

## BDC Presentation Outline

### Welcome/Introduction

1. Introduce self
2. Linda Metropulos, ED of Action-Housing
3. Randall Taylor, Penn Plaza Support and Action Coalition
4. Introduce BDC [SLIDES: market photos, aloe/mathilda project, david surveying, business owner photo, community meeting]
  - a. Mission: to support, promote, and enhance Bloomfield
  - b. Values: Livability, Fairness, Acceptance, Stewardship
  - c. 3 focuses: small business support and promotion, housing support, consensus building and transparency
  - d. projects/programs/staff
    - i. Rehab vacant lots into stormwater gardens, Bloomfield Saturday Market, relationship building (helping the Bloomfield Food Pantry secure a new, free, and upgraded space with West Penn Hospital, Connect small businesses with startup support, completing a comprehensive plan now to revamp our ongoing promotion and support strategy, community process for new development and liquor license transfers
  - e. Governed by board of 19, staff of 6 including our newly minted volunteer Housing Coordinator, Jessica Cook
5. Group of BDC staff, board, and community members with relevant experience on affordable housing working group
6. 1st in series of forums, future will cover tools that we can use to preserve and create affordability
  - a. Community land trusts
  - b. Land bank
  - c. Housing opportunity fund
  - d. Inclusionary zoning
  - e. Tax credits
8. Goals of this meeting:
  - Provide education around what affordability & affordable housing means in Bloomfield**
  - Give information and inspiration about how neighborhoods can shape what gets built**
1. Ground Rules
  - a. Go through quickly, note that all voices are important and equal here. Renters/homeowners, living here 5 minutes or 50 years



## Affordability Presentation

1. Why This: are we having this meeting?
  - a. BDC watching property values go up. As a 12-year resident of Cedarville, rentals and taxes have raised significantly, particularly in last 2 years.
  - b. East Liberty, Lawrenceville, Polish Hill
  - c. SLIDE Shur Save meeting outcomes
  - d. Rising property values/rental rates
2. SLIDE ▶ “Not a single U.S. county has enough affordable housing” (Fortune.com, 2015) ▶ “Every major metropolitan area in the US has a shortage of affordable and available rental homes...” (National Low Income Housing Coalition, 2017)
3. Affordable Housing (Linda getting into dollar definitions of affordable housing in a little bit):
  - a. Used to be high-rise like the Penn Circle Towers that was 20 stories and 152-units
  - b. SLIDENow lower, more neighborhood-scale, mixed income housing: New Pennley place (includes single family houses, townhouses, and a mid-rise apartment building)
  - c. SLIDE Senior living residences
  - d. Naturally Occurring Affordable Housing - define
    - i. Housing where the price has stayed low
    - ii. Often no improvements or even maintenance
4. let's dig into Bloomfield a little for the here and now
5. SLIDE Define boundaries for data
6. SLIDE Demographic breakdown by age & household
7. LMI census tracts (map)
  - a. SLIDE 2010
  - b. SLIDE 2015
    - i. Shursave squarely in census tract 903
    - ii. Less shaded area means income has risen in those areas
8. SLIDE Census tract comparison
  - a. Point out low income census tracts
  - b. Where Morrow Park, Empire on Liberty, and Shur Save are
9. SLIDE Who are low income people?
  - a. Older adults for whom social security is only income (20% of Bloomfield-boundary neighborhood over age 60)-2010 census
  - b. Chronically injured adults on disability, such as some veterans
  - c. SLIDE Workforce: (from bureau of labor for pittsburgh 2016)
    - i. Health aides = \$14.35



- ii. Community & social service = \$19.72
- iii. Food prep/servers = \$10.62
- iv. transportation/delivery = \$16.75
- v. Building maintenance/cleaning = \$12.99
- vi. Personal care and service = \$12.03

10. SLIDE Average rent in Bloomfield vs. city (chart)

- a. Average mortgage costs in bloomfield

11. SLIDE Housing challenges of Low- and med-income renters (bullet list)

- a. Upkeep by landlords
- b. Rising rents
- c. Accessibility
- d. Transportation

12. Housing challenges of low- and med-income homeowners (bullet list)

- a. Maintenance and quality of housing stock
- b. Rising taxes
- c. Accessibility/Aging in place
- d. Transportation

13. Density/infill development

- a. Density in Bloomfield looks like 1-6 stories, typically 3-4 stories
  - i. Excellent transportation options
  - ii. Solid business district
- b. Mix of rental units, adding new and some higher end also good to help with demand helps rental rates go down

14. Problem:

- a. Almost everything built is high end or for higher end
  - i. SLIDE Morrow Park
  - ii. SLIDE Cypress Lofts
  - iii. SLIDE Empire on Liberty
  - iv. SLIDE Shursave Redevelopment Proposal
  - v. SLIDE proposed rents
- b. SLIDE Some higher end is good
  - i. Missing middle housing
    - 1. Missing middle housing.com
    - 2. Smaller scale, walkable neighborhood development

15. Why is Bloomfield a great location for new affordable housing

- a. SLIDE Geography - flat
- b. SLIDE Transportation infrastructure [mix of bus/bikes/bike share]
  - i. Bus downtown in 10 minutes
  - ii. Bus or bike to Pitt/CMU in 15-20 minutes









