



Brownsville Rd

Welcome & Introductions

Economic Development South

2:35 - 2:40

Project Overview

Scope / Progress

Jackson/Clark Partners

2:40 - 2:45

Current Conditions

Demographics overview

Urban Partners

2:45 - 3:00

Analysis of Corridor

Conditions / Observations

Assets / Challenges

Potential roles

Suggested improvements

Urban Partners

3:00 - 4:00



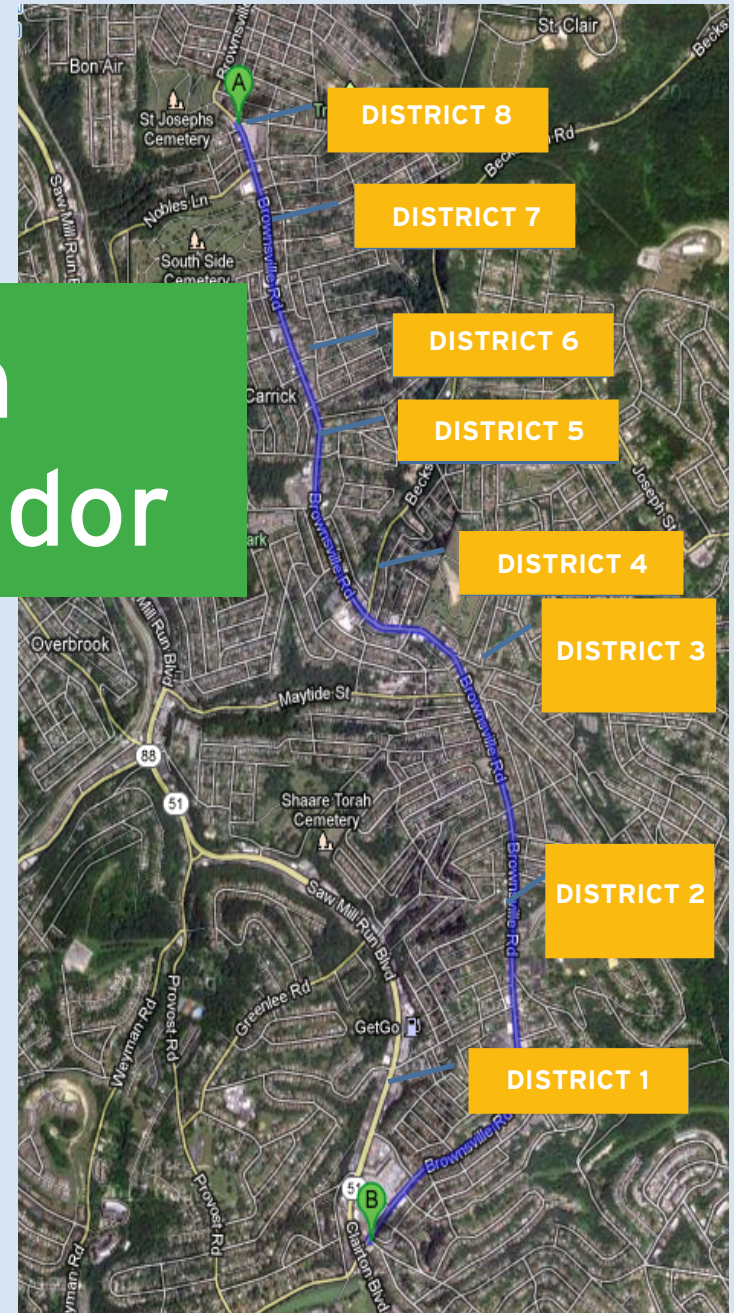
Project Overview

Scope / Progress

Jackson/Clark Partners

Strategy to strengthen Brownsville Road Corridor

- Multi-municipal
- Unified approach
- Builds on previous work
- Cluster/district development



PROJECT OVERVIEW | What's going on...

Task One:	Project Start Meeting	Month 1
Task Two:	Field Reconnaissance + Interviews	Months 1 - 2
Task Three:	Preliminary Niche Market Identification	Month 2
Task Four:	Review of Preliminary Niche Markets	Month 3
Task Five:	Refinement of Niche Markets	Month 3 - 4
Task Six:	Public Stakeholder Forums	Month 4
Task Seven:	Identification of Catalytic Projects	Month 5
Task Eight:	Elaboration of Catalytic Project Concepts	Month 5
Task Nine:	Draft Commercial District Implementation Strategy	Month 5
Task Ten:	Review of Draft Strategy	Month 5
Task Eleven:	Final Commercial District Implementation Strategy	Month 6
Task Twelve:	Presentation of Final Strategy	Month 6



A blue street sign with white text that reads "Brownsville Rd". The sign is mounted on a metal post and is set against a clear blue sky. To the left of the sign, a portion of a wooden structure, possibly a utility box or a building, is visible.

Brownsville Rd

Current Conditions

Demographics Overview

Urban Partners

DEMOGRAPHICS | Population

Area	2000	2010	2000-2010 Change	% Change
Carrick	10,685	10,113	-572	-5.4%
Brentwood Borough	10,466	9,643	-823	-7.9%
City of Pittsburgh	334,563	305,704	-28,859	-8.6%
Allegheny County	1,281,666	1,223,348	-58,318	-4.6%

Source: U.S. Census Bureau

Overall

Area	2000	2010	2000-2010 Change	% Change
Carrick	10,580	9,842	-738	-7.0%
White	10,300	8,696	-1,604	-15.6%
Black	223	972	749	335.9%
American Indian	13	15	2	15.4%
Asian	40	113	73	182.5%
Other	4	46	42	1050.0%
Brentwood Borough	10,390	9,510	-880	-8.5%
White	10,251	9,177	-1,074	-10.5%
Black	56	197	141	251.8%
American Indian	25	17	-8	-32.0%
Asian	57	76	19	33.3%
Other	1	43	42	4200.0%

Source: U.S. Census Bureau

By race

Area	2000	2010	2000-2010 Change	% Change
Carrick	60	166	106	176.7%
Brentwood Borough	72	169	97	134.7%

U.S. Census Bureau

Hispanic

DEMOGRAPHICS | Economic Indicators

	2000	2011 (Est.)	2000-2011 Change
Carrick			
# Unemployed	1,175	1,691	516
% Unemployed	6.8%	10.5%	3.7%
Brentwood Borough			
# Unemployed	218	309	91
% Unemployed	3.8%	5.6%	1.8%

* Persons 16 years and older in labor force (excluding military)
American Community Survey

Employment

Area	2000	2011 (Est.)	2000-2011 Change	% Change
Carrick	\$22,224	\$21,100	-\$1,124	-5.1%
Brentwood Borough	\$26,312	\$25,232	-\$1,081	-4.1%
City of Pittsburgh	\$24,725	\$26,221	\$1,495	6.0%
Allegheny County	\$29,554	\$31,247	\$1,693	5.7%

American Community Survey

Per capita income IN 2013 \$

Neighborhood	2000	2010 (Est.)	2000-2010 Change
Carrick			
# Below Poverty Level	1,175	1,691	516
% Below Poverty Level	11.1%	15.9%	4.8%
Brentwood Borough			
# Below Poverty Level	635	1,436	801
% Below Poverty Level	6.1%	14.8%	8.8%

American Community Survey

Poverty Status

DEMOGRAPHICS | Housing Units

Number of Housing Units

Area	2000	2010	2000-2010 Change	% Change
Carrick	5,114	5,041	-73	-1.4%
Brentwood Borough	4,895	4,792	-103	-2.1%
City of Pittsburgh	163,366	156,165	-7,201	-4.4%
Allegheny County	583,646	589,201	5,555	1.0%

Source: U.S. Census Bureau

Vacant Housing Units

Area	2000	2010	2000-2010 Change	% Change	Vacancy Rate 2010
Carrick	443	597	154	34.8%	11.8%
Brentwood Borough	237	413	176	74.3%	8.6%
City of Pittsburgh	19,627	19,948	321	1.6%	12.8%
Allegheny County	46,496	55,241	8,745	18.8%	9.4%

Source: U.S. Census Bureau

DEMOGRAPHICS | Owners / Renters

Owner Occupancy

Area	2000	2010	2000-2010 Change	% Change	Owner Rate 2010
Carrick	3,202	2,778	-424	-13.2%	62.5%
Brentwood Borough	2,949	2,733	-216	-7.3%	62.4%
City of Pittsburgh	74,927	64,807	-10,120	-13.5%	47.6%
Allegheny County	360,036	345,393	-14,643	-4.1%	64.7%

Source: U.S. Census Bureau

Renter Occupancy

Area	2000	2010	2000-2010 Change	% Change	Renter Rate 2010
Carrick	1,469	1,666	197	13.4%	37.5%
Brentwood Borough	1,709	1,646	-63	-3.7%	37.6%
City of Pittsburgh	68,812	71,410	2,598	3.8%	52.4%
Allegheny County	177,114	188,567	11,453	6.5%	35.3%

Source: U.S. Census Bureau

DEMOGRAPHICS | Housing Sales & Costs

Area	Total Sales 1/11 - 12/12	Median Sales \$ 12/08 - 11/10
Carrick	250	\$48,050
Brentwood Borough	189	\$79,900
Total	439	
Win2 Data		

**Single Family
Home Sales**

Area	1/11-12/11	1/12-12/12	Change	% Change
Carrick				
Median Sales \$	\$47,000	\$48,100	\$1,100	2.3%
Number of Sales	121	129	8	6.6%
Brentwood Borough				
Median Sales \$	\$84,000	\$74,000	-\$10,000	-11.9%
Number of Sales	90	99	9	10.0%
Win2 Data				

**Change in median
sales price**

	Carrick	Brentwood
Median Gross Rent	\$626	\$633
As % of Household Income	42.6%	30.8%
American Community Survey		

Median gross rent

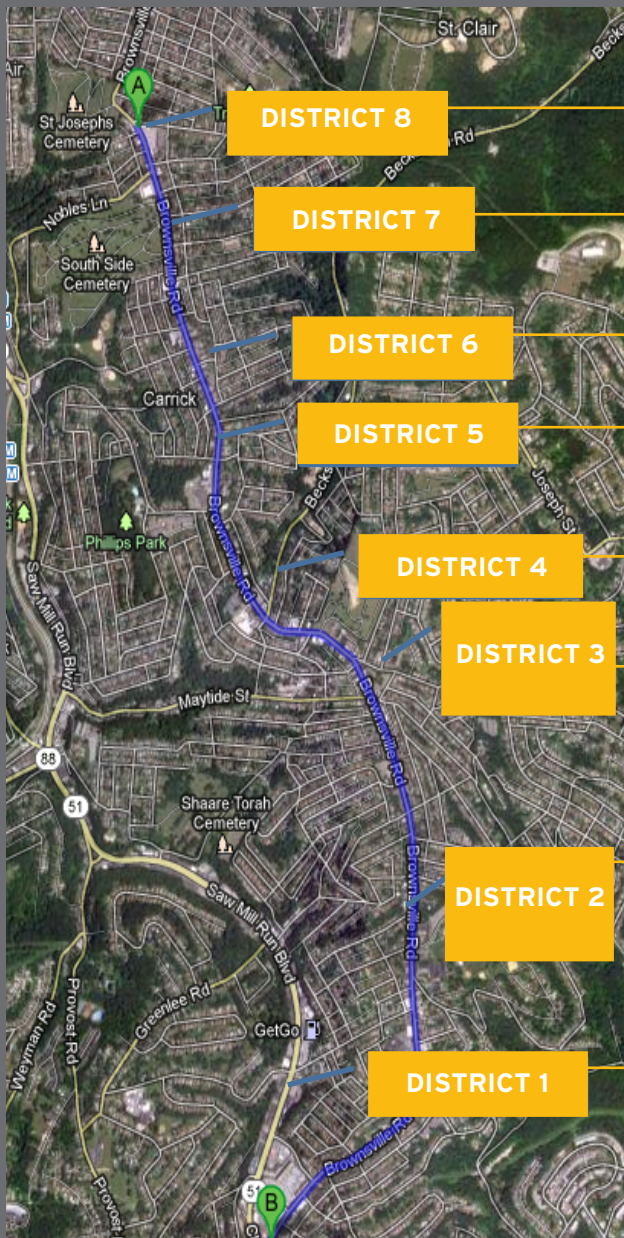


Analysis of Corridor Districts

Conditions / Observations
Assets / Challenges
Potential roles
Suggested improvements

Urban Partners

ANALYSIS | 8 Districts



DISTRICT 8

Carrick/Mt.Oliver shopping center NOBLES LN. TO CALHOUN AVE.

DISTRICT 7

Colteryahn Dairy THIELMAN AVE. TO NOBLES LN.

DISTRICT 6

Carrick civic center EAST AGNEW AVE. TO W. CHERRYHILL ST.

DISTRICT 5

Carrick shopping center PARKFIELD ST. TO W. WOODFORD AVE.

DISTRICT 4

Carrick : Becks Run Road cluster CLIFTON BLVD. TO BECKS RUN RD.

DISTRICT 3

Carrick/Brentwood border
OWENDALE AVE. TO CHURCHVIEW AVE.

DISTRICT 2

Brentwood municipal facilities +
W. WILLOCK RD. TO PARK DR. [BRENTWOOD PARK ENTRANCE]

DISTRICT 1

Brentwood Towne Center
RT 51 & BROWNSVILLE RD.

DISTRICT 1

Brentwood Towne Center RT 51 & BROWNSVILLE RD.



DISTRICT 1

Brentwood Towne Center RT 51 & BROWNSVILLE RD.



- Southern-most commercial district
- Brentwood Towne Square serves neighborhood with a modern Giant Eagle supermarket and a range of retail businesses
- Commercial street-front strip across from Towne Square contains a number of retail storefronts and upper floor service businesses

What works

- Important economic generator for the area
- High access area ties Brownsville Rd and Rt 51
- Broad range of retail & services
- Towne Sq. is a highly-trafficked destination; busy during the day and evening
- Towne Sq. provides appealing balance between suburban and urban

Issues

- Older commercial stock contrasts with newer Towne Sq.
- Traffic congestion
- Need to better tie success of Towne Sq. to surrounding businesses
- Some key properties are in need of rehabbing and street-front businesses could use facade improvements

DISTRICT 1

Brentwood Towne Center RT 51 & BROWNSVILLE RD.



POTENTIAL ROLE

Community-serving shopping district with super market anchor

POTENTIAL IMPROVEMENTS

- Facade improvements opposite the shopping center
- Streetscape improvements
- Brownsville Road/Route 51 intersection improvements

DISTRICT 2

Brentwood municipal facilities + W. WILLOCK RD. TO PARK DR. [BRENTWOOD PARK ENTRANCE]



DISTRICT 2

Brentwood municipal facilities +

W. WILLOCK RD. TO PARK DR. [BRENTWOOD PARK ENTRANCE]



- Solid retail district in a fairly small area
- Large number of professional services
- Significant residential area
- Quality civic & recreational facilities
- Noticeably green
- Two large churches
- Growing arts community

What works

- Very aesthetically attractive area
- Institutional facilities & major park
- Significant destination resources draw customers
- Existing businesses are stable
- Potential for new destination restaurant
- Meter Room Studios creates potential for arts theme
- Brentwood Park Initiative provides potential for attracting new customers

Issues

- Need for commercial façade improvements
- Lack of developable sites
- Need for more greening
- Some concerns about available parking
- Safety improvements at Pointview Rd. intersection
- Borough Hall is a topic of discussion for investments / improvement
- Existing businesses could benefit from better marketing

DISTRICT 2

Brentwood municipal facilities +

W. WILLOCK RD. TO PARK DR. [BRENTWOOD PARK ENTRANCE]



POTENTIAL ROLE

Service, education and arts

POTENTIAL IMPROVEMENTS

- Additional greening
- Facade & streetscape improvements
- Traffic-calming and safer crossings
- Adequate commercial space for additional artists, service providers, and small supporting retailers

DISTRICT 3

Carrick/Brentwood border OWENDALE AVE. TO CHURCHVIEW AVE.



DISTRICT 3

Carrick/Brentwood border OWENDALE AVE. TO CHURCHVIEW AVE.



- Carrick on west side / Brentwood on east side with a visible difference
- One of the densest retail districts in the corridor with comprehensive range of community-serving businesses
- Unique specialty businesses
- Former Giant Eagle site

What works

- Improvements in the district are underway
- Potential assets for redevelopment from two jurisdictions
- Available vacant properties and lots
- Significant amount of available parking
- Successful existing retail mix & service offerings
- Accessible to Route 51

Issues

- Many long-term vacant storefronts means a limited market for retail goods
- Former Giant Eagle site is a significant white elephant that may take time to redevelop
- Contrast between Brentwood side and Carrick side
- Need for a destination business like a restaurant
- Concerns about crime in the 2600 block
- Need to fix up facades
- Existing businesses need to improve appeal and marketing
- Opportunity for new housing to help in revitalization, especially for apartments above retail

DISTRICT 3

Carrick/Brentwood border OWENDALE AVE. TO CHURCHVIEW AVE.



POTENTIAL ROLE

Broad mix of independent apparel, home furnishings, specialty retail

POTENTIAL IMPROVEMENTS

- Continued efforts / events / sidewalk sales to mitigate crime
- Facade improvements to vacant and occupied storefronts
- Financing tools to support specialty businesses
- Better marketing of existing businesses
- Marketing of available space to prospective businesses
- Rehab second-floor space for residential use above retail
- Redevelop the former Giant Eagle site
- Streetscape improvements for a more uniform look

DISTRICT 4

Carrick : Becks Run Road cluster CLIFTON BLVD. TO BECKS RUN RD.



DISTRICT 4

Carrick : Becks Run Road cluster

CLIFTON BLVD. TO BECKS RUN RD.



- Very small district with few commercial businesses
- Becks Run Rd. serves as gateway to Brownville Rd. but needs physical and aesthetic improvement
- Becks Run Rd. serves as key access point to corridor

What works

- Concord Elementary School provides anchor and visually appealing campus
- Existing restaurants in a market that's under-served
- Becks Run Rd. serves as key access point to corridor
- Possible site for a mural

Issues

- Almost no opportunities for additional commercial space or infill development
- Intersection at Becks Run Rd has little visual appeal for a key gateway to corridor

DISTRICT 4

Carrick : Becks Run Road cluster CLIFTON BLVD. TO BECKS RUN RD.



POTENTIAL ROLE

Gateway district for corridor

POTENTIAL IMPROVEMENTS

- Improve & landscape large parking lots
- Aesthetic treatments, and landscaping at Biscayne Ave.
- Create a visible gateway to Brownsville Rd.
- Improved business signage

DISTRICT 5

Carrick shopping center PARKFIELD ST. TO W. WOODFORD AVE.



DISTRICT 5

Carrick shopping center PARKFIELD ST. TO W. WOODFORD AVE.



- Carrick Shopping Center is one of the three largest retail centers in the corridor, but has no anchor supermarket
- Large residential complexes near Shopping Center
- Institutional anchors: Carrick High School & Phillips Park

What works

- Mix of destination businesses draw customers from broader market area
- Carrick High School & Phillips Park provide destination and customer base
- Dense residential area / customer base on east side of Brownsville
- Potential commercial development sites and existing traffic infrastructure

Issues

- Poor signage / aesthetics / streetscape
- Shopping Center has large, unappealing frontage
- Need better visibility / connections / use of Phillips
- Need for landscaping or trees in front of Carrick Shopping Center
- Suggestions for new location for farmers market and coffee house for Heinhours building

DISTRICT 5

Carrick shopping center PARKFIELD ST. TO W. WOODFORD AVE.



POTENTIAL ROLE

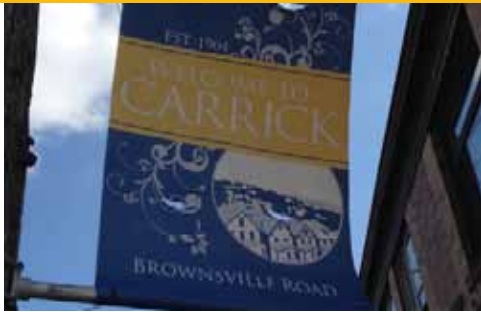
Community-serving shopping district with drug store anchor

POTENTIAL IMPROVEMENTS

- Add more community-serving businesses
- Find a better location for the existing farmers market
- Exploit available development opportunities, including vacant land behind the shopping center
- New signage for the Carrick Shopping Center
- Screen & landscape the shopping center's parking lot
- Streetscape improvements
- Landscape & improve connections to Phillips Park

DISTRICT 6

Carrick civic center EAST AGNEW AVE. TO W. CHERRYHILL ST.



DISTRICT 6

Carrick civic center

EAST AGNEW AVE. TO W. CHERRYHILL ST.



- Carrick's historic and civic district
- Lacks density, with many parking lots and setbacks
- Limited existing retail given the potential market
- Whoville is a destination retailer for larger market area
- Largest number of churches in the corridor

What works

- Agreement on good potential for residential development
- Potential for housing improvements by conversion of former commercial / institutional buildings, including St. Basil's School, Acapulco Joe's, Carrick Borough Hall
- Large parking lots offer opportunity for infill development
- Strong historic character / identity in the district
- Support for re-opening the bowling alley

Issues

- Scattered / diminishing retail
- Housing needs improvements
- Need for aesthetic improvements to fit historic theme
- Hard to tell whether some of the businesses are open or not
- Façade improvements could make a real impact

DISTRICT 6

Carrick civic center

EAST AGNEW AVE. TO W. CHERRYHILL ST.



POTENTIAL ROLE

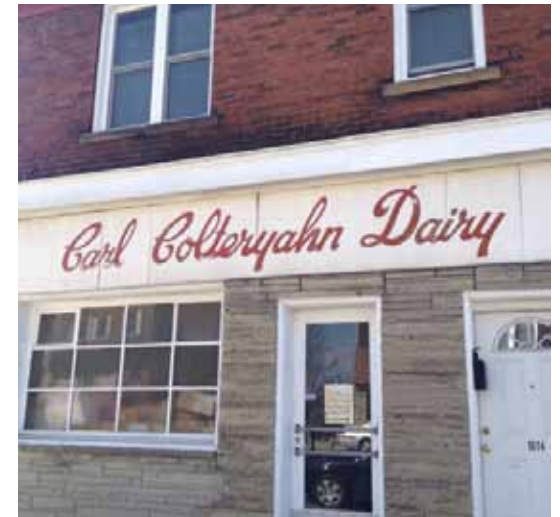
Old Carrick-historic / trendy residential, mixed-use rehab properties for young renters / first-time homebuyers

POTENTIAL IMPROVEMENTS

- Reuse of St. Basil's School for residential conversion
- Reuse of other underutilized commercial buildings for residential use, including the former Carrick Borough Hall
- Reopen Carrick Recreation bowling center
- Historic facade improvements
- Streetscape improvements promoting the historic character

DISTRICT 7

Colteryahn Dairy THIELMAN AVE. TO NOBLES



DISTRICT 7

Colteryahn Dairy THIELMAN AVE. TO NOBLES LN.



- Small district centered on Colteryahn Dairy
- Little else in the district

What works

- Colteryahn Dairy is a regional asset with owners willing to invest in improvements / green technology
- Dairy District design / architecture project underway
- Vacant / available properties for potential acquisition and expansion
- Broad support for Dairy-based redevelopment
- Potential for destination development including restaurant
- Potential redevelopment focus including promoting green technology, transit-oriented development, attraction of new customers and residents, Dairy tours

Issues

- Vacancies
- Poor aesthetics / facades / streetscapes
- Potential for Library location but hard to acquire site

DISTRICT 7

Colteryahn Dairy THIELMAN AVE. TO NOBLES LN.



POTENTIAL ROLE

Dairy District regional theme market

POTENTIAL IMPROVEMENTS

- Create a full-service Colteryahn Dairy bar
- Support the Dairy's property investments & greening
- Create Dairy tours
- Determine if the Cluster is appropriate for a new Carrick Library / facilitate site acquisition
- Improve vacant commercial space & attract new businesses
- Recruit a full-service restaurant
- Implement suggested improvements in the Dairy District plan, including facade and streetscape enhancements

DISTRICT 8

Carrick/Mt.Oliver shopping center NOBLES LN. TO CALHOUN AVE.



DISTRICT 8

Carrick/Mt.Oliver shopping center NOBLES LN. TO CALHOUN AVE.



- Northern-most commercial district in the study area
- Not as large as others in the corridor but contains several key community-serving retailers
- Older shopping center
- Lacking several key retailers
- Series of vacant storefronts between Minooka St. & Nobles

What works

- Several strong retailers / chain stores
- Draws from beyond the immediate community
- Several potential development sites including corner site at Calhoun Avenue, limousine service, auto sales site, used furniture store
- Carnegie Library considering several sites

Issues

- Need for improved aesthetics and signage
- Large parking lot needs to be landscaped
- Number of vacant storefronts
- Several storefronts in need of façade improvements
- Questions on the viability of many existing businesses
- Shopping center is dated with no landscaping
- Questions on walkability and how much parking is needed

DISTRICT 8

Carrick/Mt.Oliver shopping center NOBLES LN. TO CALHOUN AVE.









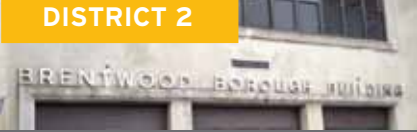
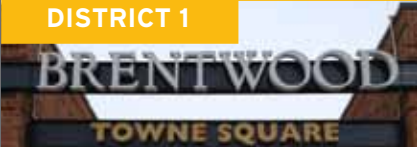
POTENTIAL ROLE

Community-serving shopping district with supermarket anchor

POTENTIAL IMPROVEMENTS

- Adding more community-serving businesses
- Leverage the available commercial space opportunities, including vacant corner site at Calhoun Avenue
- Leverage potential redevelopment sites, including limousine service, auto sales/service site, used furniture store site
- New signage for the Carrick/Mt. Oliver Shopping Center
- Screen & landscape the shopping center's parking lot
- Facade improvements to vacant commercial space

BROWNSVILLE ROAD | Potential District Roles

 <p>DISTRICT 8</p>	<p>CARRICK/MT.OLIVER SHOPPING CENTER Community-serving shopping district with super market</p>
 <p>DISTRICT 7</p>	<p>COLTERYAHN DAIRY DAIRY District regional theme market</p>
 <p>DISTRICT 6</p>	<p>CARRICK CIVIC CENTER Old Carrick - historic / trendy residential, mixed-use rehab properties for young renters / first-time homebuyers</p>
 <p>DISTRICT 5</p>	<p>CARRICK SHOPPING CENTER Community-serving shopping district with drug store anchor</p>
 <p>DISTRICT 4</p>	<p>CARRICK : BECKS RUN ROAD CLUSTER Gateway district for corridor</p>
 <p>DISTRICT 3</p>	<p>CARRICK/BRENTWOOD BORDER Broad mix of independent apparel, home furnishings, specialty retail</p>
 <p>DISTRICT 2</p>	<p>BRENTWOOD MUNICIPAL FACILITIES + Service, education and arts</p>
 <p>DISTRICT 1</p>	<p>BRENTWOOD TOWNE CENTER Community-serving shopping district with super market anchor</p>