



# *Imagine* Pleasant Hills

Public Update  
November 19, 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?](#)

The background of the main section is a black and white photograph of a park. It shows several large, mature trees with dense foliage. In the foreground, there is a wooden gazebo with a pointed roof. The overall scene is peaceful and natural.

## 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 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%)



# 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**



# 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**



RECOMMENDATIONS

# 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



## 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



## ***Community facilities***

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

- Upgrade Mowry Park
- Explore new possibilities for AAA Park
- Kids activities and senior amenities
- Taking inventory of and improving existing facilities
- Opportunity cost of programming/understanding capacity



## ***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





NEXT STEPS

