

Imagine Pleasant Hills

Public Update
April 30, 2024

COMPREHENSIVE PLANNING: *A New Way*

TRADITIONAL COMPREHENSIVE PLAN

- Demographics
- Land Use
- Housing
- ✕ • Transportation
- Community Facilities
- Natural Resource Protection
- Energy Conservation
- Economic Development
- Historic Resource Protection
- Compatibility

IMPLEMENTABLE COMPREHENSIVE PLAN

1

Focus on real, relevant topics

2

Organize planning the way citizens and elected officials think

3

Devise practical and workable recommendations

4

Recruit partners and create capacity

5

Get local *ownership* and *commitment* to implement



THE PROCESS

Phase I: Understanding the Community's Needs

- ✓ Meet with Steering Committee to kick off project
- ✓ Design and promote project website
- ✗ ✓ Prepare a digital Community Questionnaire
- ✓ Work with the Steering Committee to publicize process
- ✓ Review past studies
- ✓ Tour community with staff
- ✓ Conduct interviews
- ✓ Work with Steering Committee to plan and facilitate public event
- ✓ Meet with the Steering Committee to review input, ID Key Issues
- ✓ Update elected officials
- ✓ Present issues to residents and stakeholders at public event



THE PROCESS

Phase 2: Drilling down for solutions and opportunities

- Research issues
- Develop analysis on each Key Issue
- Develop vision statements, goals and objectives for each issue
- Meet with the Steering Committee to review progress
- Develop strategies for implementation
- Meet with the Steering Committee to review progress
- Prepare a draft “workbook” describing work tasks and conclusions
- Facilitate a public event to unveil the draft Plan
- Revise the “workbook” and submit for county, school and adjacent municipality review
- Present to Planning Commission
- Present an executive summary of plan at Public Hearing



PROJECT WEBSITE



[About the Project](#) [What do you imagine?](#)

A black and white photograph of a park with large trees and a gazebo. The text 'Imagine Pleasant Hills' is overlaid in a yellow, stylized font. The word 'Imagine' is in a script font, while 'Pleasant Hills' is in a serif font. A stylized sun and cloud icon is to the left, and a stylized cloud icon is to the right.

Imagine Pleasant Hills

A COMPREHENSIVE PLAN FOCUSED ON REIMAGINING PLEASANT HILLS

What do you imagine?

The Borough of Pleasant Hills is creating a long-range plan that will guide future priorities, projects and public decisions—and it will be rooted firmly in an understand of what's most important to the people who live and work here. Please take a moment and complete our Community Questionnaire.

Tell us!

QUESTIONNAIRE
RESULTS
SUMMARY

QUESTIONNAIRE

- **Went live in May 2023**
- **71% completion rate**
- **Average time spent: 12 minutes**
- **594 total responses to date**
 - **92.5% Pleasant Hills homeowners**
 - **2.4% Pleasant Hills renters**
 - **3.6% work or own a business in the borough**
- **Time spent living here**
 - **53% have lived here more than 20 years**
 - **33% have lived here 5-20 years**
 - **13% have lived here < 5 years**
- **Age breakdown**
 - **11% under 35**
 - **42% 35-54**
 - **18% 55-64**
 - **25% 65 or older**



WHAT ARE THE BEST FEATURES OF LIVING IN PLEASANT HILLS?

- **Community Safety:** a general sense of safety and security in the Borough
- **Police/Fire/EMS Services**
- **Public Works:** snow removal and maintenance of roads and public facilities
- **Community Amenities:** municipal parks, community/recreational programming, and the municipal library
- **School District**



WHAT ARE THE BIGGEST CHANGES YOU WOULD LIKE TO SEE IN THE COMMUNITY?

- **New/additional community spaces**
- **Improved and expanded sidewalks**
- **Increased enforcement of zoning/code ordinance and traffic laws**
- **Quality of road infrastructure and traffic management**
- **Local commercial activity**



WHAT ISSUES WILL BE THE MOST IMPORTANT TO THE FUTURE OF PLEASANT HILLS?

Greatest percentage of #1 rankings:

1. Community safety (police, fire, EMS) (81.4%)
2. Attracting businesses to Pleasant Hills (68%)
3. Addressing the appearance of Route 51 and other commercial areas (61.2%)
4. Developing/revitalizing parks and recreational facilities (58.7%)
5. Communication with residents and business owners (57.7%)



ANY OTHER ISSUES?

- Air and noise pollution
- Rising taxes and school district taxes
- Concerns over new development in/near Pleasant Hills
- Borough building concerns/desires
- Increased community engagement and programming events/willingness to volunteer
- Sidewalks (particularly East Bruceton to connect Old Clairton Road)
- Transportation access and programming for seniors



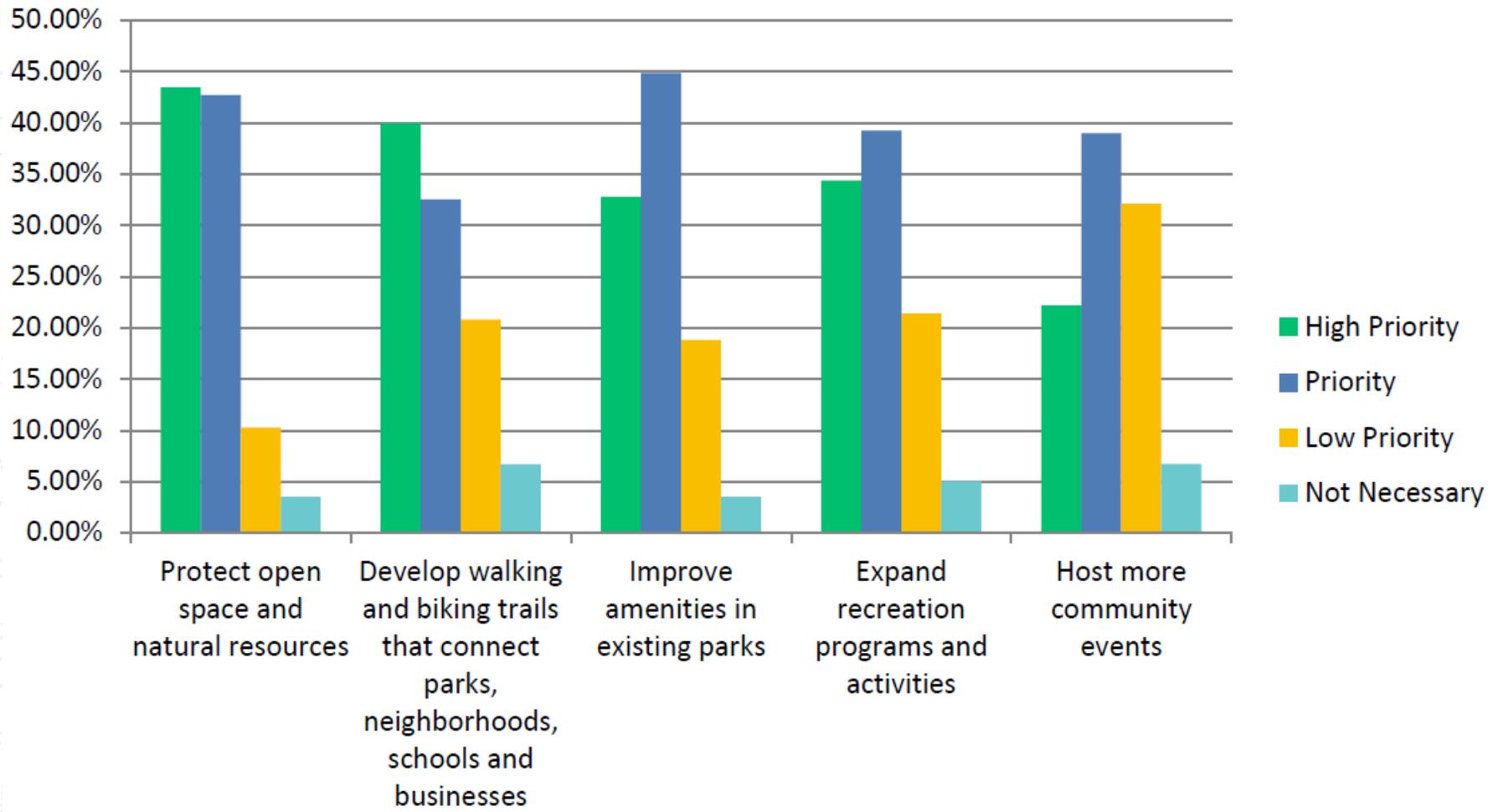
BOROUGH BUILDING

1. Community gathering and meeting space
2. Cost-efficient operation (heating, cooling, etc.)
3. Indoor Recreation facilities
4. Modern facilities and security for police functions
5. Adequate space for citizen services

In favor of raising capital funds to finance new building development?	Responses
Yes	25%
No	34%
Not sure	41%
Total Responses	545



FUTURE PARKS AND RECREATION EFFORTS



OTHER
CONVERSATIONS

KEY PERSON INTERVIEWS

25 individuals invited
11 participated

Major themes:

- Community Feel and Fabric
- School District
- Public Safety
- **Conditions along Route 51**
- Parks and Recreation
- **Borough Operations/Management/Communication**



COMMUNITY DAY



COMMITTEE IDENTIFIED ISSUES

- **Infrastructure assessments, maintenance, and communications**
- **Connectivity and traffic management**
- **Revitalization and property maintenance**
- **Parks and recreation**
- **Attracting young families**
- **Collaboration with Jefferson Hills**
- **Senior population**
- **Borough communications**
- **Environmental concerns – air quality, landslides**



PREVIOUS PLAN RECOMMENDATIONS

- **Jefferson Regional Foundation**
 - Changing community trends in demographics, economic mobility, and community health
- **2012 Comprehensive Plan**
 - Community Center/Recreation
 - Economic Development
 - Property Maintenance
 - Public Safety
 - Sustainability
 - Land Use
 - Community Relations



ACROSS THE BOARD

Engagement Type	Issues							
Steering Committee	Infrastructure Assessments and Maintenance	Connectivity and Traffic Management	Revitalization and Property Maintenance	Parks and Recreation	Attracting Young Families	Collaboration and Comms	Air Quality and Landslides	Amenities for Senior Population
Community Questionnaire	Community Safety, Comms, and Engagement	Attracting Local Businesses and Commercial Activity	Parks and Recreation	Route 51 and Other Commercial Areas	Air and Noise Pollution	Sidewalks and Traffic Management	Quality of Road Infrastructure	Zoning/ Code Enforcement
Key Person Interviews	Conditions along Route 51	Borough Operations and Management	Borough Comms	Air Quality	Parks and Recreation			
Community Day	Community and Recreation Amenities (such as a dog park, splash park, or community center)	Sidewalks	Activities for kids	Places to shop, including grocery stores	ADA accessible parks and places	Community Programs and Shared Spaces		



KEY ISSUES SHAPING UP

Communications

The Borough will continue to provide high-quality community services with a focus on maintaining transparency, accessibility and accountability in public communications, both through traditional channels and those enabled by new technology.

- A day of recognition for exceptional public service
- The new borough building and associated conversations about where/how the borough provides facilities and public services
- Intentional communications strategies across multiple platforms, with capacity in mind
- Collaboration with Jefferson Regional Foundation, the school district and other entities



KEY ISSUES SHAPING UP

Old Clairton Road

Recognizing the importance of Old Clairton Road as the borough's major local thoroughfare, investments during the next decade will enhance the public realm, particularly to improve pedestrian conditions, to incorporate beautification that reinforces what's special about Pleasant Hills, and to set the stage for private investment that meets residents' needs.

- Improving the safety and appeal of walking routes between key community destinations
- Strategies and incentives for desired outcomes for sidewalks and parking
- Attracting desired investment and reinvestment
- Use streetscaping to reinforce a cohesive community feel



KEY ISSUES SHAPING UP

Community facilities

The borough will build upon its well-loved recreation offerings, providing and improving spaces that are inclusive, welcoming and foster community-building.

- Kids activities and senior amenities
- Taking inventory of and improving existing facilities
- Opportunity cost of programming/understanding capacity



KEY ISSUES SHAPING UP

Safety and Property Maintenance

The Borough will continue to provide outstanding services that protect all residents, maintain vital infrastructure and promote the well-being and character of the community.

- Attracting young families, as well as keeping seniors comfortable in the borough, are goals that emerged across community engagement.
- Proactive strategies for property upkeep – this could involve identifying needs for programs/support to maintain buildings and connecting homeowners with those resources
- Preserving home ownership opportunities
- Maintaining the current standard for public safety
- An opportunity for a review of the zoning/code ordinances to ensure that they consistently support borough goals



KEY ISSUES SHAPING UP

Other

- Air quality and environmental issues
- Route 51



NEXT STEPS

