Carrick Dairy District

January 14, 2014 – Community Presentation

Colteryahn DAIRY

CARRICK COMMUNITY COUNCIL
THE CARRICK NEIGHBORHOOD OF PITTSBURGH PENNSYLVANIA

EDS Economic Development South

URA
URBAN REDEVELOPMENT AUTHORITY OF PITTSBURGH

DESIGN CENTER

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This project was funded by the Pittsburgh Neighborhood Renaissance Fund with support from the Mayor's Office, the Urban Redevelopment Authority, and the Department of City Planning. It is administered by the Design Center through its Design Fund Program.

Steering Committee

- Greg Jones – Executive Director, **Economic South Development**
- Stephanie Miller – Manager of Projects & Initiatives, **Economic South Development**

- Carol Anthony – Carrick Community Council, **Carrick/Overbrook Historical Society**
- John Rudiak - Carrick Community Council, **Carrick/Overbrook Historical Society**

- Becky Gallagher – Marketing & Business Development, **Colteryahn Dairy**
- Carl Colteryhan – Owner, **Colteryahn Dairy**

- Kryn Hoyer-Winfield – Project Manager, **Urban Redevelopment Authority of Pittsburgh**

- Natalia Rudiak – Councilwoman-District 4, **City of Pittsburgh**
- Ashley Holloway – District 4 Neighborhood Planner, **City of Pittsburgh**
- Ashleigh Deemer – Chief of Staff, Office of Councilwoman Natalia Rudiak, **City of Pittsburgh**

- Thor Erickson – Community Programs Manager, **Design Center Pittsburgh**
- Chris Koch – Director of Programs, **Design Center Pittsburgh**

- Darla Cravotta – **Special Events Coordinator, County**

Design Team

- Chip Desmone – Principal, **Desmone & Associates Architects**
- Terry Oden – Project Architect, **Desmone & Associates Architects**
- Hannah Grey – Project Designer, **Desmone & Associates Architects**

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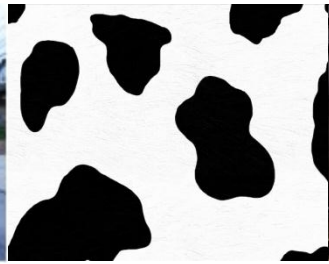
Project Description

1. **Integrate Colteryahn Dairy** fully into the neighborhood, establishing a **distinct "Dairy District".**
2. To have a **community planning process** that is inclusive among a wide range of individuals and organizations for review of all ideas.
3. **Recognize the historical nature** of the dairy and the district.
4. **Recognize the existing resources** of the district, and enhance them for a sense of unity.
5. Establish an **aesthetic and visual sense** to the dairy district.
6. Integrate progressive**, green building materials and concepts** to the area.



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COLTERYAHN DAIRY DISTRICT-A START

General History:

Oldest Dairy in Pittsburgh

Family Owned from Hamburg, Germany

Brownsville Road site,
Opened in 1917

Started Convenience Store Chain,
in 1962

Colteryahn Dairy Achieves Highest
Food Safety Certification

Successful in Competive Market

Recent Expansion Allowing Dairy
to be a Formiable Competitor in
Eastern U.S.

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Conceptual Planning:

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Phase 1 Presentation

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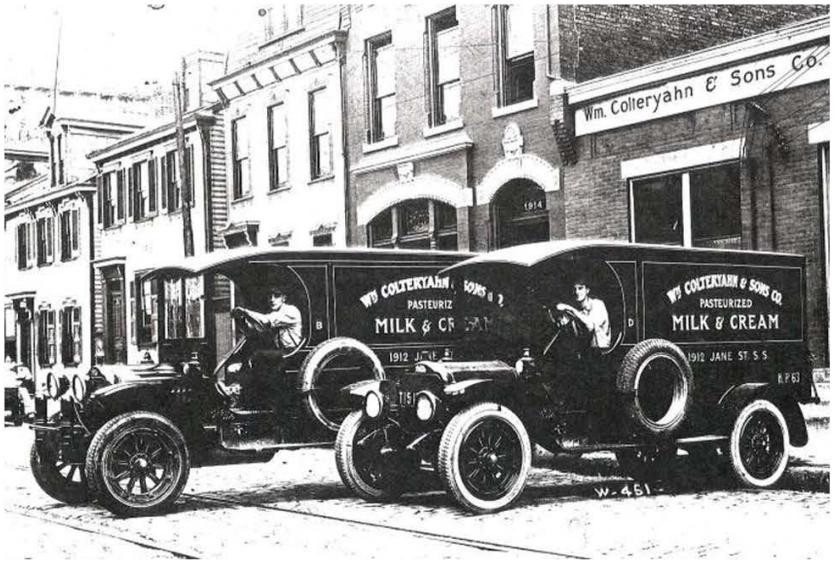

1893 - Dairy was established by William Colteryahn
1917 - Brownsville Road site opened by Carl Colteryahn
1960 - Carl Jr. takes ownership, establishes CoGo's
1998 - Carl III takes ownership

Research assistance provided by:
Carrick-Overbrook Historical Society
John J. Rudiak
www.carrick-overbrook.org
carrickhistory@gmail.com

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DAIRY DISTRICT PROJECT OF CARRICK PA

CONCEPTUAL DESIGN FOR:

COLTERYAHN DAIRY DISTRICT

Chuck DiNofrio-Machine Operator

Pasterized Product Tanks

Devon Pachete Inspects Product

Bottling Room

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DAIRY DISTRICT PROJECT OF CARRICK PA

CONCEPTUAL DESIGN FOR:

COLTERYAHN DAIRY DISTRICT

STREET VIEWS

Survey Notes:

- Safety
- Ownership/Rent
- Pride
- Family-Oriented
- Youthful Energy
- Variety of Spaces
- Historical
- Public Transit
- Graffiti
- Crime Watch
- Update Investments
- Shopping
- Factory Tours
- Cafe

Brownsville Road-Southbound

1. Colteryahn

2. Residential

3. Residential

4. Fire Station #23

Brownsville Road-Northbound

5. Vacant Lot

6. Retail/Residential

7. Residential

Survey Images:

Security Cameras

Sidewalk Repair

Home Ownership

Accessibility

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Alkmaar Cheese Festival

Clayton County Library

Petting Zoo

Tillamook Factory Tour

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DAIRY DISTRICT PROJECT OF CARRICK PA

CONCEPTUAL DESIGN FOR:

COLTERYAHN DAIRY DISTRICT

Colteryahn Dairy center of new business push for Carrick

DOUBLING DOWN ON DAIRY

By Moriah Balingit
Pittsburgh Post-Gazette

Up here, on this anonymous curve of Brownsville Road in the city neighborhood of Carrick, sits a large white cinder-block building with "Colteryahn Dairy" in loopy cursive on its facade.

Besides the factory and a handful of other buildings used by the dairy, some of the other structures on this block are abandoned, their vacant windows filled in with plywood and painted over with flowers, a sweet touch to soften the blight. There's also a pair of bars and a church.

This is a spot where Pittsburgh Councilwoman Natalia Rudiak and Carl Colteryahn III, the latest in several generations of his family to run the company, envision a rebirth of a business district, one anchored on the city's last working dairy. They've teamed with Mayor Luke Ravenstahl's office, the Urban Redevelopment Authority and several community groups, including Economic Development South, to see through the vision of the "Dairy District."

In mid-March, Ms. Rudiak stood with the mayor in front of the dairy to announce that Economic Development South had received a $50,000 grant from the Neighborhood Renaissance Fund to pay Desmone and Associates, a Lawrenceville-based architecture firm, to create a

SEE **DAIRY,** PAGE E-3

Top: Chuck Hickey uncovers a new batch of plastic bottles before sending them into the processing line at Colteryahn Dairy.

Above: Caps are applied to bottles of 2-percent milk.

Darrell Sapp/Post-Gazette photos

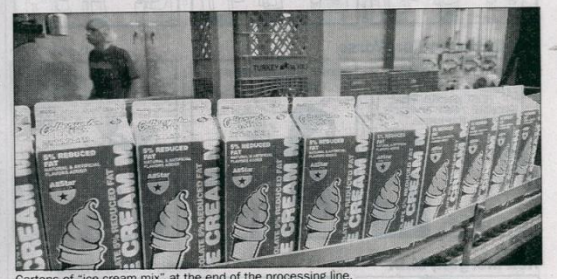
Carl Colteryahn Jr. at the end of the processing of the "ice cream mix" line at the Colteryahn Dairy.

Pittsburgh Post-Gazette

April 25, 2013

Colteryahn could anchor dairy district

DAIRY, FROM PAGE E-1



Cartons of "ice cream mix" at the end of the processing line.

design concept for the block.

The fund, created by the mayor in concert with the Urban Redevelopment Authority and funds raised by the Design Center, gave out $300,000 in grants last year, the largest of which went to the Dairy District project.

"It's a great example of transforming this city and using all the wonderful history we have as we look towards the future," Mr. Ravenstahl said.

Ms. Rudiak said that when she toured the dairy about a year ago, "I knew we had something special on our hands.

"They're doubling down on their investment on their factory," she said. "They're eager to branch out beyond the factory walls to help make this neighborhood great."

Partners in the project are envisioning a "foodie destination," a place where food enthusiasts may someday come to get the freshest dairy products, said Greg Jones, executive director of Economic Development South. There are several other ideas on the table, including a farmers market and dairy-themed retail: a milk bar, an ice cream shop and a chocolate store, perhaps with an on-site production aspect.

"Hopefully in a few years you're going to see an exciting new dairy district in this area ... making it a true destination along Brownsville Road," he said.

Mr. Colteryahn may be the ideal partner in the project. The Colteryahns have operated this facility, at 1601 Brownsville Road, since 1917. Their brand might not be as recognizeable as their franchise operation — CoGo's convenience stores, which carries their products.

The Brownsville Road facility underwent a $5-million renovation in 1998, tripling its production. They now bottle milk for several other plants in addition to bottling iced tea and making soft-serve ice cream base.

Despite its distinction as Pittsburgh's only dairy, Mr. Colteryahn said many of those who pass by the big white structure every day have little clue as to what goes on inside. When the factory held an open house to show off the renovation, "the residents said, 'We had no idea what was behind these walls.'

"It's something to see," he said.

It is something to see. Behind those white cinder-block walls, there's fascinating machinery at work. The assembly lines for many of the products stretch over several rooms and floors. The bottles rattle down the line, getting labeled, propped up, and then spun into a carousel to get filled with milk, each piece falling neatly into place despite a ruckus that would suggest otherwise.

Mr. Colteryahn has his heart in this business and when he plays tour guide, it shows when he grins proudly.

"This is my favorite machine," he said, standing in front of a rattling contraption that takes bottles tumbled into a cylinder and arranges them into neat lines.

Besides the packaging and bottling lines, there are vast chrome vats that process raw milk to separate out cream and make the base for soft-serve, which is then sold to iconic summer hangouts, such as Kennywood.

There's also a homogenizer in a fat metal cylinder that puts 2,000 pounds of pressure on the milk, and a pasteurizer that takes the milk from 38 degrees up to 176 degrees and back down to 38 in less than a minute.

There's an operation to make sour cream and buttermilk, too, which Mr. Colteryahn notes is a bit ironic.

"We're in the bacteria business," he said. "We're either killing it with pasteurization or growing it in a controlled environment."

He said he's excited for his company, which has operated successfully under the radar, to become the centerpiece of the new development.

"If we could brighten the ride back and forth [for commuters], bring business, see residents proud again, we'd like to be a part of that," he said.

Mr. Jones said in a recent interview that the dairy district is part of a larger plan to revitalize Brownsville Road through a series of business districts, termed "nodes." Another firm, the Jackson/Clark Partners, are studying the Brownsville Road corridor to see where business districts could be feasible. He expects the architects will finalize a concept for the district in the next few months and present it to the Jackson/Clark partners.

His goal, he said, like Mr. Colteryahn, is to get commuters to see Carrick as more than just a place to pass through.

"The exciting thing is that it's Brownsville Road. It's just getting [commuters] to press the pedal on the left," he said.

Moriah Balingit: mbalingit@post-gazette.com, 412-263-2533 or on Twitter @MoriahBee.

- Colteryahn Dairy
- Economic Development South
- Urban Redevelopment Authority
- Design Center
- $50,000 granted to fund transformation
- Branching out beyond factory walls
- Dairy district to become a destination

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Conceptual Planning:
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Phase 1 Presentation

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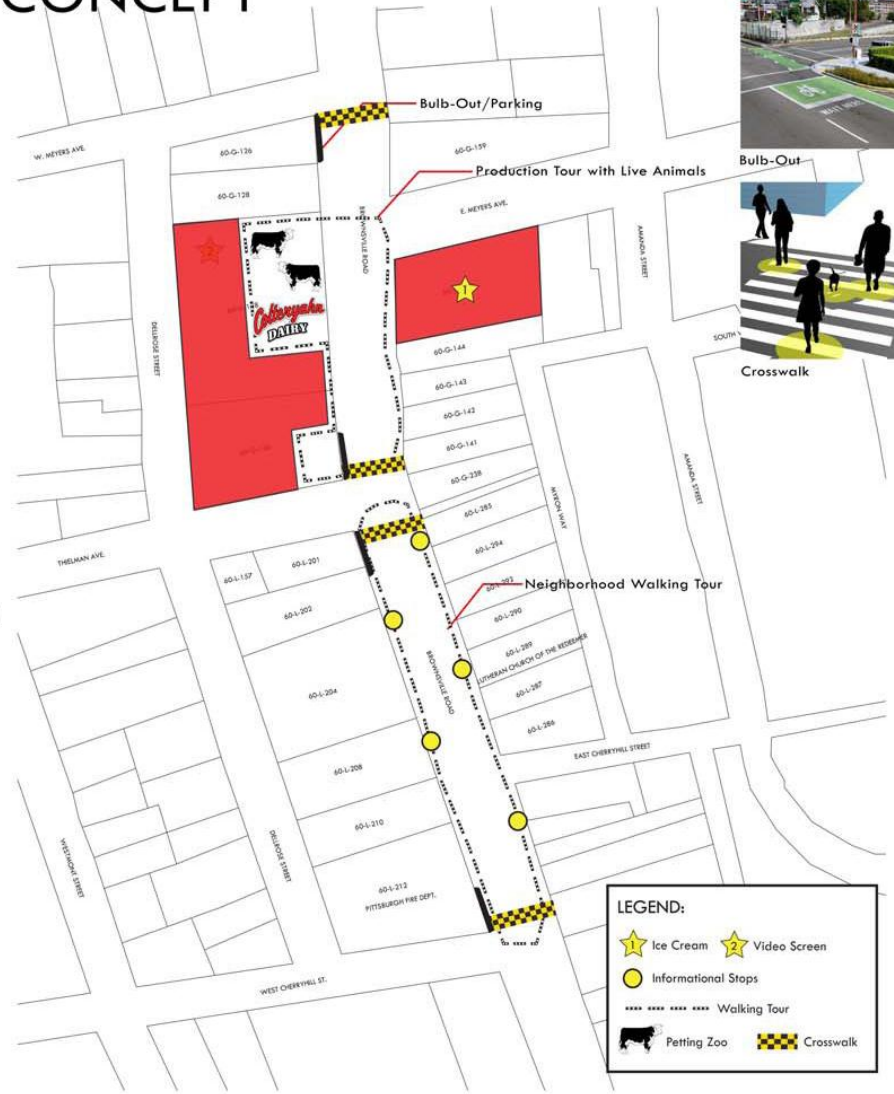
A.-PRODUCTION CONCEPT

- **Video Screen**
  - -Seen by Public
  - -Information for Visitors
- **Assembly**
  - -Assembly Line Sequence
  - -Different Skills & Operations
- **Petting Zoo**
  - -Cows
  - -Goats
  - -Rides for Children
- **Informational Stops**
  - -From Cow to Store Shelf
  - -Location of Activities
- **Product Specialization**
  - -Packaging
  - -Distribution Process
- **Consumer to Plant Connection**
  - -Marketing Campaigns
  - -Label History
- **Rooftop Cafe**
  - -Views to Neighborhood
  - -Views into Factory

Informational Signage



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B.-HISTORY CONCEPT

- **Views**
  - -History Center/Displays
  - -Up Brownsville Road
  - -Down Brownsville Road
  - -Neighborhood Overview
- **Festivals**
  - -Cheese Festival
  - -Diary/Dessert Festival
  - -Sponsored Road Race
  - -Neighborhood Garden
- **Walking Tour**
  - -History Shows
  - -Milk Carriage
- **Local Food Markets**
  - -Ice Cream-Variety of Flavors
  - -Raspberry Milk
  - -Specialty Food Products
  - -Dairy Desserts & Chocolates

Neighborhood History

Community Outreach

Wayfinding Signage

Milk Carriage

Tour Map

Museum Display

Food Festivals

L'Enfant Statue by Roger Bloche

Heinz History Center

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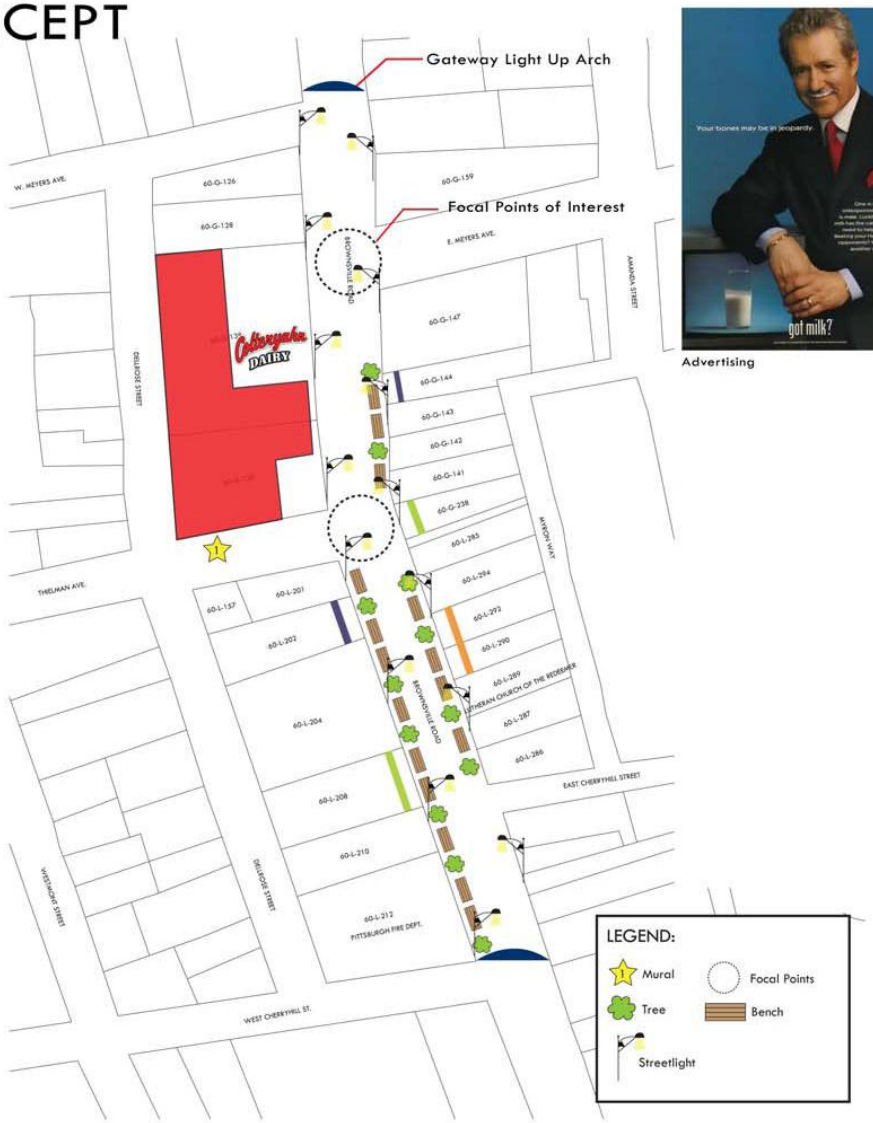
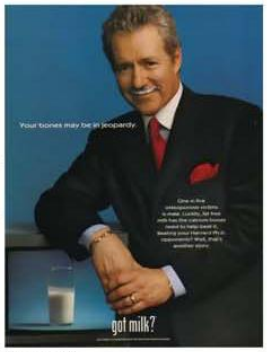
C.-AESTHETIC CONCEPT

- **Unifying**
  - -Across Scales
  - -Facade Improvments
  - -Color Stiching
- **Branding**
  - -Logo
  - -Colteryahn Company Colors (Red, White, Blue)
  - -Promote Local Products
- **Identity**
  - -Unique Characteristics
  - -Memorable Imagery
- **Color Schemes**
  - -Iced Tea Labels
  - -Milk Labels
  - -Production Color Assignments
- **Focal Points**
  - -Nodes of Special Interest
- **Trim/Facade Colors**

got carrick?

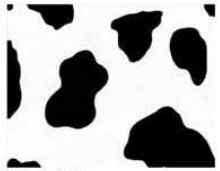




Advertising

Banners

Street Lighting


Cow Pattern

Chicago Cow Sculptures

Trash Cans

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Project Objectives

A. Cow Pattern Paint

B. Gateway Arches, North and South

C. Bump-Outs

D. Farmers Market

E. Café/Ice Cream Parlor/Restaurant

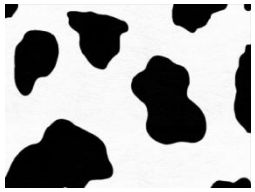
F. Painted Fiberglass Cows

G. Trash Cans/Benches/Flags/Lighting

H. Signage/Walking Tour/History

I. Façade Improvements

J. Technology/Wind Power


A

B

C

D

E

F

G H

I

J

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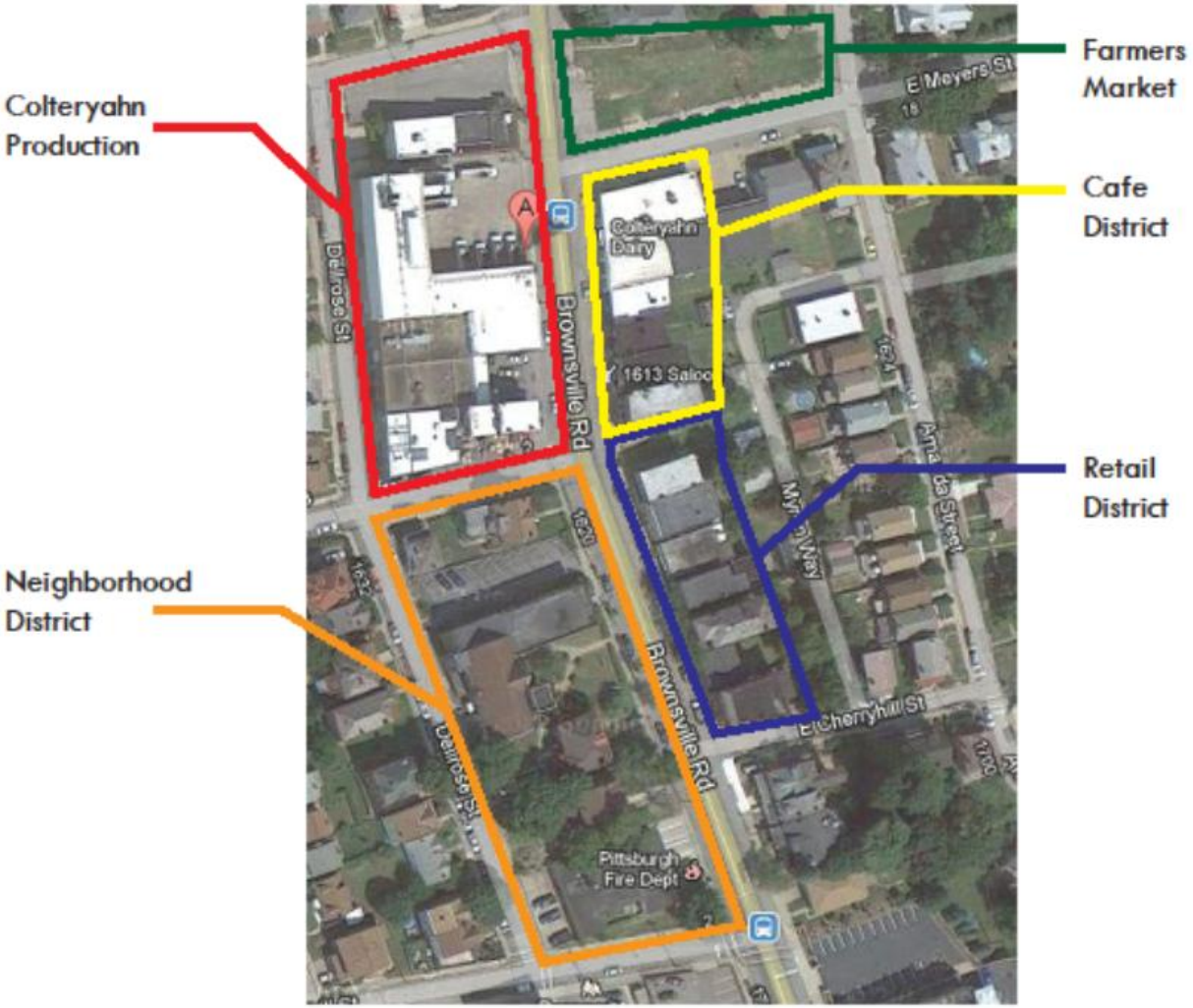

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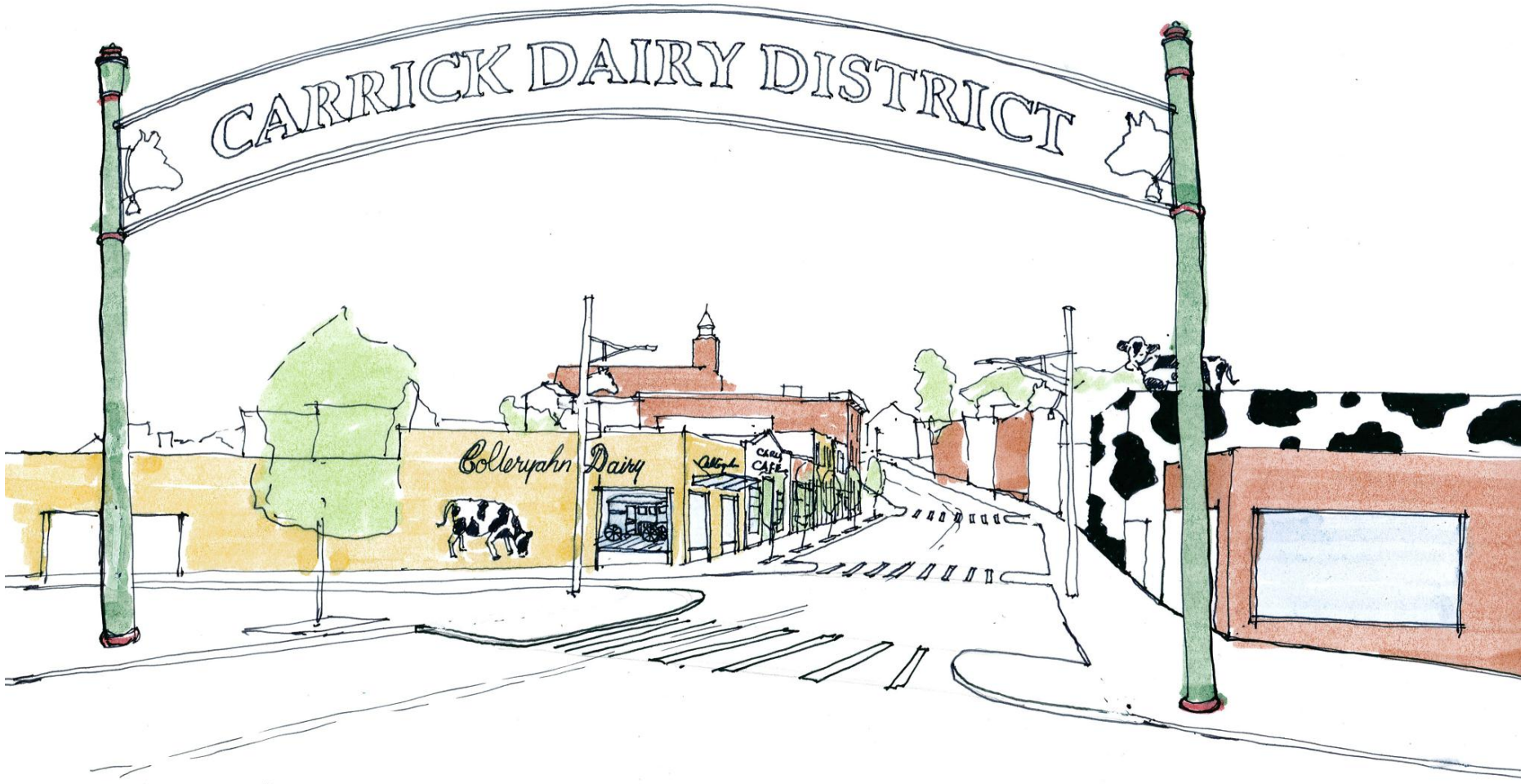

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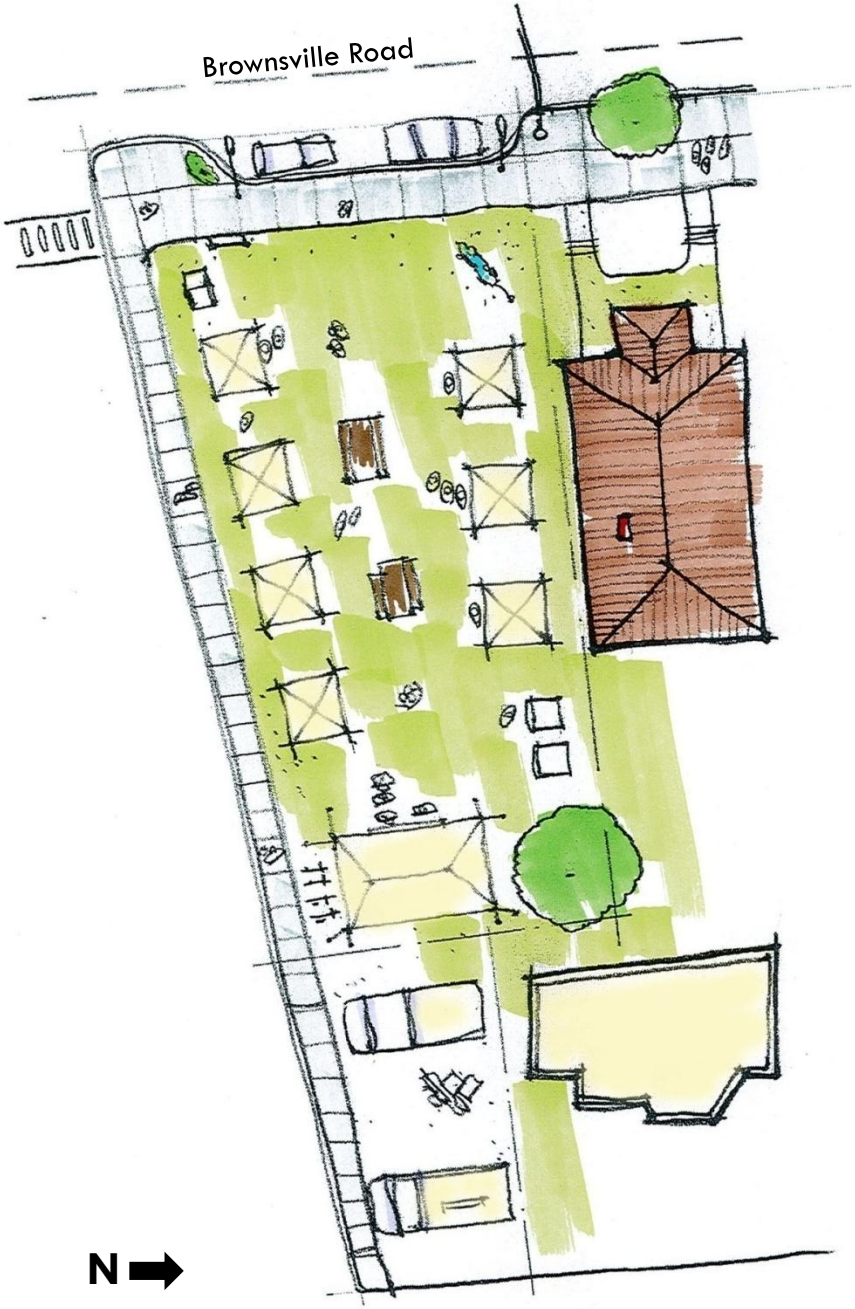
Farmers Market/Gateway -View A



N

Farmers Market/Gateway -Site

Desmone & Associates Architects

Desmone & Associates Architects

Production -View C

Desmone & Associates Architects

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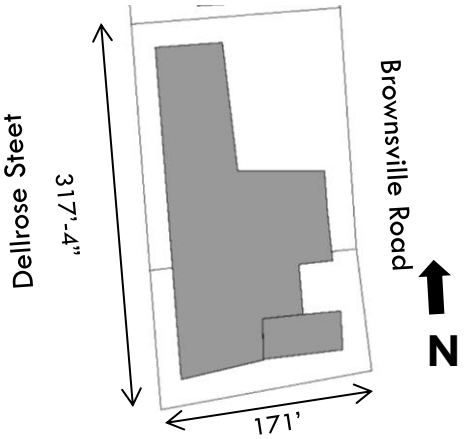
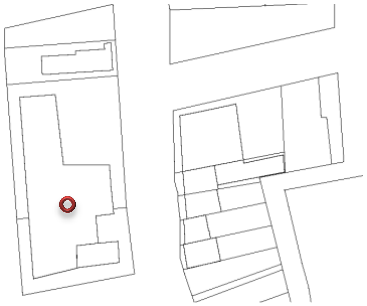
Overall - Site

Design Improvement Key Plan

C. Colteryahn Properties, L.P. 60-G-136 & 138

Production Plant & Historic House





Description:

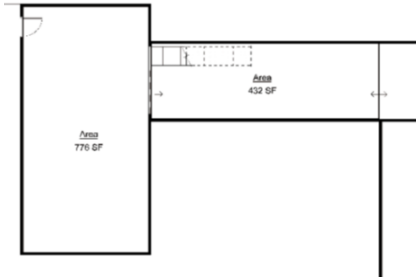
- Existing production building and residential/storage space
- Truck receiving area
- Mix of construction types:
  - Metal Insulated Panel
  - Split Face block
  - Asphalt receiving area
  - Historic Brick House
- Well functioning industrial space

Zoning Information:

Zoning District: UI (Urban Industrial)
Height Restrictions: 60' (4 stories)
Setbacks: F-None, R-20', S-10'

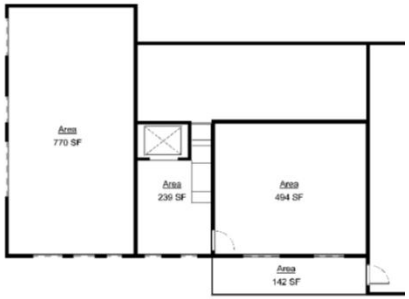
C. Conceptual Design for Parcel: 60-G-138

Production Plant & Historic House



Basement Plan

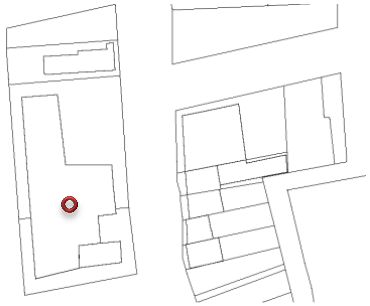
First Floor



Second Floor

Third Floor

Cost Estimates

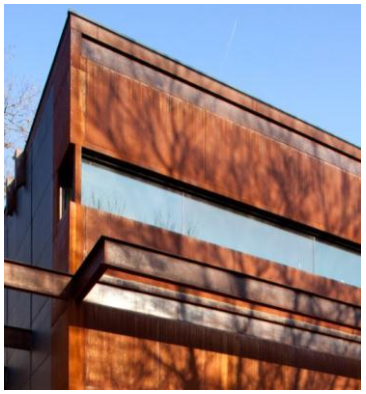


Parcel Evaluation:

- As required per ongoing Colteryahn Facility management needs
- Truck Landing Area-repair as Needed & evaluate curb cut
- Production Building-cow pattern paint

Railing System

Roof Material



Metal Panel

Reclaimed Barn Wood

Storefront System

Storefront System

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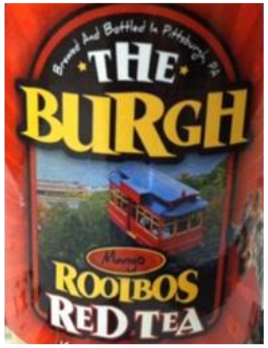

PPG Autumn Ridge 331-7

PPG Lemongrass 109-7

PPG Imperial Purple 344-7

PPG Cornucopia 120-7

PPG Cyclamen 337-7

PPG Yellow Sunshine 111-7

Note:

Accent color to not exceed 5% of the façade surface area. Colors are encouraged to be a different accent color than the neighboring property.

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