

# Video

## East Shore, PA: Advisory Services Panel

Date: June 06, 2022

00:01:35 --> 00:01:36: All the way over there.

00:01:45 --> 00:01:47: OK, here we go. Good morning everybody. I'm going to

00:01:48 --> 00:01:50: look off in this direction for people on the camera

00:01:50 --> 00:01:54: because that's where everybody's sitting. My name is Alan Rasak.

00:01:54 --> 00:01:56: I am the Chair of this panel. I want to

00:01:56 --> 00:02:00: welcome you all here and appreciate your attendance and your

00:02:00 --> 00:02:01: participation in this process.

00:02:03 --> 00:02:08: But we have introduction. I am a developer in Philadelphia.

00:02:08 --> 00:02:12: I'm a principal in a small real estate development and

00:02:12 --> 00:02:17: a services company called AR Spruce. I'm an architect by

00:02:17 --> 00:02:21: training and I have been participating in various things in

00:02:21 --> 00:02:26: UI for for several decades now, including a number of

00:02:26 --> 00:02:28: these. A number of these panels.

00:02:30 --> 00:02:32: Need to figure out which button to push here.

00:02:33 --> 00:02:36: I'm going to introduce the rest of the panel members

00:02:36 --> 00:02:38: here in just a second. I'm going to let them

00:02:38 --> 00:02:41: introduce themselves actually and I, but first I want to

00:02:41 --> 00:02:44: tell you a little bit about the Urban Land Institute.

00:02:44 --> 00:02:47: In case you don't know, it's an international real estate.

00:02:48 --> 00:02:52: And land use Policy Research and education organization has about

00:02:53 --> 00:02:57: 4546 thousand members worldwide. The vast majority of those are

00:02:57 --> 00:03:01: in North America, but we also have regions in Asia

00:03:01 --> 00:03:03: and in Europe, Middle East and Africa.

00:03:04 --> 00:03:07: You can see a list of all the things that

00:03:07 --> 00:03:09: you will like us here. I'm not going to go

00:03:09 --> 00:03:11: through those, but one of the.

00:03:12 --> 00:03:16: From my perspective, at least, the most interesting things that

00:03:16 --> 00:03:20: you will I does is to stage these advisory services

00:03:20 --> 00:03:22: panels. It has been doing those for.

00:03:24 --> 00:03:27: A long time since 1947 and it's done. Some 700

00:03:27 --> 00:03:31: of them. Everyone on this panel has participated in at

00:03:31 --> 00:03:34: least four or five of those. Some of us have

00:03:34 --> 00:03:38: many more than that, and each one of those instances

00:03:38 --> 00:03:42: we were asked by an organization or a municipality to

00:03:42 --> 00:03:46: come and help them think about what is usually a

00:03:46 --> 00:03:50: difficult land use or real estate problem. And this one

00:03:50 --> 00:03:54: was no exception. Normally these panels are five days long.

00:03:54 --> 00:03:57: In this case, this one is abbreviated. It's only three

00:03:57 --> 00:04:00: days, so I will ask you to make allowances for

00:04:00 --> 00:04:02: some of the machinery showing here in a way that

00:04:02 --> 00:04:05: might not. If we had had more time to Polish,

00:04:05 --> 00:04:08: I guarantee you that the thought process that we went

00:04:08 --> 00:04:10: through here was just as agonizing as it always is,

00:04:11 --> 00:04:13: but you might see that things are a little bit

00:04:13 --> 00:04:17: if you're familiar with advisory services found, you might notice

00:04:17 --> 00:04:19: some things that might be slightly different here as a

00:04:19 --> 00:04:22: result of the amount of time we had available.

00:04:23 --> 00:04:27: So this three day panel was comprised of really 2

00:04:27 --> 00:04:31: 1/2 days. We arrived here on Monday evening. We got

00:04:31 --> 00:04:34: to meet the sponsors and to talk with them about

00:04:34 --> 00:04:38: the program that we're embarked on here. We learned quite

00:04:38 --> 00:04:42: a bit there on an informal basis. The next day

00:04:42 --> 00:04:45: we got formal, so we started out by taking a

00:04:45 --> 00:04:49: tour of the four boroughs that are the subject matter

00:04:49 --> 00:04:53: of our study. And then in the afternoon we interviewed

00:04:53 --> 00:04:54: a number of.

00:04:54 --> 00:04:57: People here it says. 30 plus. I'm sure we talked

00:04:57 --> 00:04:59: to 50 or more people in the course of our

00:04:59 --> 00:05:02: analysis here, not just at the interviews at the end

00:05:02 --> 00:05:06: of that day. Yesterday we spent all day deliberating among

00:05:06 --> 00:05:09: ourselves about the things that we heard and the answers

00:05:09 --> 00:05:12: to the questions that we have been asked.

00:05:13 --> 00:05:16: This presentation is the 1st result of that.

00:05:17 --> 00:05:19: And we will leave you with a copy of this

00:05:19 --> 00:05:23: presentation, so it's available to you. This is being recorded

00:05:23 --> 00:05:26: on zoom as well, so the presentation will be available

00:05:26 --> 00:05:28: too. There will be a written report that follows this

00:05:29 --> 00:05:31: by some number of weeks after this presentation.

00:05:32 --> 00:05:35: At the end of this presentation, we're going to open

00:05:35 --> 00:05:37: it up for questions and answers. Those questions will be

00:05:37 --> 00:05:40: recorded and you'll be able to hear the panelists answers

00:05:40 --> 00:05:42: to that later if you like, as well as during

00:05:42 --> 00:05:43: the presentation.

00:05:45 --> 00:05:48: Want to thank the sponsors you all? I want to

00:05:48 --> 00:05:53: thank the sponsors as well for supporting this effort. Starting

00:05:53 --> 00:05:57: with the enterprise zone which now owns, this new logo

00:05:57 --> 00:06:00: is shore by a rebranding itself. We're going to talk

00:06:00 --> 00:06:04: about that a little bit and the four boroughs which

00:06:04 --> 00:06:08: are the subject of our study. Braddock North, Braddock,

00:06:08 --> 00:06:09: Rankin

00:06:14 --> 00:06:17: and Swissvale.

00:06:17 --> 00:06:21: The sponsor of each one of our advisory services panels

00:06:21 --> 00:06:24: prevents presents us with a series of questions that they

00:06:25 --> 00:06:28: ask, and it's our obligation to address each one of

00:06:28 --> 00:06:31: those questions. I'm not going to put those questions up

00:06:31 --> 00:06:34: here on the board. There are a number of them,

00:06:34 --> 00:06:38: but the essence of our task here was to give

00:06:38 --> 00:06:42: strategic advice to the four boroughs and to the enterprise

00:06:42 --> 00:06:43: zone on economic development for those four boroughs

00:06:43 --> 00:06:45: looking into

00:06:47 --> 00:06:52: the future.

00:06:52 --> 00:06:56: Acknowledging the past, but looking into the future.

00:06:56 --> 00:06:59: And Speaking of the past, want to acknowledge that

00:06:59 --> 00:07:02: Pittsburgh

00:07:02 --> 00:07:04: created a magnificent steel creation machine?

00:07:04 --> 00:07:05: And if you think of the region of Pittsburgh as

00:07:05 --> 00:07:09: a machine that basically had a single purpose, it will

00:07:09 --> 00:07:10: help you understand what we're going to suggest to you

00:07:10 --> 00:07:14: for the future.

00:07:14 --> 00:07:17: I have news for all of you. Steel is not

00:07:17 --> 00:07:21: coming back.

00:07:21 --> 00:07:23: If you thought it was, it's not, and I hope

00:07:23 --> 00:07:26: I'm not the bearer of bad news here, but you

00:07:26 --> 00:07:29: need to plan for the future and what you're going

00:07:29 --> 00:07:32: to hear from us is you were positioned to do

00:07:32 --> 00:07:35: that, and by you I mean the region and the

00:07:35 --> 00:07:39: four boroughs can play a key part in that future.

00:07:39 --> 00:07:39: That future is a new economy that you're seeing. Take

00:07:39 --> 00:07:39: hold in a bunch of municipalities and regions across the

00:07:39 --> 00:07:44: United States and across the world. Right economies are reinventing themselves.

00:07:44 --> 00:07:44: themselves.

00:07:45 --> 00:07:48: Things have moved and things are going to come back to fill them in in Pittsburgh. The new economy is around new technology and you know this is this. Actually photograph was actually taken into Pittsburgh. This is a robotics at Pittsburgh is a leader in research and development.

00:07:51 --> 00:07:55: So when we look at the region as the panel.

00:07:55 --> 00:07:59: We understand that Pittsburgh is transforming itself in bits and pieces right now.

00:08:13 --> 00:08:14: And.

00:08:15 --> 00:08:15: Our understanding is that the center of that is in what has been dubbed the Innovation District. The Pittsburgh Innovation District, which is centered around the universities.

00:08:21 --> 00:08:24: The thing that we've heard, and that we've seen in studies other studies that came before us, been a lot of them. One of the key things that comes out of that is, I'll talk about in a little bit.

00:08:24 --> 00:08:26: But is that Pittsburgh doing a great job at innovating? Research and development coming up with new ideas. It's not doing such a good idea. A job at translating that into jobs that make things.

00:08:29 --> 00:08:32: And specifically, the things that are promulgated by the Innovation District.

00:08:32 --> 00:08:36: We look at the four boroughs, and the first thing we see is this vital transportation link formed by the BRT.

00:08:36 --> 00:08:39: And we see this area that traditionally has been the production center of the region.

00:08:39 --> 00:08:43: And we asked the question, can you be the production Center for the product that is being generated by the innovation district? We think the answer to that is yes.

00:08:43 --> 00:08:47: There's a study that was done in 2016 about the Pittsburgh Innovation District that draws a bunch of good conclusions.

00:08:47 --> 00:08:52: A very good study. One of the conclusions that draws is the one that I just said. There are bunches of districts in the Pittsburgh region which are focused on

00:09:52 --> 00:09:54: R&D, research and development.

00:09:55 --> 00:09:58: But Pittsburgh is not yet doing a very good job

00:09:58 --> 00:10:02: at translating the results of that R&D into jobs that.

00:10:02 --> 00:10:06: Create the products that are invented by this research and

00:10:06 --> 00:10:07: development process.

00:10:08 --> 00:10:11: So this diagram that I just showed you that came

00:10:11 --> 00:10:12: directly out of that study.

00:10:13 --> 00:10:17: We'd like to extend the ambit of that idea to

00:10:17 --> 00:10:19: the East shore.

00:10:20 --> 00:10:24: And going back to my earlier diagram, the East shore

00:10:24 --> 00:10:28: becomes the production center or one of the production

00:10:29 --> 00:10:29: Centers

00:10:29 --> 00:10:29: for the.

00:10:30 --> 00:10:33: Next steps that come out of the R&D process and

00:10:33 --> 00:10:35: if you think about those steps.

00:10:37 --> 00:10:41: The first two of this five step process innovate, incubate

00:10:41 --> 00:10:45: prototype produce at a small scale to get proof of

00:10:45 --> 00:10:49: concept and then turn to manufacturing whatever that

00:10:51 --> 00:10:54: means.

00:10:54 --> 00:10:57: And it can mean intellectual property. Or it could mean

00:10:57 --> 00:10:59: an actual physical product. There's a role for the four

00:11:00 --> 00:11:03: boroughs in both of those things.

00:11:03 --> 00:11:06: So the innovate and incubate. There's a dotted line there

00:11:06 --> 00:11:09: because that stuff happens outside the boroughs.

00:11:09 --> 00:11:12: But the opportunity for the borough to take advantage of

00:11:12 --> 00:11:15: the next things that need to happen in that step

00:11:15 --> 00:11:17: to create a fully functioning new economy in Pittsburgh, the

00:11:17 --> 00:11:20: boroughs can play a part.

00:11:20 --> 00:11:22: My colleagues are going to talk to you about the

00:11:22 --> 00:11:24: implementation of those ideas, how you get to those, and

00:11:24 --> 00:11:25: how you pay for them.

00:11:26 --> 00:11:28: I just want to set the stage for those conversations.

00:11:30 --> 00:11:30: So.

00:11:31 --> 00:11:34: We want to encourage you to think about this on

00:11:34 --> 00:11:38: both a local and particularly a regional basis. And why

00:11:38 --> 00:11:40: do you need to think this way? Want to use

00:11:40 --> 00:11:41: an example?

00:11:42 --> 00:11:43: A number of years ago I served on one of

00:11:43 --> 00:11:46: these advisory services panels in Frankfurt, Germany.

00:11:46 --> 00:11:49: I realize it's not in the United States, but the

00:11:49 --> 00:11:51: lesson that I took away from that is one that

00:11:51 --> 00:11:53: I think that you can take away as well.

00:11:54 --> 00:11:58: The assignment there was there, there were two.

00:11:59 --> 00:12:02: Municipalities right next to each other. You can see them  
00:12:02 --> 00:12:05: on this map. The city of Frankfurt, which everyone knows,  
00:12:06 --> 00:12:08: and the smaller city of Offenbach.  
00:12:09 --> 00:12:12: They were traditional rivals. They really did not like each  
00:12:12 --> 00:12:14: other. The mayors didn't speak to each other.  
00:12:16 --> 00:12:21: And they were particularly ticked off at each other because  
00:12:21 --> 00:12:26: Offenbach beat Germany in a key championship soccer  
match in  
00:12:26 --> 00:12:27: 1957.  
00:12:30 --> 00:12:33: So our assignment was to figure out how this region  
00:12:33 --> 00:12:34: can grow more.  
00:12:35 --> 00:12:37: And how often bought can play a role in that?  
00:12:39 --> 00:12:41: This diagram makes it look like this looks like a  
00:12:41 --> 00:12:43: map of the boroughs, right?  
00:12:43 --> 00:12:47: This diagram shows you the two cities.  
00:12:48 --> 00:12:51: The chair of that panel was a brilliant guy named  
00:12:51 --> 00:12:52: Chris Choa.  
00:12:52 --> 00:12:56: And Chris turned everybody on their ear because he said  
00:12:56 --> 00:12:57: this is the wrong diagram.  
00:13:00 --> 00:13:02: This is the diagram you need to be thinking of.  
00:13:03 --> 00:13:07: Frankfurt is an international center. It could be the financial  
00:13:07 --> 00:13:10: center of Europe. This is before Brexit.  
00:13:12 --> 00:13:15: And Frankfurt is well positioned if you just stop fighting  
00:13:15 --> 00:13:16: with each other.  
00:13:17 --> 00:13:21: Here's the important thing. Local thing about how this  
diagram  
00:13:21 --> 00:13:24: works with the map I just showed you, Frankfurt is  
00:13:24 --> 00:13:28: hemmed in on three sides by geography. The only direction  
00:13:28 --> 00:13:30: it could grow was towards Offenbach.  
00:13:32 --> 00:13:35: So the message from the chair of that panel was  
00:13:35 --> 00:13:39: you need to cooperate globally or you are going to  
00:13:39 --> 00:13:43: get outcompeted by all of the other international cities on  
00:13:43 --> 00:13:44: this diagram.  
00:13:44 --> 00:13:47: You wanna move up this thing. You need to pull  
00:13:47 --> 00:13:47: together.  
00:13:49 --> 00:13:50: And that is the same.  
00:13:51 --> 00:13:54: Thing that we want to say to you, we are  
00:13:54 --> 00:13:56: very encouraged that.  
00:13:56 --> 00:14:00: The at what we're seeing in terms of the cooperation.  
00:14:00 --> 00:14:01: This very study.  
00:14:02 --> 00:14:05: The existence of the enterprise zone and the cooperation of  
00:14:05 --> 00:14:09: the four boroughs is a great bellwether for that cooperation

00:14:09 --> 00:14:11: that needs to happen here. If you're going to be  
00:14:11 --> 00:14:15: able to execute the things that we're recommending to you,  
00:14:15 --> 00:14:18: and we encourage you to keep doing those things, we've  
00:14:18 --> 00:14:21: already done it. The place we're standing in here, and  
00:14:21 --> 00:14:23: by you, I mean this the the the region has  
00:14:23 --> 00:14:26: done it, the place we're standing here turned this place  
00:14:26 --> 00:14:28: into oops, wrong way.  
00:14:32 --> 00:14:33: Well, that's not working.  
00:14:34 --> 00:14:37: That is supposed to turn into an aerial of this  
00:14:37 --> 00:14:38: development.  
00:14:40 --> 00:14:43: We'll be honest, we're not nuts about the prototype. The  
00:14:43 --> 00:14:47: development type here. It's very suburban and it's not like  
00:14:47 --> 00:14:50: the best parts of Pittsburgh, which are feel like a  
00:14:50 --> 00:14:51: city.  
00:14:52 --> 00:14:53: But you got this done.  
00:14:54 --> 00:14:55: You got this done and it's a.  
00:14:55 --> 00:14:56: Success.  
00:14:57 --> 00:14:59: And you can do that again by working together, just  
00:14:59 --> 00:15:00: like you did here.  
00:15:02 --> 00:15:04: So here's what you're going to hear from us from  
00:15:04 --> 00:15:06: the rest of the panel here in just a second.  
00:15:07 --> 00:15:09: You're going to hear about the vision more about the  
00:15:09 --> 00:15:12: vision. Most of you heard about that from me, but  
00:15:12 --> 00:15:15: you're also going to hear from Dan. It's going to  
00:15:15 --> 00:15:17: put more meat on that phone. We're going to talk  
00:15:18 --> 00:15:20: to you about the what of the execution of this  
00:15:20 --> 00:15:23: idea we're going to talk about, how you get it  
00:15:23 --> 00:15:25: done, and then we're going to talk some about how  
00:15:25 --> 00:15:26: you pay for it.  
00:15:28 --> 00:15:31: OK, with that I would like to turn the presentation  
00:15:31 --> 00:15:33: over to Dan Anderton who's going to talk to you  
00:15:33 --> 00:15:34: about the what part.  
00:15:41 --> 00:15:43: They tell me I have to use a mic because  
00:15:43 --> 00:15:45: no nobody can hear me otherwise.  
00:15:46 --> 00:15:49: But mine I'm Dan Anderton. I work for a group  
00:15:49 --> 00:15:55: called Dewberry. It's a national engineering planning and  
architectural firm.  
00:15:55 --> 00:15:58: I am a community designer and urban designer.  
00:15:59 --> 00:16:02: Which slash planner slash landscape architect?  
00:16:03 --> 00:16:05: What that really means is I get to do all  
00:16:05 --> 00:16:09: the wonderful things and dream all the wonderful dreams. So  
00:16:09 --> 00:16:12: I'm going to talk to you about a few things

00:16:12 --> 00:16:15: that came to my mind as a result of of  
00:16:15 --> 00:16:17: this and as a team we came up with some  
00:16:17 --> 00:16:20: ideas that to put flesh on that but.  
00:16:21 --> 00:16:24: One of the things that we realized and we heard  
00:16:24 --> 00:16:27: in the in the interviews that we did, is the  
00:16:27 --> 00:16:29: importance of connections.  
00:16:30 --> 00:16:34: And you already have some really strong connections, and  
there's  
00:16:34 --> 00:16:38: also in process additional connections, So what you're  
seeing on  
00:16:38 --> 00:16:41: this diagram, and if you can see this little arrow.  
00:16:42 --> 00:16:44: You're seeing the the BRT.  
00:16:45 --> 00:16:49: Bus transit, you're coming down to the station. You also  
00:16:49 --> 00:16:52: we know that it's planned for the future. We saw  
00:16:53 --> 00:16:56: one plan that recommended it go down Braddock Rd, which  
00:16:56 --> 00:16:59: is we think is a a really bad idea because  
00:16:59 --> 00:17:02: it is a separator of space, but.  
00:17:02 --> 00:17:05: The BRT continuation of the BRT is an in very  
00:17:05 --> 00:17:09: important connection to pull everything together in the region.  
00:17:10 --> 00:17:13: We also know the railway transits there and the BRT  
00:17:13 --> 00:17:15: follows that transit.  
00:17:17 --> 00:17:19: And that's important to continue to follow that.  
00:17:20 --> 00:17:22: We recognize Braddock Rd.  
00:17:22 --> 00:17:26: As being a really strong connection through all of the  
00:17:26 --> 00:17:27: the four boroughs.  
00:17:28 --> 00:17:29: And.  
00:17:30 --> 00:17:32: What we also have heard and agree with is the  
00:17:32 --> 00:17:33: need for.  
00:17:34 --> 00:17:37: A waterfront type connection.  
00:17:37 --> 00:17:41: Making use of the water and making a connection there  
00:17:41 --> 00:17:45: so that you actually have four connecting routes through this  
00:17:45 --> 00:17:48: process. And then you also have the the gap trail  
00:17:48 --> 00:17:50: on the other side of the river.  
00:17:51 --> 00:17:54: That if you bring it across as you're talking about,  
00:17:54 --> 00:17:57: then that allows that connectivity to occur.  
00:17:58 --> 00:18:02: So all of those are extremely important to continue to  
00:18:02 --> 00:18:05: pursue, get engaged and get to happen.  
00:18:06 --> 00:18:08: Now it's interesting when.  
00:18:10 --> 00:18:13: We had we started off this process. I talked about  
00:18:13 --> 00:18:14: that I like to dream.  
00:18:15 --> 00:18:18: And it was interesting that the hotel we're staying out  
00:18:18 --> 00:18:20: there there do not disturb signs.



00:18:21 --> 00:18:22: Say dreaming big dreams.

00:18:23 --> 00:18:26: Then do not disturb. I don't know exactly about the

00:18:26 --> 00:18:29: do not disturb parts across that part out, but enjoy

00:18:29 --> 00:18:32: the first part of it dreaming big dreams. You know

00:18:32 --> 00:18:33: whether that dream is.

00:18:34 --> 00:18:37: Such as this, where it's a giant coffee cup where

00:18:37 --> 00:18:38: they sell espresso from.

00:18:40 --> 00:18:44: Or many of the other quirky things that have occurred.

00:18:44 --> 00:18:47: You choose, but the idea is, is that we want

00:18:47 --> 00:18:48: to create a dream.

00:18:49 --> 00:18:51: That will bring people.

00:18:52 --> 00:18:55: To the boroughs and will allow.

00:18:55 --> 00:18:58: You to take them to take advantage of what you

00:18:58 --> 00:18:58: have.

00:18:58 --> 00:19:01: But also we need you to dream big enough that

00:19:01 --> 00:19:04: you create new opportunities and new things for them so.

00:19:05 --> 00:19:08: Looking at this stretch between the Carrie Furnace and

00:19:08 --> 00:19:10: above

00:19:11 --> 00:19:15: and down to Edgar Thompson.

00:19:15 --> 00:19:18: I know that everybody's been concentrating on the Carrie

00:19:18 --> 00:19:21: Furnace

00:19:21 --> 00:19:24: itself, but what we want to do is expand your

00:19:24 --> 00:19:27: horizon and your thoughts about how to work on a

00:19:27 --> 00:19:30: bigger area of that. So this is just one example

00:19:30 --> 00:19:33: of dreaming big and we didn't have time to get

00:19:33 --> 00:19:35: into a whole lot. We didn't have time to to

00:19:36 --> 00:19:40: design a whole lot, but I wanted to talk about

00:19:40 --> 00:19:43: the idea of a riverway park.

00:19:43 --> 00:19:47: Now everybody recognizes that you have a river's edge, and

00:19:47 --> 00:19:50: you want to activate it, and I know you've thought

00:19:50 --> 00:19:53: about the idea of a bike trail. You know, extending

00:19:54 --> 00:19:57: the bike trail across and having a bike trail. I

00:19:57 --> 00:19:58: don't think that's enough. I think you need to think

00:19:59 --> 00:20:03: bigger, and So what we're showing or proposing is along

00:20:03 --> 00:20:04: the entire.

00:20:05 --> 00:20:08: All of your waterfront going all the way from the

00:20:08 --> 00:20:12: saline drive.

00:20:12 --> 00:20:15: Up where the the park is to the north.

00:20:16 --> 00:20:19: To the steelworks of down to the South and maybe

00:20:19 --> 00:20:23: beyond is to create something like this.

00:20:23 --> 00:20:23: For example, if this is a section, this is a

00:20:23 --> 00:20:23: a little plan of just a prototype of what this

00:20:23 --> 00:20:23: could be.

00:20:24 --> 00:20:27: So this includes things like.

00:20:27 --> 00:20:32: Marinas and an activated riverfront. You know kayak launches ways

00:20:32 --> 00:20:36: to get to the river fishing Piers any way you

00:20:36 --> 00:20:38: can get people to the river.

00:20:39 --> 00:20:41: It shows a like a river walk along that river

00:20:41 --> 00:20:44: and you've probably seen them in some places you go

00:20:44 --> 00:20:47: or you have a walkway that's right along the river

00:20:47 --> 00:20:50: and with with the bulkhead and everything that's perfect for

00:20:50 --> 00:20:53: allowing people to safely do their. I live now in

00:20:53 --> 00:20:56: Hampton, VA, which is that we moved there a couple

00:20:56 --> 00:20:58: of years ago and we live two blocks away from

00:20:58 --> 00:21:00: Hampton Roads and there is a river walk.

00:21:01 --> 00:21:04: Along Hampton Roads and and.

00:21:05 --> 00:21:07: We go down there and we walk that area.

00:21:08 --> 00:21:11: We get views of the water we get to walk

00:21:11 --> 00:21:13: along it. We get to ride our bikes along it.

00:21:13 --> 00:21:14: And So what?

00:21:15 --> 00:21:17: This is also showing is it shows a bike trail.

00:21:18 --> 00:21:21: It shows a green area lawn area that could be

00:21:21 --> 00:21:23: varied in width. It could be wider in some areas

00:21:23 --> 00:21:27: with other activities, small buildings, whatever's in there.

00:21:28 --> 00:21:31: Yeah, but the most important thing that I want to

00:21:31 --> 00:21:33: show besides a bike trail and A and a

00:21:33 --> 00:21:36: river walk is the idea of having a road along

00:21:36 --> 00:21:37: there.

00:21:38 --> 00:21:40: This is still a auto dominated society.

00:21:41 --> 00:21:44: We still need to allow for people to use autos

00:21:44 --> 00:21:48: to get to the water. They can't just walk there,

00:21:48 --> 00:21:51: they can't just bike where, but you need all forms

00:21:51 --> 00:21:55: of complete St technology and thought patterns in order to

00:21:55 --> 00:21:56: get people to the water.

00:21:58 --> 00:22:01: Now this also shows the idea of a promenade and

00:22:01 --> 00:22:05: some production or living type buildings, so you can see

00:22:05 --> 00:22:09: it here on the other thing, there's the water activities,

00:22:09 --> 00:22:13: the walkway, the green, the bikeway, the the street with

00:22:13 --> 00:22:14: parking on it.

00:22:15 --> 00:22:20: The promenade and then places for creative spaces and

shops

00:22:20 --> 00:22:23: and maybe even housing above them.

00:22:24 --> 00:22:28: But it allows that intimate production, the small scale the

00:22:28 --> 00:22:31: maker places where people can go and they can produce

00:22:32 --> 00:22:35: something. It allows people to be able to see what  
00:22:35 --> 00:22:38: they're producing by it, and it can vary in scale  
00:22:38 --> 00:22:42: and size. And then of course, behind that you'd have  
00:22:42 --> 00:22:45: a service area. Now what's important to know is there's  
00:22:45 --> 00:22:48: a a big concern of how much space this could  
00:22:48 --> 00:22:50: take, but from Waters Edge.  
00:22:51 --> 00:22:52: To the back of this service.  
00:22:53 --> 00:22:54: Is about 100.  
00:22:54 --> 00:22:55: And 50 feet.  
00:22:56 --> 00:22:58: So if you take 150 feet along the edge of  
00:22:58 --> 00:23:01: the water, you can do this type of of idea.  
00:23:01 --> 00:23:05: Now that still even like in the Kerry Furnace area,  
00:23:05 --> 00:23:08: that still leaves plenty of space behind it to put  
00:23:08 --> 00:23:11: whatever should happen there, whether it.  
00:23:11 --> 00:23:15: You know whether it's warehouses, whether it's production,  
but we  
00:23:15 --> 00:23:19: really, really want you to concentrate on the idea that.  
00:23:20 --> 00:23:24: Of this production district idea, and that goes all along  
00:23:24 --> 00:23:27: the water. Now we didn't have time to go in  
00:23:27 --> 00:23:31: and study. Whether you know that road that we're talking  
00:23:31 --> 00:23:35: about along the water can be only along the water.  
00:23:35 --> 00:23:38: But from what we can see is pretty clear, and  
00:23:38 --> 00:23:39: it's possible.  
00:23:41 --> 00:23:45: And the details have to come later into it. So  
00:23:45 --> 00:23:50: that's an idea. Now, are there other ideas? Yeah, could  
00:23:50 --> 00:23:53: you put a ropes course and a zip line out  
00:23:53 --> 00:23:54: there? Sure.  
00:23:55 --> 00:23:57: You know, could you put a? I'm talking about you.  
00:23:57 --> 00:24:00: Could you put a water spout in the water? Maybe  
00:24:00 --> 00:24:03: you know there's what you're trying to do is really  
00:24:03 --> 00:24:05: get it so people can get the water and that  
00:24:05 --> 00:24:05: becomes a.  
00:24:06 --> 00:24:11: A recreational resource for you, but it can fit within  
00:24:11 --> 00:24:14: this idea of production and producing things.  
00:24:17 --> 00:24:19: So with that said.  
00:24:19 --> 00:24:24: This diagram shows you the idea that if we take  
00:24:24 --> 00:24:26: the area behind Braddock Rd.  
00:24:28 --> 00:24:31: And this blue and turn that into the production district  
00:24:31 --> 00:24:35: for now. And who knows how far South that production  
00:24:35 --> 00:24:38: district could go in the future. But start with that  
00:24:38 --> 00:24:42: and start bringing in these production businesses. These  
these things.

00:24:42 --> 00:24:46: It's well. For example, the brewery. That's a production.  
00:24:47 --> 00:24:48: You know so anyway.  
00:24:49 --> 00:24:52: So that's that's production district, so we have a riverway  
00:24:52 --> 00:24:55: district along the edge. It's what I describing. We have  
00:24:56 --> 00:24:59: the production district. And then in the housing areas I  
00:24:59 --> 00:25:02: we actually decided to call it a housing revival district.  
00:25:03 --> 00:25:06: Take it for what you want and rename it if  
00:25:06 --> 00:25:09: you want, but it's that idea that these areas that  
00:25:09 --> 00:25:12: are in the purplish pink whatever. However, it shows up,  
00:25:12 --> 00:25:15: there are areas that all of you have noted and  
00:25:15 --> 00:25:18: made it very aware to us that they need help.  
00:25:18 --> 00:25:21: They need a revival. We know that the the idea  
00:25:21 --> 00:25:25: of bringing production in bringing employment and jobs will  
help  
00:25:25 --> 00:25:28: the revival of that, but they're going to. There's going  
00:25:28 --> 00:25:31: to be a lot of discussion about that district in  
00:25:31 --> 00:25:33: a little while, and then also.  
00:25:33 --> 00:25:36: And Swiss fell in that area. We recognize that as  
00:25:36 --> 00:25:39: being a place that has a lot of good things  
00:25:39 --> 00:25:42: already happening, they need to be maintained. They need  
to  
00:25:42 --> 00:25:43: be continued.  
00:25:44 --> 00:25:48: And they are recognized as being on the process.  
00:25:49 --> 00:25:51: And the housing Revival district is needing more of the  
00:25:52 --> 00:25:54: process to occur, and they a lot of things that  
00:25:54 --> 00:25:57: can be learned from what's already been learned or be  
00:25:57 --> 00:25:59: done from what's been learned from Swissvale.  
00:26:00 --> 00:26:03: So with that I will turn it over to Kim.  
00:26:04 --> 00:26:05: Who's going to?  
00:26:06 --> 00:26:08: Give you some more tangible information.  
00:26:15 --> 00:26:19: Good morning, my name is Kim Norquay. I'm a principal  
00:26:19 --> 00:26:23: with Spinnaker real estate partners. We're based in Fairfield  
County,  
00:26:23 --> 00:26:28: Connecticut where a development and property company  
active and commercial  
00:26:28 --> 00:26:34: industrial, multifamily, mixed-use. We've done historic  
preservation and redevelopment work  
00:26:34 --> 00:26:37: both in the Northeast as well as the Southeast and  
00:26:37 --> 00:26:40: the Midwest and the Northwest. We are a small country  
00:26:40 --> 00:26:41: company.  
00:26:41 --> 00:26:45: And we are entrepreneurial, so this has been a very  
00:26:45 --> 00:26:49: interesting three days. So thank you for inviting us to  
00:26:49 --> 00:26:54: to come and understand the four communities better and to

00:26:54 --> 00:26:56: make these recommendations.

00:26:57 --> 00:27:00: So what you heard thus far is that there is

00:27:00 --> 00:27:06: demand and opportunity to accommodate 21st century innovators and producers

00:27:06 --> 00:27:10: and the existing industry serving the local community.

00:27:11 --> 00:27:16: But you need to, as you've heard, make these connections

00:27:16 --> 00:27:17: and be bold. Think big.

00:27:18 --> 00:27:19: And go for it.

00:27:21 --> 00:27:24: These shore has great opportunity.

00:27:25 --> 00:27:29: With large tracts of available land, you know in this

00:27:29 --> 00:27:33: diagram the production area we've mapped out is in excess

00:27:33 --> 00:27:37: of 250 acres, thousands of feet of waterfront, and this

00:27:37 --> 00:27:42: will accommodate the 21st century production uses, and it touches

00:27:42 --> 00:27:44: all four of these shore communities.

00:27:48 --> 00:27:51: But you need that connection as we've talked about the

00:27:51 --> 00:27:54: direct fast connection to the university complex.

00:27:55 --> 00:28:00: That Alan described where innovation invention happens and then to

00:28:00 --> 00:28:04: shift it to the prototypes and the manufacturing that can

00:28:04 --> 00:28:05: happen here.

00:28:06 --> 00:28:07: Next slide, please.

00:28:11 --> 00:28:12: Oh I am.

00:28:13 --> 00:28:16: OK, I wasn't aware of that.

00:28:17 --> 00:28:19: On the keyboard.

00:28:20 --> 00:28:23: OK oops wrong way OK.

00:28:23 --> 00:28:24: Thank you.

00:28:25 --> 00:28:26: OK, so.

00:28:27 --> 00:28:31: So again, as Alan indicated before, this is really the

00:28:31 --> 00:28:34: direct connection. This is a tremendous resource to have the

00:28:34 --> 00:28:37: BRT you know. With this you know 10 to 15

00:28:37 --> 00:28:40: minute connection and then of course that connects to all

00:28:40 --> 00:28:44: the other districts in the region and downtown and to

00:28:44 --> 00:28:47: the airport, etcetera. So you know you need to leverage

00:28:47 --> 00:28:50: this. You need to take advantage of it. You need

00:28:50 --> 00:28:53: to promote it. You need to pound the drum with

00:28:53 --> 00:28:56: your you know state and local representatives about that to

00:28:56 --> 00:28:57: build this out.

00:28:57 --> 00:29:01: As quickly as possible, you know, as I indicated, there

00:29:01 --> 00:29:05: is is demand overall in the Pittsburgh region. You know

00:29:05 --> 00:29:09: there was 5,000,000 square feet absorbed in of leasing

00:29:09 --> 00:29:12: activity in 2021. You know rents are ticking up at an

00:29:12 --> 00:29:16: eastern sub market. You know there's somewhat higher vacancy and

00:29:16 --> 00:29:20: lower rents than the overall market. But from our interviews

00:29:20 --> 00:29:24: and all the research that we've done over the last

00:29:24 --> 00:29:27: few days, there's indication that there is ample demand.

00:29:28 --> 00:29:33: For flex space, industrial space and manufacturing space in the

00:29:33 --> 00:29:34: East, submarket.

00:29:36 --> 00:29:40: And there's a quote here from Cushman and Wakefield, but

00:29:40 --> 00:29:45: effectively it abuses everyone that it's all ecommerce. You know,

00:29:45 --> 00:29:49: there is a demand for light manufacturing space for medical

00:29:49 --> 00:29:52: pharmatech, techflex robotics and and other uses.

00:29:54 --> 00:29:59: So as you heard, we're proposing this production district along

00:29:59 --> 00:30:04: the waterfront. The former you know steel mills and industrial

00:30:04 --> 00:30:09: land that exists again touching all four communities. Here's 2

00:30:09 --> 00:30:14: images of of local companies that are doing terrific work

00:30:14 --> 00:30:18: and find jobs for the local economy. And you know,

00:30:18 --> 00:30:22: our suggestion here is to review the zoning. You know,

00:30:22 --> 00:30:24: in all the communities.

00:30:24 --> 00:30:29: To enlarge the area, especially in Braddock, South of Tel

00:30:29 --> 00:30:34: Talbot slash Woodlawn, to the river to accommodate you know

00:30:34 --> 00:30:39: more industrial uses again of local temp companies and engage

00:30:39 --> 00:30:45: them. You know focus on retention and attraction and again

00:30:45 --> 00:30:49: in our interviews we found that there was a demand

00:30:49 --> 00:30:53: for you know 5000 to 40,000 square foot users.

00:30:56 --> 00:30:59: You know a key component of of.

00:31:00 --> 00:31:01: You know building this kind of.

00:31:03 --> 00:31:06: Virtuous cycle if you will, of of commerce, is the

00:31:06 --> 00:31:10: housing, and this is a real opportunity. But it's also

00:31:10 --> 00:31:15: a challenge. So housing stability and community development is a

00:31:15 --> 00:31:18: foundation of attracting people and commerce.

00:31:20 --> 00:31:23: You know, we did review the Ben report. That wasn't

00:31:23 --> 00:31:27: all the communities, but it did point out that quality

00:31:27 --> 00:31:31: housing is the backbone of any thriving community. That's true

00:31:31 --> 00:31:35: here, that's true everywhere and in a regional context, the

00:31:35 --> 00:31:38: East Shore can use its existing housing stock and potential

00:31:38 --> 00:31:44: redevelopment opportunities as a competitive advantage. You have the infrastructure

00:31:44 --> 00:31:47: already here, but the housing needs to be retrofitted and  
00:31:47 --> 00:31:49: brought into the 21st century.  
00:31:51 --> 00:31:55: So the challenges that we saw on our on our  
00:31:56 --> 00:31:57: drive around.  
00:31:58 --> 00:32:01: Again in all the communities, but some it's more acute  
00:32:01 --> 00:32:01: than others.  
00:32:03 --> 00:32:07: You know, and the takeaways that we had was that  
00:32:07 --> 00:32:11: there is a high level of renter occupied housing, so  
00:32:11 --> 00:32:15: that's a challenge. It's, I know it's being addressed, but  
00:32:15 --> 00:32:19: that's something that should be top of mind to really  
00:32:20 --> 00:32:24: try and get more owner occupied housing that vest people  
00:32:24 --> 00:32:28: and communities gets them on, you know, the local boards  
00:32:28 --> 00:32:32: and and associations and so forth. So that's something we  
00:32:33 --> 00:32:34: strongly recommend.  
00:32:36 --> 00:32:40: We had the information from 2019, but the long and  
00:32:40 --> 00:32:43: the short of it within the four communities. There's you  
00:32:44 --> 00:32:48: know, somewhere between 1500 and 2000, either obsolete  
or vacant  
00:32:48 --> 00:32:49: housing units.  
00:32:50 --> 00:32:54: We also found that there was a lack of really  
00:32:54 --> 00:33:00: adequate information, so we'd strongly recommend  
comprehensive housing assessment of  
00:33:00 --> 00:33:04: all the communities. Now this has been done in the  
00:33:04 --> 00:33:08: case of Braddock. It's from 2017, but it was a  
00:33:08 --> 00:33:12: good study. Should be updated, create and then create a  
00:33:12 --> 00:33:16: central databank of resources for funding.  
00:33:17 --> 00:33:23: Of demolition, preservation and redevelopment, and maybe  
preservation, should be  
00:33:23 --> 00:33:27: the first, so wherever you can renovate or refit the  
00:33:27 --> 00:33:31: existing housing, do so. Or you can't. Then you have  
00:33:31 --> 00:33:34: to go in, come up with a plan for demolition  
00:33:34 --> 00:33:38: at scale. It can't be done on onesies and twosies.  
00:33:38 --> 00:33:42: It will take decades. Try to think about aggregation and  
00:33:42 --> 00:33:46: renovating these neighborhoods. So you need a plan for that.  
00:33:47 --> 00:33:51: And we also observed that the housing market here is  
00:33:51 --> 00:33:54: is not fluid. It seems to be locked up. Part  
00:33:54 --> 00:33:57: of that is people aging in place and there seems  
00:33:58 --> 00:34:01: to be a reluctance. So you have to think about  
00:34:01 --> 00:34:04: how the strategies to get at that URL. I has  
00:34:04 --> 00:34:08: done many studies and other communities and there are  
models  
00:34:08 --> 00:34:12: for that. And then you have infrastructure issues of course.  
00:34:12 --> 00:34:16: As well these are not unique. You know many communities

00:34:16 --> 00:34:17: have them.

00:34:17 --> 00:34:21: So the opportunities though, do exist.

00:34:22 --> 00:34:26: And I like to say listen as a developer, listen

00:34:26 --> 00:34:30: to the land you know, really understand what you have.

00:34:30 --> 00:34:33: You know it is unique for sure, you know all

00:34:33 --> 00:34:37: these hills and valleys, you know they can be challenging

00:34:37 --> 00:34:41: in many ways, but they are very cool, especially in

00:34:41 --> 00:34:44: the early summer. It's beautiful.

00:34:44 --> 00:34:47: And you want to open up and connect all the

00:34:48 --> 00:34:52: communities to the river, as as Dan noted, that's going

00:34:52 --> 00:34:56: to be a strong amenity for attraction for people in

00:34:56 --> 00:34:57: that want to come to.

00:34:59 --> 00:35:00: Your community.

00:35:01 --> 00:35:05: Focus on mobility and infrastructure you know. And it's not

00:35:05 --> 00:35:09: just the the BRT which is extremely important, but it's

00:35:09 --> 00:35:14: all the other connections, bikeways pathways, walking. You

00:35:14 --> 00:35:15: know, local

00:35:14 --> 00:35:15: bus routes, the river.

00:35:16 --> 00:35:20: Leverage all of them, enhance all of them, and then,

00:35:20 --> 00:35:24: as I mentioned earlier, you have to really think about

00:35:24 --> 00:35:28: a strategy for refitting the housing stock for the 21st

00:35:28 --> 00:35:32: century and expanding the housing types. So here's a few

00:35:32 --> 00:35:36: examples and of an action plan and some examples of

00:35:36 --> 00:35:40: of things to consider, but you do need a block

00:35:40 --> 00:35:44: by block neighborhood, by neighborhood strategy. So it starts

00:35:45 --> 00:35:46: with

00:35:45 --> 00:35:46: kind of an audit.

00:35:46 --> 00:35:51: You know identification prioritize, you know, stabilize focus

00:35:51 --> 00:35:56: on stabilizing

00:35:56 --> 00:36:00: the neighborhood, support homeowners with programs and

00:35:56 --> 00:36:00: resources. There are

00:36:00 --> 00:36:03: tremendous amount of resources at the state and local level

00:36:03 --> 00:36:07: that are available. But you have to go ask for

00:36:07 --> 00:36:09: the money you have to put together a cogent, complete

00:36:09 --> 00:36:11: plan and go ask for the money. If you don't

00:36:11 --> 00:36:16: ask, you're not going to get.

00:36:12 --> 00:36:16: You know you want to promote improvements for

00:36:16 --> 00:36:20: homeowners, roof

00:36:16 --> 00:36:20: repairs, weatherization reduce rates of property tax

00:36:20 --> 00:36:24: delinquency. You know,

00:36:20 --> 00:36:24: in some cases you're going to demolish and revert to

00:36:24 --> 00:36:25: to you know, nature.

00:36:26 --> 00:36:29: And in some cases you're going to land bank for



00:36:30 --> 00:36:33: future development. So the private sector can come in under  
00:36:34 --> 00:36:36: an RFP or an RFQ on the right you see.  
00:36:36 --> 00:36:39: And this was from the Ben study. We pulled this,  
00:36:39 --> 00:36:43: but you know, an image of an existing row House  
00:36:43 --> 00:36:46: home that was renovated and it's beautiful. And he, I  
00:36:46 --> 00:36:50: think anyone would want to live there. And you know,  
00:36:50 --> 00:36:53: if you had that type of housing in your community,  
00:36:53 --> 00:36:55: you would be attracting.  
00:36:56 --> 00:36:59: New homeowners in the lower part of the slide. You  
00:36:59 --> 00:37:03: see, a cottage style housing. This can be single level  
00:37:03 --> 00:37:06: to accommodate young families as well as the elderly 2  
00:37:07 --> 00:37:10: and three bedrooms should really be the focus and then  
00:37:10 --> 00:37:14: you can see this kind of block by block assessment  
00:37:14 --> 00:37:17: that you should be undertaking where where necessary.  
00:37:19 --> 00:37:24: So with that I would like to hand it over  
00:37:24 --> 00:37:29: next to Lucia Garces, who will talk about the house.  
00:37:37 --> 00:37:38: Good morning.  
00:37:39 --> 00:37:43: I'm Lucia, garces. I'm from the Tampa, Hillsborough area in  
00:37:43 --> 00:37:47: Florida and I have spent the bulk of my urban  
00:37:47 --> 00:37:52: planning career at the intersection of land use, infrastructure,  
and  
00:37:52 --> 00:37:56: finance. But I've spent a bulk of my time aligning  
00:37:56 --> 00:38:01: organizations in those areas for success and determining  
what the  
00:38:01 --> 00:38:05: right resources are. So that's what I would like to  
00:38:05 --> 00:38:08: talk to you today. About is how we align an  
00:38:08 --> 00:38:09: organization.  
00:38:09 --> 00:38:13: To take on these incredible dreams and visions and how  
00:38:13 --> 00:38:17: that can happen because you have the wherewithal and we  
00:38:17 --> 00:38:20: can talk about some of those pieces in here. Before  
00:38:21 --> 00:38:24: I start, though, I'd like to under score the.  
00:38:24 --> 00:38:25: The river way.  
00:38:26 --> 00:38:30: Tampa has developed a river walk over the last 10  
00:38:30 --> 00:38:36: years and the River Walk has transformed the community  
because  
00:38:36 --> 00:38:39: of the desire of people to try to get to  
00:38:39 --> 00:38:40: the water.  
00:38:40 --> 00:38:44: And engage with it. So the riverway here is an  
00:38:44 --> 00:38:49: opportunity for you to to create that kind of community  
00:38:49 --> 00:38:53: gathering. But it also does one other thing. It goes  
00:38:53 --> 00:38:58: through a number of communities and we have heard over  
00:38:58 --> 00:39:02: and over how there has have there. There have been  
00:39:02 --> 00:39:09: challenges between communities, collaboration issues on

municipal services and such,  
and the riverway.  
And represent an icon for you of how all of  
your communities are connected together. So with that  
introduction, we'll  
go ahead and get started on how you can move  
this vision forward.  
It's really better than that.  
Here.  
Let's start with what you have today.  
You have the Economic Zone corporation of Braddock, and it  
has done an incredible job over 30 years of bringing  
the four boroughs together to try to bring economic  
development  
under very difficult circumstances with very, very limited  
resources. It  
has relied on its partners.  
And with that it has done an amazing job with  
a revolving loan fund, supported business development and  
expansion, and  
really developed relationships with government and other  
philanthropic institutions.  
It had become. It has become the go to for  
the advancement of economic development and prosperity in  
the boroughs.  
However, what you heard is a challenging task, not a  
daunting one, but a challenging one, and you can do  
it if you begin to transform.  
How this organization and create a new organization that  
takes  
on these incredible challenges and this vision and how you  
can position yourself for success.  
So we believe that there is a need for a  
new and advanced level of organization with this new vision  
that we'll be able to do and undertake strategic land  
acquisition, understand layering and complex funding  
options.  
Really focus on interjurisdictional planning because that's the  
piece that  
needs to knit you all together. There need to be  
common plans that transcend and cross jurisdictions so that  
this  
becomes a region and a cohesive region. As you move  
economic development forward.

00:41:37 --> 00:41:41: As you've heard before, it's an organization that needs to  
00:41:41 --> 00:41:45: take on the development of land inventory and databases,  
and  
00:41:46 --> 00:41:50: then really, really begin a dedicated marketing effort.  
00:41:51 --> 00:41:52: So we have identified.  
00:41:53 --> 00:41:59: For working purposes, a title using your East Shore name  
00:41:59 --> 00:42:04: as the East Shore Economic Development Council or the E2  
00:42:04 --> 00:42:07: DC to replace the existing easy BC.  
00:42:09 --> 00:42:13: We are say this that we're recommending it because only  
00:42:13 --> 00:42:16: you know what the right name will be. It needs  
00:42:16 --> 00:42:19: to be tested. It needs to fit what you do  
00:42:19 --> 00:42:23: and it needs to create a comfortable name for your  
00:42:23 --> 00:42:25: organization to move forward.  
00:42:26 --> 00:42:29: But the reason we use East Shore is because it  
00:42:29 --> 00:42:34: does begin to create that sense of cohesiveness for this  
00:42:34 --> 00:42:38: organization that you begin to think of yourself as one  
00:42:38 --> 00:42:44: in attracting economic development and improving prosperity  
in your communities.  
00:42:47 --> 00:42:49: So what we're proposing is that this.  
00:42:50 --> 00:42:54: He could this issue Economic Development Council have  
three key  
00:42:54 --> 00:42:54: components.  
00:42:55 --> 00:43:00: You currently have an Advisory Board and you have  
members.  
00:43:00 --> 00:43:04: What we're saying is that there be a Council, but  
00:43:04 --> 00:43:09: this Council needs to include key elected officials from each  
00:43:09 --> 00:43:15: of the boroughs. Preferably the mayors or their designees,  
because  
00:43:15 --> 00:43:19: that's the skin in the game that having those elected  
00:43:19 --> 00:43:25: officials enables you to move forward together and  
understand what  
00:43:25 --> 00:43:26: each local.  
00:43:26 --> 00:43:28: Issue might be that might need to be resolved.  
00:43:29 --> 00:43:34: We also believe that there's an opportunity for an Advisory  
00:43:34 --> 00:43:38: Board a little different than the board you have now,  
00:43:38 --> 00:43:42: but that this Advisory Board can provide two functions. One  
00:43:42 --> 00:43:47: is if it may. If it's made-up of philanthropic organizations  
00:43:47 --> 00:43:53: of people who understand the economic development  
universe of universities.  
00:43:53 --> 00:43:56: They provide for you.  
00:43:57 --> 00:44:01: Advice, but they can also provide the kind of resource  
00:44:01 --> 00:44:03: you need to get something done.  
00:44:04 --> 00:44:07: So my friend Dwet who will speak to you has

00:44:07 --> 00:44:10: called it in parentheses. The pro bono counsel that you  
00:44:10 --> 00:44:14: might be able to actually tap them for resources to  
00:44:14 --> 00:44:14: get work done.  
00:44:16 --> 00:44:19: But we also believe a Community panel kind of like  
00:44:19 --> 00:44:22: your board right now is critical as well, and that's  
00:44:22 --> 00:44:26: made-up of the local interests, the local businesses, the civic  
00:44:26 --> 00:44:30: organizations, the social service organizations so that you  
can keep  
00:44:31 --> 00:44:33: a pulse on what the local issues are. As you  
00:44:33 --> 00:44:36: address these these challenging issues.  
00:44:44 --> 00:44:48: As as already been identified, the scope and responsibilities  
is  
00:44:48 --> 00:44:53: significant for this organization to become a leader dedicated  
for  
00:44:53 --> 00:44:54: economic development.  
00:44:55 --> 00:44:58: But also the steward of the vision.  
00:44:59 --> 00:45:03: And this organization becomes the steward because it is the  
00:45:03 --> 00:45:07: it's the thread. It's a piece that binds you all  
00:45:07 --> 00:45:10: together. And so it's the one that keeps the eye  
00:45:11 --> 00:45:14: on the ball of what the vision and the strategy  
00:45:14 --> 00:45:17: is. But also the marketing arm that goes out and  
00:45:18 --> 00:45:21: tells the world what East Shore has to offer.  
00:45:22 --> 00:45:26: And a convener not just through the councils and panels,  
00:45:26 --> 00:45:30: but a convener of issues and topics that are relevant  
00:45:30 --> 00:45:35: to economic development for this community continues to be  
the  
00:45:35 --> 00:45:39: go to entity. And then it's the proactive seeker of  
00:45:39 --> 00:45:45: economic development opportunities. It becomes the entity  
for improving not  
00:45:45 --> 00:45:51: just economic development opportunities, but prosperity  
because as you heard.  
00:45:52 --> 00:45:56: Colleagues speak, it's not just the creation of the jobs,  
00:45:56 --> 00:46:01: it's the improvement of the living conditions and the  
opportunity  
00:46:01 --> 00:46:05: to bring those current residents into the labor force. As  
00:46:05 --> 00:46:08: those jobs begin to come here.  
00:46:11 --> 00:46:16: So this kind of organization needs to be sufficiently staffed.  
00:46:16 --> 00:46:19: It needs to have the right bones and it really  
00:46:19 --> 00:46:23: needs to begin with an economic development director who  
is  
00:46:23 --> 00:46:29: experienced not just in attracting businesses, but  
understands economic development  
00:46:29 --> 00:46:35: in a redevelopment context. That's different than suburban  
economic development

00:46:35 --> 00:46:40: and attracting businesses in suburban communities. It really is a

00:46:40 --> 00:46:42: different dynamic it includes.

00:46:42 --> 00:46:46: All of those components we talked about that include the

00:46:46 --> 00:46:50: the housing opportunities and the improving the housing. It also

00:46:50 --> 00:46:52: needs a real estate professional.

00:46:53 --> 00:46:57: You heard Kim say listen to the land, listen to

00:46:57 --> 00:47:01: what the developers listen to. The dollars, someone who can

00:47:01 --> 00:47:04: listen to the land and tell you we need to

00:47:04 --> 00:47:09: acquire these parcels. We need to own these parcels because

00:47:09 --> 00:47:14: if we don't assemble these properties, we'll lose an opportunity.

00:47:14 --> 00:47:17: So we need a real estate marketing person in this

00:47:17 --> 00:47:19: organization and a planner.

00:47:21 --> 00:47:25: Most jurisdictions here don't have a planner, and the challenge

00:47:25 --> 00:47:29: here is planning across the jurisdictions. So someone who is

00:47:29 --> 00:47:33: a seasoned professional in planning and dealing with inter local

00:47:33 --> 00:47:35: jurisdictional issues is critical.

00:47:37 --> 00:47:41: A marketing person who will go out and talk about

00:47:41 --> 00:47:44: the benefits, the value, and what East Shore has to

00:47:44 --> 00:47:48: bring and a support person. Do they have to happen

00:47:48 --> 00:47:51: all at once? No. Do they have to be full-time

00:47:51 --> 00:47:55: immediately? No, but this is the skill set and there's

00:47:55 --> 00:47:59: opportunities to find the skill set, not in a person

00:47:59 --> 00:48:02: you can contract for it, but these are the skills

00:48:03 --> 00:48:06: that you need to have. Moving this organization into a

00:48:06 --> 00:48:07: new dimension.

00:48:08 --> 00:48:10: To address the vision that we've talked about.

00:48:12 --> 00:48:15: The initiatives aren't small.

00:48:16 --> 00:48:21: Are significant and they really do begin with convening the

00:48:21 --> 00:48:25: Council and then creating an integrated master plan.

00:48:27 --> 00:48:30: And this master plan can rely on a lot of

00:48:30 --> 00:48:34: the work integrated with the efforts that have been undertaken

00:48:34 --> 00:48:38: in previous comprehensive plans in the new one that's done

00:48:38 --> 00:48:41: with the Ben, the Bend plan and a lot of

00:48:41 --> 00:48:45: the work that's already been done by the COGS and

00:48:45 --> 00:48:49: such. It's picking up all those pieces and creating a

00:48:49 --> 00:48:52: baseline, but the master plan then begins to serve as

00:48:52 --> 00:48:55: your as your recipe for moving forward.

00:48:56 --> 00:48:59: The other piece is a regulatory component.

00:49:00 --> 00:49:00: As.

00:49:01 --> 00:49:05: Alan mentioned this is an example of a regulatory component

00:49:05 --> 00:49:09: that crossed jurisdictions where we sit today and so that

00:49:09 --> 00:49:14: regulatory component, if it's called an overlay district. Whatever it

00:49:14 --> 00:49:17: be, it needs to have the authority that spans across

00:49:17 --> 00:49:19: all four jurisdictions.

00:49:20 --> 00:49:24: The market analysis is key and then a property condition

00:49:24 --> 00:49:27: analysis and inventory and creating a database.

00:49:28 --> 00:49:31: That's already been done in a number of places you

00:49:31 --> 00:49:35: can model from that, but if you don't know what

00:49:35 --> 00:49:38: you have, you don't know what to buy. You don't

00:49:38 --> 00:49:41: know where to allocate your resources and that kind of

00:49:41 --> 00:49:46: database and that kind of condition analysis, especially on the

00:49:46 --> 00:49:50: housing side, becomes really critical for creating your work

00:49:50 --> 00:49:51: program

00:49:50 --> 00:49:51: moving forward.

00:49:53 --> 00:49:59: Infrastructure has been identified. The infrastructure needs

00:49:59 --> 00:50:04: for the residential

00:50:04 --> 00:50:08: areas as well As for the product district become really

00:50:08 --> 00:50:12: critical and as well as the local job training and

00:50:12 --> 00:50:13: I'm going to pause and say that what this plan

00:50:14 --> 00:50:18: does.

00:50:18 --> 00:50:23: It really is about not just jobs and raising the

00:50:23 --> 00:50:29: tax base, but it's about bringing the residents into and

00:50:29 --> 00:50:35: creating a community benefit to these jurisdictions by

00:50:35 --> 00:50:39: creating job

00:50:39 --> 00:50:44: opportunities. But not every resident will be ready for those

00:50:44 --> 00:50:48: jobs, and that's why keeping a pulse on local and

00:50:48 --> 00:50:50: state and regional job training will be critical.

00:50:51 --> 00:50:53: To ready the community as the labor force that can

00:50:54 --> 00:50:58: contribute to this product.

00:50:58 --> 00:51:02: This production district

00:51:03 --> 00:51:07: and then as I wind down, there's a need to

00:51:07 --> 00:51:12: fund all of this, right? That's what we're all waiting

00:51:12 --> 00:51:16: for is how does that happen? And it's developing a

00:51:16 --> 00:51:21: treasure chest. But the challenge is it probably won't come

00:51:21 --> 00:51:25: in big pieces of funding. It will come in pieces

00:51:25 --> 00:51:28: from a philanthropic institution from a bank, but what you

00:51:25 --> 00:51:28: have now is when you go to those institutions.

00:51:25 --> 00:51:28: That will become investors is you can say to them.

00:51:28 --> 00:51:33: Here's what we want to accomplish. Here's our vision. Here's  
00:51:33 --> 00:51:36: what we intend to do. And do you know, just  
00:51:36 --> 00:51:40: like anybody else who goes to an investor with an  
00:51:40 --> 00:51:44: idea? This is what you're selling. You're selling the East  
00:51:44 --> 00:51:48: Shore vision, and with that I'm going to turn it  
00:51:48 --> 00:51:52: over to duet Price. Who's going to tell you how  
00:51:52 --> 00:51:53: we're going to fund it?  
00:51:54 --> 00:51:55: Thank you.  
00:52:10 --> 00:52:11: All right, good morning.  
00:52:15 --> 00:52:19: Well, the right price. I am a developer developer, consultant  
00:52:19 --> 00:52:22: from South Florida from a small town called Sewells Point  
00:52:23 --> 00:52:26: which everyone asked. Where is that? I just say think  
00:52:26 --> 00:52:29: of Palm Beach. I'm only 10 minutes. I'm a crows  
00:52:29 --> 00:52:30: away, crows.  
00:52:31 --> 00:52:35: Crossfire away, whatever you call it. Anyways, I'm here today  
00:52:35 --> 00:52:37: to really kind of delve into.  
00:52:39 --> 00:52:43: Everything you've heard OK, our team, I feel, has laid  
00:52:43 --> 00:52:46: out a direction in which we feel will lead to  
00:52:46 --> 00:52:50: a vision and a plan that needs to be identified.  
00:52:50 --> 00:52:55: Developed as a whole within your group and and adopted.  
00:52:56 --> 00:52:58: You can't take piece meals.  
00:52:59 --> 00:53:02: Into the options focusing on one segment or another, you  
00:53:02 --> 00:53:05: got to look at the four bars of the whole.  
00:53:05 --> 00:53:08: I think you've heard that that's been the overarching theme  
00:53:08 --> 00:53:11: of our presentation today, and I think that's critical. I'm  
00:53:11 --> 00:53:13: an old military guy, and I'll tell you if we  
00:53:13 --> 00:53:16: go down range and we don't feel that all of  
00:53:16 --> 00:53:18: our parties that are doing their own are all off  
00:53:18 --> 00:53:21: doing their own thing, we're going to fail. The only  
00:53:21 --> 00:53:24: way we work together is we have to make that  
00:53:24 --> 00:53:27: happen by being collaborative. So that's something that I will  
00:53:27 --> 00:53:29: tell you is very key and important to this.  
00:53:33 --> 00:53:36: Everything we're telling you today. Like I said, no piece  
00:53:36 --> 00:53:38: meal you've got to dream big.  
00:53:39 --> 00:53:42: What do we mean, identified a vision and plan Dan  
00:53:42 --> 00:53:45: has laid that out. He's kind of showed you an  
00:53:45 --> 00:53:48: idea of what he feels is in the connections, making  
00:53:48 --> 00:53:52: sure that you've got the overall community as a whole  
00:53:52 --> 00:53:54: and thinking in that regards.  
00:53:56 --> 00:53:57: Once you've identified.  
00:53:58 --> 00:53:59: That dream  
00:54:00 --> 00:54:01: I say, fall in love with it.

00:54:03 --> 00:54:06: That you can't. And if you can't fall in love  
00:54:06 --> 00:54:09: with it, keep thinking about what you need to do  
00:54:09 --> 00:54:10: until you do.  
00:54:11 --> 00:54:13: So just it's a process you're going to have to  
00:54:13 --> 00:54:15: make sure you go through that process and just find  
00:54:15 --> 00:54:17: that idea that you fall in love with.  
00:54:19 --> 00:54:22: Once you've identified this dream and vision that you fell  
00:54:22 --> 00:54:23: in love with.  
00:54:25 --> 00:54:26: Envision it.  
00:54:27 --> 00:54:29: Articulated in words.  
00:54:30 --> 00:54:33: Tell ever figure out in words why did you fall  
00:54:33 --> 00:54:34: in love with it?  
00:54:35 --> 00:54:36: Now.  
00:54:37 --> 00:54:39: Now that you've done this, I say.  
00:54:40 --> 00:54:42: Take us that back, close your eyes.  
00:54:44 --> 00:54:46: Envision it in your mind's eye.  
00:54:47 --> 00:54:48: The innovation.  
00:54:49 --> 00:54:50: The progress.  
00:54:52 --> 00:54:53: St connectivity.  
00:54:54 --> 00:54:57: That connects your overall region as a whole now.  
00:54:59 --> 00:55:02: You are now gonna be able to see that. Well,  
00:55:02 --> 00:55:06: we've got the energy. The vibrancy of business, the  
entertainment,  
00:55:06 --> 00:55:08: the community, living.  
00:55:08 --> 00:55:11: All the people walking along the waterfront as Dan has  
00:55:11 --> 00:55:12: basically said.  
00:55:13 --> 00:55:16: Experience in the the connected business district that is now  
00:55:16 --> 00:55:19: come from the the walk the roadway that's been put  
00:55:19 --> 00:55:20: in place.  
00:55:21 --> 00:55:23: And everyone will be happy that this is gonna have  
00:55:23 --> 00:55:24: that pride.  
00:55:25 --> 00:55:29: Because the resiliency of the neighborhood and the residents  
is  
00:55:29 --> 00:55:30: also key to your success.  
00:55:31 --> 00:55:34: And from what I hear, there's old and new that  
00:55:34 --> 00:55:36: has that pride into what your 4 boroughs all have.  
00:55:37 --> 00:55:39: So even though you're 4 borrows I've had, so I've  
00:55:39 --> 00:55:42: heard stories where I said, yeah, my best friend for  
00:55:42 --> 00:55:45: 30 years lives across the street from me. My daughter  
00:55:45 --> 00:55:47: lives over here. My mom lives over here. That was  
00:55:48 --> 00:55:50: from one of the mayors in one of the cities  
00:55:50 --> 00:55:51: in the powers that I heard.  
00:55:52 --> 00:55:55: That shows that there's a multi generational.



00:55:57 --> 00:55:59: Residency that you have here and you have to consider  
00:55:59 --> 00:56:02: that as you move forward with your plan. Because you're  
00:56:02 --> 00:56:05: providing for them, you're providing for the new and the  
00:56:05 --> 00:56:07: old and hopefully your kids and everybody else coming in  
00:56:07 --> 00:56:09: will have something to look forward to.  
00:56:11 --> 00:56:13: So now that you've gotten that.  
00:56:15 --> 00:56:16: Let's go out and sell it.  
00:56:17 --> 00:56:20: OK, because now you believe in that you've lived it.  
00:56:20 --> 00:56:24: You've envisioned it. You've loved it. Now you feel the  
00:56:24 --> 00:56:25: right to go and sell it.  
00:56:26 --> 00:56:28: Yeah, think about your first love.  
00:56:29 --> 00:56:32: You met that person and say, hey, I'm going to  
00:56:32 --> 00:56:34: marry you. You go sell it to your mom. You  
00:56:34 --> 00:56:37: go sell it to your in-laws. Everyone around you knows  
00:56:37 --> 00:56:39: why you fell in love with that person. That's how  
00:56:39 --> 00:56:42: you got to feel about your vision and your plan.  
00:56:42 --> 00:56:44: And that's going to make you powerful as a borrow.  
00:56:48 --> 00:56:48: Now.  
00:56:50 --> 00:56:53: My colleague Lucy has already kind of touched on funding  
00:56:54 --> 00:56:55: resources. I'll tell you what.  
00:56:56 --> 00:56:58: If I told you was easy.  
00:56:58 --> 00:56:59: Everyone could do it.  
00:57:00 --> 00:57:04: That's not the case, but because now I'm going to  
00:57:04 --> 00:57:07: go back to your fell in love with this dream.  
00:57:07 --> 00:57:10: I'm a developer. I'm always dreaming and I go to  
00:57:10 --> 00:57:12: get money to do my deals. The only way I  
00:57:12 --> 00:57:15: can do that is being able to say how much  
00:57:15 --> 00:57:18: I love it and being able to articulate what I  
00:57:18 --> 00:57:18: have.  
00:57:19 --> 00:57:21: Lucy has kind of gone through all that, I won't.  
00:57:22 --> 00:57:26: Delve into that again anymore, but as I look through  
00:57:26 --> 00:57:29: the different items as far as how do you staff  
00:57:29 --> 00:57:32: is the first part as far as the funding that's  
00:57:32 --> 00:57:35: going to be the challenge. I'm sure the E2 BCDC  
00:57:35 --> 00:57:38: R2D2E2E2D C I'm sorry doesn't. That's been like a joke  
00:57:38 --> 00:57:42: all night. You know we have different acronyms.  
00:57:43 --> 00:57:47: His philanthropy is huge in Pittsburgh, and I feel that  
00:57:47 --> 00:57:50: that is a very positive thing. Now that you've got  
00:57:50 --> 00:57:53: the vision that you are in love with and you  
00:57:53 --> 00:57:56: can sell, I feel that you should be able to  
00:57:56 --> 00:57:56: as a.  
00:57:57 --> 00:58:00: Group once you figure out your staffing plan and you

00:58:00 --> 00:58:02: show that you've got this, you've show you've got your  
 00:58:03 --> 00:58:05: plan. You've got this idea. You've got this long term  
 00:58:05 --> 00:58:08: vision and how you're going to basically do that, and  
 00:58:08 --> 00:58:11: showing that you have now come together to make sure  
 00:58:11 --> 00:58:14: that I'm a force to be reckoned with within this  
 00:58:14 --> 00:58:14: region.  
 00:58:15 --> 00:58:19: You could go to the different philanthropic organizations you  
 know.  
 00:58:19 --> 00:58:22: Just going through. You know, I'm not from here and  
 00:58:22 --> 00:58:24: I just went through a couple of websites and I  
 00:58:24 --> 00:58:27: found, you know, there's a few groups out there just  
 00:58:27 --> 00:58:30: for the staffing part of it. You know, I found  
 00:58:30 --> 00:58:31: farbs funds.  
 00:58:31 --> 00:58:34: They've got to their. Their initiative is.  
 00:58:35 --> 00:58:39: Advance the well-being of our region by helping human  
 service  
 00:58:39 --> 00:58:44: and community based nonprofits build their management  
 capacity, increase the  
 00:58:44 --> 00:58:47: impact of their mission work. That's just one. And then  
 00:58:47 --> 00:58:51: I found Hillman Family Foundation to Mckoon Foundation,  
 which all  
 00:58:51 --> 00:58:54: have tied into that same vision of how they create.  
 00:58:55 --> 00:58:58: The manpower, the brainpower, to help make the region  
 better.  
 00:58:58 --> 00:59:02: Most folks, when they think of philanthropy, they think, oh,  
 00:59:02 --> 00:59:05: it's got to be for building something or creating something.  
 00:59:05 --> 00:59:08: No, this is actually saying we're going to invest in  
 00:59:08 --> 00:59:10: you to people if you come to me with a  
 00:59:10 --> 00:59:12: plan. So I feel that that just gives I. I  
 00:59:12 --> 00:59:15: feel there's resources out there that you can really delve  
 00:59:15 --> 00:59:18: into to help with that. Other than that, you've got  
 00:59:18 --> 00:59:21: county. If you know there's grants, I know that Allegheny  
 00:59:21 --> 00:59:24: conference is one of those identified and also the  
 redevelopment  
 00:59:24 --> 00:59:26: authority of Allegheny County.  
 00:59:27 --> 00:59:31: How impactful they've been in the past. I cannot basically  
 00:59:32 --> 00:59:35: go into that or think and think that to say  
 00:59:35 --> 00:59:38: I know how that has been. However, I feel that  
 00:59:39 --> 00:59:42: our team has laid out the tools to make this  
 00:59:42 --> 00:59:46: E2DE2 DC that much stronger when they go in to  
 00:59:46 --> 00:59:47: say guess what guys?  
 00:59:48 --> 00:59:51: We need to do something. Here's our plan. Here's our  
 00:59:52 --> 00:59:52: vision.

00:59:53 --> 00:59:56: We need access to basically create that pathway to create  
00:59:56 --> 01:00:00: that manpower and that brainpower to make it happen, and  
01:00:00 --> 01:00:03: they're going to start listening to you because you are  
01:00:03 --> 01:00:06: now coming together as a collaborative force with a team  
01:00:06 --> 01:00:08: that you're hoping to lead that.  
01:00:09 --> 01:00:10: For the whole group.  
01:00:12 --> 01:00:15: The Advisory Board member, so Lucia kind of gave you  
01:00:15 --> 01:00:18: a broad brush and the overall organization I wanted to  
01:00:18 --> 01:00:20: delve in a little bit more. As far as I  
01:00:20 --> 01:00:23: advise the board members when I say the Pro Bowl,  
01:00:23 --> 01:00:25: I call it the pro Bono Council. I look at  
01:00:25 --> 01:00:28: that as a financing source because if you had to  
01:00:28 --> 01:00:31: go and hire someone who's a land use expert, a  
01:00:31 --> 01:00:34: planning consultant or you know someone who has  
experience in  
01:00:34 --> 01:00:38: developer, whether it's a broker or or a smaller developer  
01:00:38 --> 01:00:40: or anything like that, you're paying flies however.  
01:00:41 --> 01:00:44: I know just from some of the folks like Matt.  
01:00:44 --> 01:00:47: While we're here, you have those folks who have a  
01:00:47 --> 01:00:50: vested interest in making sure that their community thrives.  
01:00:52 --> 01:00:56: Tap those folks that have the ability to be instrumental  
01:00:56 --> 01:00:59: in giving you guidance as well as listening to what  
01:01:00 --> 01:01:04: you're looking at, and that will make your structure better.  
01:01:04 --> 01:01:07: So whether it's a land use attorney, a banker, a  
01:01:08 --> 01:01:12: planning consultant or developer, a realtor or broker, or even  
01:01:12 --> 01:01:16: the business owners who have actually come here.  
01:01:16 --> 01:01:19: For reason and being a part of the community, there's  
01:01:19 --> 01:01:22: a reason they want to be here, and they also  
01:01:22 --> 01:01:24: would like to expand. Give them a seat at the  
01:01:24 --> 01:01:27: table to help you guys foster your vision and your  
01:01:27 --> 01:01:29: group to make you more powerful.  
01:01:33 --> 01:01:36: Now we talk about funding the future initiative.  
01:01:37 --> 01:01:38: As you'll see.  
01:01:39 --> 01:01:42: There's not much difference in the first slide to the  
01:01:42 --> 01:01:44: second slide. The only difference is now you're going to  
01:01:44 --> 01:01:46: different pots, you know.  
01:01:47 --> 01:01:50: Public private partnerships. We're sitting in one right. This  
whole  
01:01:50 --> 01:01:53: community, I think, was a public private partnership that was  
01:01:53 --> 01:01:55: also formed and developed through a TIF.  
01:01:56 --> 01:01:59: There is also other options that can be developed. As  
01:01:59 --> 01:02:03: Lucia said, there's different programs that could be tax  
incentives,

01:02:03 --> 01:02:05: such as, you know, hey developer, I've come in and  
01:02:05 --> 01:02:08: assembled this block and we'd like to do something with  
01:02:08 --> 01:02:08: it.  
01:02:09 --> 01:02:12: I'll be honest, I'm that guy's gonna come and even  
01:02:12 --> 01:02:14: if you give me the land for free, I'm still  
01:02:14 --> 01:02:17: gonna be negative. How can I make a difference? It  
01:02:17 --> 01:02:20: could be tax deferrals, it could be, you know, different  
01:02:20 --> 01:02:22: options that can be worked out with the within the  
01:02:22 --> 01:02:25: government that you control that can allow them for a  
01:02:25 --> 01:02:27: short period of time, get where they need to go  
01:02:28 --> 01:02:31: and then everyone realizes the profits because but at that  
01:02:31 --> 01:02:34: time you now have someone who's basically come in  
committed  
01:02:34 --> 01:02:36: to your area. You have skin in the game, they  
01:02:36 --> 01:02:38: have skin in the game and they're going to make  
01:02:39 --> 01:02:40: you more successful.  
01:02:41 --> 01:02:44: Revenue sharing once they get to that point because you've  
01:02:44 --> 01:02:47: now helped in the front, you know they start making  
01:02:47 --> 01:02:51: money. You get money. There's a percentage of that. That's  
01:02:51 --> 01:02:54: how every deal is structured. We have you. You can  
01:02:54 --> 01:02:57: be creative and because you now have this board that  
01:02:57 --> 01:03:00: I've told you about, they are helping you come up  
01:03:00 --> 01:03:03: with options or creative ways to make that happen. OK,  
01:03:03 --> 01:03:05: so that's why I say you want to have that  
01:03:05 --> 01:03:08: brain trust because that's who's going to help you figure  
01:03:08 --> 01:03:11: out how you do it as a board versus you.  
01:03:11 --> 01:03:12: Trying to do it all on your own.  
01:03:14 --> 01:03:18: What I've also seen is leverage resources that are there.  
01:03:18 --> 01:03:21: You have various cogs, the tri-county cog, the Turtle, Creek,  
01:03:21 --> 01:03:22: croc.  
01:03:23 --> 01:03:26: The Moon Valley initiative. These are all folks that have  
01:03:26 --> 01:03:29: been here doing items within your borrows whether it's  
collectively  
01:03:29 --> 01:03:30: or not.  
01:03:31 --> 01:03:34: But there are treasure trove of information. Also, I think  
01:03:34 --> 01:03:34: it's.  
01:03:36 --> 01:03:38: Get in there, get everybody around the table and see  
01:03:38 --> 01:03:41: how you work together. 9 times out of 10 you're  
01:03:41 --> 01:03:43: all going after the same pot of money. However it's  
01:03:43 --> 01:03:44: all.  
01:03:44 --> 01:03:48: Piecemeal, you got to look at it collectively. Figure out  
01:03:48 --> 01:03:49: how you do that.

01:03:50 --> 01:03:55: Once again, the funding sources philanthropy, you know, federal state

01:03:55 --> 01:03:59: dollars, or even the creation of different types of funds.

01:03:59 --> 01:04:05: Whether it's a investment business investment initiative, there's just there's

01:04:05 --> 01:04:08: a slew of different things that can be done to

01:04:08 --> 01:04:12: help you create that funding source to realize your dream.

01:04:13 --> 01:04:14: Now remember I said it.

01:04:15 --> 01:04:17: You're in love with this dream you're in love with

01:04:17 --> 01:04:19: this woman you want to buy that engagement ring well?

01:04:20 --> 01:04:22: Four months worth of salary. What are you going to

01:04:22 --> 01:04:22: do?

01:04:23 --> 01:04:26: Eat ramen noodles. Drink water. You're gonna do whatever it

01:04:26 --> 01:04:28: takes to get there. You've got to look at it

01:04:29 --> 01:04:30: like this to make sure that hey.

01:04:31 --> 01:04:33: How do I get there? I'm scrapping every way I

01:04:33 --> 01:04:35: can to get that money so that you've got to

01:04:35 --> 01:04:38: really look at that, and so that's really where your

01:04:38 --> 01:04:40: creative juices are going to come in to get the

01:04:40 --> 01:04:42: funding. It's not going to be easy.

01:04:43 --> 01:04:44: But it can be done.

01:04:48 --> 01:04:51: Now the E2 DC chapter charter.

01:04:52 --> 01:04:54: OK, and when I say Charter, it's kind of. Yeah,

01:04:54 --> 01:04:56: I didn't want to say mission is more of your

01:04:56 --> 01:04:59: Charter. This is what you're going to basically envelope of

01:04:59 --> 01:05:00: who you are, what you are.

01:05:01 --> 01:05:04: You're gonna be the champion of this cause.

01:05:05 --> 01:05:08: OK, you are the cheerleader. You're the one of top.

01:05:08 --> 01:05:12: You're the one you're the motivator. You're the cheerleader. You

01:05:12 --> 01:05:14: are the, you know, the shoulder to cry on. You

01:05:14 --> 01:05:17: are every you are the guy who's you are. The

01:05:17 --> 01:05:20: group that is going to basically culminate what occurs here.

01:05:20 --> 01:05:23: You're the hub that you know we got the bicycle

01:05:23 --> 01:05:26: wheel. You're the center. You're the hub. You've all the

01:05:26 --> 01:05:30: spokes. The spokes are all the different resources and groups

01:05:30 --> 01:05:31: the the the.

01:05:31 --> 01:05:35: The the different borrows. They are all a part of

01:05:35 --> 01:05:39: this process, so the wheel is your vision and your

01:05:39 --> 01:05:43: community. You your goal is to try to be that

01:05:43 --> 01:05:48: hub. That source of information that visionary that's helping to

01:05:48 --> 01:05:49: drive the whole ship.  
01:05:52 --> 01:05:53: And lastly, once again.  
01:05:54 --> 01:05:57: You fall in love with it. You envision it.  
01:05:58 --> 01:05:59: You taste it.  
01:05:59 --> 01:06:01: You know you got to get it done.  
01:06:03 --> 01:06:05: You think it's hard? Oh, how am I going to  
01:06:05 --> 01:06:09: get the funding? I think about the beer gentleman. That's  
01:06:09 --> 01:06:10: one of your.  
01:06:11 --> 01:06:16: More successful investors in your communities, and they've  
done a  
01:06:16 --> 01:06:18: lot of crossbows between events and.  
01:06:20 --> 01:06:23: You know, being their manufacturer in there and they're  
they're  
01:06:23 --> 01:06:24: expanding.  
01:06:25 --> 01:06:27: Guess what I heard, he was a college kid. How  
01:06:27 --> 01:06:29: did he get the money to start where he needed  
01:06:30 --> 01:06:32: to be? I guarantee you he did. What well, I  
01:06:32 --> 01:06:34: don't know how to brew beer, but I know how  
01:06:34 --> 01:06:36: to market but he fell in love with it.  
01:06:37 --> 01:06:40: He envisioned that he pictured it and look where he  
01:06:40 --> 01:06:43: is now. I think it's a matter of that's who  
01:06:43 --> 01:06:46: you are. It's not impossible. It can be done.  
01:06:48 --> 01:06:50: Now I'm gonna turn it back over to our fearless  
01:06:50 --> 01:06:52: leader to kind of close this out and hope I  
01:06:52 --> 01:06:54: didn't bore you with all the fundamentals of trying to  
01:06:54 --> 01:06:55: get money.  
01:06:56 --> 01:06:57: And make it work.  
01:07:06 --> 01:07:06: OK.  
01:07:08 --> 01:07:09: Where's my keyboard?  
01:07:14 --> 01:07:14: So.  
01:07:16 --> 01:07:20: From a I'm a real estate developer too. From the  
01:07:20 --> 01:07:23: perspective of a developer, we go through a process.  
01:07:24 --> 01:07:27: When we're looking for properties, we're the first thing we  
01:07:27 --> 01:07:29: do is identify market opportunities.  
01:07:30 --> 01:07:35: And we've done that here. We've identified a marketing  
opportunity  
01:07:35 --> 01:07:39: number one which is the Pittsburgh region needs the ability  
01:07:39 --> 01:07:42: to produce the things that it's now inventing.  
01:07:45 --> 01:07:48: Secondly, the question is, can we fill that market need  
01:07:48 --> 01:07:51: on the site that we're looking at and the answer  
01:07:51 --> 01:07:55: is, we can we've done this before here, right? You  
01:07:55 --> 01:07:59: were the production engine for the steel industry. You can  
01:07:59 --> 01:08:02: take the the wherewithal that you have from that and

01:08:02 --> 01:08:05: reapply it to new product. So yeah, you can meet  
01:08:05 --> 01:08:09: that here. Can you do it feasibly? That's what we  
01:08:09 --> 01:08:12: were just talking about. You can do this feasibly. We're  
01:08:12 --> 01:08:14: not saying it's going to be easy.  
01:08:15 --> 01:08:17: But we are saying that there's a path forward to  
01:08:17 --> 01:08:17: do that.  
01:08:19 --> 01:08:21: I want to point out that you've heard maybe one  
01:08:21 --> 01:08:23: or two new ideas here, but most of what we're  
01:08:23 --> 01:08:26: talking to you about here today is not stuff that  
01:08:26 --> 01:08:28: hasn't already been thought of.  
01:08:28 --> 01:08:31: There are lots of good reports out there. There are  
01:08:31 --> 01:08:33: lots of good comprehensive plans out there.  
01:08:34 --> 01:08:37: You don't need more of those, right? You need to  
01:08:37 --> 01:08:42: coalesce around the ideas, bring them together and then you  
01:08:42 --> 01:08:45: need to go out and sell them, because that's how  
01:08:45 --> 01:08:47: you're going to pay for it.  
01:08:49 --> 01:08:51: If you have a unifying vision and you go to  
01:08:51 --> 01:08:54: the sources that the panelists talk to you about, then  
01:08:54 --> 01:08:57: you can sell that vision for both of the things  
01:08:57 --> 01:09:00: that Lucille was talking about. One is to fund your  
01:09:00 --> 01:09:00: operations.  
01:09:02 --> 01:09:04: For the ramp up to get you to the place  
01:09:04 --> 01:09:05: where you can execute.  
01:09:05 --> 01:09:08: And the other is that you can fund the execution  
01:09:09 --> 01:09:12: of those things that we've talked to you about those  
01:09:12 --> 01:09:15: two components of funding. We have purposely been a bit  
01:09:15 --> 01:09:19: vague, mostly because of the amount of time that we  
01:09:19 --> 01:09:22: don't have, but there is money out there to fund  
01:09:22 --> 01:09:26: these things, from philanthropic sources and from the private  
sector.  
01:09:26 --> 01:09:28: And from the public sector.  
01:09:29 --> 01:09:32: They will fund these things if you present it to  
01:09:32 --> 01:09:35: them correctly, but you've got to sell the vision.  
01:09:36 --> 01:09:39: So we told you about the what here the thing  
01:09:39 --> 01:09:42: that you're selling is not just the idea of this  
01:09:42 --> 01:09:46: connected production district, but that you are hitting. You  
are  
01:09:46 --> 01:09:51: creating new, fully functional neighborhoods, a production  
district and you  
01:09:51 --> 01:09:54: are reinforcing housing that is available to the people who  
01:09:54 --> 01:09:57: are going to work in that production district.  
01:09:58 --> 01:10:02: OK, your differentiator is is that you can't produce housing  
01:10:02 --> 01:10:05: here for less money than it would cost to live

01:10:05 --> 01:10:06: elsewhere in the region.

01:10:08 --> 01:10:11: And there are there are more than one way to

01:10:11 --> 01:10:11: do that.

01:10:13 --> 01:10:15: You saw some of the examples from Kim about some

01:10:15 --> 01:10:19: of the prototype prototypical housing types that could be used

01:10:19 --> 01:10:21: here. Some of those already exist here. Some of those

01:10:21 --> 01:10:23: will be new to the region.

01:10:24 --> 01:10:28: You can do that in cooperation with the public agencies

01:10:28 --> 01:10:32: that are already working on pieces of this, and I

01:10:32 --> 01:10:35: want to highlight one of those we talked about clearing

01:10:35 --> 01:10:40: areas, large areas for development. That production district. You see

01:10:40 --> 01:10:42: there is needs to be clear.

01:10:43 --> 01:10:47: The areas that we're talking about for new residential development,

01:10:47 --> 01:10:49: those need to be clearer. We heard loud and clear

01:10:49 --> 01:10:52: from the people who can help you do that. We

01:10:52 --> 01:10:54: don't want you to bring these things to us in

01:10:54 --> 01:10:57: little pieces. You come to us with a comprehensive plan.

01:10:57 --> 01:11:01: We have mechanisms for funding those things and making them

01:11:01 --> 01:11:04: happen, but the key is bringing them a comprehensive plan

01:11:04 --> 01:11:06: and then pushing that plan through.

01:11:07 --> 01:11:10: And the Bucks are also also there to fund those

01:11:10 --> 01:11:11: endeavors.

01:11:12 --> 01:11:14: You just need to tap into them.

01:11:15 --> 01:11:17: The things that you're going to get out of that,

01:11:17 --> 01:11:20: the what that Dan described are revitalized housing.

01:11:22 --> 01:11:26: A revitalized industry. It's not the steel industry, it's different.

01:11:26 --> 01:11:29: It's not going to be as many jobs because that's

01:11:29 --> 01:11:33: not how business works now, right? But it is jobs

01:11:33 --> 01:11:36: and it's jobs that can be filled by people who

01:11:36 --> 01:11:39: are already in your community. One of the things we

01:11:39 --> 01:11:43: noticed from the demographics we saw is that your communities

01:11:43 --> 01:11:47: are remarkably well educated. The attainment of high school diploma

01:11:47 --> 01:11:51: in all four boroughs is way above national average.

01:11:52 --> 01:11:54: So you do have the raw material to work with.

01:11:55 --> 01:11:58: Here you also get something new which is access to

01:11:58 --> 01:12:01: your river and the ability to enjoy that river as

01:12:01 --> 01:12:05: a recreational feature and not just a factor of production.



01:12:06 --> 01:12:09: And that's really important, because as much riverfront as there

01:12:10 --> 01:12:12: is in the Pittsburgh region, a lot of it is

01:12:12 --> 01:12:15: not accessible. So if you can create that special amenity,

01:12:16 --> 01:12:17: you're going a long way.

01:12:18 --> 01:12:22: The how of this is the organizational reconstruction. We know

01:12:22 --> 01:12:25: you're going to go through some organizational changes here. This

01:12:25 --> 01:12:29: is the opportunity to reconstitute the enterprise zone into an

01:12:29 --> 01:12:33: organization that can fulfill all of the things that we've

01:12:33 --> 01:12:36: talked about doing functional OK, which is both administering and

01:12:36 --> 01:12:37: implementing.

01:12:38 --> 01:12:42: Doing that together with local partners, professional staffing being the

01:12:42 --> 01:12:46: cheerleader leading the charge and identifying what those immediate next

01:12:46 --> 01:12:49: steps are that need to be done and then undertaking

01:12:49 --> 01:12:52: those steps. And you saw those laid out here.

01:12:53 --> 01:12:56: The funding's all about getting to the vision so already

01:12:56 --> 01:12:58: said I'm not going to belabor that because I started

01:12:58 --> 01:12:59: out with that so.

01:13:04 --> 01:13:08: In short, make a plan. Maybe it's not exactly this

01:13:08 --> 01:13:11: plan, but make a plan. Stick with it.

01:13:12 --> 01:13:14: Assemble it, market it.

01:13:15 --> 01:13:15: Sell it.

01:13:17 --> 01:13:19: Because you can do it, you've got it here. I

01:13:19 --> 01:13:22: know it seems daunting, but what we saw in this

01:13:22 --> 01:13:25: very short time that we were here was that you've

01:13:25 --> 01:13:28: got the bones to put this together. Working together with

01:13:28 --> 01:13:29: the rest of the region.

01:13:30 --> 01:13:33: And with that, that concludes our presentation. We're now

01:13:33 --> 01:13:36: going to take questions. We'll take questions from zoom, which Carly

01:13:36 --> 01:13:39: is going to read? I'll push the button here for

01:13:39 --> 01:13:40: whatever it was I was supposed to do.

01:13:49 --> 01:13:51: You want to start with the people in the room

01:13:51 --> 01:13:52: first before the.

01:13:53 --> 01:13:56: Whatever do we have questions on? Let's start with anybody

01:13:56 --> 01:13:57: in the room.

01:14:00 --> 01:14:04: Let me ask about the production district. Are you talking

01:14:04 --> 01:14:08: about the area from from the Edgar Thompson works ratic

01:14:08 --> 01:14:12: below Braddock Ave and does that include the Carrie

Furnace?  
01:14:12 --> 01:14:12: Site it.  
01:14:12 --> 01:14:14: Does the production area?  
01:14:14 --> 01:14:17: So you're saying that in addition to the care furnace,  
01:14:17 --> 01:14:18: is about 100?  
01:14:18 --> 01:14:19: And 10.  
01:14:19 --> 01:14:24: About 100 acres, so there's another 150 acres of of  
01:14:24 --> 01:14:25: land in Braddock.  
01:14:25 --> 01:14:26: That could be.  
01:14:26 --> 01:14:27: A part of that product.  
01:14:29 --> 01:14:31: It's not a lot of land for this kind of  
01:14:31 --> 01:14:32: use.  
01:14:33 --> 01:14:35: And but you had the capacity.  
01:14:36 --> 01:14:39: Over time, whatever that is, whether it's years or decades.  
01:14:41 --> 01:14:43: You know to to move further to the east along  
01:14:43 --> 01:14:46: the river as things change. And again, if you're cooperating  
01:14:46 --> 01:14:50: with other boroughs, you have opportunities to expand that  
area,  
01:14:50 --> 01:14:53: but that that amount of space there. If you look  
01:14:53 --> 01:14:56: at it from the standpoint of creating your areas where  
01:14:56 --> 01:14:59: production can happen in footprints of the size of saflex  
01:14:59 --> 01:15:02: buildings, it's not a huge amount of space. It's enough,  
01:15:02 --> 01:15:05: but it's not. It's not a huge amount of space.  
01:15:06 --> 01:15:10: Now you know Swiss Rankin and Braddock. Housing areas  
are  
01:15:10 --> 01:15:11: pretty well built up.  
01:15:13 --> 01:15:13: Are  
01:15:13 --> 01:15:15: you what are you talking about? Let's say in North  
01:15:15 --> 01:15:16: Braddock with.  
01:15:16 --> 01:15:17: Contour.  
01:15:18 --> 01:15:22: About acquisition of properties. Therefore, for housing  
development that.  
01:15:23 --> 01:15:28: Take that yeah, I think it's two components. One there  
01:15:28 --> 01:15:32: is a tremendous amount of of obsolete housing that exists  
01:15:32 --> 01:15:36: so that you need to kind of clear that out.  
01:15:36 --> 01:15:40: I mean, there's 300 units that we've heard that are,  
01:15:40 --> 01:15:43: you know, should be demolished.  
01:15:43 --> 01:15:47: And then there needs to be these neighborhood  
assessments as  
01:15:47 --> 01:15:52: to how to redevelop those those blocks and those  
neighborhoods.  
01:15:52 --> 01:15:56: In some cases it's going to accommodate larger type  
developments,

01:15:56 --> 01:16:00: maybe even small multifamily, but in many cases it will  
01:16:00 --> 01:16:04: be infill. But those should just be, you know, really  
01:16:04 --> 01:16:08: a number one priority, quite frankly, because they're blighted,  
you  
01:16:08 --> 01:16:12: know, poor perception, you know, and you know, and an  
01:16:12 --> 01:16:13: opportunity.  
01:16:13 --> 01:16:14: But  
01:16:16 --> 01:16:20: and also look at, you know new housing types. We  
01:16:20 --> 01:16:24: talked about cottage but also, you know, look at your  
01:16:24 --> 01:16:29: zoning. Maybe single family. They're renovated, can go to  
two  
01:16:29 --> 01:16:34: family accessory dwelling units, is another potential for that  
Co  
01:16:34 --> 01:16:39: housing which is light minded individuals that can share  
services  
01:16:39 --> 01:16:44: in smaller footprint housing. But that might accommodate,  
you know.  
01:16:45 --> 01:16:48: Your elderly population that wants to age in place stay  
01:16:48 --> 01:16:52: around because they have connections here and so forth, so  
01:16:52 --> 01:16:54: there's a lot of models you know to look at.  
01:16:55 --> 01:16:59: But the housing is really key I think to this  
01:16:59 --> 01:17:03: and just to comment about the industrial, you know,  
production  
01:17:03 --> 01:17:07: area that we're talking about. We want to, you know,  
01:17:07 --> 01:17:10: be clear that you know you have in that area.  
01:17:10 --> 01:17:14: You know South of Braddock. We said, tell Talbot, when  
01:17:14 --> 01:17:18: we're Woodward, you know to the river, you know from  
01:17:18 --> 01:17:22: you know, I think it's second from the steel plant  
01:17:22 --> 01:17:25: existing steel plant up to where it curves.  
01:17:25 --> 01:17:28: You know is a large area and there are many  
01:17:28 --> 01:17:32: existing industrial companies there that are that are  
committed to  
01:17:33 --> 01:17:37: the to the communities. They're here. They're providing  
employment. They're  
01:17:38 --> 01:17:42: actually very cool companies, you know. Epic metals. Phillip  
tank.  
01:17:42 --> 01:17:46: Great welding. 5th season Unison Brew gentleman you  
know. And  
01:17:46 --> 01:17:50: there are several others, so those, you know. But that  
01:17:50 --> 01:17:53: area you should look at zoning issues there and maybe  
01:17:53 --> 01:17:56: expand that to accommodate new facilities.  
01:17:56 --> 01:18:00: I just kind of again accommodate the industrial and light  
01:18:00 --> 01:18:02: manufacturing that exists here.  
01:18:03 --> 01:18:04: Interesting is is that.

01:18:06 --> 01:18:08: Except for epic metals, a lot of those have just  
01:18:09 --> 01:18:11: come in in the last few few years. It's not  
01:18:11 --> 01:18:14: like it's impossible to to attract these companies.  
01:18:14 --> 01:18:18: You know, kudos, great job because they're you know, we  
01:18:18 --> 01:18:22: interviewed those people and we looked at their facilities.  
You  
01:18:22 --> 01:18:26: know, they're doing terrific work and you know both nationally  
01:18:26 --> 01:18:27: and internationally so.  
01:18:28 --> 01:18:31: And and I just wanted to add one other thing  
01:18:31 --> 01:18:36: on in that production district don't exclude residential. Allow  
them  
01:18:36 --> 01:18:40: to have buildings that have production on the 1st floor  
01:18:41 --> 01:18:45: residential above. Just don't limit it from a housing point  
01:18:45 --> 01:18:49: of view either because it doesn't hurt for them to  
01:18:49 --> 01:18:52: to live there and have production there.  
01:18:54 --> 01:18:57: One of the things I did about the production district,  
01:18:57 --> 01:19:01: we called it the production district instead of the industrial  
01:19:01 --> 01:19:05: district because the industry has changed and the kinds as  
01:19:05 --> 01:19:08: you see from the people go in there, unicenter is  
01:19:08 --> 01:19:13: not literally manufacturing anything right? They are? They're  
manufacturing something  
01:19:13 --> 01:19:16: up here and that's a perfectly reasonable use for that  
01:19:16 --> 01:19:20: location as well. So the mixture of those kinds of  
01:19:20 --> 01:19:23: uses creates more vibrancy in the neighborhood and the  
grain.  
01:19:23 --> 01:19:27: Allows you to do things with smaller grain than just,  
01:19:27 --> 01:19:31: you know, big footprint, warehouse space or distribution  
space etcetera.  
01:19:33 --> 01:19:37: We, as I think you might gather from the way  
01:19:37 --> 01:19:42: we're suggesting you use this district, we would encourage  
you  
01:19:43 --> 01:19:43: to.  
01:19:44 --> 01:19:47: Blind uses that are consistent with this idea of a  
01:19:47 --> 01:19:51: connected production district for the rest of the region. We  
01:19:51 --> 01:19:54: know that there's a lot of demand for fairly low  
01:19:54 --> 01:19:58: intensity uses. There's nothing wrong with those uses, but if  
01:19:58 --> 01:20:01: you can put the thumb on the scale for the  
01:20:01 --> 01:20:05: uses that are doing production for the the new innovation  
01:20:05 --> 01:20:09: economy, then you will leverage the other things that are  
01:20:09 --> 01:20:12: going on in the in the Pittsburgh market and they'll  
01:20:12 --> 01:20:14: pay more rent eventually.  
01:20:14 --> 01:20:17: Which is also important. They generate new jobs.  
01:20:25 --> 01:20:28: River access Tom Mclovin always been one of your things,

01:20:28 --> 01:20:29: right?

01:20:33 --> 01:20:35: Thank you for the presentation.

01:20:38 --> 01:20:39: Any other questions from the?

01:20:40 --> 01:20:42: Audience at hand.

01:20:43 --> 01:20:43: Yes.

01:20:45 --> 01:20:48: Just have a couple, one of them is because you

01:20:48 --> 01:20:52: have 4 municipalities working together. Where do you think the

01:20:53 --> 01:20:56: low hanging fruit is for them? We get because often

01:20:56 --> 01:20:59: with these kinds of plans there is so much work

01:20:59 --> 01:21:02: that has to be done up front that you hear

01:21:02 --> 01:21:06: about it. But you really don't see anything and that's

01:21:06 --> 01:21:10: part of the extensive process that they will undergo to

01:21:10 --> 01:21:12: get. Where do you see that?

01:21:13 --> 01:21:17: Which sectors you know, so they can begin to have

01:21:17 --> 01:21:19: some a catalyst to begin.

01:21:22 --> 01:21:24: Kim and Lucia, I think both of you might have

01:21:24 --> 01:21:25: things to say about that.

01:21:30 --> 01:21:31: I think.

01:21:31 --> 01:21:35: So I want to maybe reframe this a little bit

01:21:35 --> 01:21:37: in terms of low hanging fruit.

01:21:38 --> 01:21:43: The opportunity to just begin cooperating on an inventory, for

01:21:43 --> 01:21:48: example, is low hanging fruit, but it's not necessarily easy

01:21:48 --> 01:21:51: to pick right, and so we have to be, I

01:21:51 --> 01:21:55: think cautious about jumping into something that we think is

01:21:55 --> 01:21:58: a quick win just to get the quick win. And

01:21:58 --> 01:22:02: so, as we think about low hanging fruit, we have

01:22:02 --> 01:22:06: to balance it about. Is this a quick win that

01:22:06 --> 01:22:08: will really serve us in the end?

01:22:08 --> 01:22:12: But I I believe that the important wins right now

01:22:12 --> 01:22:16: are those pieces of starting to think about as a

01:22:17 --> 01:22:22: region as you develop that maybe production district plan

01:22:22 --> 01:22:26: and

01:22:22 --> 01:22:26: people begin to sit around the table. That will be

01:22:26 --> 01:22:30: kind of the the fodder to get the fire going.

01:22:30 --> 01:22:35: So from my perspective, in terms of getting people together,

01:22:35 --> 01:22:39: there are different initiatives that you could start.

01:22:39 --> 01:22:43: That will bring you together that may not be easy

01:22:43 --> 01:22:48: fruit to pick, but really important fruit to pick and

01:22:48 --> 01:22:51: may not be a quick win, but it'll get you

01:22:51 --> 01:22:54: to the quicker wins later.

01:22:56 --> 01:22:58: I I would just add you know, I think you

01:22:58 --> 01:23:02: should focus on all the communities they can do this

01:23:02 --> 01:23:06: individually but focus on the fundamentals and just one as  
01:23:06 --> 01:23:09: we saw the arterials and the corridors and the and  
01:23:09 --> 01:23:13: the business districts. You know, think about the Main Street  
01:23:13 --> 01:23:17: program. You know utilizing that national Main Street  
program. So  
01:23:17 --> 01:23:22: that's basically clean and safe. You know some facade  
improvements,  
01:23:22 --> 01:23:26: better landscaping lighting and things like that. So relatively  
low  
01:23:26 --> 01:23:26: cost.  
01:23:27 --> 01:23:31: Interventions that can you know, enhance the community and  
the  
01:23:31 --> 01:23:32: appeal.  
01:23:33 --> 01:23:37: Blame you know North Braddock, should you know. I don't  
01:23:37 --> 01:23:40: know if they need to hire A blight officer or  
01:23:40 --> 01:23:44: enforce the blight regulations, but you know, get at that  
01:23:44 --> 01:23:47: issue because that's a significant issue that needs to be  
01:23:47 --> 01:23:50: dealt with and it's gone on way too long. I  
01:23:50 --> 01:23:54: don't know the complex. I'm sure it's a very complex  
01:23:54 --> 01:23:57: issue, but somehow get it. Get it there, you know,  
01:23:57 --> 01:24:01: and that's something that the governmental authority you  
know does  
01:24:01 --> 01:24:03: have the power to do. And then.  
01:24:03 --> 01:24:07: Finally, you know I would look at kind of the  
01:24:07 --> 01:24:10: zoning review. I think the last one that was done  
01:24:10 --> 01:24:13: in Braddock was maybe 2014 and maybe that was the  
01:24:14 --> 01:24:16: date of the of the map that we looked at.  
01:24:16 --> 01:24:20: So look at that, you know and reconsider what we're  
01:24:20 --> 01:24:24: talking about and expanding that and that kind of new  
01:24:24 --> 01:24:28: concept of a production district that is broader than just  
01:24:28 --> 01:24:30: a traditional industrial district.  
01:24:32 --> 01:24:36: It's it's the production district. It's a great idea, it's.  
01:24:36 --> 01:24:37: Just a great idea.  
01:24:37 --> 01:24:40: I would you know, as I think there's a piece  
01:24:40 --> 01:24:45: that's a foundational component that, and that's the inventory  
of  
01:24:45 --> 01:24:49: land. There's a way to do that by capturing university  
01:24:49 --> 01:24:53: students who are engaged or interested in the program, and  
01:24:53 --> 01:24:57: that we've worked with students at the University of South  
01:24:57 --> 01:25:00: Florida who've done work for us, and so you can  
01:25:00 --> 01:25:02: get that kind of.  
01:25:02 --> 01:25:06: Data analysis done quickly and not that expensive because  
you

01:25:06 --> 01:25:10: might pay them intern rates. Or you may they may

01:25:10 --> 01:25:13: volunteer as part of a a program. So to think

01:25:13 --> 01:25:16: about getting that data databank going.

01:25:17 --> 01:25:20: I want to add something to that because there are

01:25:20 --> 01:25:24: great models of that effort being undertaken already here in

01:25:24 --> 01:25:29: the region by some of your neighbors. The Homewood neighborhood

01:25:29 --> 01:25:32: and and on the east side of Pittsburgh.

01:25:32 --> 01:25:35: Has done a magnificent job, a group called Operation Better

01:25:35 --> 01:25:39: Block. It's in a magnificent job of developing an inventory

01:25:39 --> 01:25:43: and categorizing that inventory and then taking that inventory to

01:25:43 --> 01:25:46: describe where infill would happen, what that infill would look

01:25:46 --> 01:25:50: like, etcetera. I would highly recommend and I know they

01:25:50 --> 01:25:53: would love to help because they've developed this engine and

01:25:53 --> 01:25:56: it could be used in other places. Other and other

01:25:56 --> 01:26:00: communities in that area. Larimer East Liberty East Liberty Development

01:26:00 --> 01:26:02: Initiative done a great job.

01:26:02 --> 01:26:05: They had. They had a lot to work with already,

01:26:05 --> 01:26:08: but they've done a great job at taking that kind

01:26:08 --> 01:26:12: of information and then using it profitably to revitalize block

01:26:12 --> 01:26:15: by block areas in those neighborhoods.

01:26:16 --> 01:26:17: I had one other question.

01:26:19 --> 01:26:22: When you talk about local leader input, do you mean

01:26:22 --> 01:26:27: local leaders within the four areas? We're talking more over

01:26:27 --> 01:26:30: Pittsburgh, and I say that because I've worked with just

01:26:30 --> 01:26:36: different municipalities. I've worked in Florida here and often municipalities

01:26:36 --> 01:26:40: have certain ideas about what they should be, but they

01:26:40 --> 01:26:43: don't correlate to what's really going on in the market

01:26:44 --> 01:26:47: in the broader market. So how do you make sure

01:26:47 --> 01:26:50: you have that contact all along that you don't?

01:26:50 --> 01:26:52: Get to internal.

01:26:53 --> 01:26:56: I think it's both. I think there is a need

01:26:56 --> 01:26:59: to keep your pulse on what's happening with the business

01:26:59 --> 01:27:03: leaders in your community and civic leaders and what the

01:27:03 --> 01:27:08: experiences are. Social service programs, because they're all part of.

01:27:10 --> 01:27:15: The music that's happening in your community and just to

01:27:15 --> 01:27:20: kind of choreograph, well mixing metaphors. But to to really

01:27:20 --> 01:27:25: listen to what the local needs are, becomes critical separately.

01:27:25 --> 01:27:30: There is value of getting advice from someone who's not  
 01:27:30 --> 01:27:34: in the community, but maybe an expert in land use  
 01:27:34 --> 01:27:38: law as you're going through a rezoning piece and and  
 01:27:38 --> 01:27:40: if and if you're  
 01:27:40 --> 01:27:43: creating this and I'll let duet speak to it a  
 01:27:43 --> 01:27:49: little bit, this Advisory Council of experts who understand  
 what  
 01:27:49 --> 01:27:53: you're trying to accomplish, they can provide that from best  
 01:27:53 --> 01:27:58: practices or experience outside of the Earth. So I think  
 01:27:58 --> 01:28:00: both are important.  
 01:28:01 --> 01:28:04: And she's covered it well, and you're, you know, that's  
 01:28:04 --> 01:28:06: a good question. That's always, you know, the.  
 01:28:07 --> 01:28:10: The evidence when people come in, they feel like we  
 01:28:10 --> 01:28:13: want to keep it within ourselves. But I've learned that  
 01:28:13 --> 01:28:17: having them outside voice, you know they'll let you know  
 01:28:17 --> 01:28:20: while my going to right direction. And they'll be unabashed  
 01:28:20 --> 01:28:24: and sharing it internally because everyone kind of knows  
 each  
 01:28:24 --> 01:28:27: other. They'll try to not step on toes. This person  
 01:28:27 --> 01:28:29: may say, OK guys, I I hear your point. I  
 01:28:29 --> 01:28:32: hear your point. I hear your point. Here's what we've  
 01:28:32 --> 01:28:35: seen work here and they can bring examples that you  
 01:28:35 --> 01:28:38: may not be aware of within your own.  
 01:28:38 --> 01:28:40: So I you know, I think when I say the  
 01:28:40 --> 01:28:43: cleanest board, it's not going to be. It's I made  
 01:28:43 --> 01:28:46: it simple in my explanation, but it really is going  
 01:28:46 --> 01:28:49: to be a thought process. You're going to have to  
 01:28:49 --> 01:28:51: go through and figure out you know what do we  
 01:28:51 --> 01:28:54: really need here? You know what do we need to  
 01:28:54 --> 01:28:57: overcome these issues and you know, kind of go to  
 01:28:57 --> 01:28:59: one of the other things that you know as we're  
 01:28:59 --> 01:29:01: talking about quick plans.  
 01:29:03 --> 01:29:05: We talk about, you know, looking at the Main Street,  
 01:29:05 --> 01:29:08: doing all that, but it's also the services that's.  
 01:29:08 --> 01:29:09: Within the world.  
 01:29:09 --> 01:29:13: That's also something people that right when I asked police  
 01:29:13 --> 01:29:16: or fire, or you know, it's there's not a conclusive  
 01:29:16 --> 01:29:20: answer, but certain boroughs where services are not. I think  
 01:29:20 --> 01:29:23: solving that is going to be a huge part of  
 01:29:23 --> 01:29:26: it that you can attract more of a you want  
 01:29:26 --> 01:29:26: you.  
 01:29:26 --> 01:29:29: Can create this industry, but if people don't feel.



01:29:29 --> 01:29:32: Safe in the services? Are there that I think is  
01:29:32 --> 01:29:33: one of the biggest?  
01:29:36 --> 01:29:39: Well, I just want to commend you because I think  
01:29:39 --> 01:29:43: you did a very succinct, very thoughtful job in preparing  
01:29:43 --> 01:29:44: this outline.  
01:29:46 --> 01:29:47: But you have.  
01:29:48 --> 01:29:49: A question over here to check.  
01:29:50 --> 01:29:52: But I was.  
01:29:54 --> 01:29:57: So the production area down here.  
01:29:58 --> 01:29:58: So.  
01:29:58 --> 01:30:00: You suggest that the.  
01:30:03 --> 01:30:07: I'm trying to understand to tap the.  
01:30:07 --> 01:30:08: Rezoning  
01:30:08 --> 01:30:12: caliber OK thank you that's all I wanted to.  
01:30:12 --> 01:30:13: Make sure I was here.  
01:30:14 --> 01:30:16: OK, correct.  
01:30:16 --> 01:30:20: And and to to, uh, Kim's point that rezoning.  
01:30:23 --> 01:30:26: You know we've been rethinking zoning for the past two  
01:30:26 --> 01:30:29: decades, and the idea of zoning areas where only one  
01:30:29 --> 01:30:30: thing can happen.  
01:30:33 --> 01:30:37: So we're suggesting is that you'd be more inclusive in  
01:30:37 --> 01:30:42: those areas, particularly because now production is is much  
cleaner  
01:30:42 --> 01:30:45: than it used to be. It's cleaner than a steel  
01:30:45 --> 01:30:48: plant, and so doing other uses in proximity to the  
01:30:48 --> 01:30:52: kinds of production that we're talking about here so much  
01:30:52 --> 01:30:56: more feasible from a from a safety and sanitary standpoint  
01:30:56 --> 01:30:57: so.  
01:30:57 --> 01:30:57: Yeah, yes.  
01:31:00 --> 01:31:05: Organizational question. So the the current organization  
enterprise zone is  
01:31:05 --> 01:31:09: a incorporated Pennsylvania and it's a 501C3 the IRS so  
01:31:09 --> 01:31:13: it's eligible for tax deductible. So the Council that you're  
01:31:13 --> 01:31:17: talking about would be. That would be incorporated, and it  
01:31:17 --> 01:31:18: would be a.  
01:31:19 --> 01:31:22: 5 foot 501 C 3 status.  
01:31:22 --> 01:31:25: So I'm going to be careful because I am not  
01:31:25 --> 01:31:28: a member of the bar, but I think you might  
01:31:28 --> 01:31:31: want to consult. It appears that a 501C3 could be  
01:31:31 --> 01:31:35: transferable, but whether it's a three or a 6th, I  
01:31:35 --> 01:31:38: can't speak to that. I think you may want to  
01:31:38 --> 01:31:41: have some someone who can really provide that from a

01:31:41 --> 01:31:44: legal perspective tax perspective.

01:31:45 --> 01:31:46: That's the intent.

01:31:46 --> 01:31:47: That we're talking.

01:31:47 --> 01:31:47: About right.

01:31:47 --> 01:31:51: Non profit and not for sure not-for-profit is where where

01:31:51 --> 01:31:52: we're talking.

01:31:53 --> 01:31:56: So is the is the the Council advisors are they?

01:31:56 --> 01:31:59: Are they part are they? Are they the board? Are

01:31:59 --> 01:32:02: they part of that or or just an advisory?

01:32:02 --> 01:32:02: Group.

01:32:03 --> 01:32:04: Submitting or something.

01:32:04 --> 01:32:08: So the the way the way this has been recommended

01:32:08 --> 01:32:12: to you and again you'd have to just make sure

01:32:12 --> 01:32:16: that it's working for you. Is the Council would be

01:32:16 --> 01:32:21: equivalent to afford that? Are the decision making body so

01:32:21 --> 01:32:24: they would provide the in a?

01:32:24 --> 01:32:28: Government, the legislative end of decisions you might bring

01:32:29 --> 01:32:32: them a proposal they would advise, and in some cases

01:32:33 --> 01:32:37: just advise and consent on decisions that you want to

01:32:37 --> 01:32:41: make. But the reason we're suggesting that they be elected

01:32:41 --> 01:32:46: officials is because they are then the representatives for

01:32:46 --> 01:32:52: those communities, they're the elected representatives, so that's

01:32:52 --> 01:32:55: one layer separately.

01:32:55 --> 01:32:59: There would be this Advisory Board.

01:32:59 --> 01:33:03: Of experts maybe from inside the area, but really outside

01:33:03 --> 01:33:07: experts who would be willing to give you strategic advice

01:33:07 --> 01:33:12: on projects to do what's important, how to, how to

01:33:12 --> 01:33:16: find your resource at the university, how to address some

01:33:16 --> 01:33:20: of those issues that have been listed in the initiatives.

01:33:20 --> 01:33:24: And again, they might be able to provide that without

01:33:24 --> 01:33:25: paying for that advice if they become members of this

01:33:26 --> 01:33:30: Advisory Board.

01:33:31 --> 01:33:35: Thirdly, there is another layer, and that's the layer that's

01:33:35 --> 01:33:40: in touch with what's happening in the boroughs. Right now

01:33:40 --> 01:33:45: those would be local business leaders. Those would be

01:33:45 --> 01:33:49: perhaps a big bank, representatives of representatives of any of the

01:33:50 --> 01:33:55: businesses in the production district, but they could also be

01:33:55 --> 01:33:56: social service providers. They could be the job training

01:33:55 --> 01:33:56: opportunities.

01:33:55 --> 01:33:56: Could be.

01:33:58 --> 01:34:02: A whole series of people who have their pulse on  
01:34:02 --> 01:34:08: what's happening in the community, so it's a decision making  
01:34:08 --> 01:34:08: body.  
01:34:09 --> 01:34:13: The Council level advisory to provide input to you that  
01:34:13 --> 01:34:17: really can tell you about best practices, what's happening in  
01:34:17 --> 01:34:21: the region, where to tap a resource, and then the  
01:34:21 --> 01:34:24: local panel that can tell you what's happening on the  
01:34:25 --> 01:34:25: ground.  
01:34:26 --> 01:34:29: Expanding that a little bit, so look at it as  
01:34:29 --> 01:34:32: you're thinking. Top down, think of it bottom up so  
01:34:32 --> 01:34:35: your group, the group that you've got on the local  
01:34:35 --> 01:34:39: level they're looking at and saying. Hey guys, here's what  
01:34:39 --> 01:34:42: we see. Here's what we need results on. Here's what  
01:34:42 --> 01:34:45: we have these solutions for. You encapsulate that. Take that  
01:34:45 --> 01:34:49: to your Advisory Council. That's going to say, here's ways  
01:34:49 --> 01:34:50: to help solve that.  
01:34:50 --> 01:34:51: Issue.  
01:34:51 --> 01:34:53: Now you've gotten that. Now you bring to the Council,  
01:34:53 --> 01:34:53: say, here's.  
01:34:54 --> 01:34:56: What we've kind of hashed out. We had ten different.  
01:34:57 --> 01:35:00: Options narrowed it down to three. Let's make a decision  
01:35:00 --> 01:35:00: and that's.  
01:35:03 --> 01:35:06: Chuck, I'm I interpret your question a little bit as  
01:35:07 --> 01:35:11: you're wondering about what the governance of that new  
01:35:11 --> 01:35:15: organization  
01:35:15 --> 01:35:19: is, what it looks like organizationally and, and what you're  
01:35:19 --> 01:35:23: hearing from the panel is. We're not deciding that for  
01:35:23 --> 01:35:26: you, basically, but it from that group. I think what  
01:35:26 --> 01:35:29: you're hearing from Lucy is from that group that the  
01:35:30 --> 01:35:34: Council that Lucy is describing is the.  
01:35:34 --> 01:35:37: More like the board than anything else from that board,  
01:35:37 --> 01:35:40: just as you're constituted now, right? You have a chair  
01:35:40 --> 01:35:43: and you're going to have someone who's designated as  
01:35:43 --> 01:35:46: cherial  
01:35:46 --> 01:35:49: have probably a couple of other officers. I'm with Lucy.  
01:35:49 --> 01:35:52: You want to want to figure out what the right  
01:35:52 --> 01:35:55: governance is for that organization for the mission that you  
01:35:56 --> 01:36:00: want to accomplish. And keep in mind you've got two  
01:36:00 --> 01:36:04: missions that we're suggesting to you here. One is the.  
01:36:00 --> 01:36:04: You know, maybe a three-year runway where you're getting  
01:36:00 --> 01:36:04: this  
01:36:00 --> 01:36:04: really fully functioning. You've got the organization set-up  
01:36:00 --> 01:36:04: that that

01:36:04 --> 01:36:07: and we didn't touch on this so much, but that's  
01:36:07 --> 01:36:10: that's a different kind of funding. Duet talked about this.  
01:36:10 --> 01:36:13: That's a different kind of funding than the kind of  
01:36:13 --> 01:36:16: funding that you need to fund the operation of that  
01:36:16 --> 01:36:20: organization long term. That money comes from a different  
place.  
01:36:20 --> 01:36:23: Funding individual initiatives is also a different set of funding.  
01:36:23 --> 01:36:27: As Duet talked about and the governance of that effort.  
01:36:27 --> 01:36:32: Could be quite different, might even be a separate  
organization's  
01:36:32 --> 01:36:34: legal organization from E2 DC.  
01:36:35 --> 01:36:37: OK, so I don't want to overcomplicate it, but you  
01:36:37 --> 01:36:41: know there are other organizations that have figured this out  
01:36:41 --> 01:36:43: that are doing what you're doing. In part, you're doing  
01:36:44 --> 01:36:47: community development, and in part you're doing  
organization and marketing,  
01:36:48 --> 01:36:51: right? So you're an economic development organization.  
Those two things  
01:36:51 --> 01:36:52: are different.  
01:36:52 --> 01:36:53: From each other.  
01:36:53 --> 01:36:55: If you could give us some examples of that, so  
01:36:55 --> 01:36:56: the film.  
01:36:59 --> 01:37:01: Yeah, but that that will be in the written.  
01:37:01 --> 01:37:01: Report  
01:37:04 --> 01:37:06: Carla, do you want to give us some questions?  
01:37:06 --> 01:37:07: Soon.  
01:37:09 --> 01:37:13: Participants, the first is how many renters, elderly residents  
and  
01:37:13 --> 01:37:17: wage workers have you talked to about what they'd like  
01:37:17 --> 01:37:20: to see in our neighborhoods and in our communities?  
01:37:22 --> 01:37:23: Do we know those statistics?  
01:37:24 --> 01:37:25: Tom.  
01:37:25 --> 01:37:28: I think they're asking how many, how many people the  
01:37:28 --> 01:37:29: panel spoke.  
01:37:29 --> 01:37:31: With the panelists talked to.  
01:37:32 --> 01:37:34: You know half a dozen or more on the interview  
01:37:34 --> 01:37:35: list.  
01:37:35 --> 01:37:39: There was a representative sample. Our understanding is  
that there's  
01:37:39 --> 01:37:43: a representative cross sample of the Community that we  
talked  
01:37:43 --> 01:37:47: to, which included the business community. We certainly  
talked to  
01:37:47 --> 01:37:50: a number of residents from all four boroughs, and we

01:37:50 --> 01:37:53: talking to you as if I'm answering the question to  
01:37:53 --> 01:37:57: you. Sorry, but we talked to residents from all four  
01:37:57 --> 01:37:59: boroughs and we got input from all of those.  
01:38:01 --> 01:38:05: The next is please give a real world example of  
01:38:05 --> 01:38:10: successful revenue sharing with private interest after the  
public and  
01:38:10 --> 01:38:13: civic sector did the upfront investment.  
01:38:13 --> 01:38:14: In the dream.  
01:38:15 --> 01:38:15: OK.  
01:38:17 --> 01:38:18: Anybody want to come up with one?  
01:38:21 --> 01:38:22: Can you read it one more time please?  
01:38:24 --> 01:38:28: Revenue sharing with private interest after the public and  
civic  
01:38:28 --> 01:38:30: sector did the upfront investment.  
01:38:33 --> 01:38:36: Well, just I'm going to throw it out there. That  
01:38:36 --> 01:38:40: just generally the you know, a TIF tax increment financing  
01:38:40 --> 01:38:45: is effectively a revenue share. So you're taking, you know,  
01:38:45 --> 01:38:49: whatever the incremental taxes that you collect, you know  
that's  
01:38:49 --> 01:38:53: going into the project or the initiative, and then after  
01:38:53 --> 01:38:57: you know a number of years after that's been amortized,  
01:38:57 --> 01:39:00: then you know all of the revenue that will go  
01:39:00 --> 01:39:03: to you, know the community or the governmental.  
01:39:04 --> 01:39:07: Let's say for their use the project that we're sending  
01:39:07 --> 01:39:09: this one example, yeah, 43.  
01:39:11 --> 01:39:16: Always right here. Yeah, waterfront West Homestead,  
Homestead and Munhall  
01:39:16 --> 01:39:18: agreed to a tax sharing and a TIF.  
01:39:20 --> 01:39:20: They've shared their.  
01:39:20 --> 01:39:21: Revenues.  
01:39:22 --> 01:39:25: There's no just that there are numerous.  
01:39:25 --> 01:39:26: Examples.  
01:39:27 --> 01:39:30: Our our stumble here is not that there are many,  
01:39:30 --> 01:39:32: many examples of this. It's highlighting one and making sure  
01:39:33 --> 01:39:35: that we're telling you the right thing. I would suggest  
01:39:35 --> 01:39:37: that we would be able to answer that better in  
01:39:37 --> 01:39:39: the report. I can tell you there.  
01:39:39 --> 01:39:40: Are there are?  
01:39:40 --> 01:39:43: More than a handful of examples of that, just in  
01:39:43 --> 01:39:48: Philadelphia, and you know the the equivalent organization  
Philadelphia PICC  
01:39:48 --> 01:39:55: Philadelphia Industrial Development Corporation Anderson  
into those kinds of relationships

01:39:55 --> 01:39:57: over and over and over again.

01:39:57 --> 01:40:00: The mechanism for that is fairly easy for municipalities

01:40:01 --> 01:40:03: to do this because they can see the revenue that's

01:40:03 --> 01:40:07: coming in and therefore they can identify written in the

01:40:07 --> 01:40:10: contract. They can identify what needs to be shared with,

01:40:10 --> 01:40:13: so there are plenty of examples of it right here

01:40:13 --> 01:40:14: in Pennsylvania.

01:40:17 --> 01:40:18: What is the bend study?

01:40:21 --> 01:40:23: That is a great question.

01:40:25 --> 01:40:26: It was yeah it.

01:40:26 --> 01:40:27: Was to take that.

01:40:29 --> 01:40:33: Yeah, so so. The bench study was actually referenced to

01:40:33 --> 01:40:36: us by one of the one of the Members that

01:40:36 --> 01:40:39: we did interview and it seemed to have been a

01:40:39 --> 01:40:41: collaborative.

01:40:41 --> 01:40:42: Effort between.

01:40:42 --> 01:40:45: North product product and.

01:40:45 --> 01:40:47: East East Pittsburgh east.

01:40:47 --> 01:40:51: Pittsburgh and so they formulated a study and report that

01:40:51 --> 01:40:54: based on what I've read and they have a Facebook

01:40:54 --> 01:40:58: page that they basically all the three boroughs and adopted

01:40:58 --> 01:40:59: at around May.

01:40:59 --> 01:41:01: 21 last year, so it's a fairly new study, and

01:41:01 --> 01:41:04: it's a complan that goes into a lot of the

01:41:04 --> 01:41:07: things that we've discussed here, and we've kind of enforced

01:41:07 --> 01:41:11: it and supplemented that as we're looking at it because,

01:41:11 --> 01:41:14: like, like Allen said it, you know you're not restarting

01:41:14 --> 01:41:17: the wheel. I feel that you've got the tools here

01:41:17 --> 01:41:21: between organizations that are out there doing things that

01:41:21 --> 01:41:22: could

01:41:21 --> 01:41:22: be collaborative.

01:41:23 --> 01:41:26: Sit, tap all the barrels that have been successful in

01:41:26 --> 01:41:29: certain things, and here's this report that kind of draws

01:41:29 --> 01:41:31: from here to here. We felt we.

01:41:31 --> 01:41:32: Felt that well.

01:41:32 --> 01:41:35: Just stretch it a little bit more and take it

01:41:36 --> 01:41:39: into Grand Canyon and complete that and so that's the

01:41:39 --> 01:41:43: Ben report. It's online. I think it's like the.

01:41:43 --> 01:41:46: Report that it's important to under score under score. One

01:41:46 --> 01:41:49: thing that does said which is is a comprehensive plan.

01:41:49 --> 01:41:52: It's been adopted by the Burroughs. It has the force

01:41:52 --> 01:41:54: of a comprehensive plan and land use.

01:41:54 --> 01:41:57: Policy, which means that it will inform zoning. It will

01:41:57 --> 01:42:01: inform decisions about where things go about. Infrastructure

01:42:01 --> 01:42:03: about where

01:42:03 --> 01:42:06: parks go, that that's the the role of a comprehensive

01:42:06 --> 01:42:08: plan. So it's not just a study that got written

01:42:08 --> 01:42:09: and it is sitting on the shelf. It's been adopted

01:42:09 --> 01:42:09: by those.

01:42:09 --> 01:42:09: Boroughs.

01:42:10 --> 01:42:12: There's a lot of good stuff. It's not perfect, of

01:42:12 --> 01:42:14: course, but it's there's a lot of good stuff in

01:42:14 --> 01:42:17: there that we found, many of which were ideas that

01:42:17 --> 01:42:19: found their way into the things that we talked.

01:42:19 --> 01:42:19: About

01:42:21 --> 01:42:24: the last question was asked at the very beginning of

01:42:24 --> 01:42:26: the presentation. I think was answered throughout the

01:42:28 --> 01:42:29: presentation.

01:42:28 --> 01:42:29: OK, any other questions?

01:42:32 --> 01:42:36: We actually ended on time. I love it. So thank

01:42:36 --> 01:42:40: you very much. We really appreciate our hosts being so

01:42:40 --> 01:42:46: hospitable and sharing so much information with us and

01:42:46 --> 01:42:49: giving

01:42:46 --> 01:42:49: us the ability to maybe help a little bit.

01:42:49 --> 01:42:51: Here with some advice.

01:42:52 --> 01:42:55: Word is going to be coming out in in several

01:42:55 --> 01:42:58: weeks, but in the meantime, if there are questions about

01:42:58 --> 01:43:00: it or they have comments, they can contact the the

01:43:00 --> 01:43:04: enterprise. Excellent. They have a copy of this presentation

01:43:04 --> 01:43:04: that

01:43:04 --> 01:43:04: was made.

01:43:06 --> 01:43:06: Good.

01:43:07 --> 01:43:08: Helen, can I make a comment?

01:43:08 --> 01:43:09: Of course.

01:43:11 --> 01:43:13: Well, first of all, I want to thank the.

01:43:15 --> 01:43:18: Group for coming in to our area.

01:43:19 --> 01:43:22: And this is the accumulation of we started this journey

01:43:22 --> 01:43:23: three years ago.

01:43:24 --> 01:43:27: And one of the things that I was smiling about

01:43:27 --> 01:43:29: back there was we originally.

01:43:29 --> 01:43:31: Was going to present one.

01:43:33 --> 01:43:36: A course of action for you folks, and that was

01:43:36 --> 01:43:39: how do we improve to get my notes?

01:43:39 --> 01:43:42: The same notes that I said Monday night. How do

01:43:42 --> 01:43:46: we improve the economic development of our forward

communities?

**01:43:46 --> 01:43:51:** And also the perception of our four towns. However, the  
**01:43:51 --> 01:43:55:** pandemic kind of sidetracked is and. And of course Chuck  
**01:43:56 --> 01:44:00:** and myself and and Tom Eichler have been on numerous  
**01:44:00 --> 01:44:05:** zoom calls to accumulate this this thing. However, we threw  
**01:44:05 --> 01:44:09:** them a curve recently by saying that we want to  
**01:44:09 --> 01:44:14:** transition the Enterprise Zone Corporation of of rating into a  
**01:44:14 --> 01:44:17:** different entity and with a full time.  
**01:44:17 --> 01:44:20:** Director and a staff. And so on and so forth.  
**01:44:20 --> 01:44:22:** So to be honest, we kind of threw you a  
**01:44:22 --> 01:44:25:** curve here at the last moment, so we gave you  
**01:44:25 --> 01:44:27:** two chores and I want to thank you for doing  
**01:44:27 --> 01:44:28:** that, you know.  
**01:44:30 --> 01:44:32:** The other thing I want to say is some of  
**01:44:32 --> 01:44:36:** our board members are here and I'd like to recognize  
**01:44:36 --> 01:44:40:** them. We have Mayor Winstead from Braddock we have  
Mayor  
**01:44:40 --> 01:44:44:** Deneen Swartzwelder from the borough of Swissvale. We  
have our  
**01:44:44 --> 01:44:46:** our social media person Tracy.  
**01:44:47 --> 01:44:53:** Tom Mclovin, former state Representative Tom has been  
very active  
**01:44:53 --> 01:44:58:** on our Public relations board. We have course former Mayor  
**01:44:58 --> 01:45:01:** Tom Murphy, who we all know.  
**01:45:01 --> 01:45:02:** And.  
**01:45:02 --> 01:45:06:** Bill Flanagan I want to give him some love because  
**01:45:06 --> 01:45:08:** Tom I mean Bill Flanagan.  
**01:45:09 --> 01:45:13:** Over three years ago gave us some good guidance to  
**01:45:13 --> 01:45:17:** get some corporate people involved with us. Big name  
corporate  
**01:45:17 --> 01:45:21:** people and it came to fruition and it's it's been  
**01:45:21 --> 01:45:24:** great for us and one of the other reasons why  
**01:45:24 --> 01:45:27:** I was smiling back there Lucia is I did in  
**01:45:27 --> 01:45:30:** February I did the Riverwalk in.  
**01:45:32 --> 01:45:32:** In Florida  
**01:45:33 --> 01:45:34:** Umm?  
**01:45:35 --> 01:45:37:** And it's amazing.  
**01:45:38 --> 01:45:40:** I didn't fall off the.  
**01:45:41 --> 01:45:42:** So they usually.  
**01:45:43 --> 01:45:44:** OK, I did the.  
**01:45:44 --> 01:45:46:** Segway and I didn't fall off.  
**01:45:48 --> 01:45:48:** However.  
**01:45:50 --> 01:45:53:** You know, so that's why that's yeah, and the other



01:45:53 --> 01:45:57: reason why I'm bringing up Bill Flanagan because because one

01:45:57 --> 01:46:00: of the corporate corporations that helped us out was peoples

01:46:00 --> 01:46:01: guests formerly.

01:46:01 --> 01:46:03: Known as People's guest.

01:46:03 --> 01:46:07: And they were gracious enough to help us with a

01:46:07 --> 01:46:11: public relations firm and an IT firm. And Chuck and

01:46:11 --> 01:46:15: I were the oldest members there with all these young

01:46:15 --> 01:46:17: 35 and under advertising.

01:46:17 --> 01:46:17: People.

01:46:18 --> 01:46:21: And what we spend like 8 hours on the name

01:46:21 --> 01:46:21: of.

01:46:21 --> 01:46:24: Be sure, however you know if it was a step.

01:46:24 --> 01:46:27: You know it was a step in the right direction,

01:46:27 --> 01:46:30: but yeah, it was pretty painful for Chuck and I

01:46:30 --> 01:46:33: with 35 and under in the room with, you know

01:46:33 --> 01:46:36: they're they're their thoughts on the shoremen.

01:46:38 --> 01:46:42: So so in. In, in, in, in closing as I

01:46:43 --> 01:46:47: said I want to. I want to thank you for

01:46:47 --> 01:46:54: the help to implement the economic plan and also organizationally.

01:46:56 --> 01:47:00: Organizationally, you know as we move forward and and the

01:47:00 --> 01:47:06: two to two philanthropic organizations that really spearheaded us, helping

01:47:06 --> 01:47:10: you, helping us bring you folks in with the Claude

01:47:10 --> 01:47:16: Worthington Benedum Foundation and also the HOWMET Aerospace Foundation, which

01:47:16 --> 01:47:20: really to your point, really helped us get this thing

01:47:20 --> 01:47:23: rolling to to bring you folks in from DC. So

01:47:23 --> 01:47:26: thank you very much, I appreciate it.

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