

Oakland-Wide Community Meeting

Minutes: September 28, 2021

UPMC campus-wide signage

Presenting: Michelle Weltner, UPMC Project Manager

UPMC is undertaking a campus-wide redesign for wayfinding and directional signage for the Oakland hospitals. They will utilize a new "portal" methodology of designating areas of the campus. The introduction of a wayfinder system of signage, similar to the set-up of an airport, will include portals A-E. This project aims to consolidate old signs that date back to over 20 years, alleviate traffic build up, and, most importantly, ease patient worry about finding their destination before appointments on UPMC's campus. While some signs are getting refaced, many of the old sign structures will remain. Portal A plans to designate Western Psychiatric, while portal B will denote a temporary space off Atwood and Fifth. Similarly, portal C will designate Presby North, portal D to Montefiore, and E to the Kaufmann Medical Building.

Q: Do you have a timeframe for this? Do you need an approval process from the city?

A: Yes. We're hoping to start the installation of signage in a couple of months. We do have to go through a review. We are still awaiting variance approval, with the next step being permitting. Hopefully, early next year, we'll be completed with installation.

Q: Why aren't the red and white emergency signs larger? It is more important to find emergency than know that it is UPMC.

A: This is the design standard for UPMC, which was updated via their rebrand two or three years ago. Visually, as far as height goes, it meets all viewing standards and matches with all other UPMC campuses.

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Carnegie Library of Pittsburgh banners

Presenting: Sergei Matviev, AIA Elagin Architecture Inc. and Ron Graziano, Director of Facilities Development with the Carnegie Library of Pittsburgh

The Main Branch of the Carnegie Library of Pittsburgh (CLP), which is on Schenley Drive facing Schenley Plaza, sits atop city-owned property. Because of this, they need to go through various approval processes like this to update and accomplish projects like this one. Elagin Architecture will do the installation architecture if and when approved, and Palmer Products Imaging will fabricate the signs.

The project includes the installation of eight pole-mounted banners on lamp posts along the Main Branch of CLP's sidewalks. Based on the City's GIS maps, five lamp posts will be installed near Schenley Drive Extension, and the remaining three will be in the public right-of-way. The request for permanent installation of brackets and hardware into the already existing eight lamp posts.

We will hang fabric banners designed for wind loading from the hardware. The CLP employs a full-time staff of graphic artists who will create materials such as these banners. All such materials will be composed to reflect and engage the city's diverse citizenry. They ensure that the banners will be both up-to-date and visually engaging; they will periodically rotate banners to coincide with CLP events. Each pole banner will be 2' by 6', an updated size suggested by the Art Commission.

CLP is looking for permanent installation approval for the long term, but the current DAM meeting seeks approval for a 15-day installation.

Q: Did you already go through the approval process before the Art Commission? Do you have to go back to them after this DAM?

A: We've touched base with them for both conceptual approval and design approval, and we were approved so long as the community feedback doesn't render amendments

Q: So it will be 2' by 6' on each side? Or 2' by 6' period?

A: It will be 2' by 6' on each side. (See the project page for updated slides reflecting the 2' x 6' size.)

Q: So we can look forward to seeing these signs in the next month?

A: Yes. We're hoping to get them up by the end of October before applying for the long-term approval for the year.

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Inclusionary Zoning

Presenting: Wanda Wilson, OPDC

Inclusionary zoning programs incentivize or mandate developers to include affordable units as a part of new housing plans. Our neighbors in Lawrenceville have been the first to adopt this policy in the city. It was passed into legislation in June 2021 after a two-year stint as a temporary overlay pilot program. The process by which Lawrenceville passed inclusionary zoning was very robust, with a lot of community feedback along the way that started in the fall of 2018. Now in Lawrenceville, it is mandatory for any developer creating over 20 units to designate 10% of them to lower-income residents at affordable rates.

Here in Oakland, we have a significant need for affordable housing. At OPDC, as an affordable housing developer, we have developed and managed affordable housing, and we have a huge waitlist for the new units at Oakland Affordable Living. According to research, including the city's Affordable Housing Taskforce, there's a documented deficit of affordable housing across the city. Oakland is very high-priced and full of investment pressure, being so close to transportation and jobs, making inclusionary zoning a high priority around an equity-based agenda in the development of Oakland.

We also can identify that the Oakland Plan has draft recommendations that define a need for inclusionary zoning, affordable housing, and capture value from development into community reinvestment as high priority items.

Q: Some of the regions in the Oakland Crossings proposal are already in Oakland Public Realm regions but would be eliminated by their desired OPR. Weren't those OPRs made to help protect against developments like Oakland Crossings?

A: Yeah, I would agree. This was an ordinance written by Walnut Capital's attorney, submitted to the mayor, and then introduced by the mayor to City Council absent of public processes. It proposes a new public realm district, but, the purpose statement in the current public realm zoning districts is to protect low-intensity uses from neighboring higher intensity uses. Not surprisingly, the ordinance written by a private developer leaves this purpose out of their document. They seek monetary gain while our current ordinance was written by civil servants with no monetary gain to be had through writing the

zoning legislation. You can tell the difference, and we'd like to encourage you to point that out when talking to city council about the proposal.

Q: Were we not promised an IPOD? I remember we were promised an IPOD, but then City Planning said there wasn't enough time to accomplish it. If we had an IPOD in place, would this Walnut Capital plan be happening?

A: Well, it's not something that's a done deal, and we can certainly organize against it. For those who aren't familiar with an IPOD or an interim planning overlay district, it gives people the opportunity to put in place a temporary overlay to provide space for planning processes. Early on in The Oakland Plan process, this was discussed and supported by community members but hadn't come to fruition. We can see the importance of going through something like that to identify a vision and protect where we'd like to see zoning change occur. We'd like to see that incorporate mechanisms that leverage community priorities like affordable housing and job training programs. I agree it was unfortunate that the IPOD was never put in place when doing The Oakland Plan.

Q: Is it 10% of beds in apartments or 10% of apartments themselves?

A: 10% of apartments themselves need to remain

Q: So 30 3BRs and three 1BRs qualify?

A: I think you'd have to look specifically at the ordinance; it can be written to have comparable sized units for the affordable units.

Q: What is the next step in combatting Walnut Capital (WC)?

A: Currently, the bill is at Standing Committee at City Council. The Standing Committee on Land Use and Economics meets tomorrow at 10 A.M. to discuss. They could decide that this bill is problematic in terms of process and that they do not want it to see it move forward in any way. They can't take action on it directly; that requires Planning Commission action. We'll see how it goes and inform everyone via OPDC's website. Keep in mind that Walnut Capital is not putting forth a detailed plan or project, which is more important than just the pretty pictures that we've seen. We're keeping a very close eye on the City Council meeting tomorrow, and we'll have up-to-date information on our website available as a resource to everyone.