----|--------------------------------------|-------|
| 1. | Health Care & Social Assistance | 25.4% |
| 2. | Food Service & Drinking Places | 10.8% |
| 3. | Professional, Scientific & Technical | 6.3% |
| 4. | Real Estate, Rental & Leasing | 6.2% |
| 5. | Information | 4.6% |

110 Eating & Drinking Places

11 Food Stores

21 Health & Personal Care Stores

11 Automotive & Repair



Oakland Workforce Summary

- Community asset landscape is heavily dominated by the high concentration of institutions
- Businesses on Forbes and Fifth are oriented around the institutions and their daytime populations
- N. Craig has retail and amenities that corresponds to a multi-generational *“live – work – play”* neighborhood
- N. Craig is at the nexus of the Hill District, Shadyside and Oakland

Pitt's Employee Profile

15,295

Total Employees*

79% FT 7% PT 14% TEMP

Tenure

(not including Temp employees)

Full Time **11** Years

Wayne State: 8.5 years
 UTHSC: 8 years
 U Nevada: 7.5 years
 Towson: 5.5 years

High Retention

Part Time **10** Years

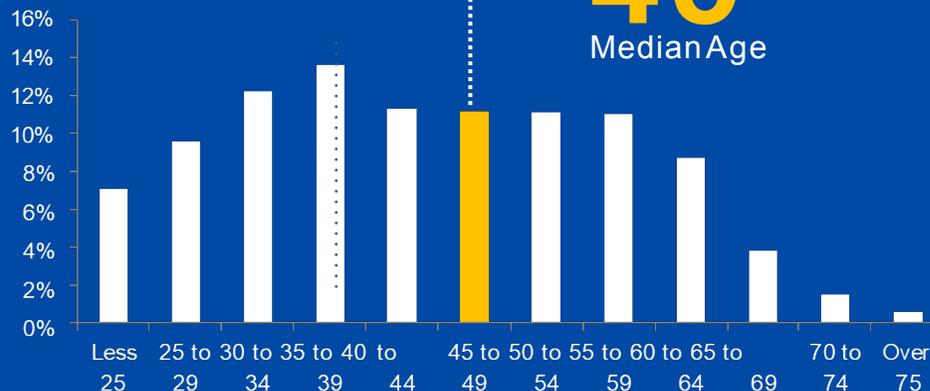
Earnings

(not including Temp employees)



Age

(not including Temp employees)



45
Median Age

Change Since 10'



Employees Living in Oakland Profile

303 employees

Younger
(average age)



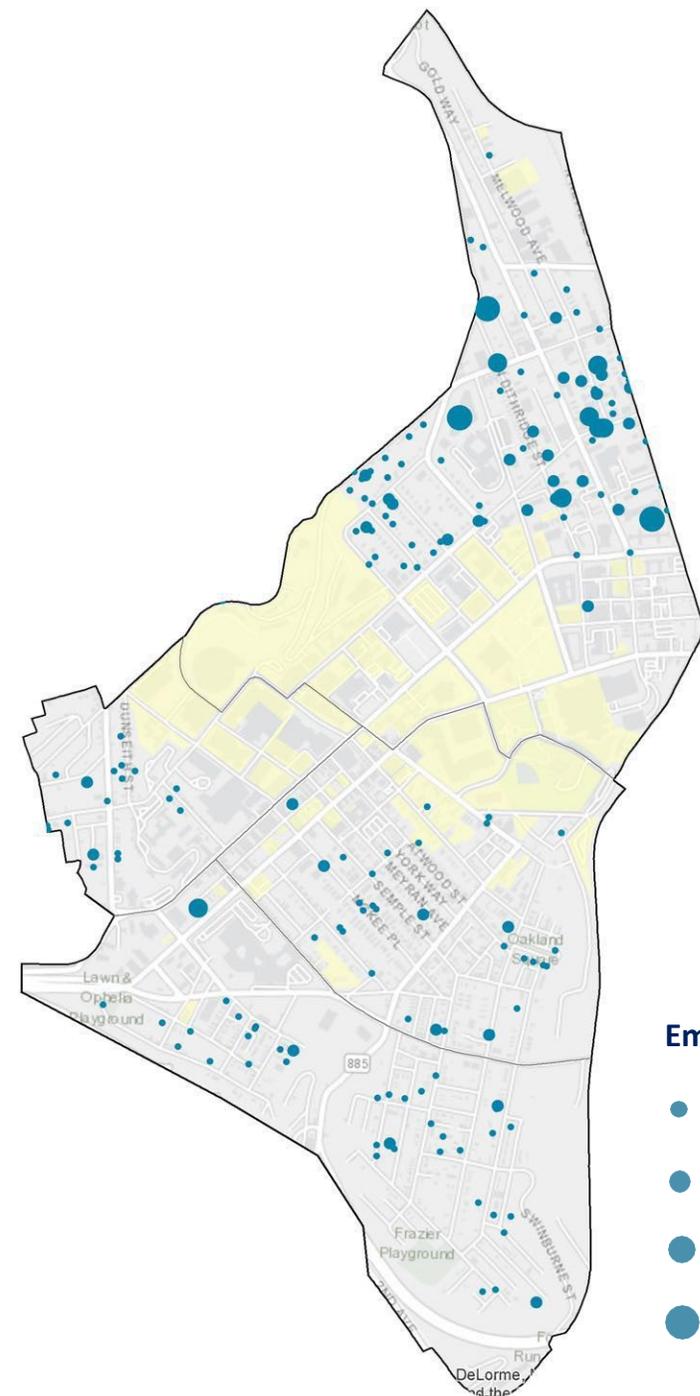
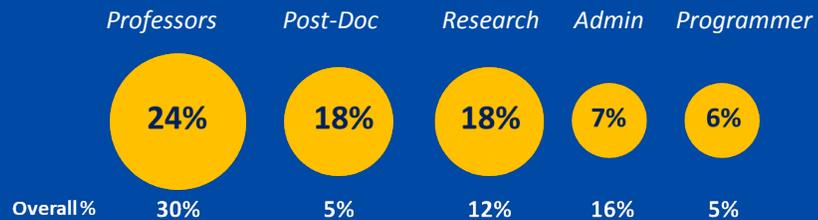
More Recent
(years employed)



Lower Salaries
(salary class)



What they work
(job family)



Employees by Property

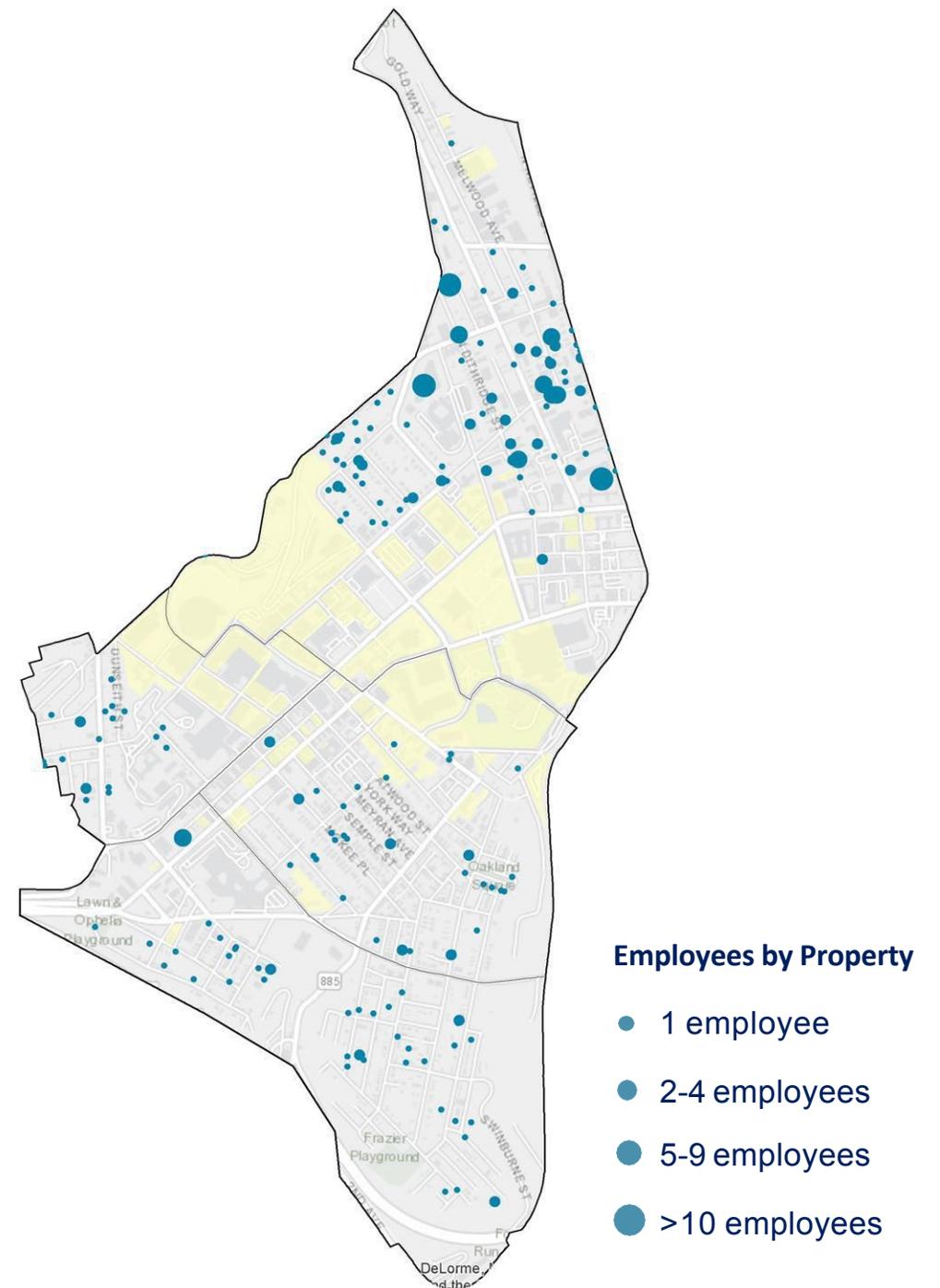
- 1 employee
- 2-4 employees
- 5-9 employees
- >10 employees

Employees Living in Oakland Profile

303 employees

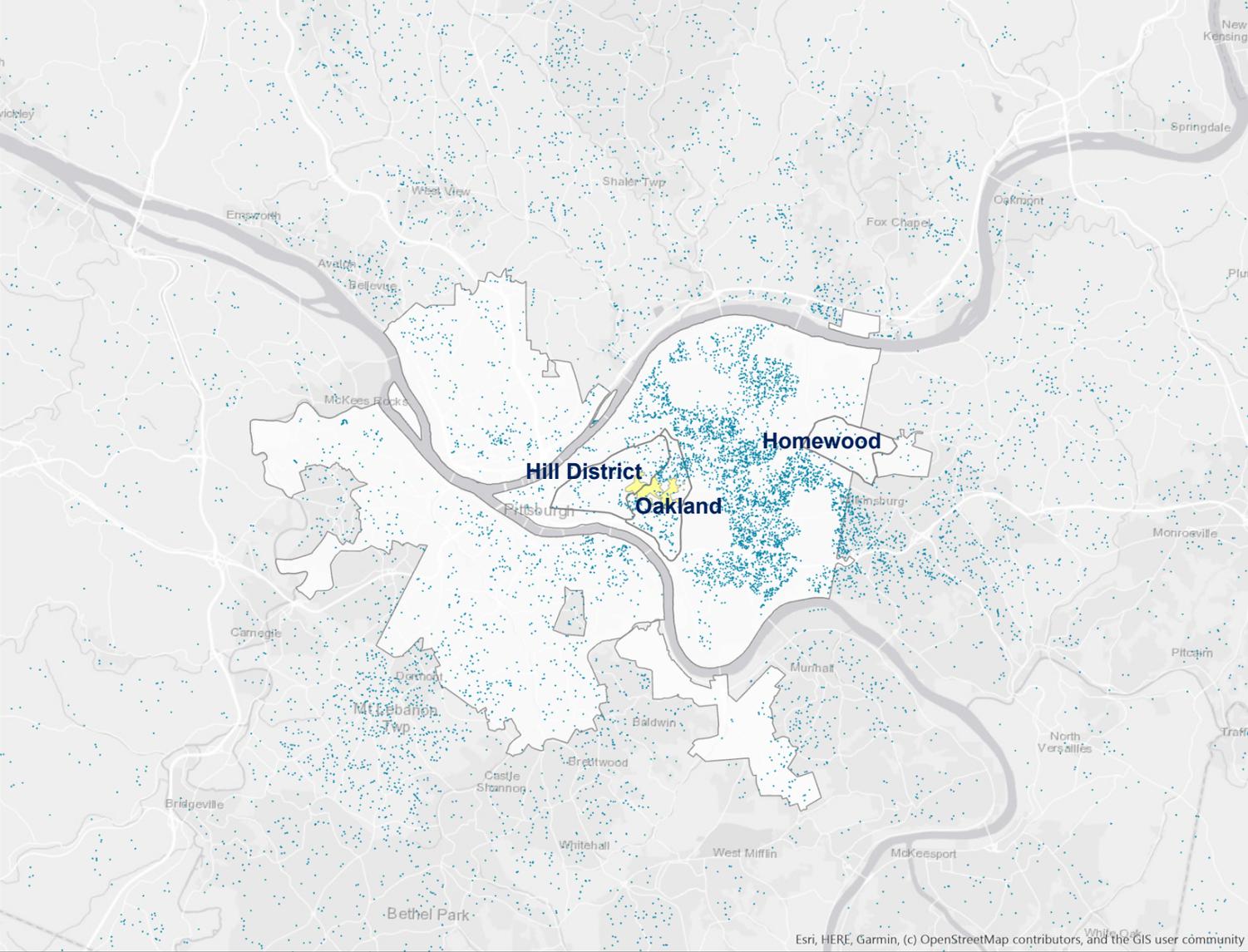
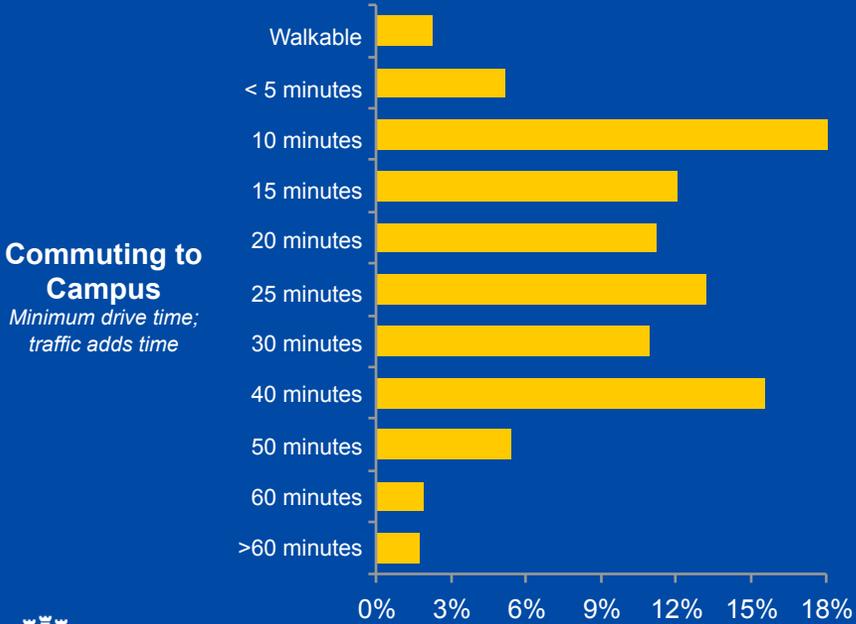
63% employees living in Oakland cluster between 5th Ave and Baum Blvd

	Total	Top Job	Age	Over \$50K
North Oakland	190	Professor (63)	42	66%
Central Oakland	39	PD/Research (19)	37	28%
West Oakland	24	PD/Research (22)	41	12%
South Oakland	50	Union (6)	35	30%



University of Pittsburgh Employee Profile

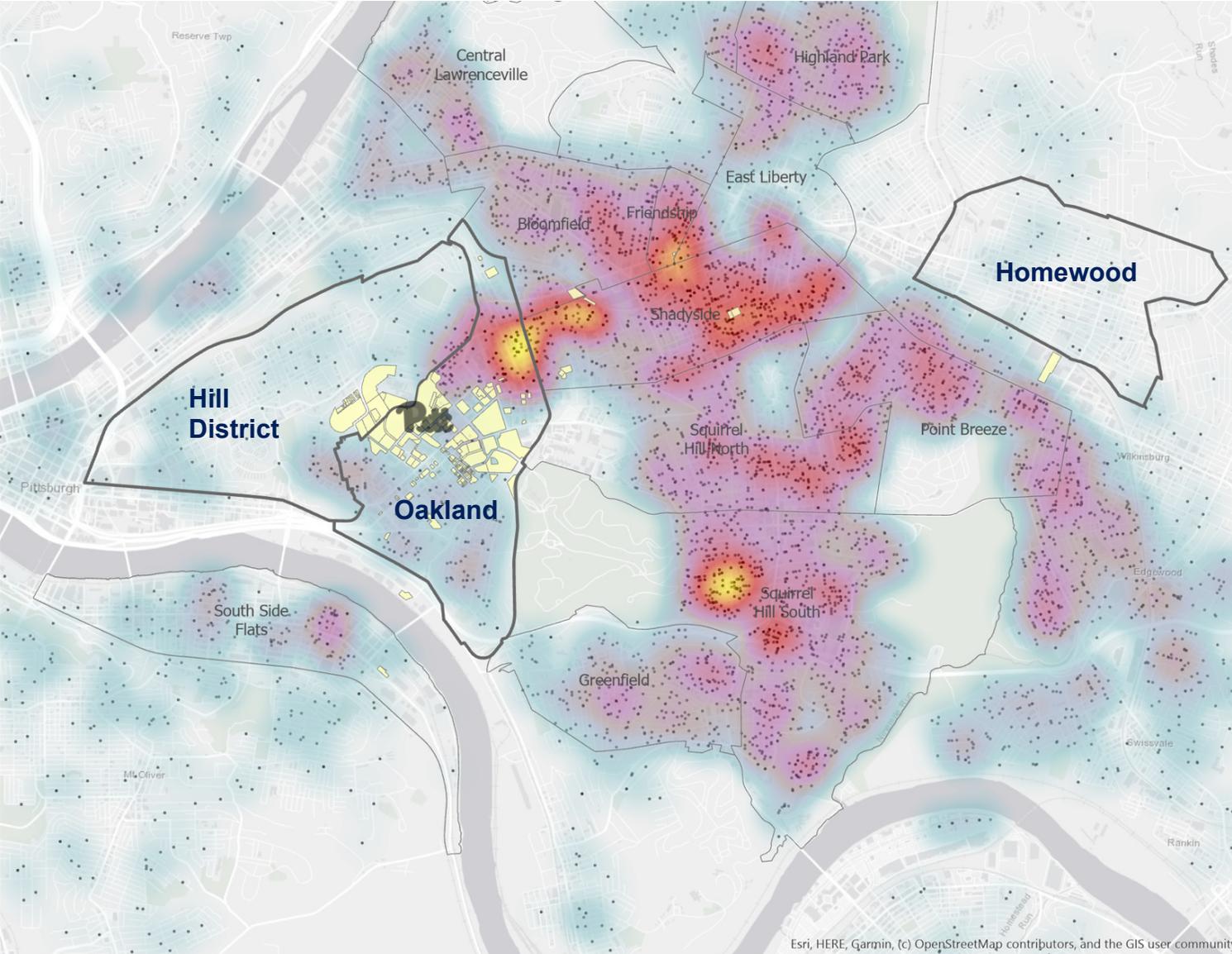
5,200 (38%)
 Employees Live in Pittsburgh



University of Pittsburgh Employee Profile

5,200 (38%)
Employees Live in Pittsburgh

Neighborhood	#	% City	Home Value	Rent 2BR
Oakland	303	6.5%	\$182K	\$1,200
Hill District	104	2.2%	\$94K	\$700
Homewood	19	.4%	\$48K	\$700
Squirrel Hill South	709	13.4%	\$345K	\$1,450
Shadyside	648	12.0%	\$377K	\$1,550
Squirrel Hill North	472	8.6%	\$604K	\$1,400
Bloomfield/Friendship	378	7.0%	\$285K	\$1,700
Point Breeze	345	6.4%	\$426K	\$1,150
Highland Park	262	4.8%	\$333K	\$1,230
Greenfield	225	4.2%	\$180K	\$940
East Liberty	144	2.7%	\$33K	\$1,500
SS Flats	118	2.3%	\$205K	\$1,800
Central Lawrenceville	110	2.1%	\$240K	\$1,650



● Employee



What does Oakland Have to Offer to Bring People In?

- What things can we do that are most likely to rebuild our community?
- Every community is competing with every other community for the best residents and businesses

“Prepare for change by expecting the Unimagined”

Sendhil Mullainathan

Urban Character - Major Gateways

Fifth Ave

Forbes Ave

Ave of the Allies

Bouquet St

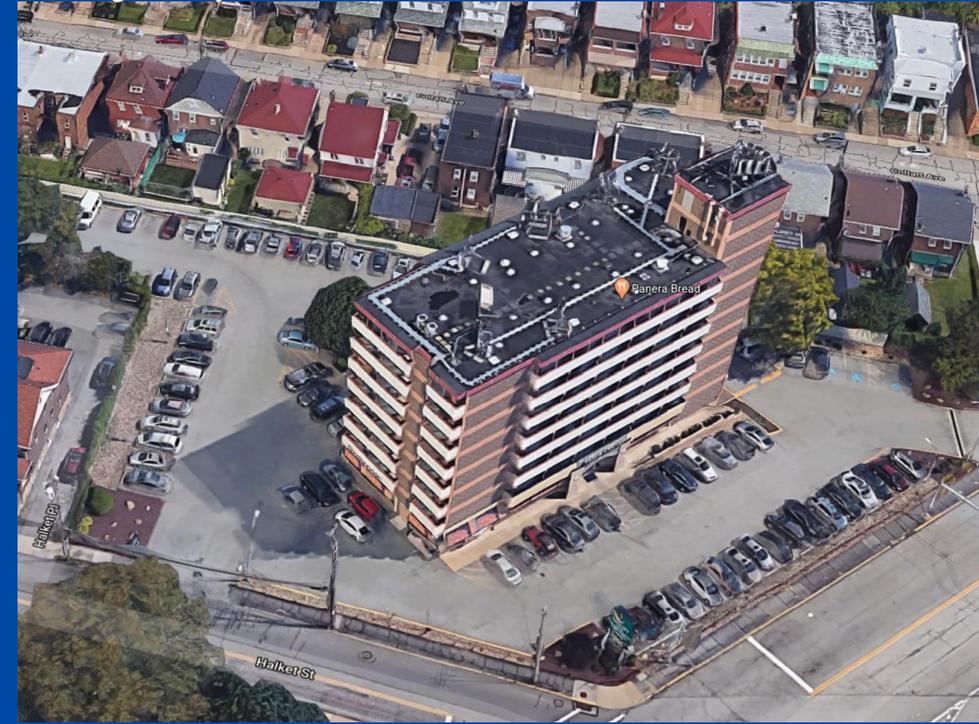
Bates St



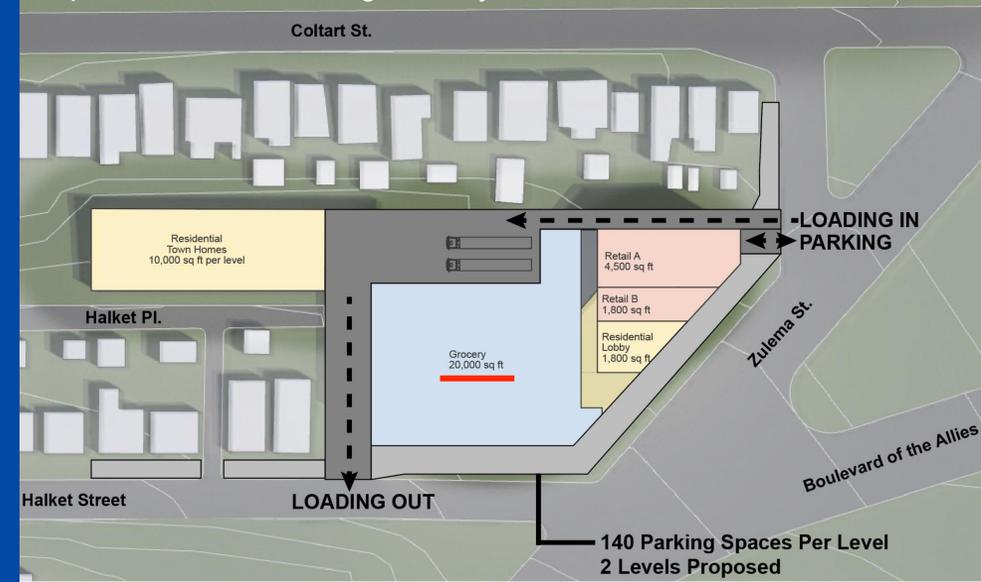
Site for a Neighborhood Grocery Store: Your Grocery Store is Changing

- Grocers – Unseen Challenges
 - Online world
 - Ingredient and meal kit providers
- Average of two trips to store week
- Groceries – 10 – 15% of retail sales
- Groceries – Anchor point for communities

Existing Quality Inn site



Proposed Plan – Including Grocery 20,000 sf



Boulevard of the Allies/Quality Inn

- Quality Inn Site**
- 30K grocery
 - 100 units workforce housing
 - +/-320 pkg spaces

- Ave of the Allies Park**
- Close Zulema to thru-traffic to connect development to park
 - Landscape Gateway to Oakland
 - Family oriented amenities



What Makes a Good Community

Community defines our relationships with Society

- Mixed incomes, ethnicities
- Jobs, safe streets, convenient transportation
- Public spaces, variety of housing types
- Amenities and services
- Group of People
- Definite Territory
- Building the quality of life for the many
- Strong sense of belonging
- Wider ends - Fulfillment of a variety of ends – Thinking for the long Term

Mixed Income Neighborhoods

- Place based solutions to reverse the trend of rich and poor neighborhoods
- Definition of “mixed income” varies
- Options to change the gap - Tools
 - Housing and zoning policies
 - Requirement of the production of affordable units as part of market-rate households
 - Set asides for affordable housing; community land trusts, real estate transfer taxes earmarked for affordable housing, rent control

Urbanism – What is Oakland's?

- Culture
- Subculture
- Cultural transmissions over generations
- Neighborhood effects
- Legibility

Discussion

- Will additional owner-occupied housing and a grocery store lead to a sustained change? What is the scale of the change to be meaningful?
- Is this a community to be transformed rather than to be saved? If so, what does this transformation look like?
- What does Oakland have to offer?
- By being together what can we accomplish?



Oakland Planning and Development Corporation



We build a better Oakland and help neighbors thrive.



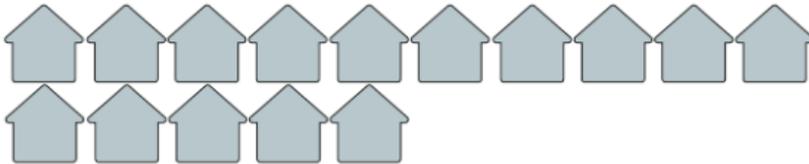
Housing in Oakland

Things to know about Oakland's housing market:

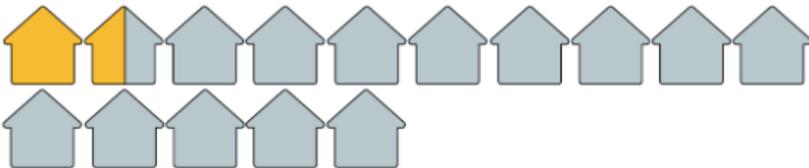
- Oakland is home to more than just students.
 - Oakland was historically a diverse residential community but has seen a steady and significant **loss of homeownership** and an increase in student rentals.
 - Oakland faces heavy **investor pressure**.
 - Housing in Oakland is **expensive**.
 - Homebuyers must compete with investors who drive up prices.
 - Rental housing is targeted toward students (the going rate is about \$500/bedroom)
 - 76% of Oakland's rental population spends more than 30% of their income on rent.
-

A City-Wide Lack of Affordable Housing

There are **150,000** dwellings in Pittsburgh



About **16,000** of those units are deed/income restricted and meet the definition of affordable housing.

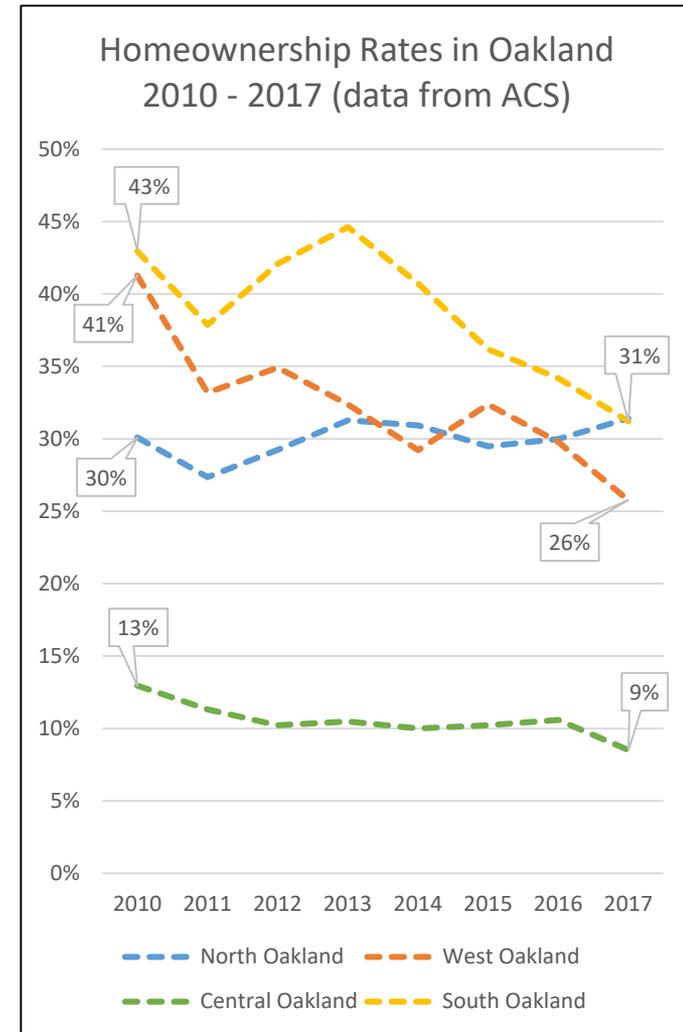
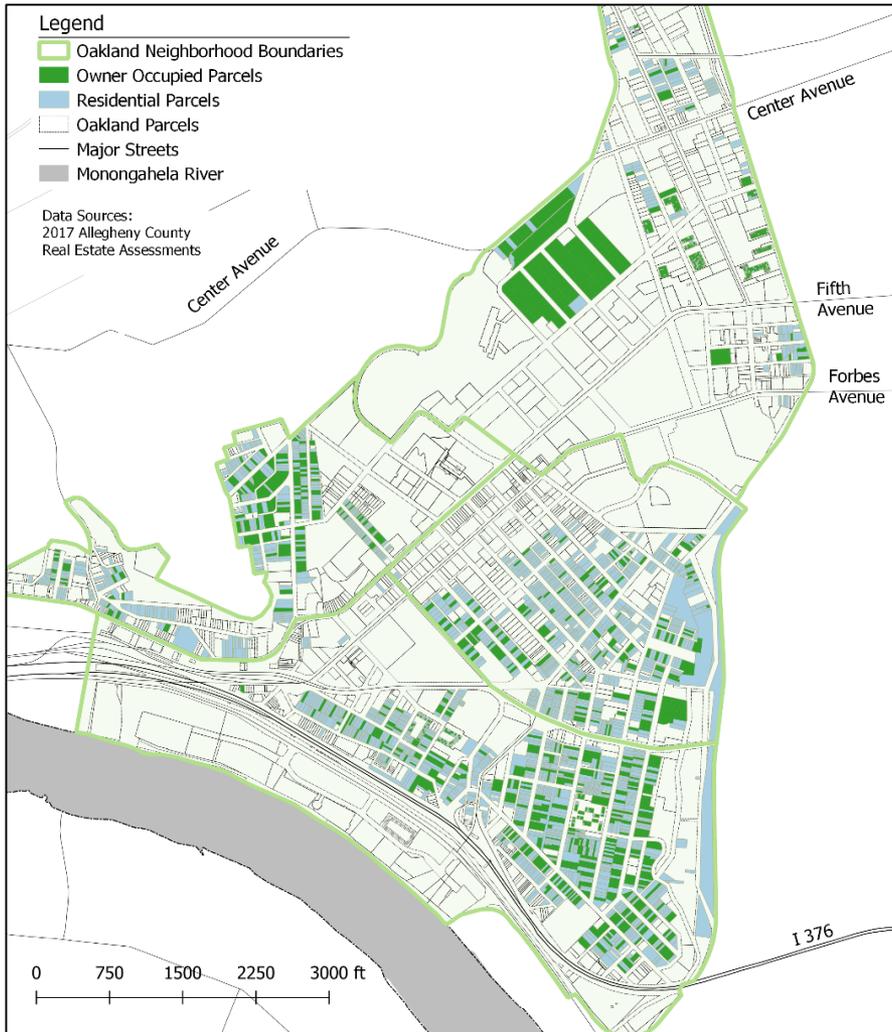


There is a roughly **17,000** unit shortage of dwellings affordable enough for households living at or below 50 percent of the average median income.



In Oakland, this lack of affordable housing is intensified by pressure from investors and student renters.

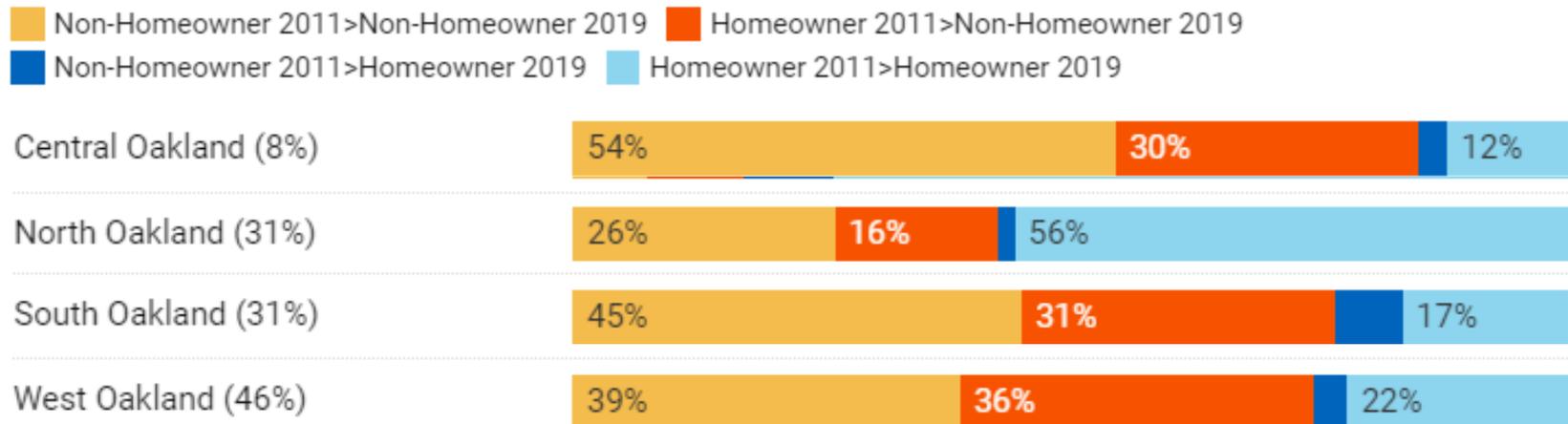
Declining Homeownership in Oakland



Investor Pressure in Oakland

Ownership Status of Residential Properties Sold Between January 2012 and March 2019

(Analysis by the Western Pennsylvania Regional Data Center, data from Allegheny County Assessments)



What does this mean for the housing market?

- Homebuyers (especially low-moderate income homebuyers) can't compete--investors can pay more, in cash, with fewer contingencies
- Increase in absentee landlords who don't maintain properties and fewer long-term residents

OPDC's Response

Oakland 2025 Master Plan 3.2 Housing

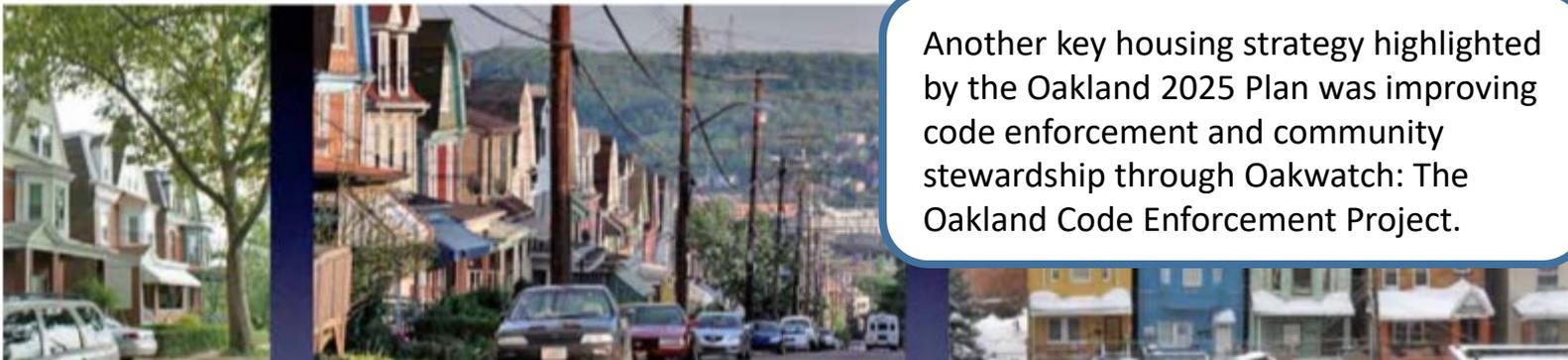
Housing Goal

Provide innovative, sustainable housing choices for diverse new residents who are attracted to Oakland's vitality and amenities, many of whom choose to live where they work.

Do this through rehab, conservation and innovative new housing choices and financing incentives.

Summary of Plan Recommendations

- ▶ Diversify and stabilize Oakland's housing
- ▶ Address student rentals
- ▶ Create new green infill
- ▶ Develop/maintain affordable workforce housing
- ▶ Provide professional live/work opportunities
- ▶ Rehabilitate and preserve existing homes
- ▶ Implement employer assistance programs, rehabilitation design and funding assistance
- ▶ Develop retirement living options (CCRC)



Another key housing strategy highlighted by the Oakland 2025 Plan was improving code enforcement and community stewardship through Oakwatch: The Oakland Code Enforcement Project.

OPDC's Affordable Rental Housing

- OPDC owns and manages a portfolio of 100 apartments in Oakland
- 90% of our units are rented at below market rates
 - 49 units at Oakland Affordable Living, a LIHTC project for people <60% AMI
 - 15 units at Parkview Manor, a HUD 2 building for seniors and people with disabilities
 - We accept Section 8 vouchers for all units
- 40% are ADA accessible



Who Are Our Tenants?

- Families with children
- Elderly residents
- People with disabilities
- Minorities
- People who grew up in Oakland and/or the Hill District
- People with family members in Oakland
- People who work in Oakland



Demand for OPDC's Affordable Rentals

- We keep waitlists for Parkview Manor (15 units) and Oakland Affordable Living (49 units).
 - There are over 360 people on our waitlists for these 64 units.
 - People are generally on the waitlist for a few years before a unit becomes available.
 - In the past three years, three units have turned over at Parkview Manor (due to tenants passing away).
 - In the past two years, three units have turned over at Oakland Affordable Living.
 - We receive five to ten calls each week inquiring about affordable rental properties.
-



Oakland Community Land Trust

inclusive and equitable development, community empowerment, and neighborhood stability in one time-tested, nationally-proven tool



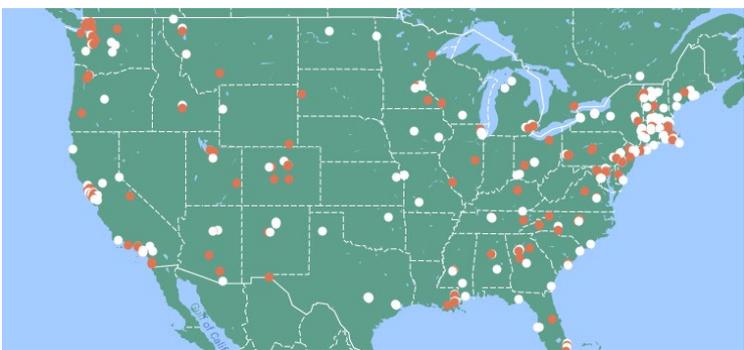
About Community Land Trusts

- There are over **200** CLTs across the country that are part of the Grounded Solutions Network
- The community land trust (CLT) model is a time-tested, nationally-proven method to preserve affordable homeownership in perpetuity.
- CLTs provide opportunities for households that have historically been excluded from homeownership to build equity and break the generational and racial wealth gap.

The median shared equity household accumulates

\$14,000

in earned equity.
(compared to a median initial investment of \$1,875)



Over

99%

of shared equity homes avoid foreclosure proceedings

7 out of **10**

shared equity homeowners are first-time homebuyers



The share of minority households living in shared equity homes increased from

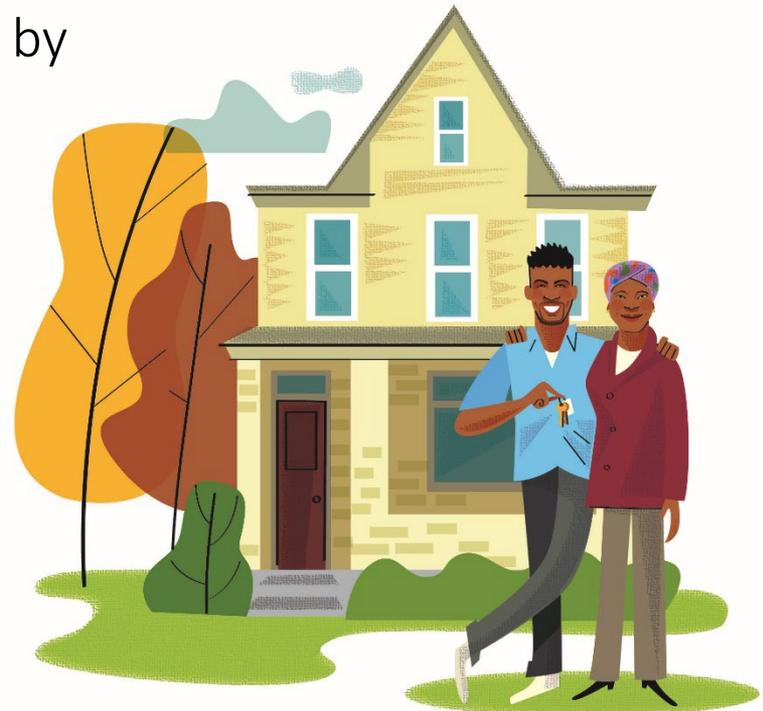
13% to **43%**

(1985-2000) (2013-2018)



Oakland CLT Goals

- Maintain **permanent affordability**
- Ensure CLT homes remain **owner-occupied**
- Help elderly homeowners **age-in-place**
- Stop the displacement of low-income African American families from Oakland by helping them become **homeowners**
- Create permanent **community control** of CLT properties through community representation
- Develop a supply of homes separate from rental and investor market so that there are homes available for **homeowners** to purchase
- Help balance the market and **stabilize the neighborhood**



How Does a CLT Work?



A **Community Land Trust** separates the ownership of land from home.

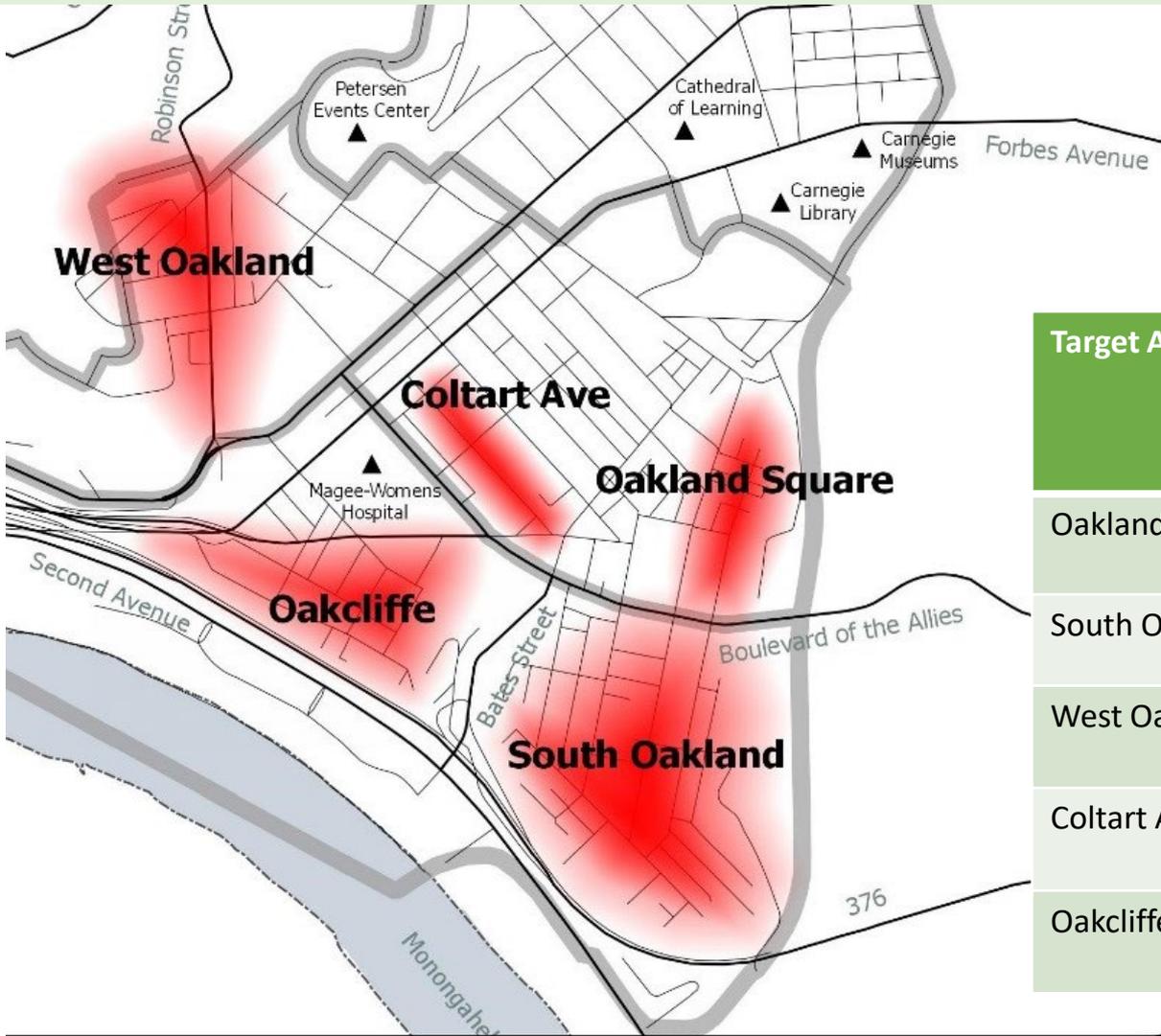
The **CLT** buys the land, then owns it permanently.

The homeowner (or buyer) owns his/her home, and leases the land from the **CLT**.

How Does the Oakland CLT Work?

- All Oakland CLT homes must be permanently owner-occupied.
 - The Oakland CLT leases land to homeowners at a low monthly fee.
 - The homeowner retains responsibility for maintaining the home, land, and systems.
 - The CLT preserves affordability permanently so subsidy that goes into a house will no longer be lost when the original owner sells. CLT homes are priced affordably, so that an 80% AMI homeowner is spending less than 30% of their income on housing.
 - A resale formula provides a fair and equitable method to determine an affordable sale price for the home in the future. The homeowner retains the equity they put into the house plus the increase based on the increase in AMI.
 - An advisory CLT committee is responsible for the stewardship of the CLT and consists of CLT leaseholders, community stakeholders, and OPDC board members.
-

Oakland CLT Target Areas

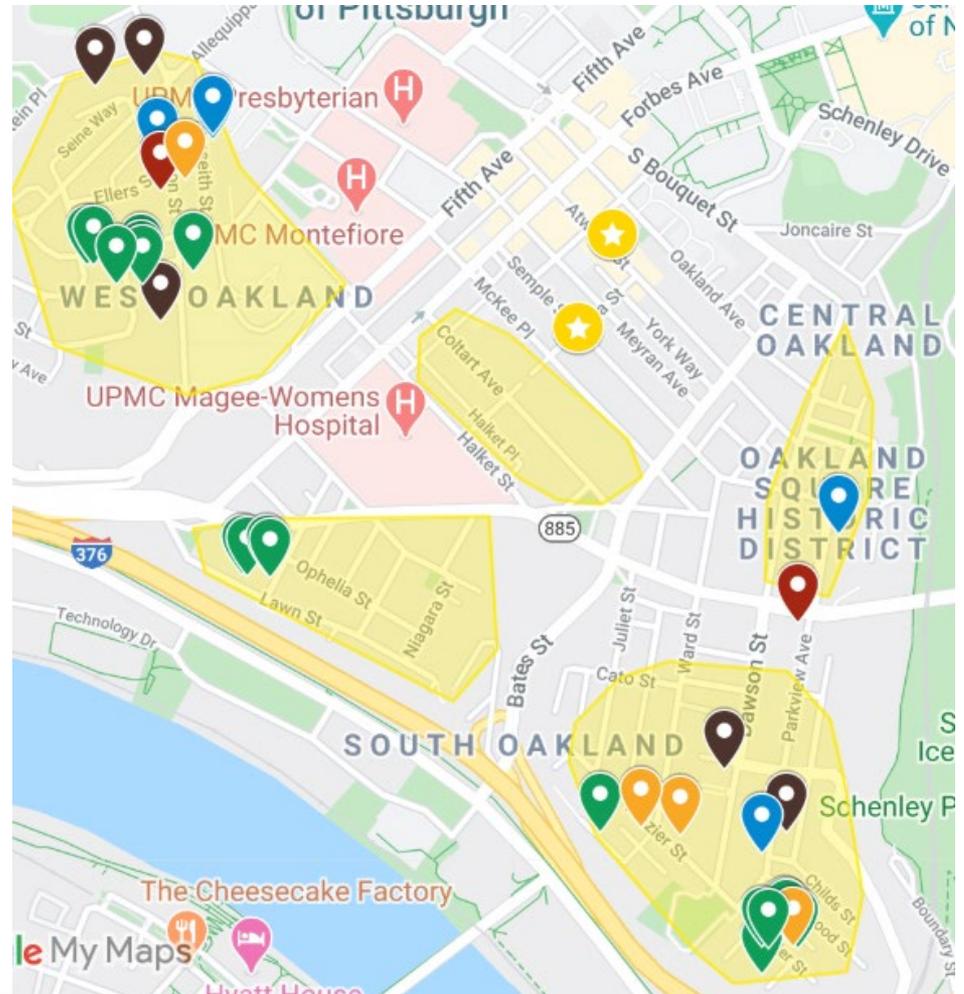


Target Areas	2017 Owner-Occupancy
Oakland Square	36%
South Oakland	43%
West Oakland	40%
Coltart Ave	37%
Oakcliffe	27%

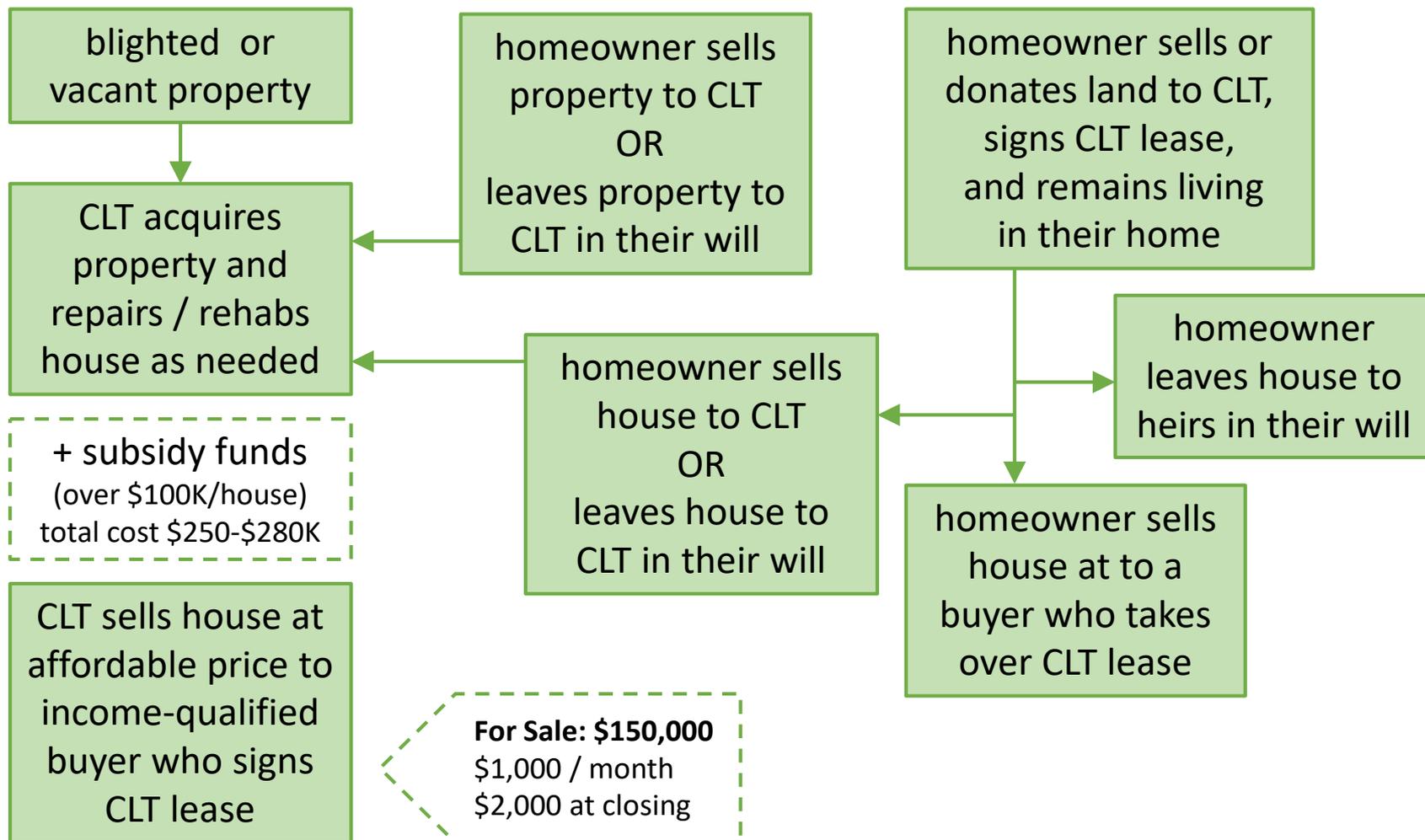
Oakland CLT Pipeline

5 current CLT houses
2 CLT house for sale
2 houses under renovation
1 house to be renovated
20 vacant lots for new developments

- 📍 Current CLT Houses
- 📍 CLT Houses For Sale
- 📍 CLT House for Renovation
- 📍 Vacant Land Controlled by OPDC
- 📍 OPDC Rental Properties
- ★ OPDC offices
- Target areas



Paths into the CLT



Planning for the Future

OPDC, with our partners, has the tools and experience to meet affordable housing goals and ensure Oakland's residential neighborhoods are healthy and equitable. But we need to work together to mobilize resources.

What should the Oakland planning process address?

- Scale up affordable housing initiatives and leverage existing capacity
 - Invest in existing affordable rentals
 - Develop plans for more multi-family, affordable rentals
 - Continue code enforcement efforts, with a focus on over-occupancy
 - Scale up the Oakland Community Land Trust
 - Mid-term goal of 50 houses in 5 years, to build momentum
 - Long-term goal of 100 houses, to have a lasting impact on our market
 - Set quantitative targets and goals and outline ways to track and monitor progress towards these goals
 - Identify ways to leverage resources and private developments to fund affordable housing initiatives and support housing goals
-

Questions?

Annemarie Malbon

Community Land Trust Manager

amalbon@opdc.org

(412) 621-7863 x14



Oakland Planning
and Development
Corporation

Other Business

- Timing and agenda for next month's meeting
- Please fill out the meeting feedback survey
- Does anyone have a new homework assignment?

Oakland Plan Steering Committee Meeting #7 Homework Assignment

Background

Each month, Oakland Plan Steering Committee members have the opportunity to assign a piece of homework to their fellow members to do before the next meeting.

For April 2020, Andrea Boykowycz representing OPDC, asked the Committee members to find intersections or locations in Oakland that they are less familiar with and send them to her so that she can do some research and report back to the group.

The text below was written by Andrea and complements the presentation she gave to the Steering Committee at its April 29th meeting.

Panther Hollow Bridge

Panther Hollow Bridge was built in 1897, more or less concurrently with the Schenley Bridge (which spans Junction Hollow between Carnegie Library and Phipps Conservatory) -- so the two bridges are architectural “twins.” Panther Hollow Bridge is easy to recognize because of its bronze panthers, sculpted and cast by Giuseppe Moretti (an Italian sculptor, working in New York, who gained some popularity as a sculptor in Pittsburgh among local captains of industry, after he was commissioned to decorate the Vanderbilt estate in Newport RI with a collection of marble statuary). The panthers are original to the bridge. They have a cadre of anonymous fans who have decorated them in the past with santa hats, Pitt scarves, painted nails, etc. For a while in the 1960s-70s the panthers would occasionally be spray-painted pink, presumably by rogue Peter Sellers fans. They’ve been much better cared for over the last 25 years.

The bridge spans the mouth of Panther Hollow. From the west side of the bridge, you can look down over Panther Hollow Lake and across to Junction Hollow. The views in that direction of the downtown skyline and cardiac hill in Oakland are excellent. From the east side of the bridge, the view below is of the marshy wetlands at the head of Panther Hollow Lake, and the confluence of Phipps Run (which drains off the Schenley Golf Course) and Panther Hollow Run (which drains off Beacon). This is the crux of the Panther Hollow Watershed, which includes a large portion of Squirrel Hill. Managing the storm water runoff from this shed is a big challenge for PWSA, who are currently re-working plans to completely re-grade Junction Hollow, dredge Panther Hollow Lake (to increase its holding capacity), and daylight Four Mile Run, in an effort to lighten the load on the storm sewers in The Run, the Greenfield neighborhood at the mouth of Junction Hollow. (Here’s a photograph of the culverting being built in 1905 to cover Four Mile Run on Boundary Street above Joncaire: <https://historicpittsburgh.org/islandora/object/pitt:715.05396.CP>)

Oakland’s neighborhood of Panther Hollow is actually located in Junction Hollow. As recently as the early 1970s, there were still houses along Boundary Street that were visible from the Panther Hollow Bridge, but not anymore. In the earlier part of the 20th century, those

properties included fenced yards for pasturing livestock, including cows and pigs. Since the early 1990s, the now-city-owned properties along Boundary Street south of Juno Street have been incorporated into Schenley Park, though they were not part of the original Schenley legacy. Boundary Street, which ran the length of Junction Hollow (and was called Boundary Street because it was at one time the city boundary), was closed to through traffic in 1989.

The statue on the south end of the Panther Hollow Bridge is of Col. Alexander Leroy Hawkins, and is a memorial to the 10th Pennsylvania Infantry US Volunteers who fell as victims of battle and yellow fever in the Spanish-American War (which ended soon after the bridge was built). There's no safe pedestrian access to the little island where it's situated, but it used to get more pedestrian traffic until 4-5 years ago when DPW decided to be more aggressive about trimming the enormous weeping beech that's planted right next to it -- the beech used to have branches that actually trailed on the ground, creating an excellent hiding place, useful for trysts of all kinds. The branches are now trimmed to 18" above the ground, making it much less private, and no one has much reason to venture over there anymore.

Panther Hollow Bridge is the middle of the "three bridges" (Anderson Bridge, Panther Hollow, and Schenley) -- the circuit of which (from the Boulevard through the park to Schenley Plaza and back through Central Oakland) is a popular walking route, a 1.5-mile loop. At lunchtime you will often see hospital workers, university staff and faculty, and older residents walking briskly in pairs; and at all times you will see joggers and parents with young children making the trek. Panther Hollow Bridge also straddles the Bridle Trail that winds through Junction and Panther Hollows, a popular jogging/dog-walking/power walking/bird watching route for residents of Oakland, Squirrel Hill and Greenfield.

Herron Hill Pumping Station

The Herron Hill Pumping Station is about to be nominated for historic designation by Preservation Pittsburgh, and the nomination application, written by Matthew Falcone, is a tour-de-force, worth reading in its entirety (including the extensive descriptive catalog of the architect's other buildings all over Pittsburgh):

https://static1.squarespace.com/static/58d3ec4d59cc687828b1b930/t/5e8e3653f2592706d0fa0c0c/1586378332863/Herron+Hill+Pumping+Station_Web+Binder_.pdf

The pump house windows are all bricked up, but were once proper glass windows, making it possible to see the pumping machinery from the Centre Avenue sidewalk.

Because the city's Historic Review Commission isn't currently holding hearings, this nomination is currently on hold, but is ready to go once the commission reconvenes. The Bellefield Area Citizens' Association reviewed Preservation Pittsburgh's nomination of the Pumping Station at the end of 2019, and voted to support it.

3506 Fifth Avenue

3504-3506 Fifth Avenue appears to be an original structure from the 1880s that appears on the Hopkins maps from 1889 as a house belonging to M.C. Rogers. (The 1872 map has no structure on the property; it was at that time a pasture belonging to Mr. S. McKee.) It's currently home to a law firm and a dentist's office -- and the dentist is the current owner of the building (comprising both 3506 and 3504 Fifth Avenue). Interestingly, the block had a different configuration when the house was first built: Semple Street (which used to be called Ward Street all the way to its terminus on Frazier) came through to Fifth right next door to this property. By 1896, however, Semple terminated at Forbes, and the pitched-roof Victorians at 3508 and 3510 Fifth Avenue had been built. At the time, that swath of Fifth and Forbes between the business district that was centered around Atwood, and the Bluff/Uptown, was largely residential, with sizable houses and grounds. (There's an excellent series of photographs in Pitt's historic archives online documenting the moving of a house at 3603 Fifth Avenue to make way for the Falk Clinic in 1929.) Now these houses are real outliers.

3380 Boulevard of the Allies

In the grand Pittsburgh tradition of giving directions to strangers using landmarks that no longer exist, this is a real touchstone. All of Oakland knows this Art Deco building as "where Isaly's used to be." The building was built in 1929 and was both a manufacturing plant for Isaly's dairy products and a retail ice cream store, and it was one of the first businesses to be built along the new Boulevard of the Allies. The electric substation that is now right next door at the corner of Bates and the Boulevard was built in the late 1960s; but for the 40 years before that, that parcel was a playground and parklet, with places to sit and enjoy one's Isaly's ice cream. Isaly's began closing and consolidating its facilities starting in the 1960s; the Boulevard plant discontinued production in 1978 (though the ice cream shop remained an ice cream shop until 1984). The building was sold to Presbyterian hospital in 1984, and to Magee Women's Hospital in 1988. It's now home to a number of UPMC-affiliated doctors' offices including Pittsburgh OB/GYN. The building isn't landmarked, but no doubt Magee knows that Pittsburgh preservationists would be quick to file a nomination if they should ever threaten to demolish it. It's surrounded by a lake of asphalt, one of the largest surface lots in Oakland. The ground it sits on is largely fill: when the Boulevard of the Allies was built in the early 1920s, the stream that flowed from Zulema under what was then the Wilmot Street bridge down to the Monongahela was culverted, and the hollow filled in. The Boulevard of the Allies itself is an interesting conundrum: a grand public project that was never fully realized, and has for a hundred years been a hodgepodge of stitched-together streets of various widths, layered zoning and strangely oriented property lines. In Oakland it's really clear that the Boulevard is a bit of a Frankenstein monster, as very few properties on the Boulevard actually face it -- and though there are sidewalks on both sides for the entire length through Oakland, it's one of the more pedestrian-hostile streets in the city. Even this old Isaly's building is set so far back from the street, now surrounded by a moat of cars, that it's hard to relate it to the streetscape.

4100 Bigelow Boulevard

4100 Bigelow Boulevard was constructed in 1954 by the Jehovah's Witnesses on what was perhaps the last empty parcel in the Schenley Farms Historic District. It remained the Pittsburgh headquarters and the location of the Kingdom Ministry school of the Jehovah's Witnesses until the building was sold to the Islamic Center of Pittsburgh in 1989. We can guess that ICP chose it because it's so well situated, with room for 500 worshipers. The building is part of the fabric of religious centers in Oakland: within a half-mile radius you can find the First Baptist Church of Pittsburgh, the First Church of Christ - Scientist, the Church of Jesus Christ of Latter Day Saints, the Church of the Ascension, First Trinity Evangelical Lutheran, St. Nicholas Greek Orthodox Cathedral, and of course St. Paul's Cathedral, seat of the Catholic diocese in Pittsburgh. (And of course just a dip into Shadyside there's the Friends Meeting House, First Unitarian, and Rodef Shalom, all part of the continuum.)

S. Craig Business District

The corner of Craig and Forbes has had some commercial activity at least since the streetcars were laid in; this photograph from 1909 of the corner (which is oddly recognizable, even though a lot of the original architecture is of course now gone) shows the shops occupying the north east corner:

<https://historicpittsburgh.org/islandora/object/pitt%3A715.091328.CP/viewer>

Here's Craig at Henry, looking towards Forbes - in 1909, and via Google Street View today:

<https://historicpittsburgh.org/islandora/object/pitt%3A715.091326.CP>

<https://goo.gl/maps/NPEArQbMCtRSnB3MA>

And here's Craig at Filmore, looking towards Fifth, again in 1909 and today:

<https://historicpittsburgh.org/islandora/object/pitt%3A715.091327.CP/viewer>

<https://goo.gl/maps/Sw77pJdn55JLjQP8>

By the Hopkins map of 1914 it's clear that the corner of Craig and Forbes has become commercial, with structures filling the whole of their parcels on both the east and west sides; but the remainder of Craig between Forbes and Fifth is still free-standing brick houses.

This is a photo of the Forbes/Craig intersection in 1930 (looking south from Craig towards Forbes), when it's clearly become a commercial district:

<https://historicpittsburgh.org/islandora/object/pitt%3A715.3012182.CP/viewer>

And here's an appalling photograph of St. Paul's from 1953, from which it's clear the entirety of the block between Fifth and Henry (now occupied by the RAND building) has become a surface parking lot: <https://historicpittsburgh.org/islandora/object/pitt%3A85.4.91/viewer>

And by 1960, looking north from Forbes, it's clear Craig wants to be commercial:

<https://historicpittsburgh.org/islandora/object/pitt%3A715.60109614.CP>

Small businesses and boutiques have occupied the original single-family houses on Craig for all of my lifetime, though there's been lots of turnover. The current mix of restaurants and specialty shops has remained fairly constant.

Locks on Junction Hollow bridges

The cyclone fencing that's attached to the original ironwork railings on the Schenley Park Bridge and the Charles Anderson Bridge was mounted in the late 1980s as part of a nationwide initiative to better protect railroads from bridge-launched vandalism -- which is why there's cyclone fencing on those two bridges but not on the Panther Hollow Bridge, which doesn't span a rail line. The love-lock trend is fairly recent, only about 10 years old. Couples write their names on a lock and lock it to the bridge fence as a token that their love will never be broken. Or something. Pittsburgh was late to this trend, as it is to all trends. The Pont des Arts in Paris, for example, suffered a partial collapse of one of its parapets due to the weight of the locks that had been attached to the fencing there between 2008-2014 (but the density of locks hung on that bridge greatly exceeds anything we've experienced in Pittsburgh). Periodically DPW will half-heartedly snip locks but it's a wearisome task and the rate of accretion is greater than the rate of removal.

[This past winter, my 12-year-old and his friend taught themselves to pick padlocks just for fun, and have been amusing themselves by removing love-locks from both bridges. They've collected about 200. Adults who see them doing this have been evenly split between those who are appalled that lovers' gestures are being removed without their permission, and those who cheer them on (and sometimes offer pointers) for removing visual pollution from the bridges.]

There are issues with the cyclone fencing to begin with -- the city skipped any kind of public review process in installing it, despite the historic character of the bridges and the views the fencing obstructed. There may be some opportunities to revisit this issue in the near-ish future. For example, the Charles Anderson Bridge is structurally unsound, and the city has contracted with Michael Baker International to evaluate the cost:benefit of repair vs. replacement (a verdict is expected by the end of the year). It's possible that a new fence solution could be part of the re-design, either way.

148 Thackeray Avenue

This building is currently known as Pittsburgh Sci Tech (real name: Pittsburgh Science and Technology Academy), a 6-12 science and technology magnet school that's part of the Pittsburgh Public Schools district. Most people who grew up in Oakland think of it as "Frick." The building was funded in 1927 by Henry Clay Frick as the Henry Clay Frick Training School for Teachers (and that's still the inscription above the Thackeray Avenue entrance). It operated as a teacher training academy until 1937, when it became a neighborhood middle school; in 1986 it was re-invented as an international studies magnet middle school; and then as a magnet 6-12 sci-tech school in 2009. The building was added to the National Register of Historic Places in 1986.

The play yard just downhill between the school building and Fifth Avenue was originally the site of the 4th Ward Public School, later known as the Bellefield Public School and then as the Bellefield Girls' Vocational School. That building burned in 1957 and was demolished, and the district has kept it open space ever since. Here's a photo of the Bellefield school burning:
<https://historicpittsburgh.org/islandora/object/pitt%3AMSP117.B004.F03.I10/viewer>

Sci Tech is now the only Pittsburgh Public School in Oakland, and it has no neighborhood feeder component -- it's all magnet. Holmes School, which was built in 1892, was Oakland's elementary school until it closed in 1986 and was demolished; its site is now occupied by the Holmes Place condominium development. Since Schenley High School was closed in 2008, there are no neighborhood schools in Oakland. Children in South and Central Oakland are currently bused to Greenfield K-8 and then go to Allderdice 9-12; those in North and West Oakland are bused to Weil PreK-5 and then Millones/U-Prep for 6-12.