



Lawrenceville Strategic Plan

August 21st, 2025
6:30 P.M.

Tonight's agenda



- Welcome & introductions
- Who are LU and LC
- RCOs and Current Landscape
- Strategic Plan
- Membership Survey
- Open Q&A
- Next Steps



Mission: Lawrenceville United works to improve and protect the quality of life for all residents.

Vision: We envision a welcoming, diverse, and empowered community that works together to ensure all residents have what they need to thrive.

Who we are



Full Time:



Dave Breingan
Executive Director



Emma Gamble
Community Engagement
& Program Manager



Ben Schrag
Market Intern

Part time:



Bryanna Johnson
Farmers Market Manager



Dorothenia Nicholson
Case Manager



Riley Fagan
Assistant Farmers Market Manager



Ron Schiavo
Food Distribution Coordinator



Mission: Driven by the Lawrenceville Community, LC acts at the catalyst and conduit for responsible and sustainable growth.

LC continues to build a more inclusive, equitable, accessible, and sustainable community through real estate development, policy and advocacy, community, planning and development, business district management, and communications and marketing.

Who we are



Sarah Trbovic
Executive Director



Kara Kimicata
Community Outreach
Manager



Ross Greenberg
Business District
Coordinator



Lawrenceville United
Celebrating our impact

959 LU members



Over 650 community meetings



1,800 trees planted & adopted



30,000+ meals distributed annually



68 direct grants to residents since 2020



45% reduction in total crime between
2018-2023 alone!



15 years of the Lawrenceville Farmers Market





30 blighted properties repurposed +
116 affordable units in the pipeline through IZ

Revitalization of Duncan Park as urban food forest



Creation of the first volunteer-run dog park in PGH



Lawrenceville Organic Community Garden



Lawrenceville Corporation Celebrating Our Impact



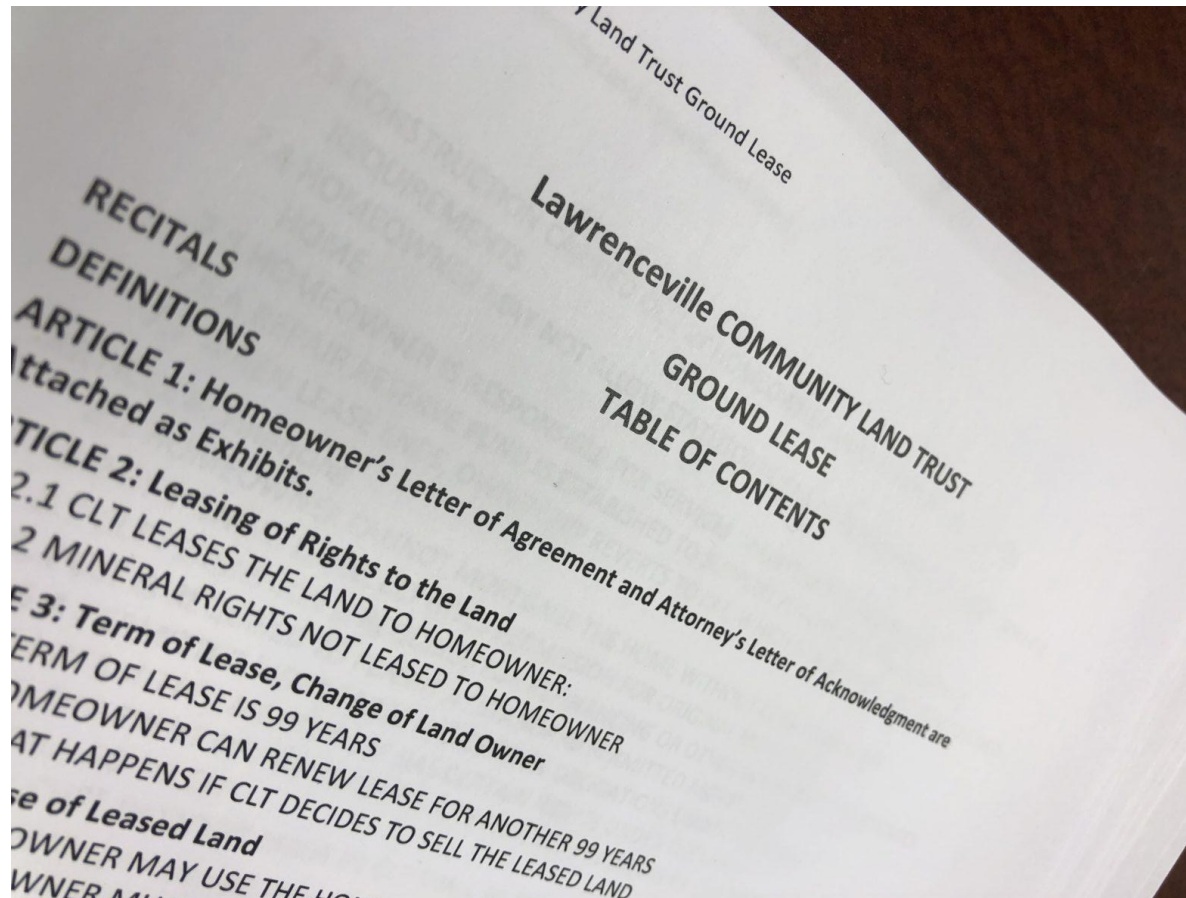
Doughboy Square

With generous support from Bridgeway Capital and Allegheny Valley Bank, LC redeveloped Doughboy Square, the western gateway to Lawrenceville.



Community Land Trust

In 2015, LC initiated an effort to design and deliver permanently affordable for-sale homes in Lawrenceville, which resulted in the first Community Land Trust in Western Pennsylvania.



Tree Park

In partnership with Friends of the Pittsburgh Urban Forest, LC transformed a vacant lot at Stanton Ave and Keystone Street into a new park overseen by the Lawrenceville Tree Tenders.



Action Housing

Helped assemble properties and redevelop Sixth Ward Flats into 36 units of affordable housing.



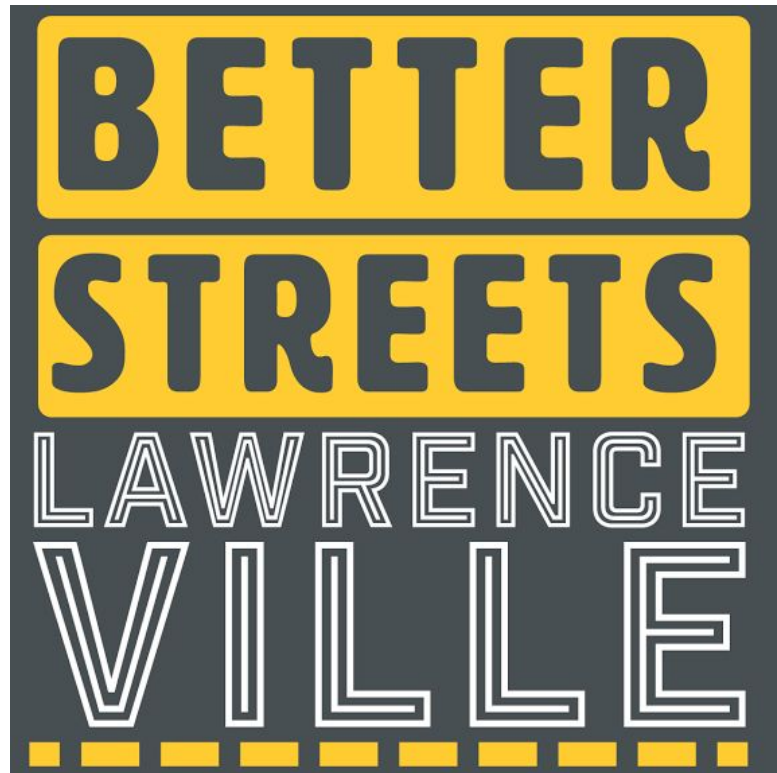
Green Boulevard

Originally proposed in the 2010 Allegheny Riverfront Vision Plan, the Green Boulevard is a vision to draw community and ecological connections along the Allegheny Riverfront



Better Streets

A group of volunteers whose mission is to make Lawrenceville's streets safe, convenient, and efficient for all modes of travel, with a focus on pedestrians, bicyclists, wheelchair-users, stroller-pushers, and bus riders.



Outdoor Dining Grants

Assisting businesses with the new Outdoor Dining and Retail License process.



Mobility Enhancement District

This program better manages parking demand along the commercial district in Lawrenceville while funding much needed mobility and infrastructure improvements.



Ice House Studios

Managed by Lawrenceville Corporation, it is home to affordable working studios for 30 artists and creative organizations.



Community Events

We hosted our third annual Lawrenceville Pride and the 27th Lawrenceville Cookie Tour.

Lawrenceville Pride

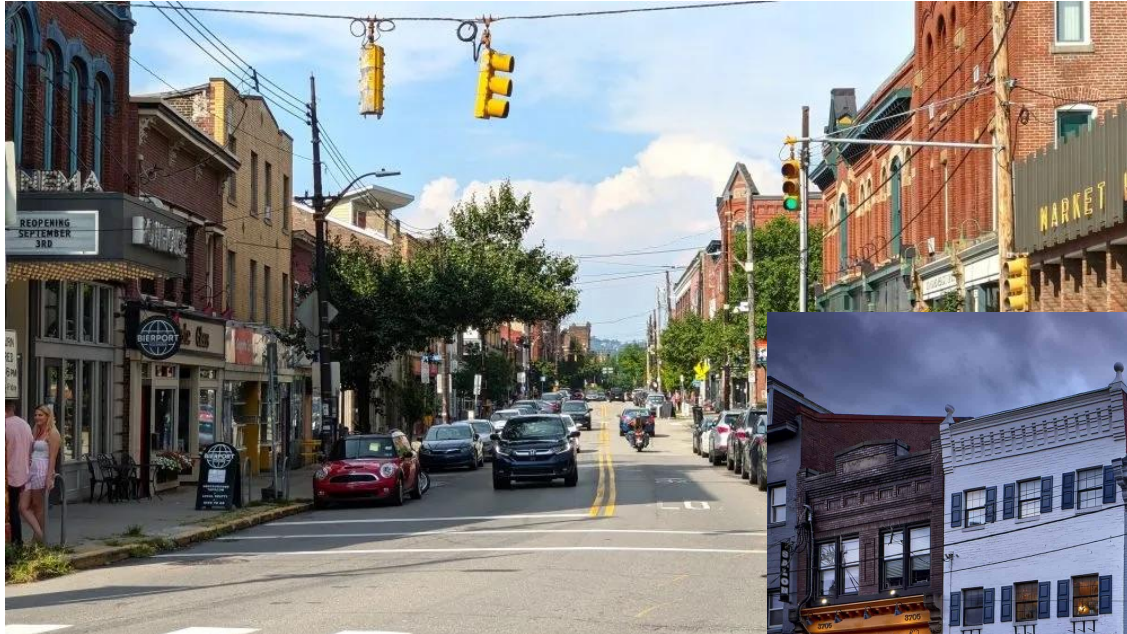


Cookie Tour

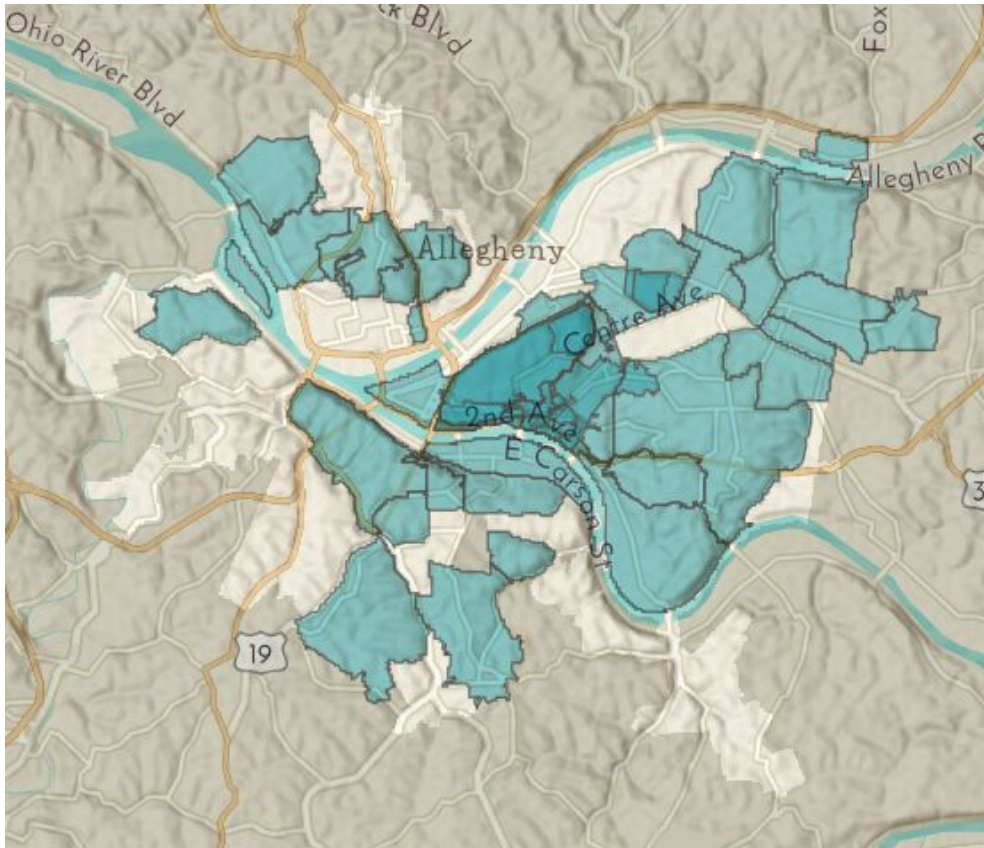


Business District Advisory Committee

Made up of Lawrenceville business owners and staff who meet monthly to advise on community updates, happenings, and where our efforts should be focused.



Registered Community Organizations



Neighborhoods with less staff capacity than Lawrenceville:

- Bloomfield
- Highland Park
- Morningside
- Polish Hill
- Shady Side

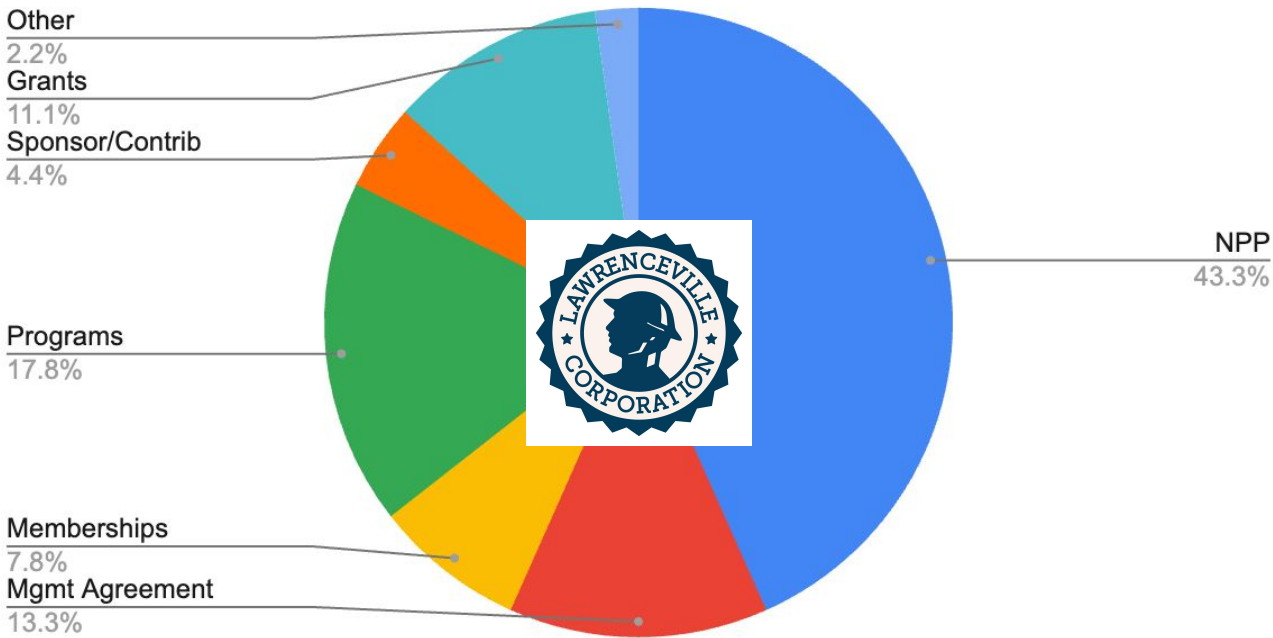
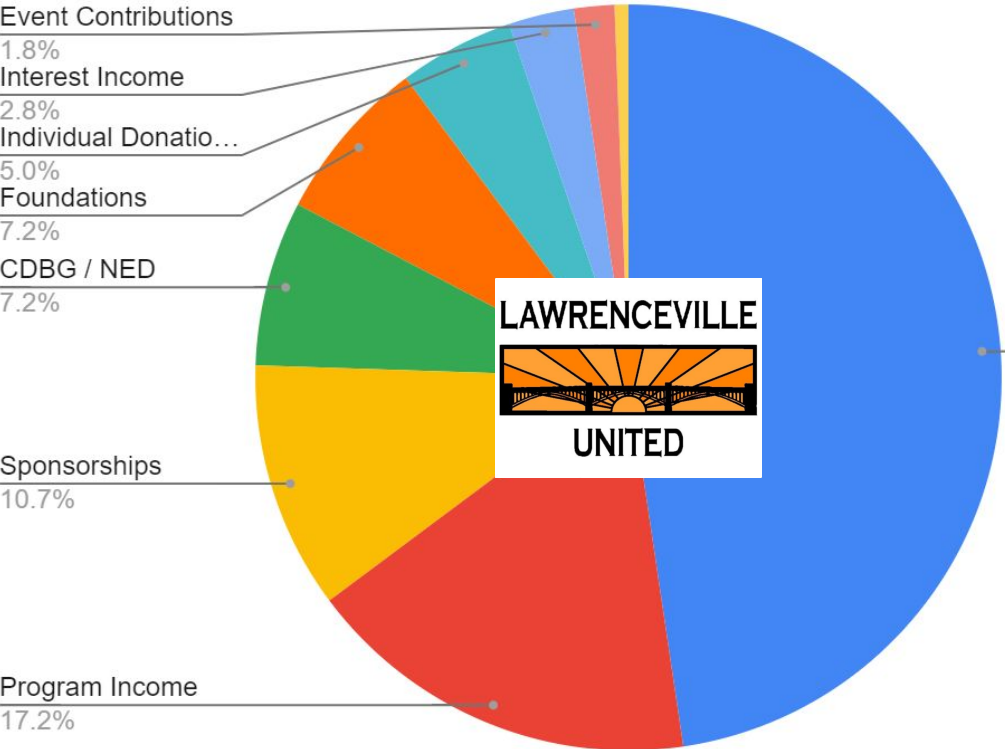
and more...

Current Funding Landscape



- Limited and competitive public grant funding available
- Limited opportunity because of current CBDG eligible tracts
- Grant funding scoring rubric incorporates economic data
- Opportunity for cost reduction due to duplicative overhead costs
- Streamline duplicative staff responsibilities

2024 Budgets



The challenge with our competitiveness

Applicant Organization	Q1: Project proposal goals	Q2: Lasting impact of proposal	Q3: Role of NED funding	Q4: Community engagement/ demonstrate capacity	Q5: Address community concerns	Q6: Partnership with other entitites	Autoscore: Single parent head of household	Autoscore: LMI	Autoscore: URA Market Index	General NED Score
Lawrenceville United	4.18	4.45	4.64	4.36	4.36	4.45	1.57	3.3	1.13	32.45
Average	3.92	3.89	3.98	4.06	4.04	4.18	2.63	3.15	3.34	33.19

How do we continue to meet the needs of the neighborhood long term



- Alignment between the vision of LU and LC
- Considered various different models
- A merged organization creates opportunities in terms of funding, increased impact, and operational efficiencies

There are many opportunities for LU & LC's next chapter

- There are opportunities to address **affordability and community culture**
- There are opportunities to **reframe Lawrenceville's narrative** and issues
- There are opportunities to **lift all boats**
- There are opportunities to continue to **scale Lawrenceville's impact** to the greater region
- There are opportunities to ensure future stability by **strengthening internal practices**
- There is an opportunity to **embed equity as a core value** for both organizations
- People have a vision for what **LU and LC could be...**





Strategic Planning

- There continues to be a lot of needs to address + community assets to protect
- Sustaining funding at current rates will be a challenge



DISCOVERY METHODS

The strategic planning process utilized the following methods to understand the organizations' history, assess their current status, and identify opportunities for the future.

Review of Existing Documents

Through the course of their more than 20 year history, LU and LC have produced several documents, including planning documents, guidelines, and presentations. A review of past documents revealed several recurring organizational values, a history of successful efforts, and organizational capacities to build upon.

Stakeholder Engagement

Over 100 LC and LU stakeholders participated in interviews, focus groups, and surveys. Participants included board and staff members (past and present), elected officials, subject matter experts, partners, community members, and funders. Participants discussed the biggest challenges and opportunities facing Lawrenceville, regional and national trends for CDCs and CBOs, the history and impact of the organizations, and suggestions for their futures.

Organizational History & Strategy

Interviews with past and present board and staff members, organizational profiles and timelines, and past strategic planning documents revealed the history of both organizations. This history exposed historic and current strengths and weaknesses, and the intentional strategy behind the evolution of their efforts.

Reputation Assessment

Over 350 newspaper articles and website mentions were assessed to understand how the public discusses and perceives the organizations. Mentions from the past ten years revealed how often the organizations are associated with neighborhood successes and what topics they are most closely associated with.

Financial Analysis

An assessment of financial audits and statements revealed the financial health of LC and LU. This assessment included a review of historic cash flow trends, the value of organizational assets, percentage income from various sources, and projected future income and cash flow trends.

Board Operations Analysis

A self-assessment was facilitated for the Executive Committees of both organizations to identify areas for improvement and areas that are thriving. The results were compared between the two organizations. This also included a review of relevant board documents and internal policies.

Regional and National Trend Analysis

Research and interviews of regional and national organizations and subject matter experts was performed. The outcomes of this work provided best practices and lessons learned for CBOs and CDCs in communities that have transitioned from weak market to strong market.



100+

people engaged in interviews, focus groups, and surveys



6

Joint Board Meetings



10

Joint Planning Committee Meetings



60+

documents reviewed



350+

newspaper articles and website mentions reviewed



35+

LC/LU & evolveEA working meetings

An aerial photograph of a densely packed urban neighborhood, likely Lawrenceville, Georgia. The image shows a variety of residential buildings, including multi-story brick houses with multiple windows and chimneys. There are many trees interspersed among the buildings, and some rooftops are visible. The overall scene is a mix of urban development and greenery.

We are
Lawrenceville Together

Sarah

An aerial photograph of a dense urban neighborhood, likely in a city like Philadelphia. The image shows a vast number of brick houses with varying rooflines, many featuring dormer windows and chimneys. Green trees are interspersed among the buildings. In the background, more modern, multi-story buildings are visible, suggesting a mix of old and new development. The overall scene is captured from a high angle, looking down on the rooftops and upper floors of the houses.

**We lead on
neighborhood issues,
while embracing collaboration
to confront regional challenges.**

An aerial photograph of a densely packed urban neighborhood, likely Lawrenceville, Georgia. The image shows a variety of residential buildings, including multi-story brick houses and smaller cottages, interspersed with green trees. The perspective is from a high vantage point, looking down over the rooftops and streets. The lighting suggests late afternoon or early morning, with a warm, golden glow. Overlaid on the center of the image is white text.

We believe
that Lawrenceville needs strong
places and empowered people
for the community to thrive.

An aerial photograph of a dense urban neighborhood, likely in a city like Philadelphia. The image shows a vast number of brick houses with varying rooflines, many featuring dormer windows. The houses are packed closely together, with some greenery and trees interspersed. In the background, more modern buildings and a river or body of water are visible under a soft, hazy sky. The overall tone is warm and slightly desaturated.

**We act
through housing & quality of life, business
& economic opportunity, open space &
public realm, community planning &
development, and engagement & identity.**



Our Vision

A welcoming, diverse, and empowered community that works together to ensure all residents, businesses, and workers have what they need to thrive.



Our Mission
**We build opportunity & community
for all who live & work in Lawrenceville.**



HOUSING & QUALITY OF LIFE

We strive for a high quality of life for Lawrenceville residents that is underpinned by robust housing choices.



BUSINESS & ECONOMIC OPPORTUNITY

We support a diversity of businesses to be integral partners in creating a thriving, equitable, and accessible community.



OPEN SPACE & PUBLIC REALM

We foster a healthy, sustainable, safe, and accessible community with high-quality infrastructure and public spaces.



COMMUNITY PLANNING & DEVELOPMENT

We facilitate proactive and inclusive neighborhood planning that guides development to reflect community values and goals.



ENGAGEMENT & IDENTITY

We cultivate a community where all are invited to learn, contribute to, and enjoy the neighborhood's identity and culture.

Redevelopment of Clack site

- Ensure the community's plan gets implemented
- Connection through Arsenal Park
- Affordable housing
- Co-operative housing



Permanent home for the Farmers Market

Establish a permanent home for the Lawrenceville Farmers Market to sustain this long-term vital source of healthy food, community gathering space, and economic support for our local food system.



Implement the Housing Legacy Project

Support our low-income older adults to age in place, while creating a supply of affordable housing for the next generation.



Dave

Establish a business incubator

- Incubate community-serving businesses
- Partnership opportunities with Farmers Market
- Continue to invest in women- and minority- owned businesses.



Identify “hinge properties”

Execute a strategy for community-led development

- St. Mary’s Lyceum
- Teamsters
- 62nd Street
- Rite Aid
- West Penn Hospital lot



Third spaces

Cultivate physical spaces that promote community building



Membership



- More important than ever:
 - Credibility
 - Expanding our capacity and power
 - Financial sustainability
 - Create belonging & community
- Unified membership for residents & businesses
- Voting privileges for all Board seats



Governance



- 16 Board members
- Must be majority residents
- 4 residents using open nomination process
- 4 business representatives using open nomination process
- 8 Board-appointed members ratified by membership
 - Open, transparent recruitment process for all seats, with public calls for interest
 - At least 5 must be residents



Next steps

- Formally merging the organizations
- Requires official vote of membership
- Approval by the PA Attorney General



Q&A / Comments



- What do you think?
- What's most important to our work plan?
- What questions do you have?
- Complete the membership survey!
- Want to read the full Strategic Plan? Go to LC's website: lvpgh.com/about/community-plan



Upcoming Calendar



- September 4th: 6:30-8:00 PM **PGH Comprehensive Plan and Neighborhood Mixer** at Eleventh Hour
- September 7th: 5:00-7:00 PM **Network and Chill** at the Ripple
- September 11th: 5:30-7:00 PM **EV Chargers on 39th Street** via Zoom
- September 13th: 10 AM-12:00 PM **Garbage Olympics** throughout Lawrenceville
- September 15th: 5:00-7:00 PM **Non-Alcoholic Sampler Event** at Spirit
- September 16th: 6:30-8:00 PM **Renters' Rights Workshop** at Goodwill
- September 27th: 10:00 AM- 1:00 PM **Better Block Implementation** at 48th and Butler
- October 11th: 1:00-5:00 PM **LIVE! In Lawrenceville** at Bay 41

Keep in touch

Lawrenceville United

118 52nd Street, Suite 2026

Pittsburgh, PA 15201

(412) 802-7220

Dave@LUnited.org

Lawrenceville Corporation

100 43rd Street, Suite 208

Pittsburgh, PA 15201

(412) 621-1616

SarahT@lawrencevillecorp.com