

Fast Fun and Fervent Session

Pennsylvania Chapter of the American Planning Association

Annual Conference

Lancaster, PA

Monday, October 3, 2022

A teal geometric pattern consisting of a series of parallel diagonal lines, forming a series of small triangles, located at the bottom of the slide.

Carolyn Ristau

Carolyn Ristau is a Land Use Planner specializing in zoning and land development ordinances. She writes and edits reports, plans, proposals, and ordinances that are readable and implementable through plain language and storytelling. She previously worked in the City of Pittsburgh's zoning division and at several local non-profits focused on housing development and community engagement. Inspired by her work experiences, Carolyn is researching morality, zoning, and redevelopment, particularly how morality is built into zoning code regulations both overtly in the purpose section of many cities' ordinances and covertly in the actual regulations themselves. This research is currently supported by the Pennsylvania Housing Finance Agency's 2022 Kathy A Possinger Housing Policy Fellowship. Carolyn graduated summa cum laude from the University of Pittsburgh in 2012 with a BA in Urban Studies. She is also the author of "Zoning Adventures: A Home Addition Paper Chase."

Residential Zoning by Race

PA Chapter of APA Annual Conference

2022 PHFA Kathy A. Possinger Housing Policy Fellowship Research

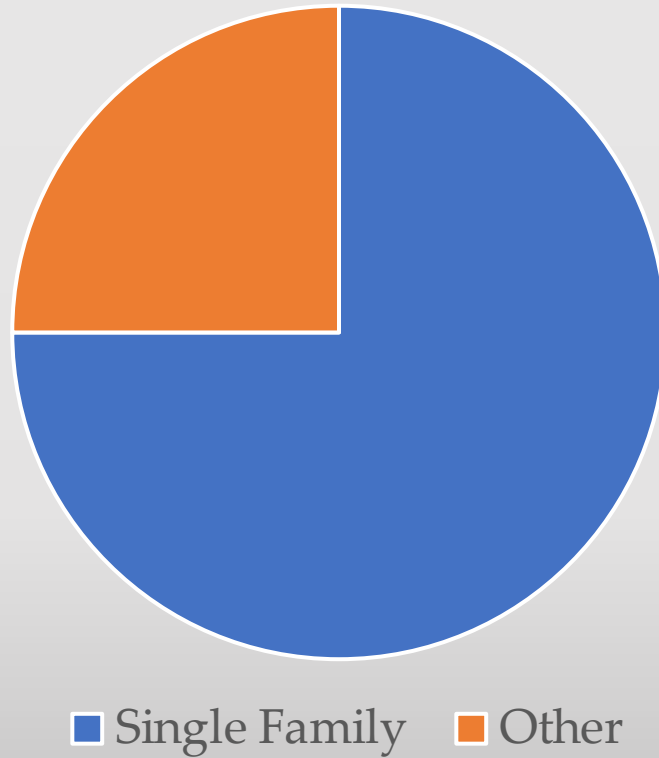
October 3, 2022

Carolyn Ristau

carolyn@detailsreviewed.com

National Context

Average Land Area of Residential Zones
in Major US Cities



National Context – Common Reforms



Single-Family Zoning Context



VS.



Residential Zoning by Race

Blue = White residents
Green = Black residents
Pink = Asian residents



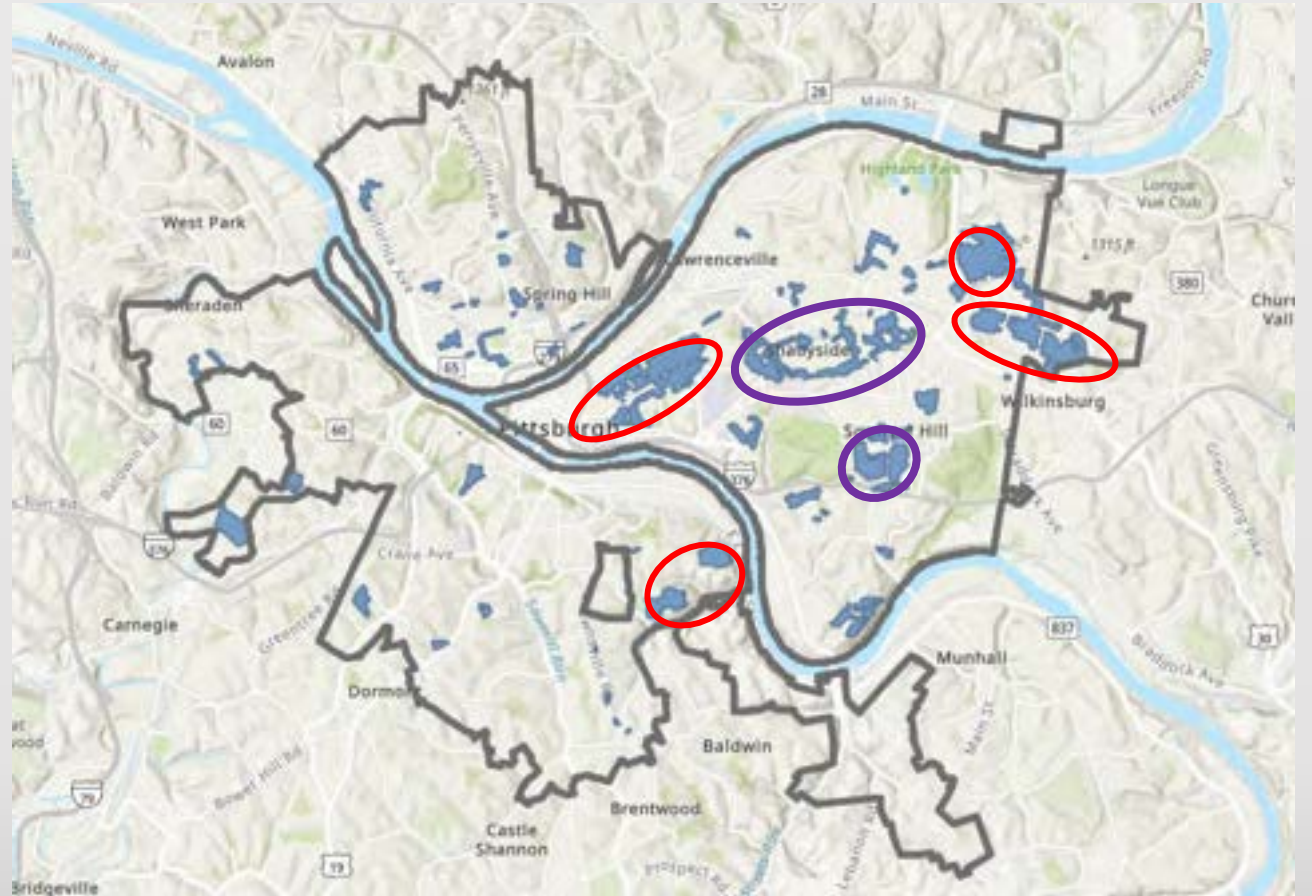
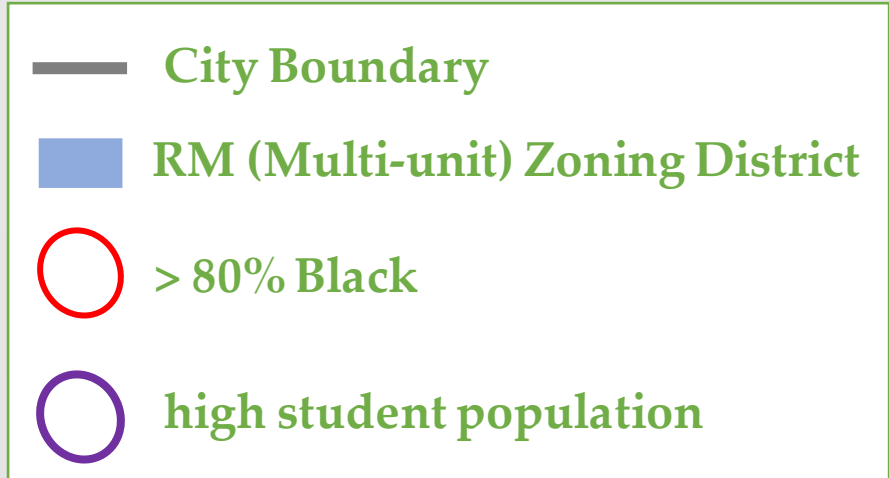
Pittsburgh's Current Residential Zones



Source: Pittsburgh Zoning Map

Zoning District Type	Square Miles	Percentage of City's Residential Land
Single-Family (R1D, R1A, P, & H)	34.03	78%
Two-unit (R2)	4.38	10%
Three-unit (R3)	0.26	0.6%
Multi-unit (RM)	3.09	7%
Various (RP)	1.58	4%

Pittsburgh's Current Multi-Unit Districts



Pittsburgh's Existing Built Environment



Mostly Single-unit Zoning
BUT
Many Multi-unit Housing

— Railroad Tracks

Pittsburgh's Existing Built Environment



Mostly Multi-unit Zoning
BUT
Mostly Single-unit Housing



Railroad Tracks

Race, Redlining, & Zoning

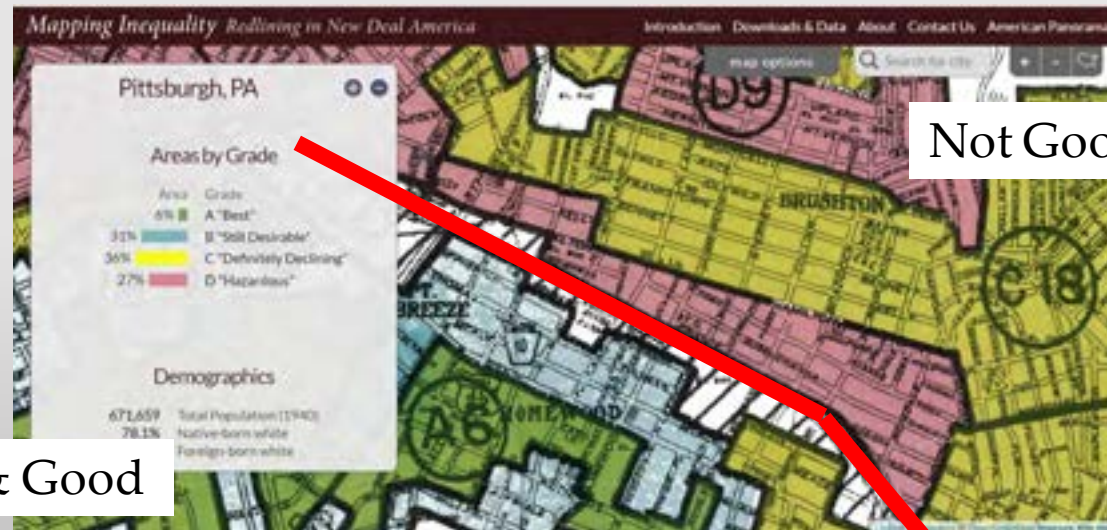
Pittsburgh Current Zoning Map



Mostly Multi-unit Zoning
AND
93-96% Black

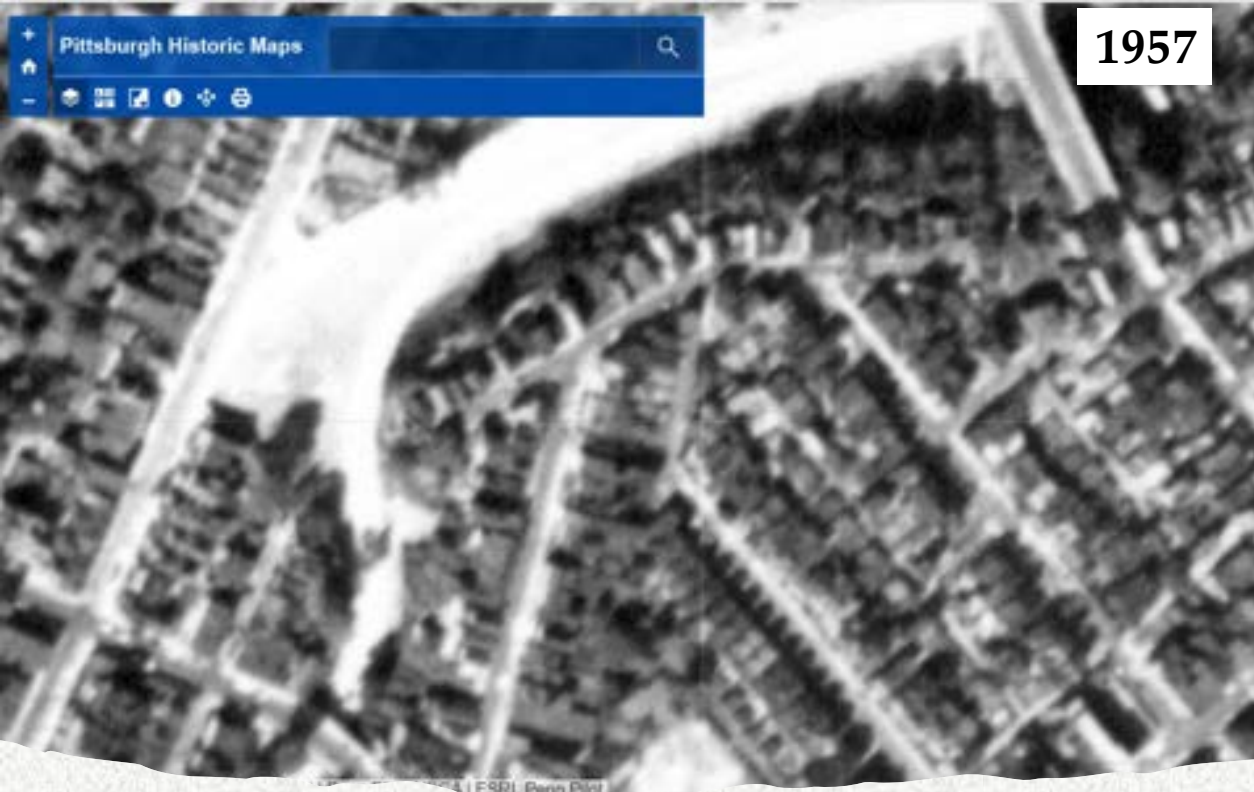
Mostly Single-unit Zoning
AND
4-55% Black (and decreasing)

Pittsburgh 1937 HOLC “Redlining” Map



Not Good & Bad

Okay & Good



Impact of Multi-Unit Zoning on Black Neighborhoods

Taking housing stock away
from homeownership options



Impact of Multi-Unit Zoning on Black Neighborhoods

Taking housing stock away
from homeownership options

Today



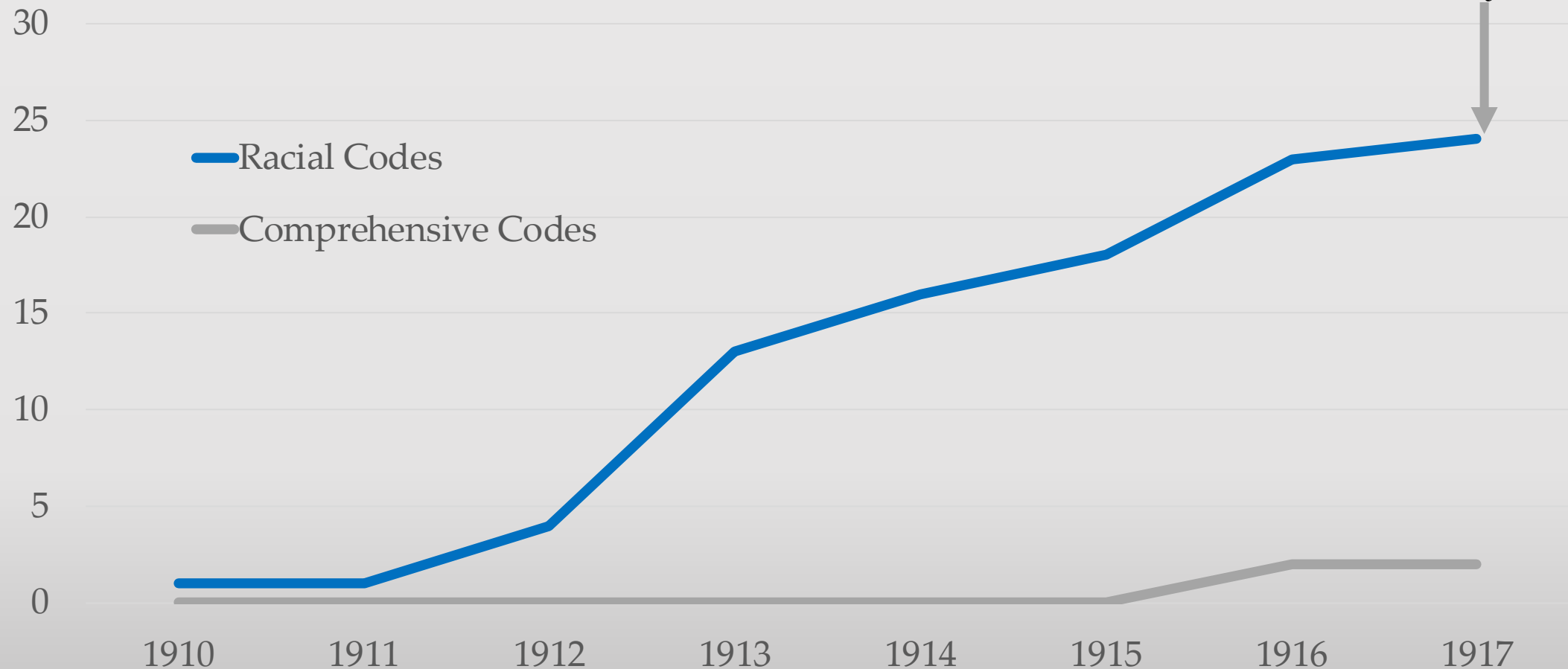
Impact of Multi-Unit Zoning on Black Neighborhoods

Large Setback Requirements
Atypical Conditions

Zoning's Racial Origins

Source: Collective Action, White Flight, and the Origins of Racial Zoning Laws

1917 Supreme Court
Buchanan v. Warley

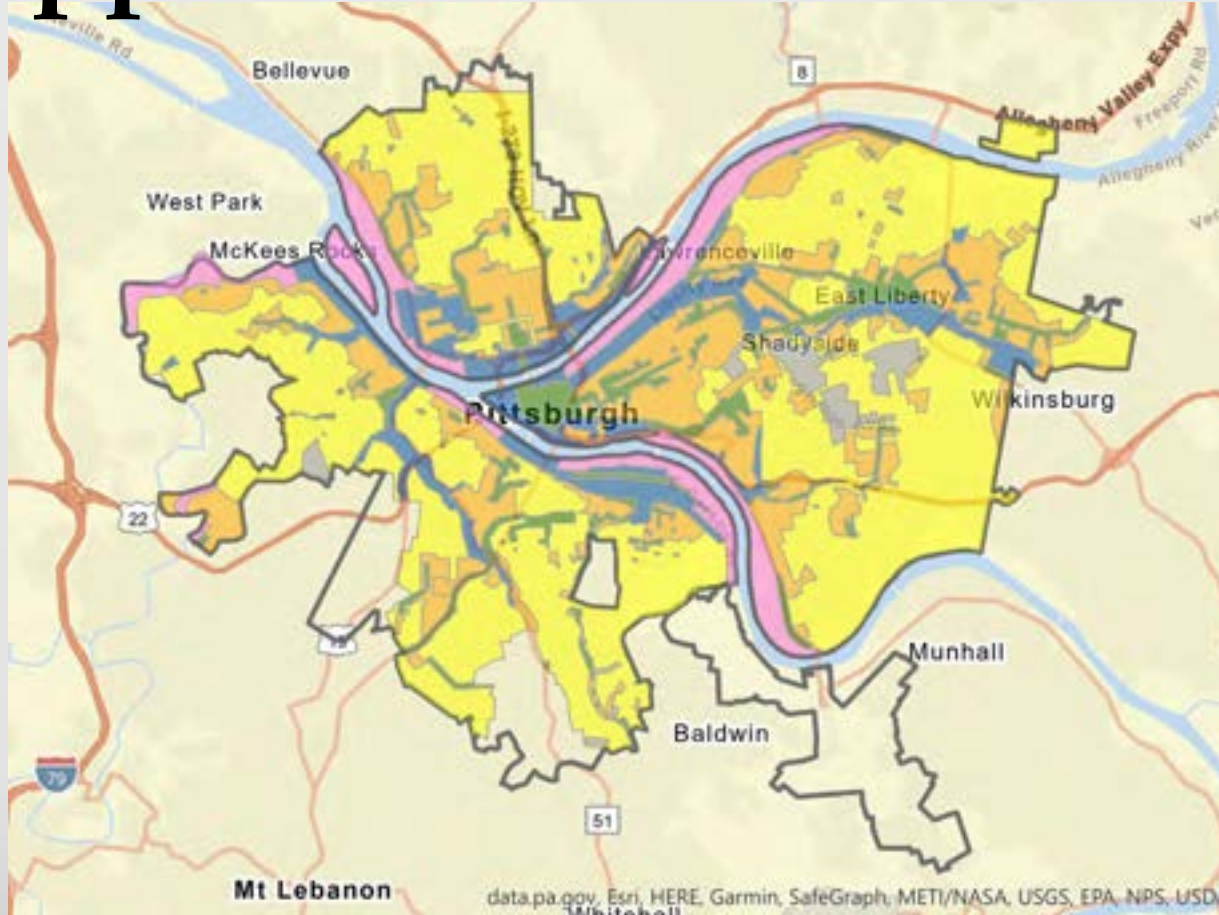


Project Approach

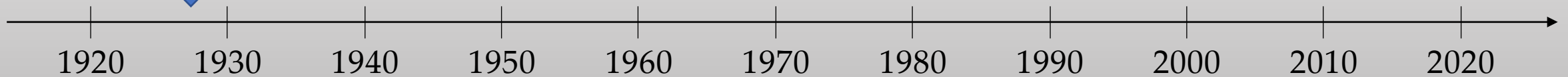
Hypothesis:

Pittsburgh's current residential zoning districts are based on race.

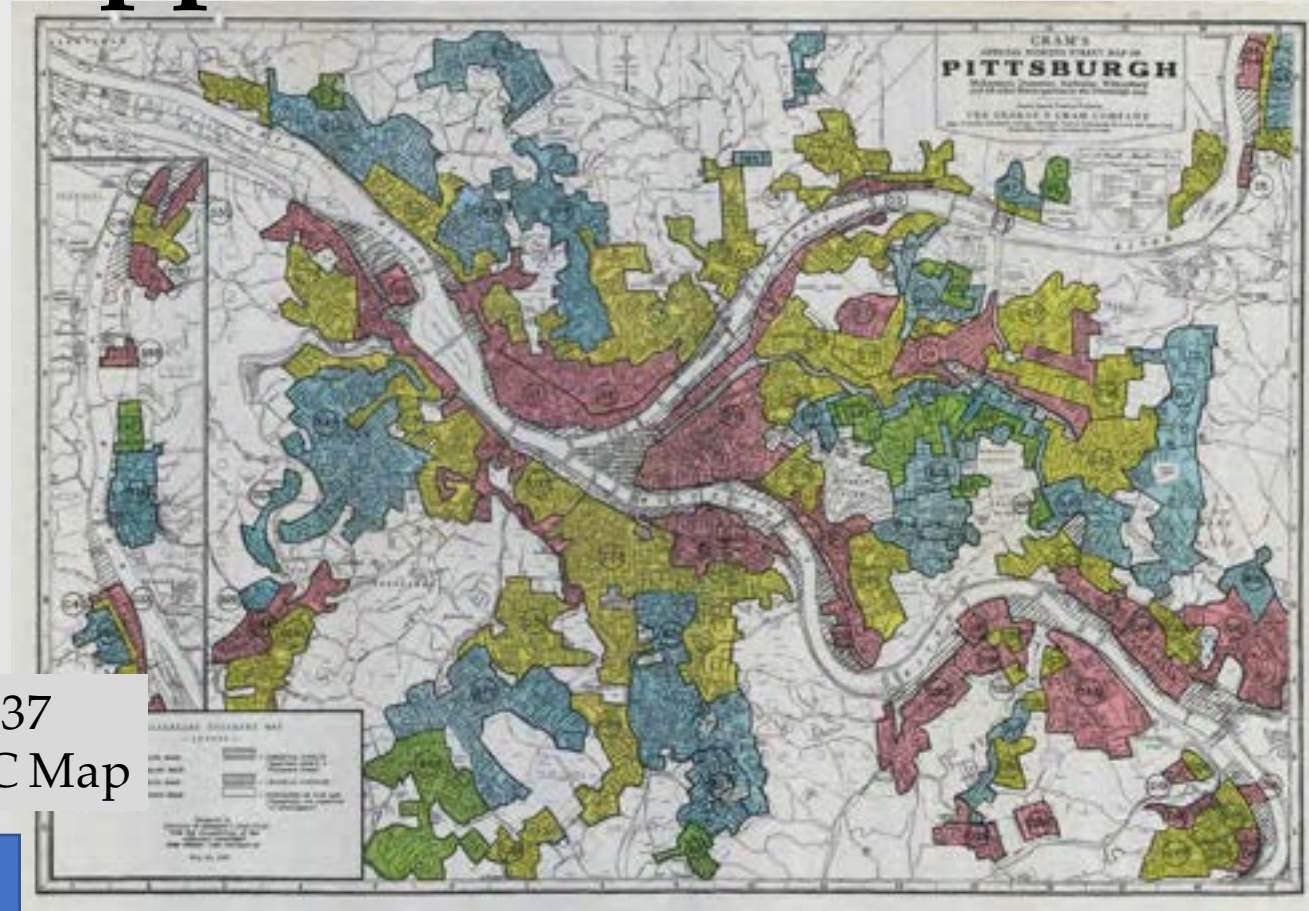
Project Approach



1927
Zoning Map



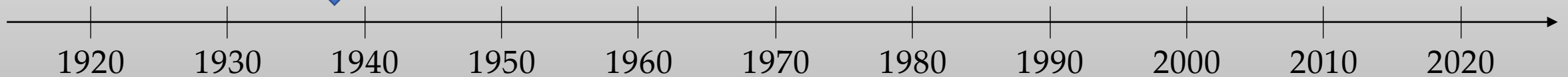
Project Approach



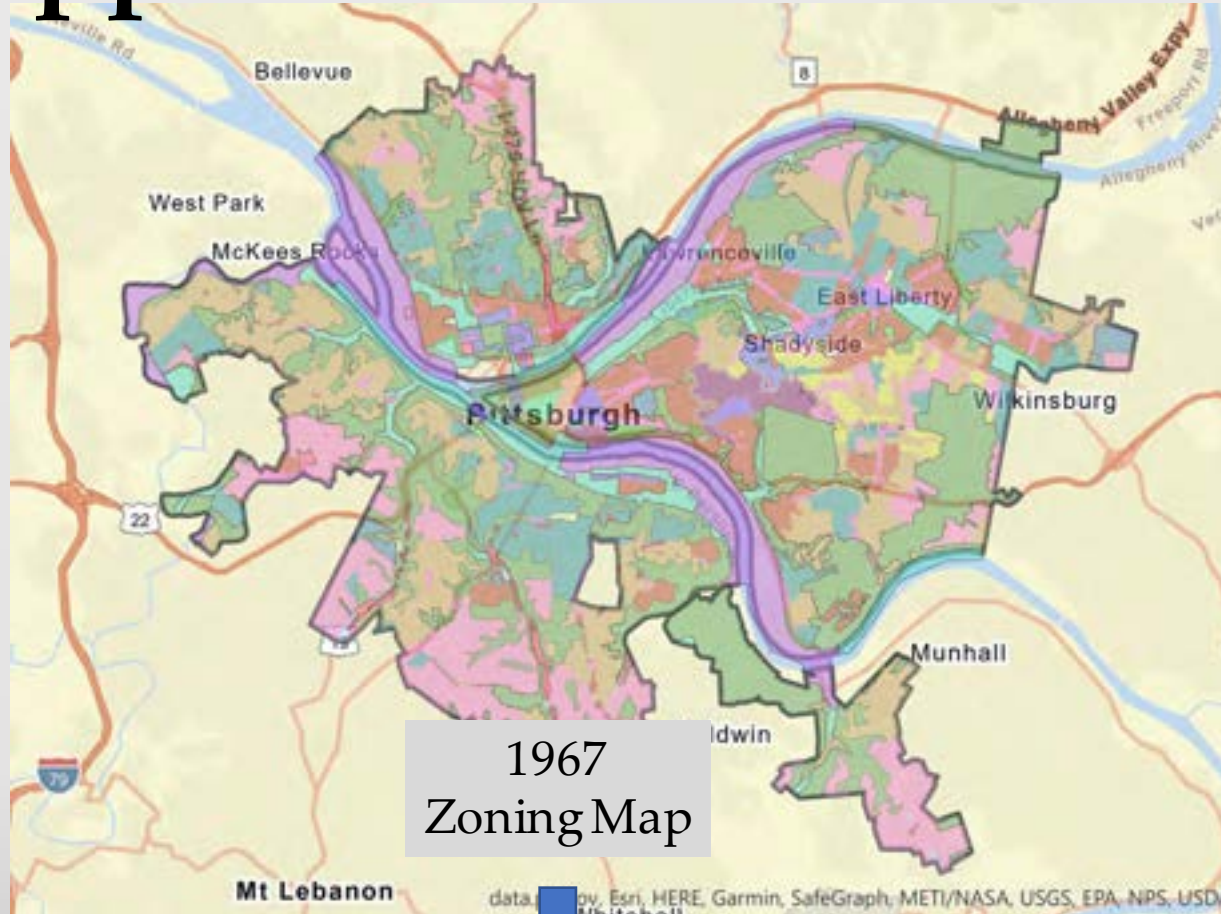
1937
HOLC Map



Source: Mapping Inequality



Project Approach

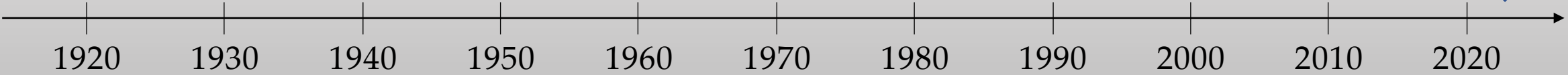


Project Approach



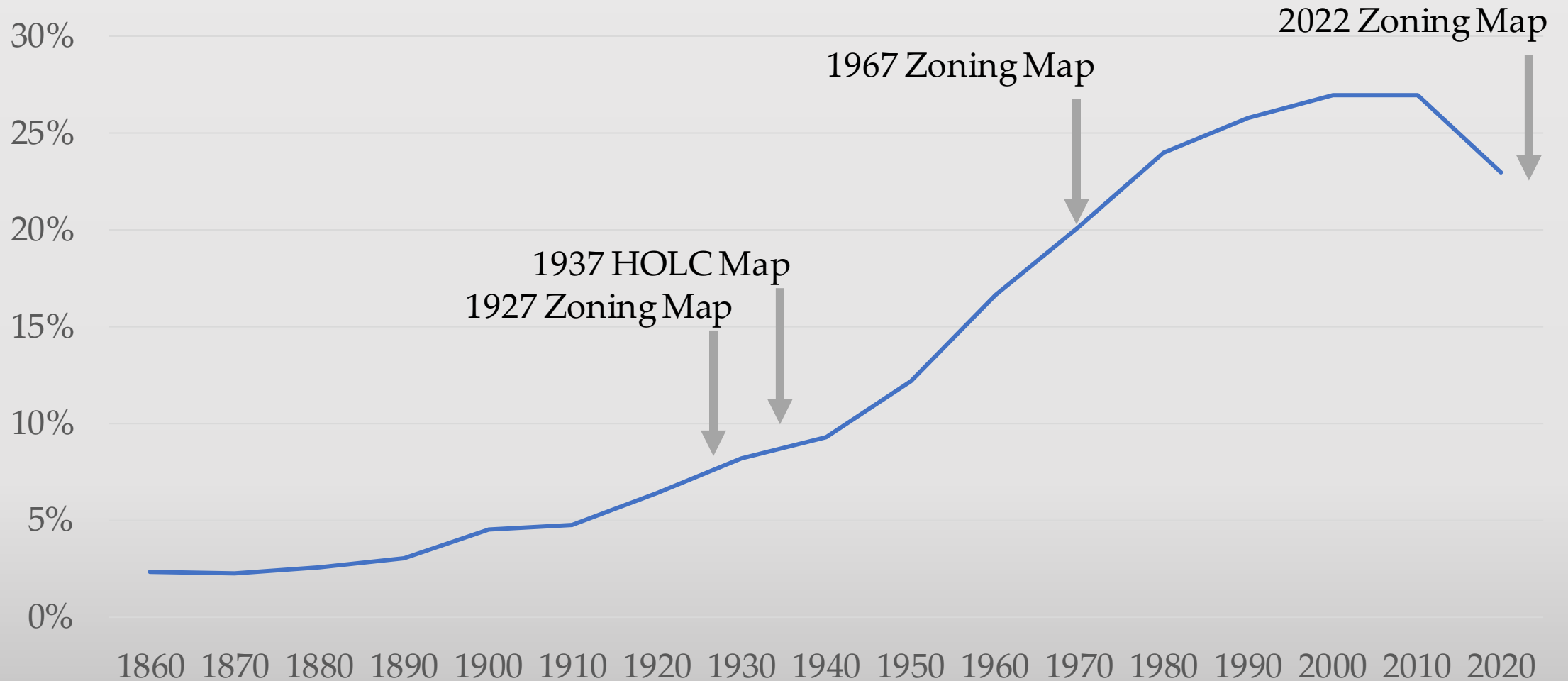
Source: Pittsburgh Zoning Map

2022
Zoning Map



Residential Zoning by Race - Carolyn Ristau - 6/24/2022

Pittsburgh's Population Percent Black 1860-2020



Results Coming Early 2023



Residential Zoning by Race

2022 PHFA Kathy A. Possinger Housing Policy Fellowship Research

October 3, 2022

Carolyn Ristau

carolyn@detailsreviewed.com

Greg Prichard

Greg Prichard is Lower Merion Township's Historic Preservation Planner. He serves as staff liaison to the Township's two historic review boards while crafting historic preservation-focused planning goals. He received a Master's degree in Historic Preservation Planning from Cornell University.



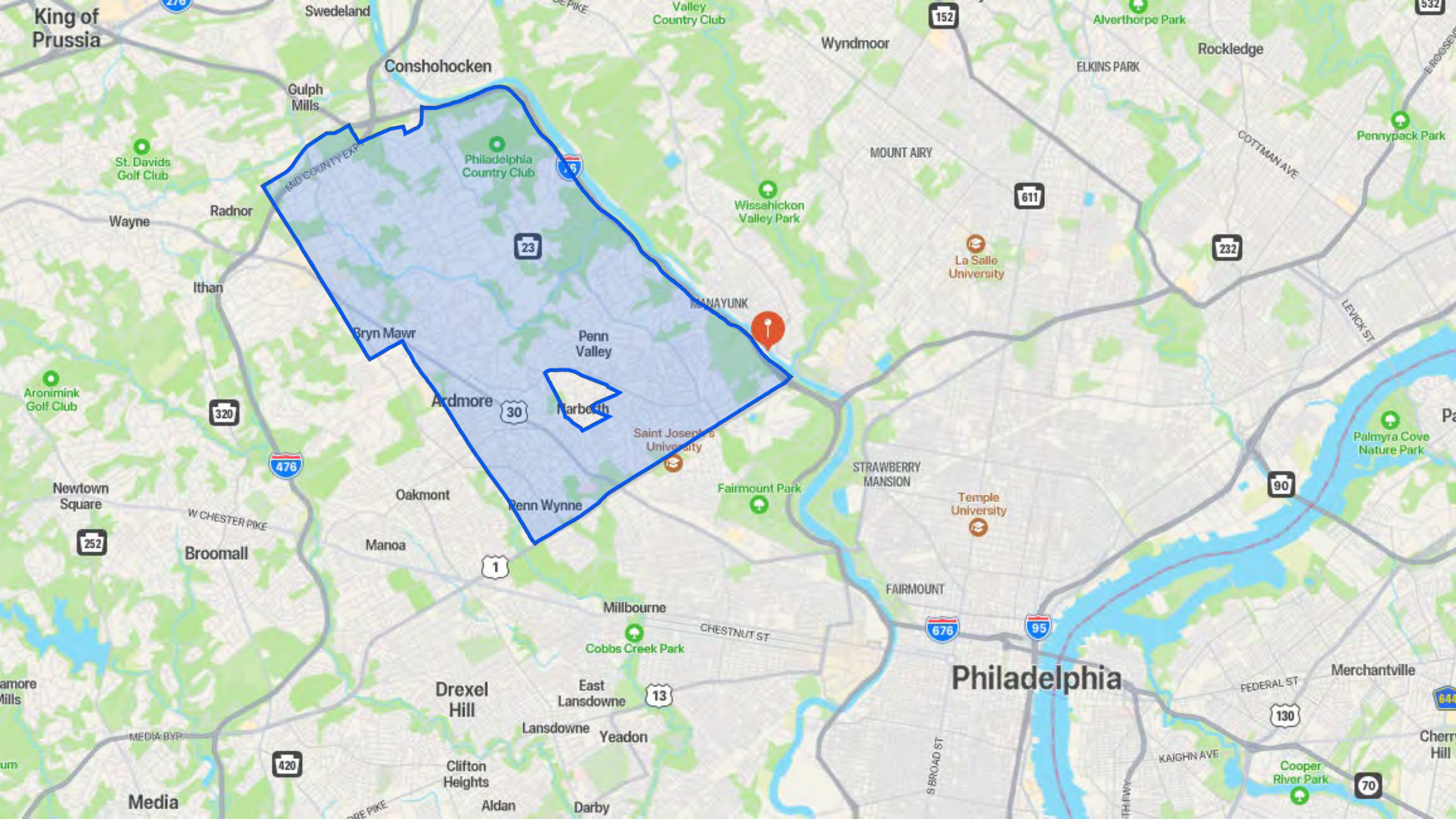
PENCOYD LANDING

Greg Prichard, Historic Preservation Planner
Lower Merion Township
gprichard@lowermerion.org



LOWER MERION
TOWNSHIP
BUILDING
AND PLANNING

- Historic Preservation
- Adaptive Reuse
- Public Gathering Space
- Trail & Transit Connections





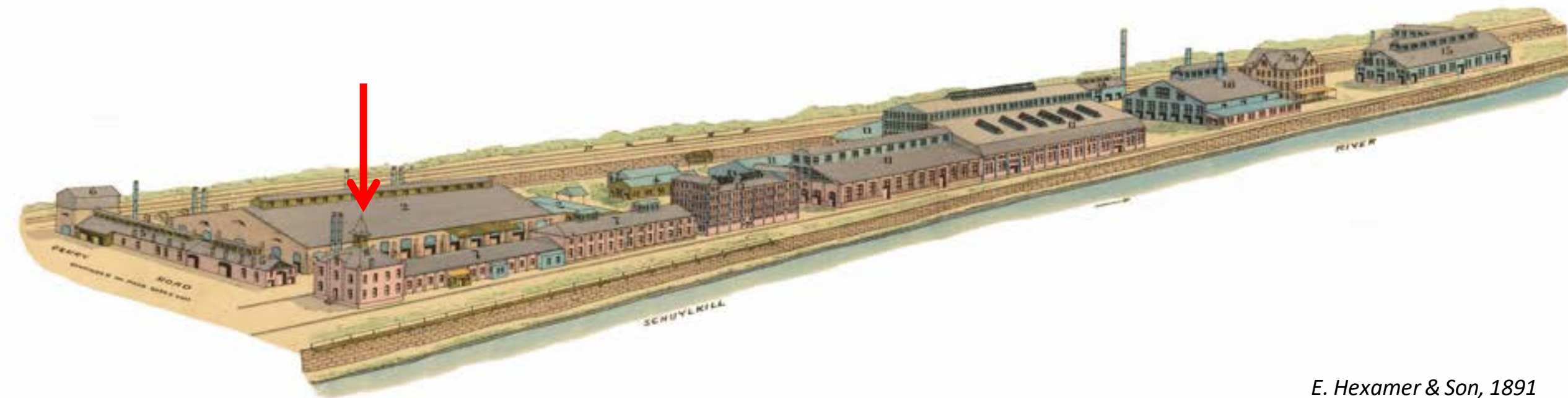
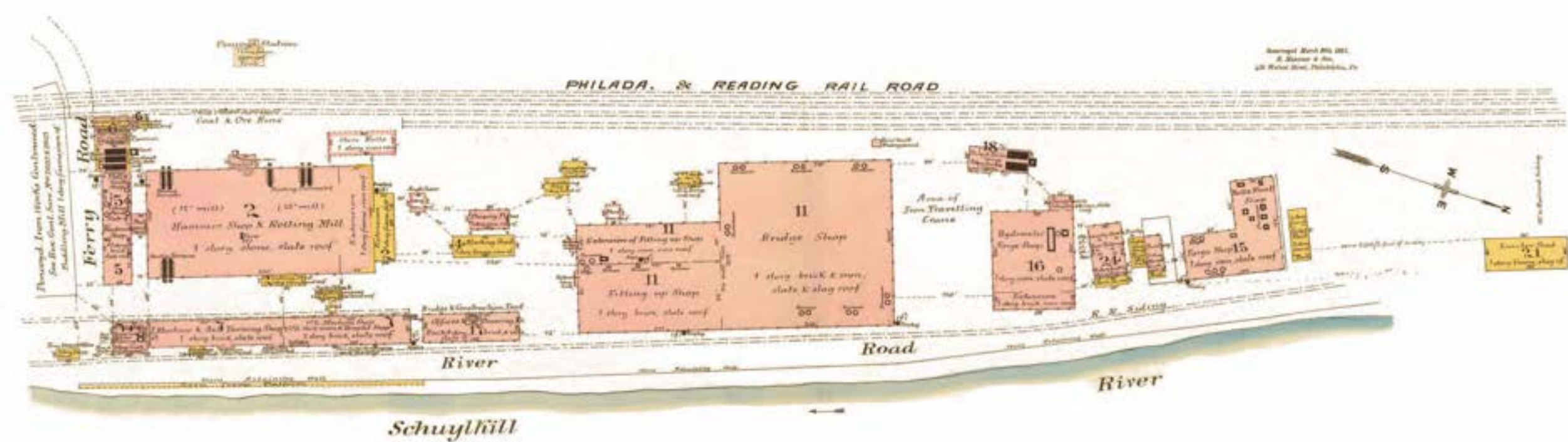


Penckoy Iron works
 This is across the Schuylkill from where I now
 live and it keeps us supplied with good iron.
 As most of the numerous iron industries Pittsburgh
 is known as "The Smoky City."



Penckoy Iron Works #703













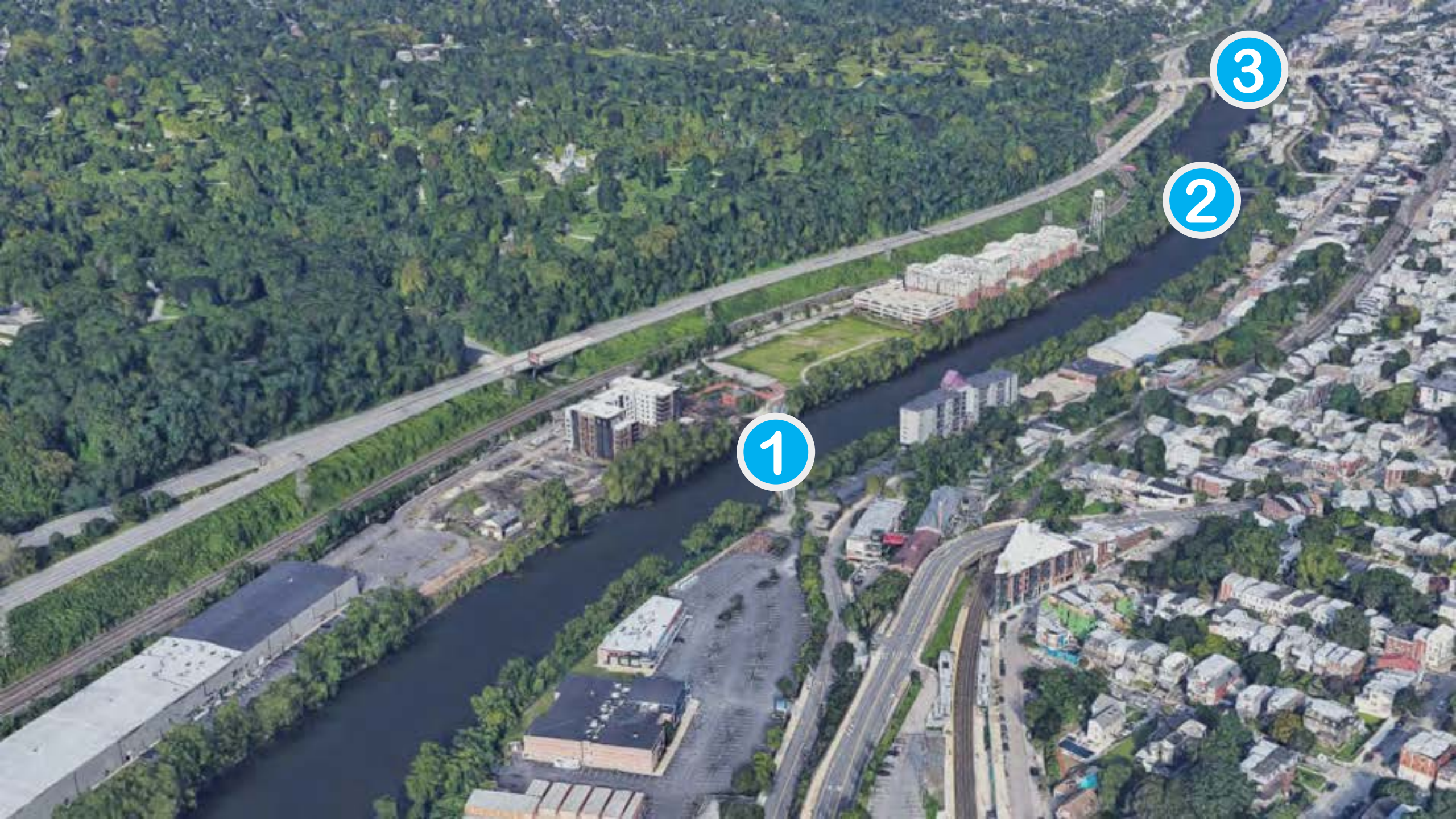
The Penn Group











1

2

3

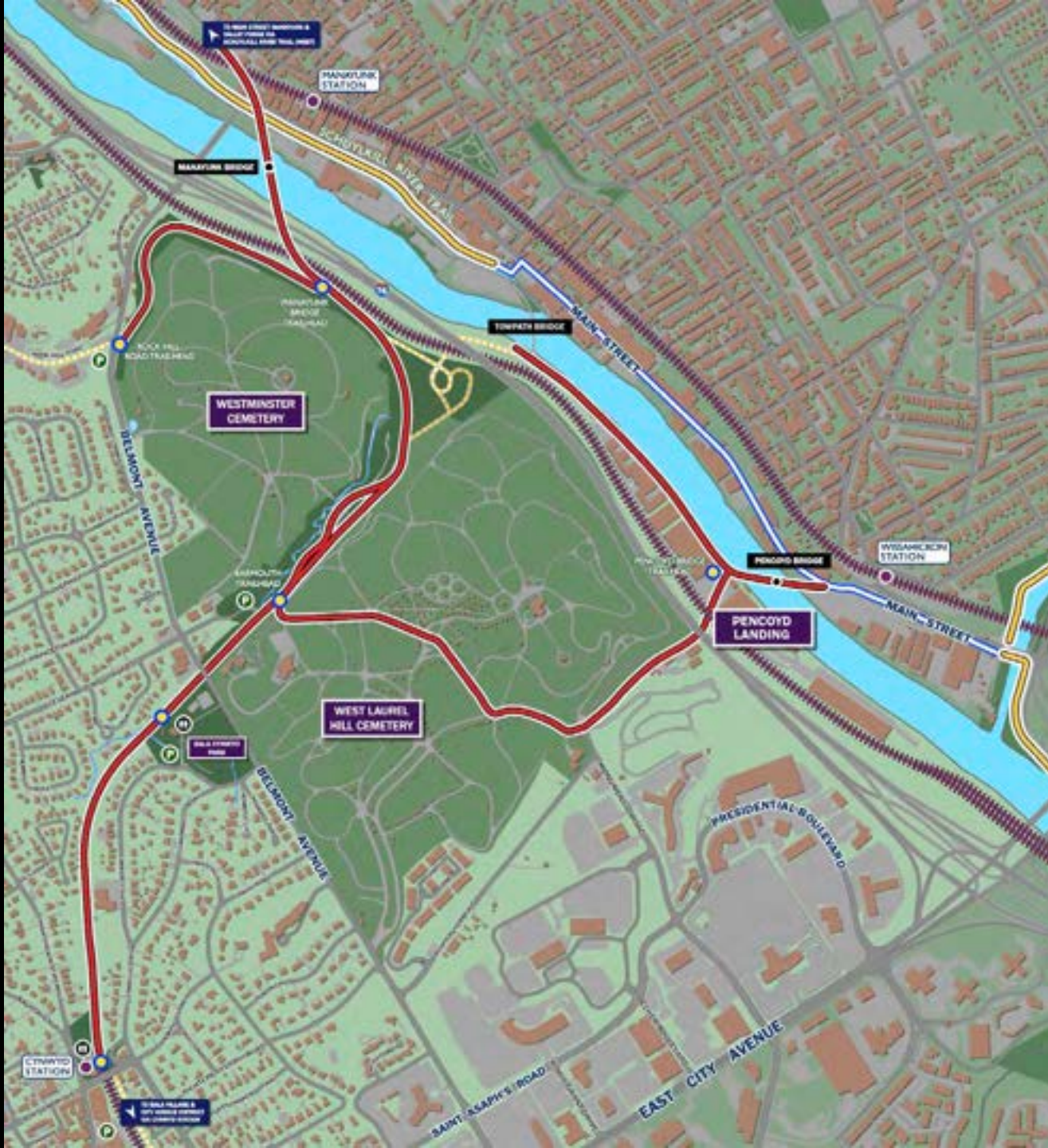






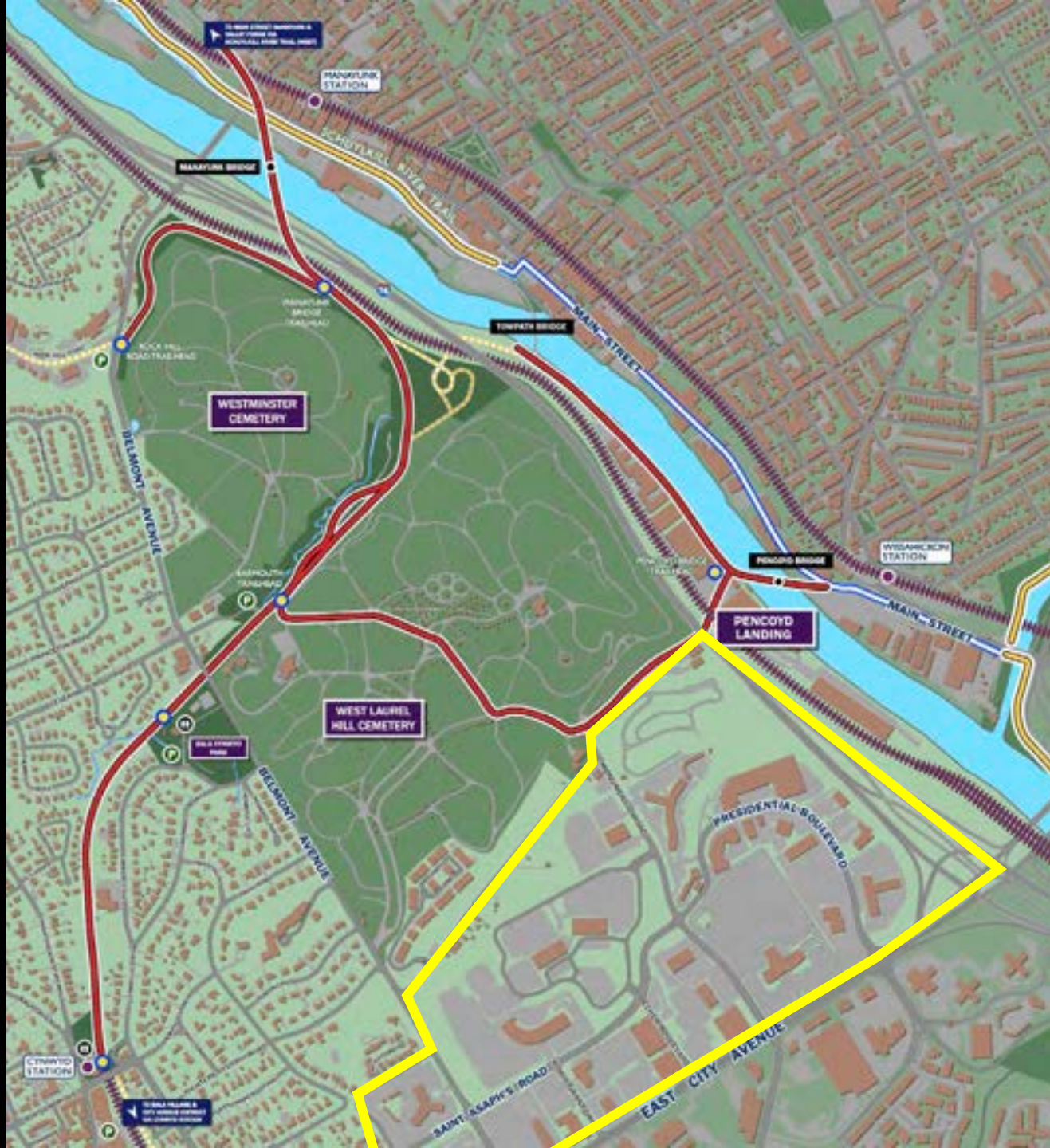
Trail Connections From Pencoyd Landing

- Cynwyd Heritage Trail
- Schuylkill River Trail
- Manayunk Towpath Trail
- Main Street, Manayunk
- Wissahickon Trail
- City Avenue Trails



City Avenue/“Golden Mile”

Site of Pencoyd Farm, 1684-1964





PENCOYD BRIDGE
TRAILHEAD

PENCOYD BRIDGE

WISSAHICKON
STATION

PENCOYD
LANDING

MAIN STREET

WISSAHICKON
TRANSFER STATION

MANA

MONUMEN

Zoning Restrictions and Incentives Made the Project Better

- Trail requirement
- Parking reduction for access provided to public transit (bridge easement)
- Required setback to Historic Resources
- Public gathering area required through zoning



PENCOYD LANDING

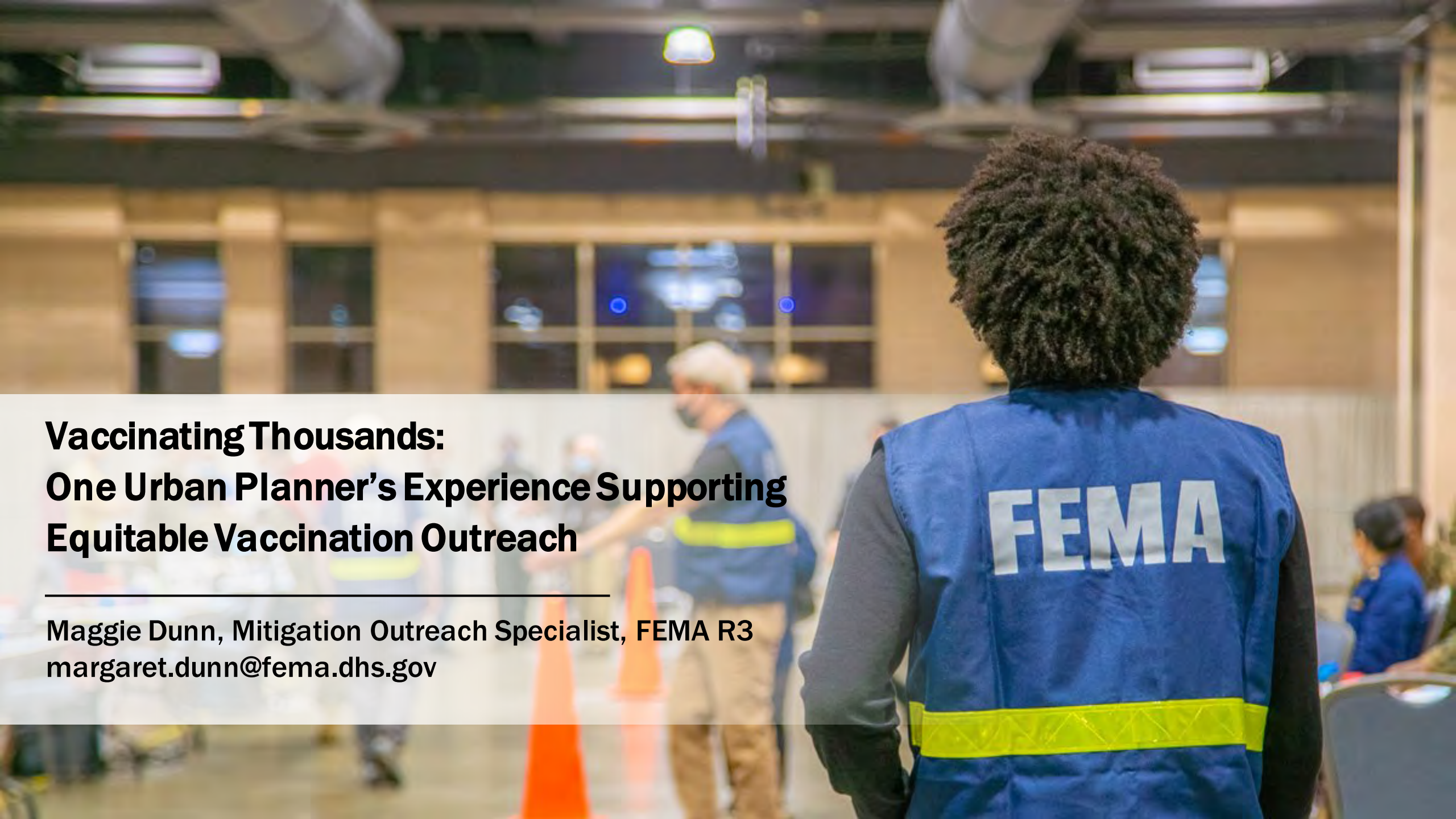
Greg Prichard, Historic Preservation Planner
Lower Merion Township
gprichard@lowermerion.org



LOWER MERION
TOWNSHIP
BUILDING
AND PLANNING

Maggie Dunn, AICP

Maggie Dunn, AICP, is the Outreach Coordinator for the Mitigation Division in FEMA Region 3 where she works at the intersection of urban planning and natural disasters. Her work focuses on helping communities better understand and reduce their risk to flooding and developing strategic partnerships at the state, local and federal level to advance resilience. Recently, she has led the facilitation of a State-FEMA working group on prioritizing equity in mitigation programs. Prior to FEMA, she consulted with the Philadelphia Water Department to advance green stormwater management solutions in the City. She has a master's degree in Urban Planning from the University of Pennsylvania and a bachelor's degree in Biology from Goucher College.



Vaccinating Thousands: One Urban Planner's Experience Supporting Equitable Vaccination Outreach

Maggie Dunn, Mitigation Outreach Specialist, FEMA R3
margaret.dunn@fema.dhs.gov

The Mission



Emerging from Lock Down



Pandemic Home Life



Pandemic Work Life

Your typical urban planning office.....



The Challenges



Logistical Challenges

- 2 different vaccination sites
 - Convention Center
 - Esperanza
- 2 different vaccines
 - Pfizer
 - J&J
- Pfizer required two doses
- Public perception of J&J



FEMA



Societal Challenges

- Existing inequities in Philadelphia
 - **Poverty:** Philadelphia is the poorest large city in the US with 23.3% of Philadelphians living below the poverty line
 - **Digital Access:** It is estimated that up to 16% of Philadelphia households have no broadband data access of any type
 - **Literacy:** As of 2012, it was estimated that 52% of Philadelphians were functionally illiterate
- Mistrust of government
- Mistrust of medical professionals / vaccine trials



FEMA

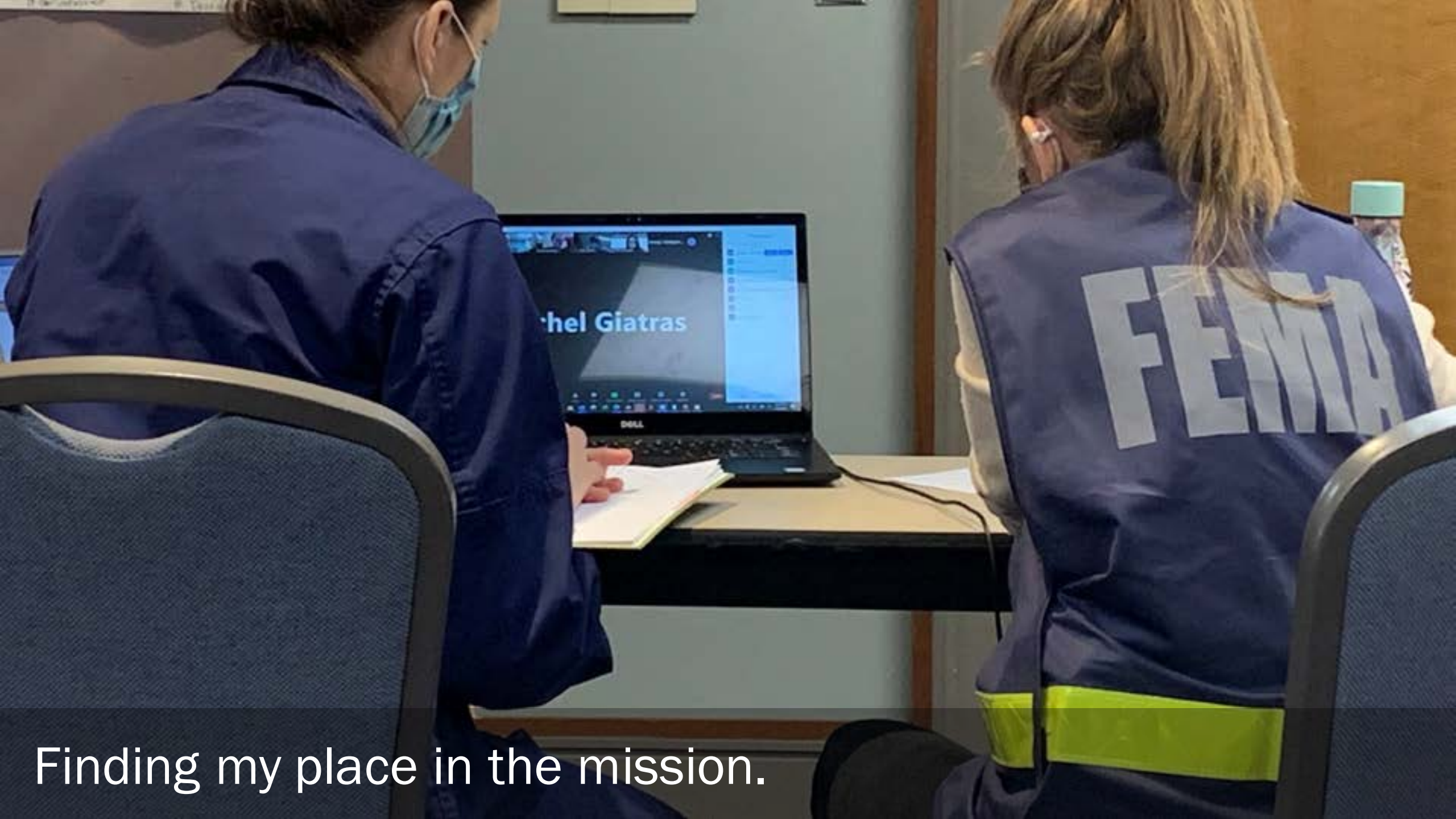


March 6, 2021: "Vaccine Lines are Long in Philly, and So Are the Wait Lists"



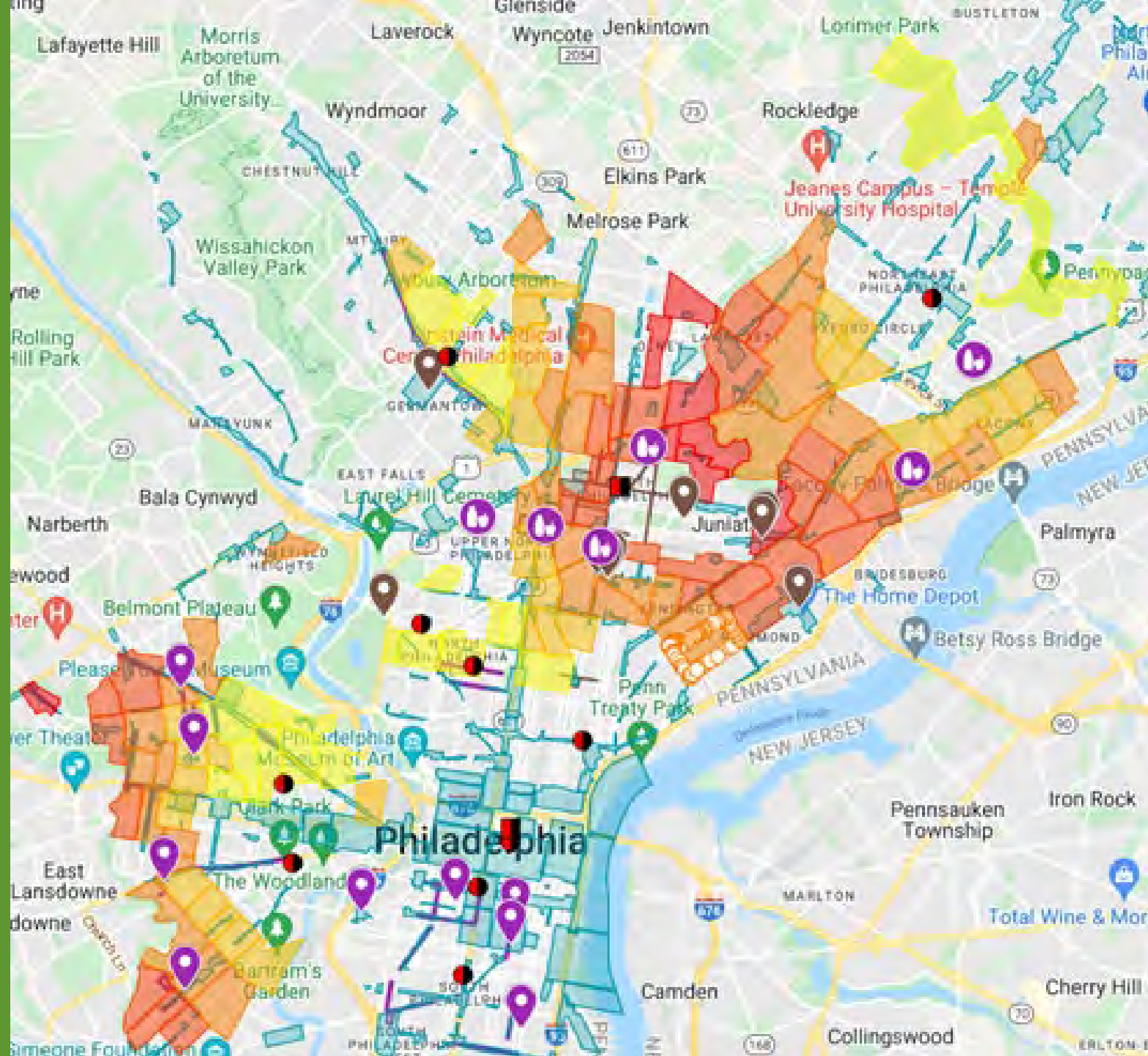
April 28, 2021: “Thousands Of COVID-19 Vaccine Doses At Pennsylvania Convention Center In Danger Of Going To Waste”





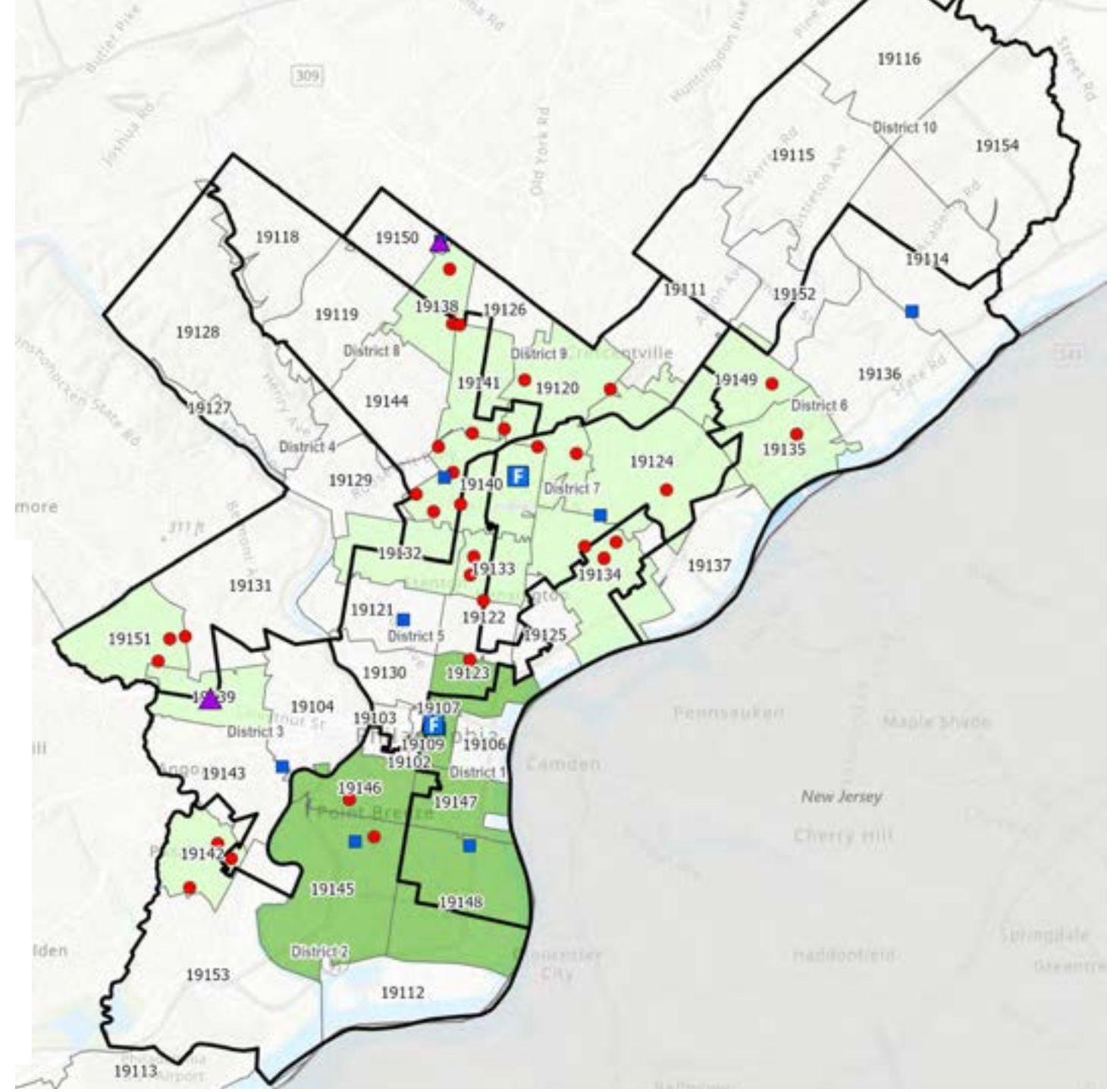
Finding my place in the mission.

The Analysis

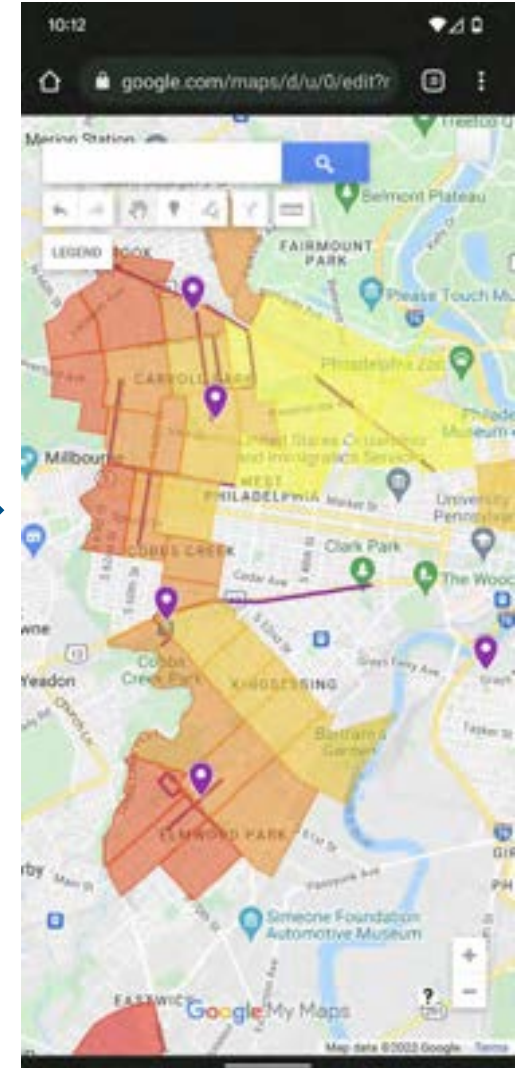
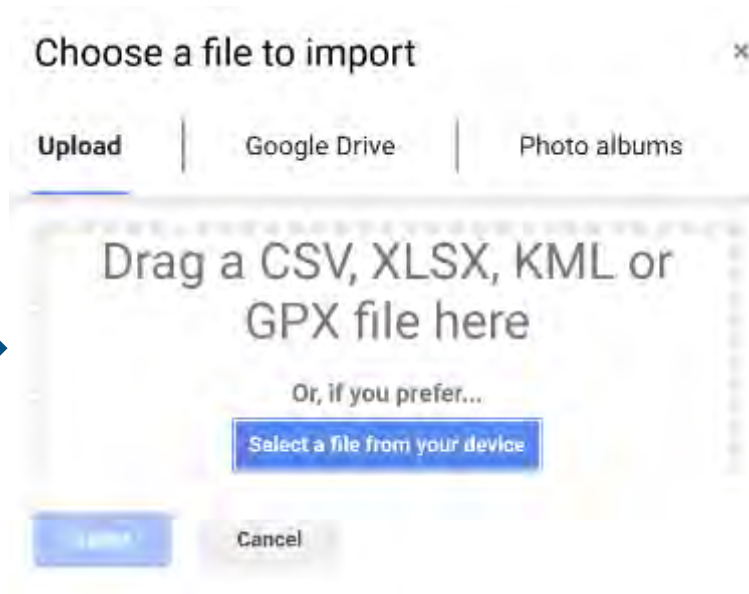
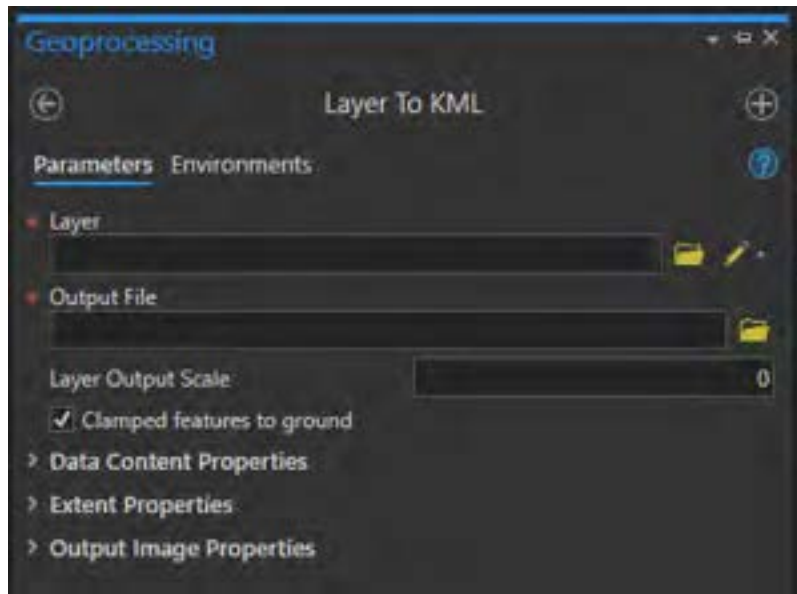


Early data driven attempts at outreach

- Philadelphia Food Distribution Sites
- Philadelphia Vaccine Centers
- F FEMA Supported Vaccine Center
- Med/High Vax Zips
- Low Vax Zips
- ▲ PFD Sites
- ▭ Council Districts 2016



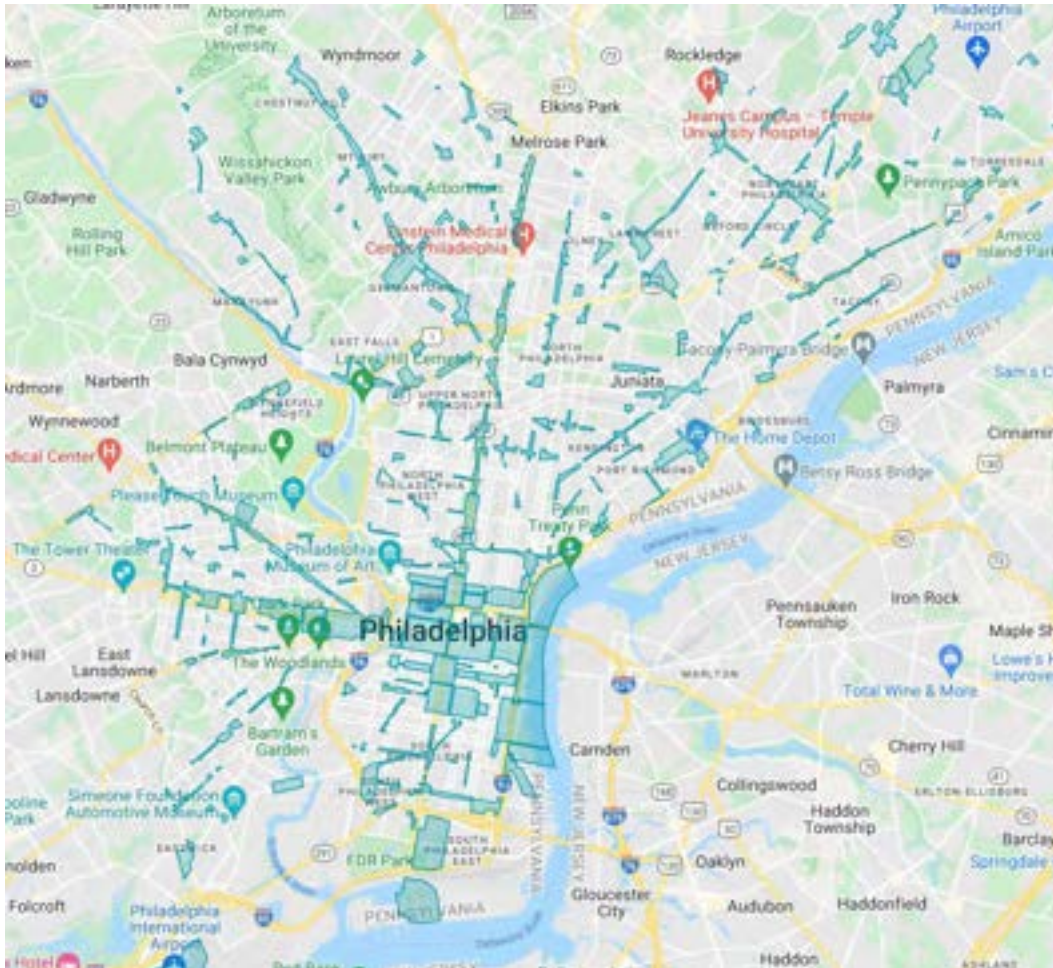
Esri to Google



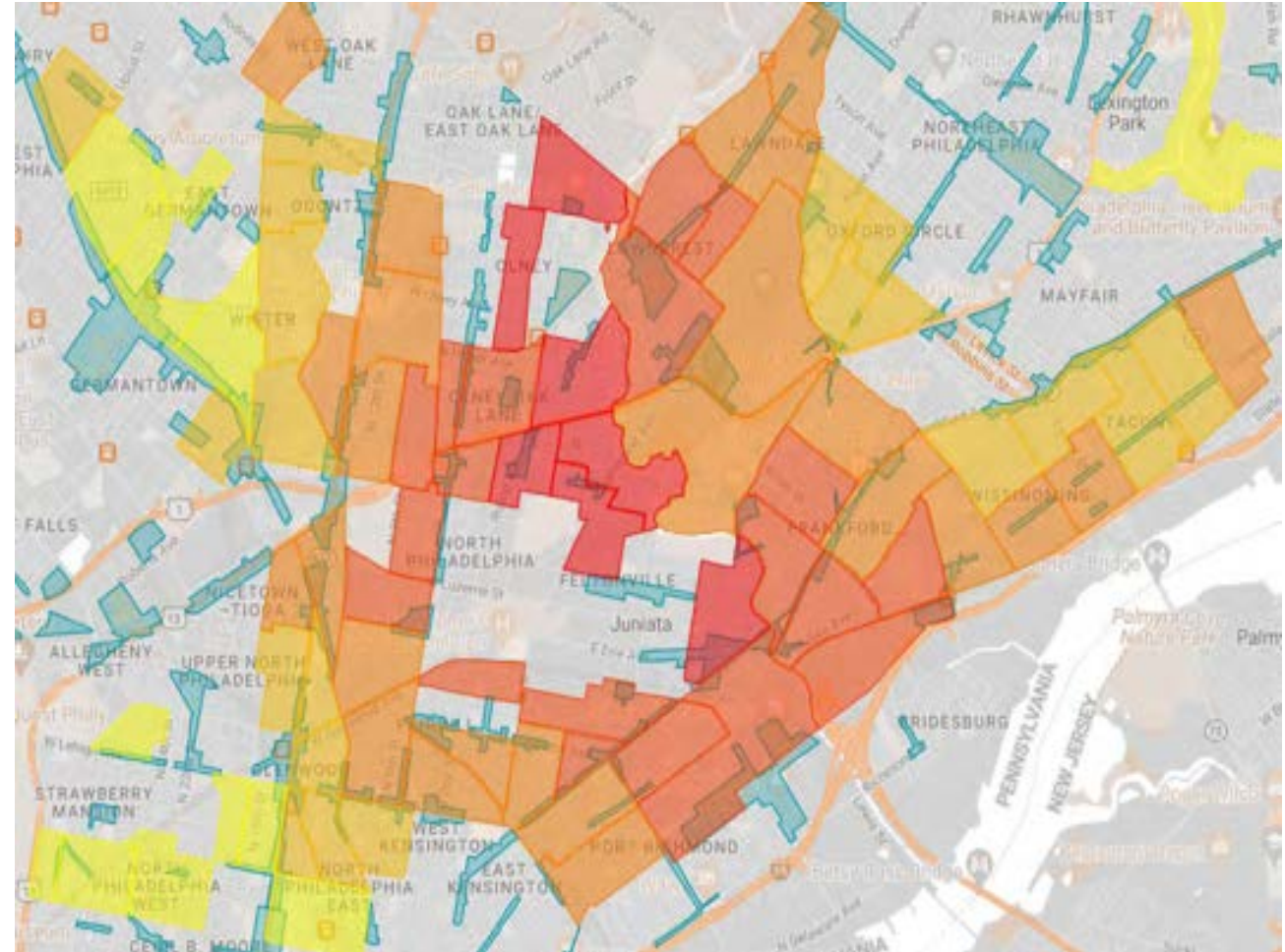
FEMA

Integrating Data for Action

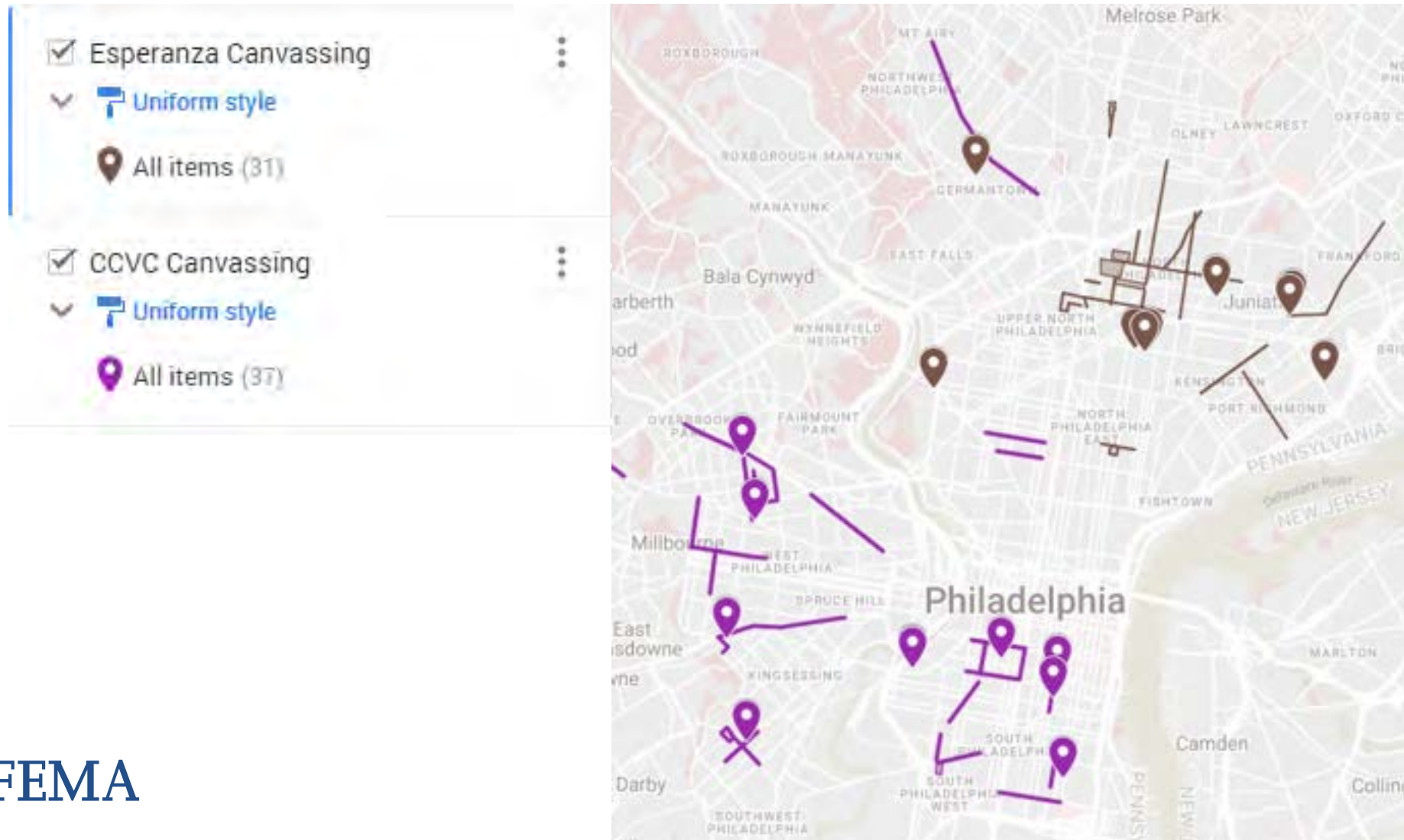
Commercial Corridors



+ Low Vax Census Tracts



Tracking our Canvassing



FEMA

277 views

Published seconds ago

SHARE

EDIT

☑ Esperanza Canvassing

▼ 📍 All items

☑ CCVC Canvassing

▼ 📍 All items

☑ Food Distribution Points

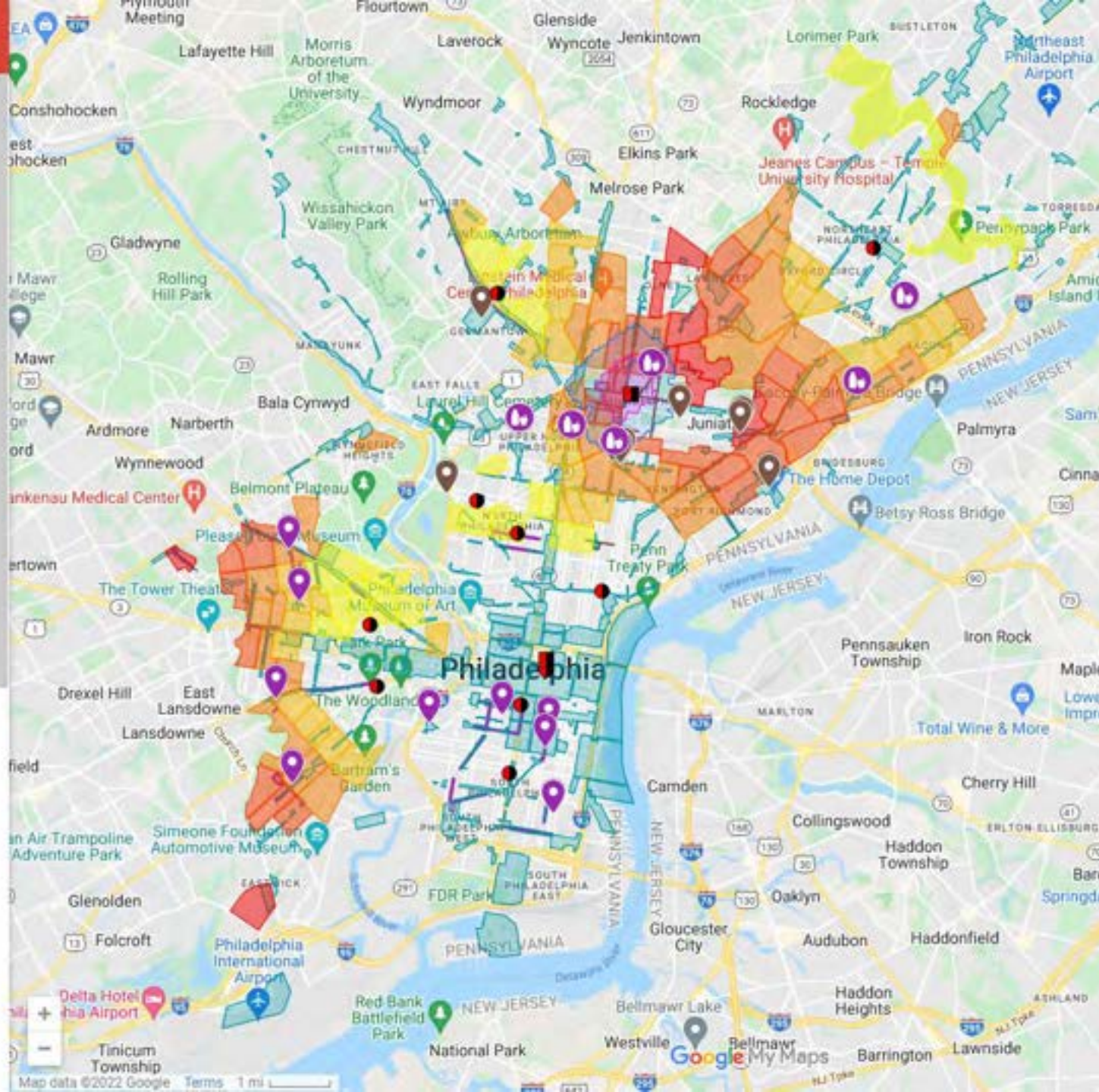
- 📍 Hope Prison Ministries
- 📍 Allegheny West Food Distribution Site
- 📍 Feast of Justice
- 📍 St. Benedicts
- 📍 Center for Returning Citizens
- 📍 Bethel Worship Center

☑ Commercial

▼ 📍 All items

☑ Vaccine Sites - FEMA - PDPH

- ▼ ● Philadelphia Department Of Public Health
- Ambulatory Health Services - Health Center 2
- Ambulatory Health Services - Health Center 3
- Ambulatory Health Services - Health Center 4



The Outreach



Developing a Plan



Super Sparkly!

DRAFT

Covid-19 Vaccination Appointment Outreach Plan

Planning Considerations

Estimated Timeline:

March 23- April 12: PCC Pfizer Second Dose

April 9- June 4: Esperanza Type II site

April 13: PCC dry run (no public distribution)

April 14 – April 26: PCC J&J single shot



Mid-Mission Vaccine Outreach

Mid April 2021

- Challenge: Getting appointment through online system determined to be biggest hurdle for social vulnerable populations
- Main Message: We can help you get an appointment.
- Key Tactics:
 - Partnership with food distribution centers for vaccine registration stations



FEMA



Street Canvassing

- Multi-organization teams
 - FEMA & FEMA Corps
 - Phila Public Health
 - AmeriCorps
 - Philly Counts
- Supported both vaccination sites
- Commercial corridors in under vaccinated census tracts
- Materials in over 10 languages



FEMA



Outreach Impacts

4225

contacts made during canvassing

681

businesses reached

196 community and faith-based

organizations reached during canvassing

350 contacts made during

food distribution events



FEMA

Over 345,000
Vaccines
Administered



Zoning Bloopers & Curiosities: Zoning Morals

PA Chapter of APA Annual Conference
October 3, 2022

Carolyn Ristau
carolyn@detailsreviewed.com

A Day in the Life of a Zoning Employee



I'd like a
permit.

What kind?

A permit.

**Created by Adrien Coquet
from the Noun Project**

<https://thenounproject.com/icon/queue-2367030/>

Location 3050 Second Avenue

Permitted Occupancy Storage of spent Pickle Liquor

has been issued for:

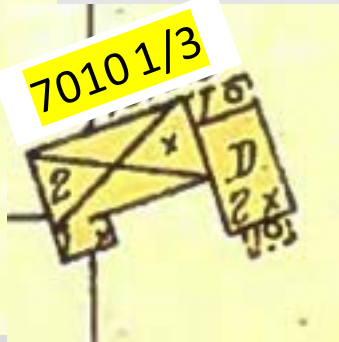
EVENTS WITH
SERVICE FOR

Blah, Blah,
Blah

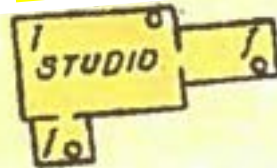
7010



7010 1/3



7010 1/4



Location S. E. cor. Allegheny & N. Lincoln Ave.

Ward 22

Permitted Occupancy Official Headquarters for the Association of Holy Childhood

OCCUPANCY

SBURGH

No. 74547

'97 OCT 32

(g)The following is a description of the use for which application is made:

THEATER - AUDIENCE PARTICIPATION (Shindig & Hullabaloo)

Zoning's Purpose: To Promote or Protect . . .

. . . Health,

. . . Safety,

. . . Welfare,

. . . and Morals



Source: Inside Climate News



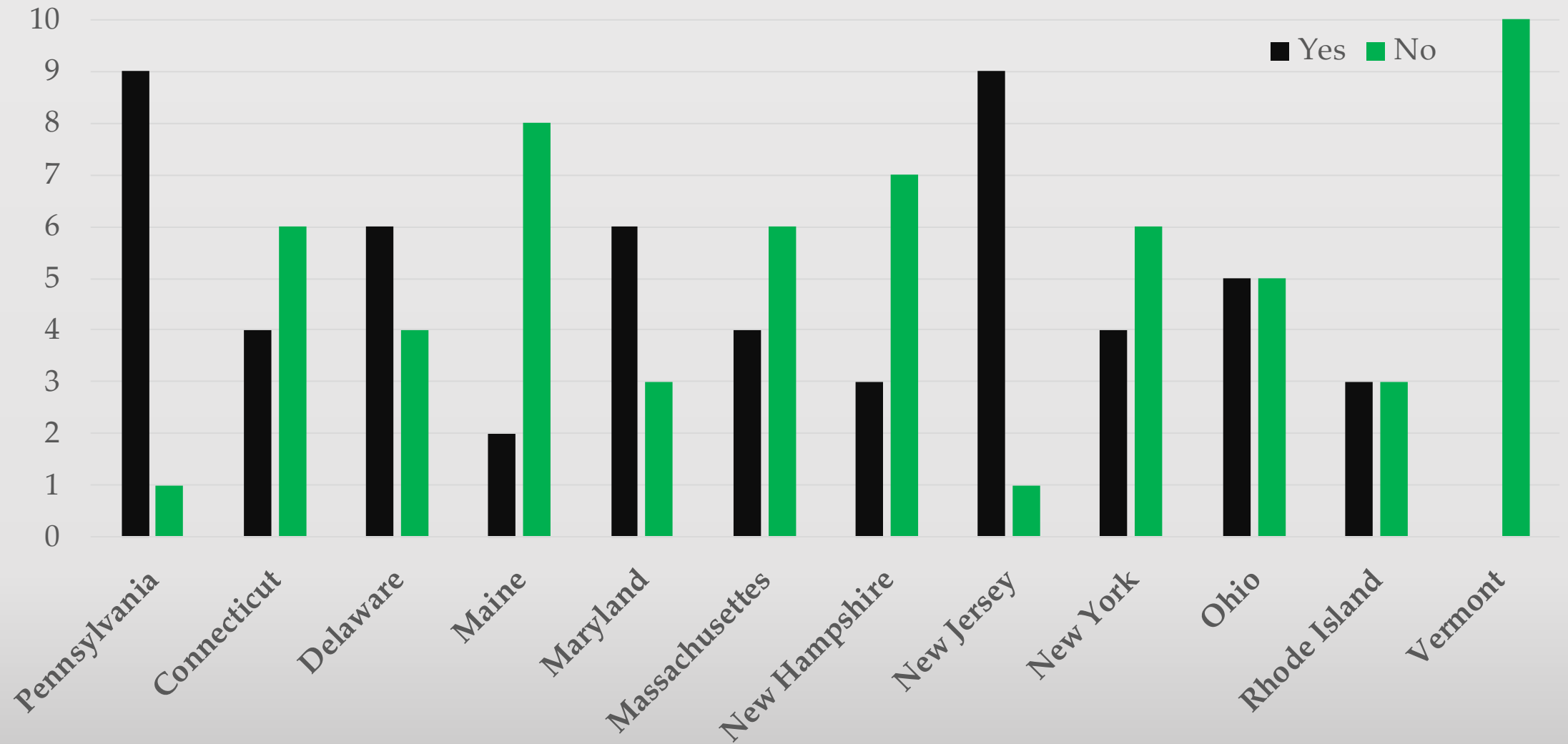
Source: Edsys



Source: CNN



Morals in Zoning



FILMED

CERTIFICATE OF OCCUPANCY

CITY OF PITTSBURGH

Location 228 Forbes Ave. Ward 1

Permitted Occupancy Adult Coin Operated Movie Machines - 1st floor

(issued on order of Common Pleas Court)

Owner Jane Sheppard Hoirs Address _____

Lessee Ellwest Stereo Theaters, Inc. Address _____

Permission is hereby granted for the occupancy above described.

February 23, 1973

No. 26301


Superintendent, Bureau of Building Inspection.

CERTIFICATE OF OCCUPANCY

CITY OF PITTSBURGH

69511 55 JUL-2

App 1995
Use Group M

No. _____

Location 220 N. Highland Avenue Ward 11

Permitted Occupancy Use of first floor for retail sale of books, video,
clothing, and other related paraphernalia and related materials.

(Not an adult bookstore)

bookstore.)

Owner Edward Lesoon
4749 Bauw Blvd.
Address Pittsburgh, PA 15213

Lessee Zoe's Christian Book Store
Address _____



Permission is hereby granted for the occupancy above described.

Domestic
Chief, Bureau of Building Inspection



CERTIFICATE OF OCCUPANCY
CITY OF PITTSBURGH

Location 635 Smithfield St. Ward 3

Permitted Occupancy Classroom for instruction in photographer's modeling.
All students to be over high school age and not more
than 10 students at any one time.

Owner A.J. Abernethy Inc. Address 344 Fourth Ave., Pgh. 22, Pa.

Lessee Catherine Donovan Address 1228 Callings Dr., Pgh. 26, Pa.

Permission is hereby granted for the occupancy above described.

January 16, 19 57

No. 10527

Superintendent, Bureau of Building Inspection

Dispatcher for bachelor parties
and rendezvous → connecting
entertainers

Zoning's Purpose: To Promote or Protect . . .

. . . Morals



- In establishing the Standard Zoning Enabling Act in the 1920s, Herbert Hoover sought to solve “the **moral** and social issues” through city building. (Knack et al.)

Source: CNBC

...why?



Source: Chicagology

Apartment buildings are “mere parasites”
Euclid v. Ambler 1926
US Supreme Court

“the insulation of the single-family detached dwelling was the primary objective of the early zoning ordinances, and this objective is predominant today”

The Zoning Game 1966 p. 3-4
Richard Babcock



Once Upon a Time...

and Now...



and Now...



Source: Tacomahistory.com



Source: Forbes.com

CERTIFICATE OF OCCUPANCY

CITY OF PITTSBURGH

FILMED

Location 303 S. Aiken Ave. Ward 8

Permitted Occupancy 2 ½ story Dwelling with 15 light Housekeeping Units
and Minor Parking Area for four cars.

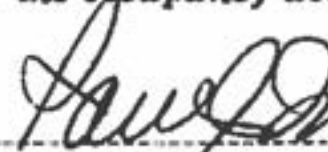
Owner George A. Devlin Address same

Lessee _____ Address _____

Permission is hereby granted for the occupancy above

February 5, 19 76

No. 29672


Superintendent



CERTIFICATE OF OCCUPANCY

CITY OF PITTSBURGH

Location 1242 Renasc Place Ward 22

Permitted Occupancy 3 apartments, 2 sleepers

Owner Gerald Reese Address 1347 Lo

Lessee _____ Address _____

Permission is hereby granted for the occupancy ab

Jan. 17 1972

No. 25132

Superint



FILMED

CERTIFICATE OF OCCUPANCY

CITY OF PITTSBURGH

B.A. #131 of 1982

Location 103 E. 16th Street Ward 17-01

Permitted Occupancy 2 1/2 story One family dwelling ~~with a three car integral~~

~~garage (proposed~~ Two units to remain vacant ~~)-4~~ Total of three dwelling units
~~units)~~

Owner St. George Serbian Orthodox Church Address _____

Proposed Owner:
Lessee Dr. Dolores Boniface Address 3903 S
xxxxxx

Permission is hereby granted for the occupancy at

April 12, 19 85

No. 46297

Paul
Superintendent



CERTIFICATE OF OCCUPANCY

CITY OF PITTSBURGH

44 SWELLING UNITS

Certificate Number: 11-B-02802

Date Issued: 07/23/2012

Location: 2633 5TH AVE

Ward: 4

Parcel ID: 0028J00001000000

Permitted Occupancy: FIVE STORY MULTI-UNIT RESIDENTIAL STRUCTURE WITH 44 SWELLING UNITS, 38 TOTAL PARKING STALLS WITH 33 STRUCTURED, AND 20 PROTECTED BICYCLE PARKING SPACES. (OAKLAND PORTAL)

Conditions: ZDA #:

BOA #:

L&I AD#:

Permit Number: 11-B-02802

Date of Final Inspection: 06/21/2012

Construction Code Edition: IBC 2009

Construction Type: VA

Use Group(s): R2 S2

Owner: OAKLAND PORTAL PARTNERS LP
875 GREENTREE RD STE 750
PITTSBURGH, PA 15220

Lessee:

Permission is hereby granted for the occupancy above described.

Chief, Bureau of Building Inspection



Why Do We Zone?

... Health,



Source: Inside Climate News

... Safety,



Source: Edsys

... Welfare,



Source: CNN

... and Morals



And for whom?



What if we zoned...

(1) To Create Housing for All

(2) To Promote Compassion, Inclusion, and . . .



Zoning Bloopers & Curiosities: Zoning Morals

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Carolyn Ristau
carolyn@detailsreviewed.com

Molly Gaudioso, AICP

Molly is a planning, zoning, and public engagement specialist, currently working as a consultant for Bergmann in Rochester, NY. She would define herself, however, as a full-time planning geek and zoning nerd. Molly has a wide range of experience in the field of planning, having worked in both the public and private sectors and served on her local City Planning Commission. She has completed over 40 community planning, enhancement, and regulatory efforts, each incorporating their own form of public outreach. Molly believes the success of a project lies in engagement, going beyond simply sharing information or putting a “check in the box,” creating opportunities for people to participate in and direct the process.



The Good, The Bad & Public Engagement

Molly Gaudio, AICP

mgaudio@bergmannpc.com | (585) 498-7971

How are we doing?





A medium shot of Leslie Knope, played by Tim Allen, looking slightly to the right with a concerned expression. She has short brown hair and is wearing a grey collared shirt under a yellow and black patterned cardigan. The background is a blurred indoor setting with warm lighting.

I found a sandwich in one of your parks and I want to know why it didn't have mayonnaise?!



Ditch the “Town Hall”

on how best to pay teachers

calling it "very
" In November,
our his suggested
a \$300 million
n that would
es based in part
ers' schools
A-F grading
ime, he said
" for the
session,
14 and is
March 13.
ot immedi-
quest

she felt teacher pay was an
issue that should be handled
by each local school board,
using flexible dollars handed
out to each district by the
state. But a survey of districts
last year found that only 26
districts had increased teach-

er salaries in 2019.
"I've been one of the large
oppositions to [a state-man-
dated salary] saying, 'That's
up to you, local districts.'
They're the ones who set
salaries, they're the ones
who have collective bargain-

ing," Stargel said. "But... it
wasn't getting back to the
districts. We value teachers,
we do want them to have
increases."
During the committee
meeting, Stargel amended
one of her bills, Senate Bill
62, to include the framework
for the teacher raises, which
passed unanim

ises,
gotiat-
in the
ch
until

s

for any

Public

a e-mail:

does not discriminate based on race, sex, color, religion, marital status, national origin, disability, ancestry,

orientation, gender expression, gender identity, age, pregnancy, familial status, source of income, actual or

status as a victim of domestic violence, dating violence or stalking in the access to, admissions to, or

ment in housing programs or activities. If you need a sign language interpreter or materials in accessible

this event, call (786) 469-2155 at least five days in advance. TDD/TTY users may contact the Florida

re at 800-877-8371

PUBLIC NOTICE

NOTICE OF SCHEDULED 2020 MEETING DATES FOR THE GREATER MODEL CITY AREA FOR THE 2020-2022 CONSOLIDATED PLAN FOR COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG), HOME INVESTMENT PARTNERSHIP (HOME), AND EMERGENCY SOLUTIONS GRANT (ESG) PROGRAM FUNDING

Miami-Dade County Public Housing and Community Development invites all community interested parties to a series of community meetings per 24 CFR §91.105 for the 2020-2022 Plan for Community Development Block Grant (CDBG), Home Investment Partnerships Program funding, which includes development of the Emergency Solutions Grant Program (ESG) Program funding, which includes development of the Dade Citizen Participation Plan. The meetings will include discussions about the requirements of the Department of Housing and Urban Development. The quarterly public meetings will be held on the following dates:

- February 11, 2020 from 6:00 – 7:00 p.m.
- August 13, 2020 from 6:00 – 7:00 p.m.
- May 21, 2020 from 6:00 – 7:00 p.m.
- February 18, 2021 - TBD

All meetings will be held at the Joseph Caleb Center located at 5400 NW 22 Avenue, Miami. For any questions prior to the events, members of the public may contact Mr. Clarence Brown, Director of Public Housing and Community Development (PHCD), 701 NW 1st Court, 14th Floor, Miami, FL 33136. E-mail: communitydevelopmentservices@miamidade.gov.

does not discriminate based on race, sex, color, religion, marital status, national origin, disability, ancestry, sexual orientation, gender expression, gender identity, age, pregnancy, familial status, source of income, actual or perceived status as a victim of domestic violence, dating violence or stalking in the access to, admissions to, or participation in housing programs or activities. If you need a sign language interpreter or materials in accessible format, please contact the Florida Department of Housing and Community Development at 800-877-8371.

Get the word out.

Kamal Crues • Rochester Urbanists

I figured some people in this group might appreciate this... anyone going?



**YOU ARE INVITED
TO BE A
PART OF IT!**

City of Rochester, NY - Mayor's Office

Join your friends and neighbors for a Party at the Aqueduct... Share your vision for the Aqueduct's future... And just HAVE FUN! See more

Joe Di Fiore, John Lam and 3 others

Like

City of Rochester, NY - Mayor's Office created an event.



THIS SUNDAY AT 1 PM
Party at the Aqueduct
Rochester
20 people interested

Interested

Shawn Dunwoody

April 29 •

Come join me 4/30 11-3 at downtown Rochester Riverside Convention Center. Share your ideas for what you would like to see happen once Broad St is removed for connectivity, access, and new vision of our water front.



The top is coming off!

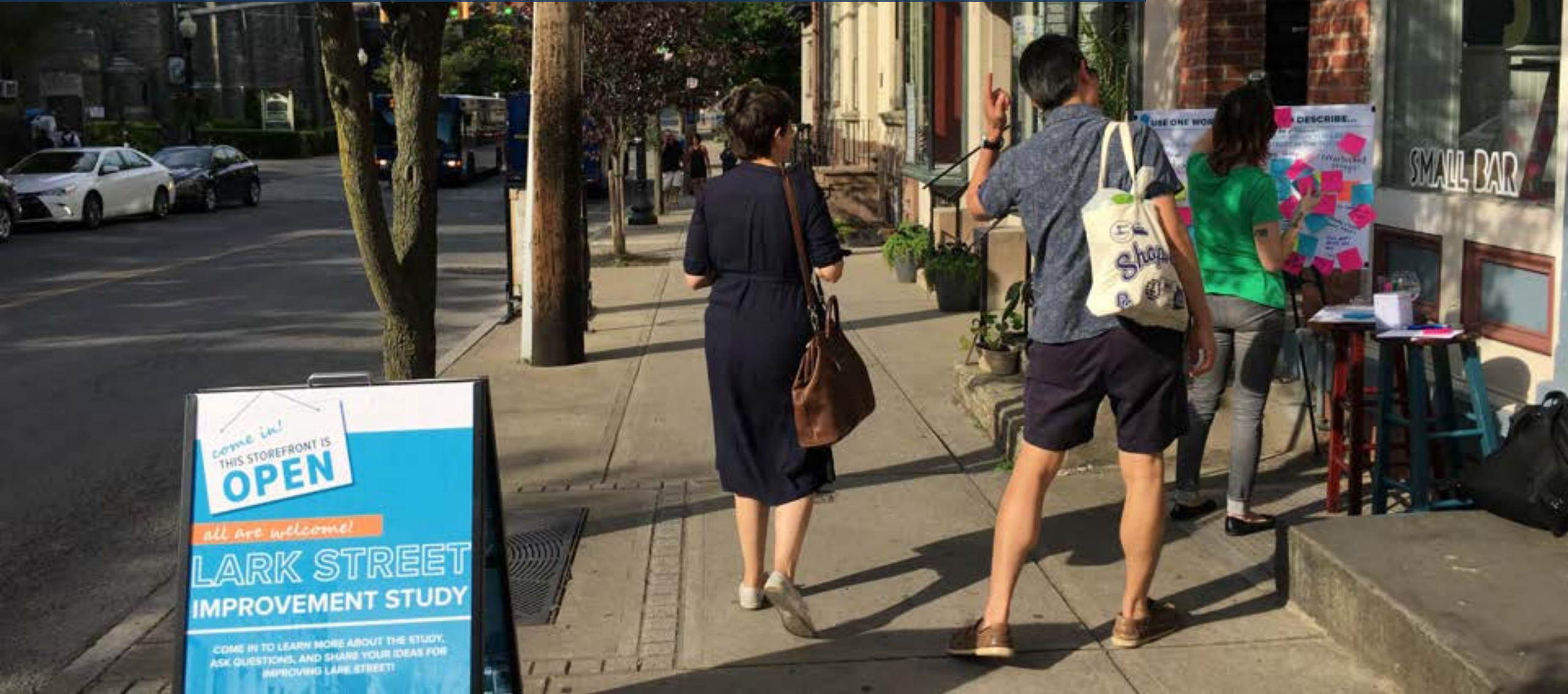
(The Broad St Bridge part)

We need your ideas to...

new public...

QUEST

Meet people where they are...





APRIL 2-7 EVENT SUMMARIES

[Click to view the full charrette schedule.](#)



What is a charrette?



What happens after a charrette?

APRIL 7 | Work-in-Progress Presentation



On Thursday (4/7) a "Work-in-Progress" presentation was held via zoom. The planning team presented the draft ideas and asked for feedback. When asked if the Action Plan was on the right track, 94% of participants responded yes or probably yes. Did you miss the events of the charrette week? It is not too late to review the draft ideas and give your feedback! Watch the presentation and tell us your thoughts!

KEEP THE CONVERSATION GOING!

Did you think of something after the fact? Or forget to say something at the charrette? Share your thoughts and ideas here!

1000

Of the many ideas shared for the future of the area, which is most exciting or important to you?

1000

Submit

Get online!

Ask meaningful questions.

Vote for your favorite option!

Entertainment and Recreation District



Place a check below to vote for this option

✓/

Show any comments or suggestions for this option below

festival street ✓
ability to work in the community
grocery store
health/wellness center
need community health center
need better sidewalks
need more parking
murals → buildings & on the road
more recreation for kids to do = keeps kids out of trouble

Strong Neighborhood



Place a check below to vote for this option

✓✓

Show any comments or suggestions for this option below

residential w/ common plaza/garden space ✓
having more residents as stakeholders in the area will increase sustainability
training college [university] partnership for job training
work w/ Black construction - mandate 1 of workers be POC
more green, more trees → need shade
keep moving improvements north/intro community
more services (trash/recycling/mail boxes)



1. ARE THE CURRENT ZONING DISTRICT TYPOLOGIES APPROPRIATE?

2. ARE THERE ADDITIONAL OR ALTERNATE DISTRICT TYPOLOGIES THAT SHOULD BE CONSIDERED?

MULTIPLE-FAMILY RESIDENTIAL (MR) DISTRICT



BUSINESS USE (B-1) DISTRICT



BUSINESS USE (B-2) DISTRICT



INDUSTRIAL USE (I-1) DISTRICT



LAKEFRONT COMMERCIAL (LC) DISTRICT



TRADITIONAL URBAN DESIGN DISTRICT (TUD) OVERLAY



HYSTERIC DISTRICT (HD) OVERLAY



3. ARE THERE AREAS WHERE A CHANGE IN DISTRICT BOUNDARIES OR TYPOLOGY MAKES SENSE?



Engage through experience.



1. Village Gateway: Before



1. Village Gateway: After



2. Public Parking/Parklet: Before



2. Public Parking/Parklet: After



3. Municipal Parking Lot: Before



3. Municipal Parking Lot w/ Stormwater Infrastructure: After

Picture it!



A tale of empowerment.



PUB CRAWL PASS

Tapas
177

Scotland
Yard

Studio
180

Please see each provider for their deal or offer.

SCOTLAND YARD PUB

ENVISION ST. PAUL PUB CRAWL





Envision St. Paul

Gritty
ARTISTIC *Music*
HISTORIC

Character

Cost

\$850

\$700

\$800

\$650

\$750

Retail



Coffee Shop



Microbrewery



Bakery



Grocery



Diner



Speakeasy



Rochester's Premier Entrepreneur Contest - Find us on [Facebook!](#)

[WELCOME](#) [ABOUT](#) [DEADLINES](#) [PITCH DECK](#) [SERVICES](#) [REGISTER](#)



Calling all
Rochester
Entrepreneurs!



Got an idea?

We are looking for local entrepreneurs with a business or product pitch that will fill one of the new storefronts along St. Paul Street in the St. Paul Quarter neighborhood.



Pitch it to our panel...

Submit your own pitch deck for the chance to present in front of our panel of judges and investors. Your first presentation is public, while the second will be "shark tank" style.



Win free rent & services!

The winning team will receive free rent and professional services. Envision yourself in a historic storefront of St. Paul with free consultants for your marketing, accounting, or legal needs and more!



Retailent Pitch Night!

Nov 18th
6:30PM
@Studio 180

FREE PIZZA & CASH BAR
provided by Scotland Yard Pub!
Your vote will determine
the Top 3 Teams!



WRITE YOUR VOTE ON THIS CARD AND HAND IT IN!

Retailent



Retailent Rochester reveals first-round winners | Rochester Business Journal New York business...

Retailent Rochester, a competition to find the best retail ideas in the area, has announced its first...

RBJ.NET





fifth
frame

fifth
frame
BREWING CO.

UGLY
DUCK
COFFEE

fifth
frame
BREWING CO.



The Good, The Bad & Public Engagement

Molly Gaudio, AICP

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