Converging Approaches: Working at the Intersection of Community and Economic Development

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Kingsley Association
An Anchor Organization
6435 FRANKSTOWN AVENUE PITTSBURGH, PA 15206

To inspire and promote our community growth as a physical anchor; social, wellness, and service program provider and thought leader

2nd Annual Community Development Summit: Making Complete Communities
The Kingsley Association

- Established as the **Kingsley House** in 1893 to provide services to *working class ethnic families of Pittsburgh*
- **Innovator of citywide adapted service programs**
  - Kindergarten – 1894, taken over by the **Pittsburgh Public Schools**
  - Founder of the **first nursery school program** – 1934
  - Charles Cooper, director of Kingsley 1918, co-founded the Urban League in Pittsburgh
  - **Visiting Nurses Service**, taken over by Public Health Nursing Association
Kingsley Association Goals

» Develop and operate new and innovating programs
» Foster the empowerment of youth and their families
» Develop strategic partnerships and collaborations with community agencies, corporations and universities
» Provide comprehensive, culturally sensitive community based services

5/30/2012
2nd Annual Community Development Summit: Making Complete Communities
The Kingsley’s High Service Areas: 160,400
East Liberty 15206
Homewood 15208
Wilkinsburg 15221
Penn Hills 15235
The Kingsley serves 26 zip codes
Larimer Communities represent the two poorest census tracts in the City of Pittsburgh
Larimer is flanked by four of the most affluent neighborhoods in Pittsburgh
Shadyside, Highland Park, Point Breeze, and Penn Hills
East Liberty is an emerging community
The Kingsley Association Core Program Areas

» Community Sustainability and Development:
  > Andrea Lavin, Fred Brown

» Health & Wellness:
  > Gwen Dixon, Felicia Savage

» Education & Training:
  > Supreme Hood, David Jones

» Family Services:
  > Denise Hill, Fred Brown

» Kingsley Center:
  > Sharon Scott, Supreme Hood
The Kingsley Association’s Strategic Approach

- Develop diverse revenue centers for each core program area
- Implementation of the Larimer Vision Plan; from a holistic perspective
- Create policies that support relocation strategies for Larimer residents
- Create a sustainable community; reduce Larimer’s energy use from the Grid
- Develop a Work Ready Workforce focusing on green technology
- Create a robust stakeholder engagement process and strategic partnerships
The Vision For Imagine Larimer-Malik G. Bankston
The Larimer Neighborhood 2012

The Larimer Community—Once supported over 13,000 families, now it supports 1728 families (2010 Census)
Empowering the Community to Dream of a Different Reality:

» Consolidating Assets and supporting the Larimer Vision Plan

» Leveraging Kingsley Association resources and core program areas to support the execution of the Larimer Vision Plan

» Develop a strategic map that incorporates the Land Use Plan that focuses on how the Kingsley Association can support:
  > Place & Environment
    + Long-range vision
  > Community & Organization
    + Road Map for future development
  > Human Needs
    + Necessary tools

5/30/2012

2nd Annual Community Development Summit: Making Complete Communities
A Community in Transition: Building Capacity

The Community’s Vision
- Place & Environment
- Community & Organization
- Human Needs

Land Use Vision Plan
- A long-range vision
  + An expression of the community’s future over 20 years
- A road map for future development
  + What type of land use
  + Where should land use occur
  + Where do we start
- A tool
  + For accessing resources
  + For negotiating (City, county, etc.)
## Larimer Challenges:

<table>
<thead>
<tr>
<th>Challenges in the Larimer Community</th>
<th>Assets in the Larimer Community</th>
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<tbody>
<tr>
<td>➤ High Vacancy</td>
<td>➤ Proximity to East End development</td>
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<tr>
<td>➤ Older Housing Stock</td>
<td>➤ Flat, developed land</td>
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<td>➤ Poor Images</td>
<td>➤ Committed political partners</td>
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<tr>
<td>➤ History of Crime</td>
<td>➤ Vacancy is also an opportunity to rethink land use in the neighborhood</td>
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<tr>
<td>➤ Poor Physical Conditions</td>
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<tr>
<td>➤ Physical Isolation and Poor Visibility</td>
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<td>➤ Shrinking Population</td>
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Public and Private Property:

[Map showing distribution of public and private land with a focus on the Kingsley Association area]
Leveraging Sweat Equity

The LGT has contributed over $500K in volunteer hours over the past four years

Larimer Green Team Members

Urban Green Growth Collaborative

5/30/2012
Where do we start: Enacting the Dream, Leveraging Efforts & Resources
Imagine Larimer Software: Creating a Sustainable Community
Prioritized Program Focus Areas:

Larimer Action Teams

- **Redd-Up**- Clean up & fix up
- **Green-Up**- Greening & beautification
- **Work and Wellness**- Healthy prosperous residents, families & community
- **One Voice**- Unity, partnerships, clarity, awareness & communication
- **Celebrate**- Pride in Larimer, community building events

Explore and build more seamless collaborations with the Larimer Action Teams that support a long-term plan that grows the LCG and supports the Kingsley Association:

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Community Projects in Progress

Village Green

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Community Sustainability: Explore and build more seamless collaborations with the Larimer Action Teams and other community partners that support a long-term plan for:

New for sale housing plans - Park Edge Development
Mixed use housing plans
Commercial Development
Industrial/Flex Space Development
Explore and build more seamless collaborations with the Larimer Action Teams and other community partners that support a long-term plan for:

+ **Open Space and Green Initiatives**
+ **Urban Retrofits**
+ **Develop NetZero Housing**
+ **Support Land-Use Strategy-Relocation Plan**
+ **Small Community Gardens and Urban Farms**
A Vision for Larimer
Marimba Milliones
Executive Director
Hill Community Development Corporation
www.hilldistrict.org

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The Hill CDC works in partnership with residents and stakeholders to create, promote, and implement strategies and programs that connect plans, policies and people to drive compelling community development opportunities in the Greater Hill District.

www.hilldistrict.org
The Greater Hill District Master Plan is comprised of two components—Program Initiatives and Urban Design Proposals. Program Initiatives are specific projects to help the community meet its goals of improving quality of life in the Hill and taking a role in Pittsburgh’s regeneration. As such, the initiatives are organized by the Community Goals described on the prior pages. In most cases, the Program Initiatives are organizational rather than physical recommendations. The initiatives serve as a strategic component to the plan that emphasizes the strengthening of existing programs or the creation of new organizations to support existing residents and businesses and attract new, complementary ones. Many of the initiatives focus on creating opportunities for Hill District youth, developing the workforce, supporting historic preservation, and pursuing the improvement of vacant lots and open space in the neighborhood.

Program Initiatives are specific projects to help the community meet its goals of improving quality of life in the Hill and taking an active role in Pittsburgh’s regeneration.

See page 39 for detailed descriptions of the program initiatives.
District Identity
The Hill History Center
Historic Preservation
Quality Education Initiative
Hill District Arts Plan
Neighborhood Safety
Hill District Homeowner Support
Housing Innovation Zone
Comprehensive Vacant Property Strategy
Hill District Workforce Development
Hill District Business Incubator
Centre Avenue Business District
Greenprint Implementation
Urban Agriculture
Play Spaces
Neighborhood Transportation
Ride-to-Work
Streetscape Improvements
“Complete Streets” Pilot
Comprehensive Parking Strategy
A focus on balancing the interests of residents, developers, businesses, large institutions and community stakeholders.
Southwestern Pennsylvania Urban Revitalization (SPUR)
Cole Wolfson
Business Development Strategist
Innovation Works
www.innovationworks.org

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Questions and Discussion

Cole Wolfson - Innovation Works
www.innovationworks.org

Fred Brown – The Kingsley Association
www.kingsleyassociation.org

Marimba Milliones – The Hill District Development Corporation
www.hilldistrict.org

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