
Brownsville Road Commercial District Implementation Strategy

Carrick and Brentwood Borough, PA

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Introduction

Economic Development South (EDS) engaged a consulting team consisting of Jackson Clark Partners and Urban Partners to develop a multi-municipal economic development approach to revitalizing the Brownsville Road Corridor in the Pittsburgh neighborhood of Carrick and the Borough of Brentwood. While Brownsville Road currently functions as a significant commuter route to Downtown Pittsburgh, it has traditionally served as the neighborhood commercial district for several city neighborhoods and adjacent municipalities, including Carrick and Brentwood.

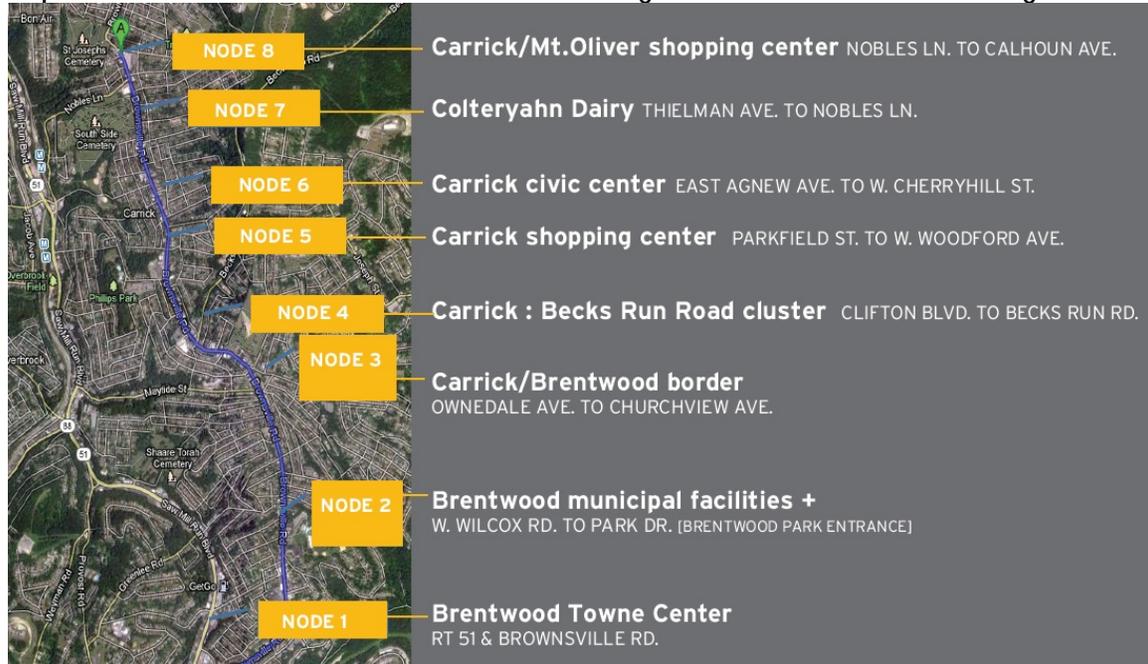
The Brownsville Road Commercial District Implementation Strategy offers a collaborative approach among multiple jurisdictions for revitalizing the corridor and will allow EDS to leverage appropriate development resources within a highly competitive funding environment. EDS intends to use the Implementation Strategy as a guide for strengthening Carrick and Brentwood, combining the resources of both communities as an effective means for bypassing the traditional constraints of municipal boundaries. The Strategy will help support current branding and marketing initiatives undertaken by EDS and strengthen the organization's core strategy of revitalizing the Corridor communities through a multi-municipal approach. It is the intent of the Implementation Strategy to serve as an effective tool for EDS to support its community businesses, improve the aesthetics and safety of the corridor, enhance existing projects in each commercial district, and support efforts in marketing the corridor's commercial space.

This Implementation Strategy document outlines the economic development opportunities of the Brownsville Road corridor's commercial districts in Carrick and Brentwood. The report begins with a description of the study area. It then identifies a series of overall investments recommended for improving the corridor as a unit. The report subsequently examines each commercial district of Carrick and Brentwood in detail and identifies individual projects intended to redevelop and revitalize specific locations within each district. The recommendations outlined herein result from an extensive exercise of background analysis, including demographic and market research; field visits; stakeholder interviews and meetings; and community feedback received at public meetings. That analysis is attached as an Appendix.

Study Area

The study area for the Brownsville Road Commercial District Implementation Strategy is the segment of Brownsville Road between Calhoun Avenue in Carrick and Route 51 in Brentwood, which provides commercial amenities in a series of eight distinct business districts initially identified by EDS (see **Map 1**). Together they provide the building blocks for a corridor-wide, non-traditional approach to economic development. Each of these districts has its own unique flavor, business mix, and customer base.

Map 1. The Brownsville Road corridor in the Carrick neighborhood and Brentwood Borough



The study area was identified by EDS staff based on previous plans, knowledge gathering, and site visits. Following is a general description of each district in the study area:

- **District 1 – Brentwood Towne Center Area**
 - Giant Eagle - Intersection of Route 51 and Brownsville Road
 - Significant mix of retail, office, and commercial uses
 - Complimentary mix of chain and independent retail
 - Adjacent, aging commercial corridor
 - Single-family homes dispersed throughout the district
- **District 2 – Brentwood Municipal Facilities Area**
 - W. Willock Road to Park Drive (Brentwood Park entrance)
 - Mix of retail, office, and commercial uses
 - Mix of independent/service businesses, churches, school, library, and municipal buildings.
 - Multi-family units and mixed-uses dispersed throughout the district

- **District 3 – Carrick/Brentwood Border Area**
 - Owendale Avenue to Churchview Avenue on Brownsville Road
 - Significant mix of retail, office, and commercial uses
 - Mix of independent/service businesses, fast-food restaurants, quick-service restaurants, office space, and small retail
 - Single-family homes dispersed throughout the district

- **District 4 – Becks Run Road Cluster**
 - Clifton Boulevard to Becks Run Road
 - Small retail/commercial mix
 - Mix of fast-food restaurant, service establishments, and school
 - Single-family and multi-family units dispersed throughout the district

- **District 5 – Carrick Shopping Center Area**
 - Parkfield Street to W. Woodford Avenue
 - Retail/commercial mix
 - Mix of chain retailers, banks, quick-service restaurants, and small service businesses
 - Multi-family, high-rise and single-family homes dispersed throughout the district

- **District 6 – Carrick Civic Center Area**
 - East Agnew Avenue to W. Cherryhill Street
 - Retail/commercial mix
 - Mix of convenience stores, banks, small businesses, churches, library, quick-service restaurants, and service businesses
 - Multi-family units, single-family, and mixed-use dispersed throughout the district

- **District 7 – Colteryahn Dairy Area**
 - Thielman Avenue to Nobles Lane
 - Small retail/commercial mix
 - Mix of chain retailers, manufacturing, and small service businesses
 - Multi-family and single-family homes dispersed throughout the district

- **District 8 – Carrick/Mt. Oliver Shopping Center Area**
 - Nobles Lane to Calhoun Avenue
 - Significant retail and commercial mix
 - Mix of chain retailers, service businesses, fast-food, and quick-service restaurants
 - Multi-family homes dispersed throughout the district

Corridor-Wide Recommendations

While the Brownsville Road study area in Carrick and Brentwood contains the many unique individual commercial districts described above, the corridor experiences several common challenges that impact multiple locations. Such issues can be most effectively and efficiently resolved by when the corridor is addressed as a unit. As a result, the following corridor-wide investments are recommended to improve Brownsville Road along its entire length within the study area. Physical and programmatic in nature, collectively these improvements impact all of the commercial districts. They include streetscape enhancements, traffic-calming measures, restaurant attraction, and cataloguing and marketing the corridor's commercial space. A branding campaign that unifies the Corridor while highlighting the distinctiveness of each District is currently underway and will be a significant tool for advancing the corridor-wide recommendations for Brownsville Road.

Streetscape Enhancement Project

Description and Need

Throughout the Brownsville Road corridor in Carrick and Brentwood, the physical environment along the street is in need of improvement. While in some specific locations limited streetscape improvements have been installed over time, generally sidewalks are in disrepair, lighting is inadequate, trees and greenery are lacking, amenities such as benches and bike racks are missing, and wayfinding signage does not exist within the study area. This substandard streetscape environment negatively impacts the businesses within each commercial district, making it more difficult to attract customers to existing businesses while hindering the attraction of new businesses to vacant retail space. An attractive streetscape will help initiate investment in businesses while encouraging pedestrians to stroll and shop. A streetscape enhancement project is recommended to improve the appearance and function of Brownsville Road throughout the study area, which will contribute significantly toward a revitalized corridor and commercial districts.

Project Recommendations

Streetscape improvements should be considered for the following districts and blocks of Brownsville Road. Other locations along the corridor may also be appropriate for certain improvements such as street trees and wayfinding signage.

- District 3: 2600-2900 blocks of Brownsville Road. Streetscape improvements in this location will create uniformity between the Carrick and Brentwood sides of the street.
- District 5: 2100 block of Brownsville Road. Streetscape improvements in this location will help buffer the Carrick Shopping Center parking lot and help connect the district to Phillips Park.
- District 6: 1700 and 1800 blocks of Brownsville Road. Streetscape improvements in this location will enhance the historic character of historic Carrick.
- District 7: 1600 block of Brownsville Road. Streetscape improvements on this block, currently in planning stages, will tie into efforts to create the Dairy District around Colteryahn Dairy.
- District 8: 1100 and 1200 blocks of Brownsville Road. Streetscape improvements in this location will help buffer the Carrick/Mt. Oliver Shopping Center parking lot.

Recommended streetscape improvements for Brownsville Road in the above locations include:

- New sidewalks and curb bump-outs. To create a unified and safe pedestrian system throughout the corridor, sidewalks should be repaired or replaced where necessary. Sidewalk extensions or bump-outs should be installed at intersections on side streets to provide safer crossings. Bump-outs narrow the distance from curb to curb, making it safer for pedestrians to cross the street. Sidewalks of at least 10 feet should be provided where possible.
- Shade street trees. Shade trees will beautify the corridor and help create a sense of place in each of the commercial districts. A durable species, tolerant of urban conditions and drought, should be selected and planted about 20 to 30 feet apart to achieve a continuous canopy. Pear trees and cherry trees should be avoided because they have low branches, obstruct building fronts, do not create a desirable canopy, and are not durable.
- Pedestrian-oriented lighting. New lighting should be installed to not only promote pedestrian safety and activity at night, but to improve the aesthetic appearance of the commercial districts along the corridor as well as the identity of each. Streetlights should be placed approximately 60 feet apart and should have a height of approximately 12 feet.
- Street furniture. Attractive pedestrian-oriented street furniture should be part of the streetscape program. Such furniture should include benches and sitting areas strategically placed along the corridor to enhance comfort and convenience of pedestrians. In addition, new trash receptacles and bike racks should be installed in the commercial districts.
- Wayfinding signage. EDS is currently working toward creating a signage program for the Brownsville Road corridor as part of a corridor-wide marketing initiative. The signage program should be designed and implemented for each district that is helpful to visitors, encourages greater use of the commercial districts, and contributes to the visual attractiveness and cohesiveness of the corridor. A thematic design for each district would lend a sense of unity and identity to each. Signs could include directional signs, parking identification signs, street name signs, points of interest signs, and historic landmark signs.

Project Approach

Several work tasks are recommended to begin implementing streetscape improvements for Brownsville Road. They include:

1. Create a streetscape committee to coordinate improvements, including working with a design consultant and selecting the streetscape design elements.
2. Secure funding for design services.
3. Prepare an RFP for design/engineering services to hire the consultant to prepare the detailed streetscape plan and engineering documents.
4. Select a design team to prepare the streetscape plan and construction documents.
5. Explore funding to construct streetscape improvements during design phase; coordinate with local representatives and other potential funding sources.
6. Monitor the design process; involve the streetscape committee and local community.
7. Select a contractor.
8. Begin construction of the streetscape improvements.

Traffic Calming Project

Description and Need

Similar to streetscape improvements, the Brownsville Road corridor throughout Carrick and Brentwood is in need of traffic calming measures to improve the safety of the street. This need became particularly evident through the public outreach process. Residents and officials have expressed concern over the travel speeds of vehicles, limited opportunities for pedestrians to safely cross Brownsville Road and some of its cross streets, and overall congestion along the corridor. Generally crosswalks are lacking throughout the corridor, traffic signals are not designed for pedestrians, the many angled side streets encourage quick turns, and sidewalks have little or no buffers from the street in many locations. As with a substandard streetscape, an unsafe pedestrian environment negatively impacts the businesses within each commercial district, particularly attracting customers to businesses. A traffic calming project is recommended to improve the safety of Brownsville Road throughout the study area for both cars and pedestrians.

Project Recommendations

Traffic calming improvements should be considered for the following districts and intersections of Brownsville Road. Other locations along the corridor may also be appropriate for certain enhancements such as turning radii improvements and sidewalk buffers.

- District 2: Pointview Road and Munsey Avenue intersections with Brownsville Road.
- District 3: Maytide Street, Merritt Avenue, Stewart Avenue, and Owendale Avenue intersections with Brownsville Road.
- District 5: Parkfield Street and W. Woodford Avenue intersections with Brownsville Road
- District 6: W. Cherryhill Street, Newett Street, and Copperfield Avenue intersections with Brownsville Road.
- District 7: E. and W. Meyers Street, and Thielman Avenue intersections with Brownsville Road.
- District 8: Wynoka Street, Minooka Street, and Laughlin Avenue intersections with Brownsville Road.

Recommended traffic calming improvements for Brownsville Road in the above locations of Carrick and Brentwood include:

- Add or enhance crosswalks. Crosswalks provide right-of-way to the pedestrian and aid in slowing traffic by alerting drivers that they are entering a pedestrian zone. Specially treated crosswalks can add an attractive element to the streetscape. Crosswalks should be improved in the commercial districts at the identified intersections with reflective striping or treatments such as pavers or stamped asphalt to increase their visibility.
- Add bike lanes. Wider traffic lanes can encourage motorists to drive faster than they should. In several locations, the lanes of Brownsville Road can be narrowed with striping to accommodate bike lanes. The narrowed lane and reminder of the presence of bikes will encourage motorists to slow down.

- Add pedestrian-oriented signals. Pedestrian signals with "walk" and "don't walk" messages are a critical part of pedestrian-friendly infrastructure. Pedestrian signals exist at only a few select intersections of Brownsville Road in Carrick and Brentwood, such as at the Brentwood Towne Center. These signals should be installed at all signalized intersections throughout the corridor.
- Reduce curb radii. In some locations along Brownsville Road, the wide angle of the intersection creates a larger turning radius and promotes fast, unsafe turns. Curb bump-outs as part of a streetscape improvement project will help reduce this radius and slow turning traffic.

Project Approach

Several work tasks are recommended to implement traffic calming improvements for Brownsville Road. Ideally, these will be designed and constructed in conjunction with the traffic calming project for greater efficiency and cost savings. Therefore, the suggested approach is the same as the streetscape approach, including:

1. Create a streetscape/traffic calming committee to coordinate improvements, including working with a design consultant and selecting the streetscape design elements.
2. Secure funding for design services.
3. Prepare an RFP for design/engineering services to hire the consultant to prepare the detailed traffic calming plan and engineering documents.
4. Select a design team to prepare the traffic calming plan and construction documents.
5. Explore funding to construct traffic calming improvements during design phase; coordinate with local representatives and other potential funding sources.
6. Monitor the design process; involve the streetscape/traffic calming committee and local community.
7. Select a contractor.
8. Begin construction of the traffic calming improvements.

Facade Improvement Project

Description and Need

In many locations along the Brownsville Road corridor in Carrick and Brentwood, commercial storefronts are in need of rehabilitation. The degree of improvement necessary varies from business to business; some storefronts could use new paint or a new sign, while others need an entirely new facade including windows and doors. A dilapidated storefront not only discourages customers from patronizing the business within, but also negatively impacts the entire business district, making it more difficult to attract customers. Improved facades make a neighborhood shopping district more attractive and inviting to potential shoppers, and encourage property owners throughout the district to invest in their properties as well.

Two facade improvement programs are available for designated City of Pittsburgh commercial districts through the Urban Redevelopment Authority (URA), while no such similar resource currently exists in the County. The first program - the Mainstreets Pittsburgh Streetface Program - is a loan available to eligible commercial and service establishments for restoration, rehabilitation,

or a compatible new storefront, as well as architectural services. Loans of up to \$30,000 are granted for construction costs and up to \$1,500 for architectural fees when addressing the entire facade (storefront and upper floors). Projects costing less than \$25,000 are eligible for loans up to \$10,000 for construction and \$750 for architectural fees. The loan term is seven years at 0% interest. The second program - the Storefront Renovation Program - is a grant available to eligible commercial and service establishments for exterior building improvements including storefront lighting, signage, windows, and painting. Grants up to \$5,000 are available for improvements. These URA facade improvement programs should be pursued for businesses in Carrick, while other funding sources should be considered for improving facades in Brentwood.

Project Recommendations

EDS is currently pursuing Streetface Program facade improvement loans for commercial properties in District 3 (Sankey Avenue area) and District 7 (Colteryahn Dairy district). The following additional districts and blocks of Brownsville Road should be targeted for facade improvements. Other specific locations along the corridor may be appropriate as well.

- District 1: 4100 block of Brownsville Road. Facade improvements for the older commercial stock in this location will better compliment the Brentwood Towne Center.
- District 2: 3500 and 3600 blocks of Brownsville Road. Facade improvements in this location will better compliment the attractive institutional structures in the district.
- District 3: 2600-2900 blocks of Brownsville Road.
- District 6: 1700 and 1800 blocks of Brownsville Road. Facade improvements in this location will enhance the historic character of historic Carrick.
- District 7: 1600 block of Brownsville Road. Facade improvements on this block, currently in planning stages, will tie into efforts to create the Dairy District around Colteryahn Dairy.
- District 8: 1100 and 1200 blocks of Brownsville Road.

Per the requirements of the Streetface and Storefront Renovation Programs, appropriate facade improvements for businesses in Carrick and Brentwood include new siding or masonry, paint, windows, doors, awnings, lighting, and signage. The Streetface Program requires improvements to comply with a set of design guidelines in order for businesses to be eligible for a facade loan.

Project Approach

Several work tasks are recommended to implement facade improvements for Brownsville Road, some of which are already underway by EDS. They include:

1. Consider creating a facade improvement design review committee.
2. Ensure that URA facade program information (eligibility rules, design guidelines, and application) is adequately promoted and easily available to all potential business owners.
3. Assist business owners with application logistics if necessary.
4. Work with business owner to select an architect to design the facade improvements; consider involving the design review committee.
5. Review the design with the business owner and design review committee to ensure compatibility with business district.
6. Assist business owner with selecting a contractor.
7. Begin construction of the facade improvements.

Commercial Property Inventory Project

Description and Need

The Brownsville Road corridor in Carrick and Brentwood is home to many commercial properties in a variety of physical conditions and states of occupancy. Currently there is no single-source inventory that catalogues all such commercial space and its characteristics. This lack of information makes it difficult for EDS to remain informed about the condition, ownership, and vacancy status of the properties. Furthermore, the properties are difficult to market to prospective tenants and owners without this information. A comprehensive database would allow EDS to effectively manage the entire inventory of commercial properties throughout the Brownsville Road corridor.

Project Recommendation

EDS should create a corridor-wide real estate database for all commercial properties throughout each of the commercial districts. Inventoried properties should include those containing retail space, professional office space, and other commercial space appropriate for art studios/galleries. The inventory should contain the following specific information for each property:

- Address
- Ownership status
- Occupancy/vacancy status
- Owner and tenant contact information
- Square footage
- Quality of space
- Amenities
- Occupant business name

Because such information can be limited and difficult to obtain, the inventory will likely be an evolving process with the database becoming increasingly comprehensive over time. Eventually EDS may develop a standard process for gathering information for each property that can be easily entered into the database and updated as necessary.

Project Approach

Several work tasks are recommended to implement a commercial space inventory for the Brownsville Road corridor. They include:

1. Create a database template.
2. Create an inventory questionnaire inquiring about the above property characteristics.
3. Field visit the corridor and note/record all commercial spaces and addresses in each commercial district; distribute the questionnaire with EDS contact information to each property.
4. Enter known information into database.
5. Update database as property information is received.

Commercial Property Marketing Initiative

Description and Need

With incomplete information currently available for commercial properties throughout the Brownsville Road corridor in Carrick and Brentwood, it is difficult for EDS to promote and market available properties for rent and sale. Once in place, the property inventory project will begin to catalogue this information and allow EDS to implement an effective marketing approach for available space.

Project Recommendations

There are three recommended avenues for marketing commercial space in Carrick and Brentwood: the Corridor Communities website, "cut sheets" for each district, and a corridor-wide business directory. The forthcoming Corridor Communities website will contain comprehensive information on each community along Brownsville Road, including their business districts. This website will offer a good opportunity to advertise commercial space available for sale and rent through a section dedicated to real estate. As EDS is able to acquire data on each property, it should upload this information to the website.

"Cut sheets" for each district are another potential approach to marketing commercial properties along Brownsville Road. Cut sheets are eye-catching yet concise flyers or mailers that contain information about the commercial district such as demographics, unique features, architectural character, local attractions, foot and/or automobile traffic counts, other retailers and businesses, and space availability. They are intended to promote a specific area as an attractive location and can easily be mailed or emailed to prospective renters or purchasers of real estate. Cut sheets can be created or sponsored by local realtors or brokers, or can be initiated by a community development corporation such as EDS.

A corridor-wide business directory for Brownsville Road would simply be a publication containing the names of and contact information for all businesses in Carrick and Brentwood, and could be part of a larger directory serving all of the Corridor Communities. It could contain a map showing the location of all businesses and be cross-referenced by type of business. A directory is a good way for businesses to advertise by purchasing space in the publication, which helps pay for it. An on-line version of the directory can also be created and posted on the Corridor Communities website.

Project Approach

Several work tasks are recommended to implement a commercial property marketing initiative for the Brownsville Road corridor. They include:

Corridor Communities Website

1. Create a section on the website dedicated to real estate available for sale and rent.
2. Upload information from the commercial space inventory to the website for each property, including photos.
3. Update website as properties are rented/sold and new properties become available.

District Cut Sheets

1. Research/compile demographic and current conditions data for each commercial district.
2. Design in-house or hire a graphic designer to layout the cut sheets.
3. Deliver cut sheets to local realtors and brokers to distribute to prospective commercial property owners and tenants.
4. Update cut sheets as district conditions and property availabilities change.
5. Make cut sheets available through the Corridor Communities website.

Business Directory

1. Using information from the commercial property inventory, create a comprehensive list of addresses and contact information for all businesses in each commercial district.
2. Contact various businesses to inquire about interest in advertising in the business directory.
3. Hire a graphic designer to design the directory.
4. Deliver completed and printed directories to all area businesses.
5. Update directories every year to reflect changes in businesses.
6. Add the business directory to the Corridor Communities website.
7. Update the directory regularly on the website.

Restaurant Attraction/Funding Mechanism Project

Description and Need

The analysis of the overall Brownsville Road-area commercial market in Carrick and Brentwood has identified an absence of sit-down restaurants. While numerous food-serving taverns and fast-food and take-out restaurants line the corridor, significant market demand currently exists for full-service restaurants. This market opportunity is expected to increase as new retailers and businesses seek out locations along the corridor, new residential developments occur, and the Dairy District concept comes to fruition. An increased number of higher quality restaurants will bring more customers to the commercial districts of Brownsville Road and make the corridor an evening destination, adding vibrancy to Carrick, Brentwood, and adjacent communities. Because of this potential, EDS should actively pursue new sit-down restaurants for the Brownsville Road corridor.

Project Recommendation

To pursue a restaurant niche for the Brownsville Road corridor in Carrick and Brentwood, EDS should establish a network of realtors and brokers who are familiar with the space needs of restaurants, and who may have their own network of contacts looking for restaurant space. The realtors could help market the Brownsville Road corridor as an ideal location for emerging restaurants, and help direct prospective restaurateurs to specific commercial spaces. The commercial property inventory will allow for easy identification of available space.

Financing for restaurant improvements - especially equipment and décor - is typically expensive and the failure rate among individual restaurant operators is high. As a result, growth in restaurant activity can be slow as potential operators struggle to find financing. East Liberty Development Inc. (ELDI) has had success with restaurant finance and has developed procedures to recapture value when individual restaurateurs cease operation. A restaurant fund for the Brownsville Road corridor

could stimulate activity throughout Carrick and Brentwood and draw on previous experience to assure permanent benefit from these financings. The project will involve securing foundation or other sources of funding for a corridor-wide restaurant revolving fund and investing those funds systemically in key restaurant development ventures. The following initial actions will be necessary to accomplish the project:

Project Approach

Several work tasks are recommended to implement a restaurant attraction campaign and funding mechanism for the Brownsville Road corridor. They include:

1. Research area commercial realtors and brokers and compile an inventory.
2. Contact realtors and brokers most familiar with restaurant space as well as the Carrick and Brentwood areas.
3. Arrange meetings with them to discuss space availability and types of restaurants desired; provide them with a list of available restaurant space.
4. Update the commercial property inventory as space availability changes.
5. Make regular contact with realtors and brokers to promote available spaces.
6. Develop a restaurant funding implementation model building on the prior ELDI effort.
7. Approach foundations to secure financing for the fund.
8. Identify specific priority locations for investment using the inventory.
9. Market the restaurant fund and recruit quality ventures.

District Recommendations

In addition to the projects recommended to address the corridor-wide challenges of Brownsville Road, we have identified a series of projects recommended to address the unique issues of each individual commercial district throughout Carrick and Brentwood. As with the corridor improvements, these projects are also both physical and programmatic in nature, and collectively they impact all of the commercial districts. Key district recommendations include redeveloping various commercial properties in District 3, creating a gateway in District 4, formalizing the farmer's market in District 5, repurposing existing properties for residential use in District 6, and reinventing the Colteryahn Dairy in District 7. A branding campaign that unifies the Corridor while highlighting the distinctiveness of each District is currently underway and will be a significant tool for promoting the roles of each District and potential themes for the markets they serve through signage and a website.

District 1

District Description

District 1 is the southern-most commercial node of Brownsville Road in the Brentwood/Carrick Study area. This node is identified largely by the Brentwood Towne Center shopping center. The Towne Center is a newer neighborhood-serving shopping center anchored by a modern Giant Eagle supermarket. Within the shopping center are several other retailers typically found in a center of its size and several professional offices. Surrounding the center are several out-parcels with fast food restaurants. While suburban in nature, the shopping center has attempted to encompass more urban-scale elements, such as internal streets and sidewalks, and includes a street-front element along the west side of Brownsville Road, offering a combination of newer features and older charm that creates a unique commercial environment.

Dewalt Avenue is a short street connecting Brownsville Road to the loading area behind the Giant Eagle. A few businesses exist along this street. At the intersection with Brownsville Road is a traditional-scale commercial building with parking in the rear. Across Brownsville Road at the corner of Route 51 is a newer commercial strip next door to a large funeral home. Opposite the Brentwood Towne Center on the east side of Brownsville Road is a block-long older and more traditional commercial strip of viable businesses. Most of the commercial buildings in this block contain ground-floor retail with offices above. A variety of medical and small professional offices generally occupy the second-floor spaces, including EDS's office.

District Role

The overall population base of the Brownsville Road Corridor is sufficient to support two community-serving shopping districts. Since the chief anchor of such districts is typically a full-service supermarket, District 1 *is playing the community-serving shopping district role for the southern portion of the district*. Since it is located at the periphery of the Corridor, this supermarket anchor is also attracting customers from outside the Brownsville Road Corridor neighborhoods.

Recommended Projects

District 1 is well-established as a community-serving shopping center anchored by a newer Giant Eagle supermarket and the Brentwood Towne Center, serving the southern portion of the study area. As a strong commercial center with many specialized businesses, little opportunity exists for improvement in terms of additional retailers. As a result, improvements should be focused on aesthetics. A recommended project for District 1 includes:

Facade Improvement Project

The newness of the Towne Center highlights the need for facade improvements for the older commercial stock on the opposite side of Brownsville Road in the 4100 block. Improvements should include storefront lighting, signage, windows, and painting. These improvements should be pursued as suggested in the corridor-wide Facade Improvement Project recommendation outlined above.

District 2

District Description

District 2 is the next commercial area north along Brownsville Road between Willock Road and Park Drive. This node is identified largely by the Borough of Brentwood municipal facilities, but also contains a variety of individual retailers and other businesses along Brownsville Road. While predominantly commercial, this node is also characterized by interspersed residences and residential buildings. The District is noticeably green and aesthetically pleasing as well, with trees and lawns lining Brownsville Road in several locations.

The Brentwood civic facilities in the District include the Borough Hall, library, fire hall, and high school. Located just off Brownsville Road is Brentwood Park. All are within about two blocks of one another. The library at the corner of Park Drive and Brownsville Road is fairly new and well-used as a community resource. The high school and middle school are centrally located in this District of civic facilities. The Brentwood municipal building is conveniently located on Brownsville Road in the center of the District as well. Brentwood Park is a well-maintained recreational amenity in the center of the District and is currently undergoing a multi-million dollar improvement project, known as the Brentwood Park Initiative.

The retail offerings in District 2 are fairly substantial for a small commercial node, many of which benefit from their proximity to the municipal civic facilities. Perhaps more notable than the retailing in District 2 is the proliferation of professional services, particularly medical. Also in the District is the new Meter Room Studios facility, which displays local art and hosts arts-related events. The District is also home to two large churches - St. Sylvester Church and Brentwood Presbyterian.

District Role

District 2 provides a broad range of medical, banking, other professional, education, religious, and local government services. The Brentwood civic facilities in the District include the Borough Hall, library, fire hall, high school, and nearby Brentwood Park. The District also benefits from a number of convenience retailers and from a recently emerging arts theme at the new Meter Room Studios facility, which displays local art and hosts arts-related events. Based on this dense pattern of

service activity and the close proximity of the diverse community-serving retail at District 1, we believe the appropriate role for District 2 is as a service, education, and arts node.

Recommended Projects

District 2 is less of a retail destination and much more of a service hub for the community, containing the key civic institutions for Brentwood Borough, as well as new arts activity. The following projects, some of which apply corridor-wide, are recommended to help further enhance the District as a service, education, and arts node:

Traffic Calming Project

Improvements should also be considered to enhance safety along Brownsville Road in District 2 in the form of pedestrian amenities, particularly at the intersections with Pointview Road and Munsey Avenue. These improvements should be pursued as suggested in the corridor-wide Traffic Calming Project discussed above.

Facade Improvement Project

The attractiveness of the District's institutional buildings and prolific greenery highlights the need for facade improvements for the older commercial stock along Brownsville Road, particularly in the 3500-3700 blocks. Improvements should include storefront lighting, signage, windows, planters, and painting. These improvements should be pursued as suggested in the corridor-wide Facade Improvement Project recommendation outlined above.

Commercial Space Inventory Project

To gain an understanding of the supply of commercial space in District 2 and its condition, ownership, and vacancy status, a comprehensive database of commercial properties should be created as part of the Commercial Space Inventory Project outlined above.

Commercial Space Marketing Initiative

With the property inventory established for the corridor, a marketing approach for commercial space in the District should be pursued. Three recommended avenues for marketing space in the District include advertising on the forthcoming Corridor Communities website, preparing "cut sheets" for the District, and creating a corridor-wide business directory as outlined above in the Commercial Space Marketing Initiative project.

District 3

District Description

District 3 is the northern-most commercial area in Brentwood on Brownsville Road where the Borough meets the Carrick neighborhood of the City of Pittsburgh, and stretches from Churchville Avenue on the north to Owendale Avenue on the south. The identity of this commercial node is largely centered around its location on the border. The border follows Brownsville Road from Sankey to Owendale Avenues, creating an arrangement where Carrick falls on the west side of Brownsville Road and Brentwood on the east for most of the commercial area. The Brentwood side of Brownsville Road is identifiable with its pedestrian-oriented lighting and streetscape improvements, which do not exist across the street in Carrick.

One of the densest commercial districts along Brownsville Road in the study area, District 3 is predominantly retail in use but with professional services scattered about. There is a rather comprehensive supply of community-serving retailers for a neighborhood commercial area of its size. In addition to the retail offerings, District 3 has a significant number of service businesses. The businesses are well-served by abundant off-street parking.

Unlike other Districts, District 3 also contains several redevelopment opportunities, most notably a former Giant Eagle supermarket. The store remains vacant but is gaining interest as a potential redevelopment site for senior housing. The District has other redevelopment opportunities in the form of vacant and underutilized properties and lots. As a once-thriving commercial district, District 3 also has many historic storefronts, but most need façade restorations. Crime has also been an issue, particularly drug activity on the 2600 block of Brownsville Road.

District Role

District 3 at the boundary of Carrick and Brentwood remains a complex commercial district. Given its central location within the Corridor, its large scale, and the diversity of uses within the District, this would appear to be the best location to house attempts at diversifying the mix of retail goods and services beyond those that tend to be associated with supermarket-anchored community-serving nodes. For District 3, that would mean *developing strategies to encourage a broader mix of independent apparel, home furnishings, and/or specialty retailing*. The District's role would be to serve markets the full distance of the Brownsville Road Corridor and, in some cases, beyond.

Recommended Projects

District 3 is centrally-located at the border of Carrick and Brentwood. Large, diverse, and complex, this District could be prime for potentially expanding its retail offerings to serve the entire Brownsville Road area and beyond. The following projects, some of which apply corridor-wide, would help EDS to further enhance the District's role as a independent apparel, home furnishings, and specialty retailing node:

Streetscape Improvement Project

A streetscape enhancement project is recommended for the 2600-2900 blocks of Brownsville Road to make the Carrick and Brentwood sides of the street more uniform, and improve the appearance and function of Brownsville Road throughout the commercial area. Improvements to sidewalks, trees, lighting, and signage will contribute significantly toward the revitalization of District 3. These improvements should be pursued as suggested in the corridor-wide Streetscape Enhancement Project discussed above.

Traffic Calming Project

Improvements should also be considered to enhance safety along Brownsville Road in District 3 in the form of pedestrian amenities, particularly at the intersections with Maytide Street, Merritt Avenue, Steward Avenue, and Owendale Avenue. These improvements should be pursued as suggested in the corridor-wide Traffic Calming Project discussed above.

Facade Improvement Project

Many of the District's commercial storefronts along Brownsville Road are in need of facade improvements, most notably the 2600-2800 blocks, particularly if the retail offerings of the district are to be expanded. Improvements should include storefront lighting, signage, windows, and painting. These improvements should be pursued as suggested in the corridor-wide Facade Improvement Project recommendation outlined above.

Commercial Space Inventory Project

To gain an understanding of the supply of commercial space in District 3 and its condition, ownership, and vacancy status, a comprehensive database of commercial properties should be created as part of the corridor-wide Commercial Space Inventory Project outlined above.

Commercial Space Marketing Initiative

With the property inventory established for the corridor, a marketing approach for commercial space in the District should be pursued. Three recommended avenues for marketing space in the District include advertising on the forthcoming Corridor Communities website, preparing "cut sheets" for the District, and creating a corridor-wide business directory as outlined above in the Commercial Space Marketing Initiative project.

Retailer Attraction Campaign

To attract the retailers desired for District 3, particularly independent apparel, home furnishings, specialty retailing, and restaurants, an endeavor should be undertaken similar to the corridor-wide Restaurant Attraction Campaign project described above. This would involve establishing a network of realtors and brokers who are familiar with the space needs of the retailers, and who may have their own network of contacts looking for retail space. The realtors could help direct prospective retailers to specific commercial spaces within the District.

Event Promotion Initiative

Regular events should be programmed for District 3 to attract customers and visitors to the area. These events could occur weekly, monthly, and annually. Weekly and monthly events would likely take place within business establishments themselves, such as extended hours or individual promotions. Local advertising could help promote the events. Annual events could include street fairs or festivals drawing a larger audience. Such events should involve significant advertising to attract a regional base of customers.

Property Rehabilitation/Redevelopment Project

A variety of opportunities exist for commercial property rehabilitation and more significant site redevelopment projects. A detailed description of this project can be found on the next page.

District 3 Property Rehabilitation/Redevelopment Project

Description and Need

With its sizable supply of vacant and underutilized commercial space, District 3 is home to several prime rehabilitation and redevelopment project opportunities. Key sites with these opportunities include the Giant Eagle site and the Melrose Professional Building, as well as other smaller individual sites in the district.

Giant Eagle Site

The former Giant Eagle supermarket located on the 2900 block of Brownsville Road in Carrick is perhaps the District's most notable redevelopment opportunity. The 1960s-era vacant 18,000 SF building sits on a 75,000 parcel, currently paved for parking. The former supermarket is gaining interest as a potential site for senior housing, and efforts continue to secure New Markets Tax Credits for financing the redevelopment. Under the current scenario, the supermarket building would be demolished and a new building would be constructed to house 65 senior residences and employ 25 staff, all of which would support additional new businesses in the district. If the project does not proceed as planned, other suggested uses for the site include restaurants or a farmers market incubator.

Melrose Professional Building

The Melrose Professional Building, located at 2708 Brownsville Road, is a prominent vacant commercial building in the heart of District 3. This former office building has a floorplate of 7,500 SF, with three floors visible from the street and an additional partial floor with a garage accessible from the rear alley. The building appears to be in relatively good physical condition, and would likely be a candidate for rehabilitation and retenanting. Potential uses could be commercial for larger retail operations such as home furnishings, or residential.

Other Sites

Other smaller potential rehabilitation/redevelopment sites exist along Brownsville Road in District 3 as well, particularly in the 2600-2800 blocks. These sites generally involve vacant or underutilized street-level commercial space, often with vacant space on the floors above. Opportunities for these sites would include ground-floor rehabilitation for new retail uses and upper floor rehabilitation for residential or professional office uses. In cases where existing buildings are in extremely poor condition, or consist of a single-story and have the potential to be more densely developed, redevelopment would be recommended.

Project Recommendations

As part of the Commercial Property Inventory Project completed for the Brownsville Road corridor, EDS will have created a real estate database for all commercial properties throughout District 3. Information contained in the inventory will include ownership status, occupancy status, and the quality of the building. From this inventory, a roster should be created for properties in need of rehabilitation, including the Melrose Professional Building, and a roster created for properties that are potential redevelopment sites, including the Giant Eagle site.

With its listing of properties slated for improvement, EDS should establish a network of developers that are experienced with commercial property rehabilitation and mixed-use redevelopment projects, as well as experience working in the City of Pittsburgh. The developers should also be familiar with the Brownsville Road area market and real estate financing techniques appropriate for these types of projects. Depending on the scale and nature of a given project, EDS could consider becoming a real estate investor/partner with the project developer, an arrangement that could provide EDS with a return on investment and a voice in the future of the development.

Project Approach

Several work tasks are recommended to initiate rehabilitation and redevelopment projects in District 3. They include:

1. Research area commercial and mixed-use developers, and compile an inventory.
2. Contact developers most experienced with desired projects as well as the Carrick and Brentwood areas.
3. Arrange meetings with developers to discuss the area market, commercial and residential needs of the District; potential sites for rehabilitation and redevelopment; and potential financing techniques.
4. Make regular contact with the developers to promote potential redevelopment opportunities.
5. Update the commercial property inventory as projects occur and opportunities change.
6. Meet with officials (including URA and RAAC) to discuss potential projects and financing.
7. Once a project is identified, work with officials to prepare an RFP for a development team to prepare architectural plans and documents.
8. Select a development team to prepare the construction documents.
9. Monitor the design process; involve the local community.
10. Select a contractor.
11. Begin construction of the development.
12. Monitor the development process.

District 4

District Description

District 4 is a very small node highlighted by the intersection of Brownsville Road with Becks Run Road on the northern end. As a significant Brownsville Road gateway, the intersection is in need of physical improvement - particularly on the southwest corner. The District continues south for only three blocks to Clifton Boulevard. Just a few commercial entities exist in the District, and much of the District's land area is occupied with parked cars. There are almost no opportunities for additional commercial space or infill development.

While technically north of the District, Concord Elementary School is a significant institutional anchor for Brownsville Road and serves a significant portion of the surrounding Carrick neighborhood. Furthermore, the school's well-landscaped yard on the northwest corner of the Brownsville Road intersection with Becks Run Road brings a needed aesthetically-pleasing element to the District, particularly in comparison to the Varney property on the opposite corner.

District Role

Other than the John Varney automotive businesses, District 4 has little business activity. It is, however, situated at a key gateway to the Corridor at Beck's Run Road. *This area should be treated as a key gateway to the Corridor.*

Recommended Projects

Since District 4 has limited business activity, its importance as a gateway to Brownsville Road and Carrick should be strengthened. As such, the following improvements would enhance the gateway area:

Landscaping/Screening Project

District 4 is dominated by the large parking lots and parked cars in the 2400 block of Brownsville Road. To mitigate this presence, the lots should be screened with landscaping, and the parking arrangement should be formalized. To begin the project, EDS should offer to meet with the property owner and discuss a project approach. Potential financial incentives for the business owner should be investigated, including grants, loans, or volunteer design work, to encourage improvements.

Business Signage Improvement

Large and unattractive signage also dominates some of the businesses in District 4. Similar to the landscaping project, EDS should work with applicable business owners to consider changing their signage. To begin the project, EDS should offer to meet with the property owner and discuss a project approach. Potential financial incentives for the business owner should be investigated, including grants, loans, or volunteer design work, to encourage improvements.

Gateway Enhancement Project

As an important gateway to Carrick, the Beck's Run Road intersection with Brownsville Road should be improved with aesthetic enhancements to better emphasize its function. A detailed description of this project can be found on the next page.

District 4 Gateway Enhancement Project

Description and Need

As a key entrance to Carrick from both Route 51 and the Pittsburgh's South Side, the physical environment of the Beck's Run Road/Brownsville Road intersection is in need of physical and aesthetic improvements. Aside from attractive landscaping treatments in association with the Western Pennsylvania Conservancy, located on the property of the Concord School at the southwest corner, the intersection generally lacks any sort of aesthetic appeal. This is particularly the case on the southeast corner where a blank wall and garages are the main feature. A gateway enhancement project is recommended to improve the appearance of the Beck's Run Road/Brownsville Road intersection, which will highlight the prominence of both the intersection and the neighborhood, and contribute significantly toward a revitalized commercial district.

Project Recommendations

Gateway improvements should be considered for the intersection in addition to the streetscape improvements recommended for the entire Brownsville Road corridor described earlier. Key recommended gateway treatments include:

- Green wall. To improve the appearance of the blank wall at the southeastern corner of the intersection, a 'green' wall should be installed. Similar to the concept applied to PNC Bank's downtown Pittsburgh headquarters, a green wall for this location would be a large grouping of live plants that would be placed vertically on the existing blank wall. The intent would be to blend the wall with adjacent greenery rather than draw attention to it, which a mural might do.
- Gateway feature. A physical gateway feature will help create a sense of place at the intersection. A feature could involve a structure over the street or one or more monuments at one of the corners. The feature could include signage and/or lighting. The gateway feature would add a unique element to the intersection and identify it as an important place. Designs for the gateway feature could be commissioned through a competition to reduce or eliminate costs.
- Gateway signage. EDS is currently working toward creating a signage program for the Brownsville Road corridor as part of a corridor-wide marketing initiative. The Beck's Run Road/Brownsville Road intersection could incorporate signage designated for District 4 as part of the gateway project.

Project Approach

Several work tasks are recommended to begin implementing a gateway enhancement for District 4. They include:

1. Create a gateway committee to coordinate improvements, including working with a design consultant and selecting the gateway design elements.
2. Secure funding for design services. Consider employing a design competition instead.
3. Prepare an RFP for design/engineering services to hire the consultant to prepare the gateway plan and engineering documents, if necessary.

4. Select a design team to prepare the streetscape plan and construction documents.
5. Explore funding to construct gateway improvements during design phase; coordinate with local representatives and other potential funding sources.
6. Monitor the design process; involve the gateway committee and local community.
7. Select a contractor.
8. Begin construction of the streetscape improvements.

District 5

District Description

District 5 is a compact commercial district located between Parkfield Street and W. Woodford Avenue and centered on the Carrick Shopping Center, which is the main identifying feature of the node. Except for just a few businesses, all retailers in the District are located within the Shopping Center proper, which consists of a main typical strip of shops facing Brownsville Road and an adjacent smaller strip perpendicular to the street. Its existing signage is not attractive or cohesive in appearance. In addition, the large unadorned parking lot for the Shopping Center occupies significant street frontage along Brownsville Road and assumes a large portion of District 5.

While not a complete neighborhood-serving shopping district, the District has several strong retailers and service offerings. These businesses typically draw customers from beyond the community, infusing spending from outside. The District serves as an interim neighborhood-serving shopping area in that it offers a variety of convenience items for nearby residents, but it is not complete. The key missing retailer for a full-service District is a supermarket.

In addition to the many businesses, District 5 is also the home of Carrick High School and Phillips Park, two significant institutions just off the Brownsville Road corridor and key draws to the neighborhood whose users provide a sound customer base. Also, directly across Brownsville Road from the Carrick Shopping Center are two substantial residential complexes, also offering significant customers. District 5 also has development opportunities, in the form of vacant parcel(s) directly behind the Carrick Shopping Center, to further expand its retail provisions.

District Role

There may be sufficient market to support a mini-supermarket somewhere in the middle of the Corridor, thus providing for a third community-serving district. However, the corporate concentration of supermarket activity in the Pittsburgh area combined with use restrictions on the only available parcel of sufficient size to accommodate a mini-supermarket make this impossible. Instead, the Carrick Shopping Center (District 5) *is providing a community-serving function, anchored by the Rite Aid drug store. This node supports day-to-day needs of residents situated closer to the middle of the Corridor.*

Recommended Projects

District 5 and the Carrick Shopping Center is acting as a community-serving node for the central portion of Brownsville Road with a drug store anchor instead of a supermarket. The District could be reinforced in this capacity with the following series of enhancements:

Streetscape Improvement Project

A streetscape enhancement project is recommended for the 2100 block of Brownsville Road to improve the appearance and function of Brownsville Road in the vicinity of the Carrick Shopping Center. In addition, landscaping and trees should be installed along Parkfield Street to improve the visual connections from Brownsville Road to Phillips Park. Such improvements of sidewalks, trees, lighting, and signage will contribute significantly toward the revitalization of District 5. These improvements should be pursued as suggested in the corridor-wide Streetscape Enhancement Project discussed above.

Traffic Calming Project

Improvements should also be considered to enhance safety along Brownsville Road in District 5 in the form of pedestrian amenities, particularly at the intersections with Parkfield Street and W. Woodford Avenue. These improvements should be pursued as suggested in the corridor-wide Traffic Calming Project discussed above.

Landscaping/Screening Project

District 5 is dominated by the large parking lot of the Carrick Shopping Center in the 2100 block of Brownsville Road. To mitigate this presence, the parking lot should be screened with a landscaped buffer to improve the appearance of the lot. To begin the project, EDS should offer to meet with the shopping center owner and discuss a project approach. Potential financial incentives for the business owner should be investigated, including grants, loans, or volunteer design work, to encourage improvements.

Business Signage Improvement

Unattractive signage at the Carrick Shopping Center detracts from the appearance of District 5. Similar to the landscaping project, EDS should work with the shopping center owner to consider changing its signage. To begin the project, EDS should offer to meet with the property owner and discuss a project approach. Potential financial incentives for the business owner should be investigated, including grants, loans, or volunteer design work, to encourage improvements.

Retailer Attraction Campaign

To attract the retailers desired for District 5, particularly additional community-serving businesses to further fortify the district's role, an endeavor should be undertaken similar to the corridor-wide Restaurant Attraction Campaign project described above. This would involve establishing a network of realtors and brokers who are familiar with the space needs of the retailers, and who may have their own network of contacts looking for retail space. The realtors could help direct prospective retailers to specific commercial spaces within the District.

Carrick Farmers Market Enhancement Project

The Carrick Farmers Market is a District 5 institution that could be an even greater neighborhood asset through various improvements to make it more permanent and by involving local residents. A detailed description of this project can be found on the next page.

District 5 Carrick Farmers Market Enhancement Project

Description and Need

The Carrick Farmers Market currently sets up on a vacant parcel behind the Carrick Shopping Center in District 5. The market operates every Wednesday from 3:30 to 7:30 between early May and late November. The 18 regular vendors sell a wide variety of locally-grown fruits and vegetables, as well as other locally-produced goods such as plants, jams, and baked goods. The market is one of seven farmers markets sponsored by Pittsburgh Citiparks. Because of its popularity, the Carrick community would like to see the market become a more formal establishment in terms of its physical space, hours of operation, and products offered. In addition, the community would like to engage local residents in the operation of the market.

Project Recommendations

An effort should be initiated to advance the Carrick Farmers Market from its current state into a full-time, full-service operation. Ideally, the market would operate year-round - daily during the peak season, and eventually several days a week during the off-season. The new market concept should involve a phased approach; the market could begin as it currently operates as an open-air arrangement during the warmer months. As funds are raised or committed, more permanent stalls could be constructed, eventually followed by an all-weather structure with heat and plumbing that allows for year-round operations. Such a permanent structure providing water and electricity would give vendors greater flexibility and allow for a more unique variety of perishable products to be stored and sold, such as meat and fish. Because the City sponsors the market and it takes place on private property, coordination with multiple parties will be necessary.

Another potential component of an enhanced farmers market is involvement of the local community, particularly seniors and students. The residential community across Brownsville Road from the Carrick Shopping Center houses many senior citizens. These seniors are regular customers at the farmers market when it operates. Seniors would be excellent volunteers for helping to operate the market and could also become vendors to sell any craft work. Students at Carrick High School are also a potential resource for the market. Like seniors, students could help operate the facility, possibly as part of their coursework, and could also sell any goods they produce. In addition, the school currently operates a garden, and the farmers market could be ideal for selling the produce and raising money for the school.

Project Approach

Several work tasks are recommended to initiate an enhancement project for the Carrick Farmers Market in District 5. They include:

1. Contact and coordinate with Pittsburgh Citiparks to discuss the concept for enhancing the farmers market.
2. Meet with the owner of the parcel to inquire about the potential for expanding the market.
3. Investigate the interest among potential new vendors of operating at the Carrick site.
4. Research area architects and contractors.
5. Meet with appropriate officials to discuss potential financing.
6. Prepare an RFP for a project team to prepare architectural plans and documents.

7. Select a team to prepare the construction documents.
8. Select a contractor.
9. Begin construction of the development.
10. Monitor the development process.

District 6

District Description

District 6, located between E. Agnew Avenue and W. Cherryhill Street, is the largest Brownsville Road commercial node in Carrick. The District can be characterized as Carrick's historic and civic center. At the same time it is not as dense as some of the other commercial nodes of Brownsville Road with several parking lots and large setbacks, as well as a cemetery. Streetscapes and facades are generally in need of aesthetic improvements.

As Carrick's traditional civic center, District 6 contains the former Borough Hall, as well as the Carrick Branch of the Carnegie Library, the fire house, an elementary school, and several churches. Physical improvements to the library are being pursued. Roosevelt Elementary School is located on the node's northern edge at Cherryhill Street and appears to be newly renovated and expanded. District 6 likely has more churches than any other along Brownsville Road, including St. Basil's, Concord Presbyterian, Lutheran Church of the Redeemer, and Zion Christian Church with its affiliated senior center. The vacant Basil's School sits just off Brownsville Road on Concordia Street, which presents a tremendous redevelopment opportunity, as do some of the other vacant or underutilized commercial properties. In addition to the numerous institutional offerings, District 6 is home to many service-oriented businesses. The retail offerings in District 6 are fairly limited considering the geographic size of the node and the neighborhood it serves.

District Role

District 6—Old Carrick—can be characterized as Carrick's historic and civic center, containing the former Borough's key institutional buildings. Retail offerings are limited largely to a smattering of convenience goods. The District includes two potentially unique business attractions: Whoville's, which appears to draw clientele from beyond Carrick due to its broad beer selection; and the closed Carrick Recreational bowling center, a filming site for the movie *Kingpin*. *A potential role for District 6 is as an historic, but trendy, residential location for young renters and first time homebuyers.*

Recommended Projects

With its somewhat limited retail supply, District 6 offers several services as well as potential unique entertainment destinations. Its potential role as a residential location for younger renters and homebuyers could be facilitated by the availability of several mixed-use properties. The following projects could help enhance the District in this potential role:

Streetscape Improvement Project

A streetscape enhancement project is recommended for the 1700-1800 blocks of Brownsville Road to improve the appearance and function of Brownsville Road throughout the commercial area, and promote its historic character. Improvements to sidewalks, trees, lighting, and signage will contribute significantly toward the revitalization of District 6. These improvements should be pursued as suggested in the corridor-wide Streetscape Enhancement Project discussed above.

Traffic Calming Project

Improvements should also be considered to enhance safety along Brownsville Road in District 6 in the form of pedestrian amenities, particularly at the intersections with W. Cherryhill Street, Newett

Street, and Copperfield Avenue. These improvements should be pursued as suggested in the corridor-wide Traffic Calming Project discussed above.

Facade Improvement Project

Many of the District's historic commercial storefronts along Brownsville Road are in need of facade improvements, particularly in the 1700-1800 blocks. Improvements should include storefront lighting, signage, windows, and painting to enhance the historic character of the buildings. These improvements should be pursued as suggested in the corridor-wide Facade Improvement Project recommendation outlined above.

Residential Property Conversion Project

Several attractive mixed use properties along Brownsville Road in District 6 are vacant and could be rehabilitated and converted to residential uses. The vacant St. Basil's School just off Brownsville Road on Concordia Street presents a tremendous redevelopment opportunity as well. A detailed description of this residential conversion project can be found on the next page.

Carrick Recreational Bowling Center Project

The closed Carrick Recreational Bowling Center is both legendary and full of opportunity. The Bowling Center should be reopened as a key entertainment fixture of District 6 and a regional destination. A detailed description of this project can be found on page 32.

District 6 Residential Property Conversion Project

Description and Need

Several redevelopment opportunities exist in District 6 to convert vacant and underutilized commercial buildings to residential use. Adding to potential unique entertainment destinations, this increased residential element in the District would add vibrancy and increased activity, while helping to reinforce the District's role as a up-and-coming location for younger renters and first-time homebuyers. Key sites with these opportunities include the former St. Basil's School, the former Carrick Borough Hall, and former Acapulco Joe's.

St. Basil's School

The St. Basil's School building located just off Brownsville Road on Concordia Street is the District's largest rehabilitation/conversion opportunity for residential use. The vacant former parochial school located behind St. Basil's church has a building footprint of approximately 14,500 SF and three floors (in addition to a basement), amounting to a total gross above-ground area of approximately 43,500 SF. Since the District is expected to attract singles and couples, studio and one-bedroom units would be the most likely market, with some two-bedroom units as well. With this mix, the building could accommodate approximately 17 or 18 units per floor, and a total of up to 54 units. The building is currently owned by an investor from New York, and the community would like to see the owner proceed with a reuse project.

Carrick Borough Hall

The Carrick Borough Hall building, located at 1806 Brownsville Road, is a prominent historic building in the heart of District 6. The building appears to be in relatively good physical condition, and would likely be a relatively straight-forward conversion to a residential use. This vacant former institutional building has a floorplate of 1,750 SF, with two floors visible from the street and an additional partial floor accessible from the rear alley. This configuration could likely accommodate two residential units per floor, while the rear lower floor may fit just one unit.

Acapulco Joe's

Another smaller potential rehabilitation/conversion opportunity exists at the former Acapulco Joe's site. This building appears to be vacant on the ground floor, and may have occupied residences on the second and third floors. The building's floorplate is 3,600 SF, with two floors visible from the street and a lower floor accessible from Newett Street along the side. The former ground floor commercial space could likely accommodate three or four residential units in addition to the existing units above, and the lower floor could potentially house two additional small units. Other similar opportunities to convert former commercial space to residential use likely exist along this section of Brownsville Road in District 6.

Project Recommendations

As part of the Commercial Property Inventory Project completed for the Brownsville Road corridor, EDS will have created a real estate database for all commercial properties throughout District 6. Information contained in the inventory will include ownership status, occupancy status, and the quality of the building. From this inventory, a roster should be created for properties that could be

considered for conversion to residential use, including the St. Basil's School, Carrick Borough Hall, and Acapulco Joe's site.

With its listing of potential properties that could be converted to residential, EDS should establish a network of developers that are experienced with rehabilitation and converting commercial properties to residential use, as well as experience working in the City of Pittsburgh. The developers should also be familiar with the Brownsville Road area market and real estate financing techniques appropriate for these types of projects. Depending on the scale and nature of a given project, EDS could consider becoming a real estate investor/partner with the project developer, an arrangement that could provide EDS with a return on investment and a voice in the future of the development.

Project Approach

Several work tasks are recommended to initiate residential property conversion projects in District 6. They include:

1. Research area residential and mixed-use developers, and compile an inventory.
2. Contact developers most experienced with desired projects as well as the area.
3. Arrange meetings with developers to discuss the area market, residential needs of the District; potential sites for rehabilitation and redevelopment; and potential financing techniques.
4. Make regular contact with the developers to promote potential redevelopment opportunities.
5. Update the commercial property inventory as projects occur and opportunities change.
6. Meet with officials (including URA and RAAC) to discuss potential projects and financing.
7. Once a project is identified, work with officials to prepare an RFP for a development team to prepare architectural plans and documents.
8. Select a development team to prepare the construction documents.
9. Monitor the design process; involve the local community.
10. Select a contractor.
11. Begin construction of the development.
12. Monitor the development process.

District 6 Carrick Recreational Bowling Center Project

Description and Need

The Carrick Recreational Bowling Center is a closed bowling alley and former entertainment institution of Carrick in District 6. The structure has a main floor footprint of 5,000 SF, with two smaller lower floors, the bottom of which is accessible from the rear alley. A claim to fame of the Center is its appearance in the cult classic film *Kingpin*. The Center offered the lesser-known form of bowling known as duckpin and ten-pin. The facility closed likely due to demographic and economic changes. Also, for several years, bowling fell out of favor as form of entertainment. That trend is changing, however, and bowling is once again becoming a popular pastime. New alleys continue to open in hip neighborhoods in cities across the country. A key recommendation for revitalizing District 6 is attracting new young residents to the neighborhood through the conversion of vacant buildings to housing. This incremental increase in population will bring with it a new market for entertainment, among others. A unique venue such as the Carrick Recreational Bowling Center would likely attract a regional clientele as well. The Bowling Center could be a key component of the District's revitalization.

Project Recommendations

Efforts should be made to reopen the Bowling Center, reestablish it as a unique and popular entertainment destination for Carrick, and continue its legacy. To pursue this project, EDS should establish a network of bowling center operators in the region to determine if there's potential interest in opening a second location as the Bowling Center in Carrick. In addition, potential new entrepreneurs who may be interested in reopening the Bowling Center should be sought. Commercial realtors and brokers familiar with recreation and entertainment facilities may have their own network of contacts seeking new opportunities. The realtors could also help market the Bowling Center as an ideal location for a new entertainment venue, and help direct prospective operators to the specific space. The EDS could potentially assist the new operator with finding and obtaining financing.

Project Approach

Several work tasks are recommended to reopen the Carrick Recreational Bowling Center. They include:

1. Research area bowling center operators and potential entrepreneurs, as well as commercial realtors and brokers, and compile an inventory.
2. Contact bowling center operators and entrepreneurs.
3. Contact realtors and brokers most familiar with entertainment venues as well as the Carrick and Brentwood areas.
4. Research potential funding sources applicable to financing for the Bowling Center.
5. Arrange meetings with the various parties to discuss the space, location, and potential needs of the operators such as financing.
6. Make regular contact with potential interested parties, realtors, and brokers to promote the space.

District 7

District Description

District 7 is a very small node stretching from the south edge of South Side Cemetery to Thielman Avenue, and highlighted by the Colteryahn Dairy. While the dairy is a significant presence in the Carrick community, including the offices opposite the production facility, there is little else to the District commercially. Next to the dairy's production facility is a vacant storefront used for storage. Across the street are two additional vacant storefronts. Streetscape and facades are in need of improvement as well.

The Colteryahn Dairy is a significant attribute of the South Side, Brownsville Road, Carrick, and District 7. As an underappreciated regional asset, the dairy is working with EDS and the community to enhance its image and promote green technology while simultaneously revitalizing the neighborhood. A grant has been secured to hire an architect to identify design and development concepts as part of a Dairy District, the results of which could bring significant attention, resources, and customers to this part of Brownsville Road. While there is little room for the dairy to expand as part of any improvements, there is a vacant lot at the corner of Brownsville Road and E. Meyers Street that could be considered for development.

District Role

The presence of the Colteryahn Dairy as the anchor to District 7 provides an obvious and potentially dynamic role for this District as a *Dairy District serving a regional theme market*, the creation of which is already underway. An architecture team is currently designing potential development, thematic, and aesthetic improvements for the area.

Recommended Projects

District 7 is known for and anchored by the Colteryahn Dairy. Little else exists in the District in terms of commercial provisions, however efforts to create the Dairy District are underway. The District's dairy niche could be further reinforced through the following projects:

Streetscape Improvement Project

A streetscape enhancement project is recommended for the 1600 block of Brownsville Road to improve the appearance and function of Brownsville Road throughout the commercial area, and supplement and highlight the dairy theme of the District. Improvements should include sidewalks, trees, lighting, and signage, and other improvements recommended in the forthcoming Dairy District plan. These improvements should be pursued as suggested in the corridor-wide Streetscape Enhancement Project discussed above.

Traffic Calming Project

Improvements should also be considered to enhance safety along Brownsville Road in District 7 in the form of pedestrian amenities, particularly at the intersections with W. Meyers Street and Thielman Avenue in the vicinity of the dairy. These improvements should be pursued as suggested in the corridor-wide Traffic Calming Project discussed above.

Facade Improvement Project

The District's few commercial storefronts along Brownsville Road are in need of facade improvements to compliment investments made to Colteryahn Dairy, particularly in the 1600 block. Improvements should include storefront lighting, signage, windows, and painting to enhance the character of the buildings. These improvements should be pursued as suggested in the corridor-wide Facade Improvement Project recommendation outlined above.

Restaurant Attraction Campaign

Full-service restaurants should be recruited for District 7, particularly to compliment the Colteryahn Dairy and support its future increased visitation. This effort should be undertaken as suggested in the corridor-wide Restaurant Attraction Campaign project described above.

Colteryahn Dairy Improvement Project

As part of the Dairy District concept, Colteryahn Dairy is considering specific improvements to its facility to increase its visibility, improve its identity, and reinvent itself as a new regional destination. A detailed description of this project can be found on the next page.

District 7 Colteryahn Dairy Improvement Project

Description and Need

Colteryahn Dairy is a fourth-generation family-owned business that has operated on Brownsville Road in Carrick for 93 years. The operation has the only milk processing plant located within the City of Pittsburgh. The dairy distributes its products to the Southwestern Pennsylvania area as well as co-packaged and private label products to an additional 15 states throughout the Northeast and Midwest. Major activities of the dairy include producing milk and iced tea for wholesale distribution, manufacturing ice milk and frozen dessert mixes, and packaging/labeling. The company is heavily involved in sustainability initiatives in its production, packaging, and distribution.

Despite its long-term presence and operations in Carrick, Colteryahn Dairy's home base is little known outside of the neighborhood, partially due to the fact that the dairy has no retail outlet to directly serve its products to customers. However, city officials and local representatives are increasingly recognizing the uniqueness of the dairy and its importance to the local and regional economies. To increase awareness of the dairy, celebrate its history, and maximize its potential, a multi-organizational effort has begun to create a Dairy District. This effort is primarily a physical plan for the area, suggesting aesthetic improvements to the dairy's facade as well as streetscape improvements. At the same time, the dairy is considering programmatic improvements to enhance its efficiency, while improving its identity, visibility, and community presence. The Dairy District, featuring a newly reinvented Colteryahn Dairy, could have significant positive economic impacts on Carrick and District 7, bringing new visitors, residents, and disposable income to the area.

Project Recommendations

Local stakeholders should continue to work with the dairy to advance the Dairy District vision, particularly the programmatic aspect. The dairy should follow through with the following operational improvement opportunities to help reinvent itself and become a new regional destination:

- Tours. The company should begin offering tours of its facility that would allow the public to understand how milk and other products are produced and processed. Tours could be arranged so that visitors are limited to certain areas of the facility to ensure safety. Tours could draw thousands of visitors to the dairy and neighborhood annually.
- Educational programs. Similar to tours, educational programs would introduce the public to the dairy industry and the technology of production. Programs could be offered at the Colteryahn facility or in available space nearby in Carrick. Classes or lectures could also be conducted at area schools which would help promote the dairy and its location.
- Green enhancements. The dairy has expressed interest in pursuing green technology enhancements to its operations to make the business more sustainable while saving the company money. Such improvements could include green roofs and solar panels to generate energy for the plant. These features would likely produce a positive public image of the dairy and further increase visitation to the facility.

- Dairy bar. A full-service dairy bar would allow the facility to sell products directly to customers on-site. It could offer a variety of Colteryahn products including ice cream made from the mixes it produces. A dairy bar would further attract visitors, but would also serve local neighborhood residents. While the Dairy District plan will suggest potential locations for the dairy bar, options include the current storefront used for storage next to the production facility, as well as underutilized commercial spaces across the street and adjacent to the dairy's offices.

Several models for the Colteryahn Dairy exist nationally, including Freddy Hill Farms in Lansdale, PA; Mayfield Dairy in Braselton, GA; and Fentons Creamery in Oakland, CA. Though all are different in their own way, they provide examples of features and amenities that Colteryahn could consider offering as part of its makeover.

- Freddy Hill Farms. Located in a suburban Philadelphia setting with plenty of land, Freddy Hill Farms evolved from a simple farm and adjacent dairy store selling milk and ice cream in 1972 to a full-fledged family entertainment area today.



Freddy Hill Farms evolved from a simple farm and adjacent dairy store selling milk and ice cream in 1972 to a full-fledged family entertainment area today. With the popularity of the dairy store, the Seipt family expanded the business in the 1980s with a full-service ice cream parlor and tours of the farm. The tours expanded to annual fall events, including hay rides, pumpkin gathering, and ice cream tasting.

From its experience of running these events the family opened Freddy's Family Fun Center in 1991 - a complex consisting of two miniature golf courses, batting cages, a driving range, pro shop, and a farm zoo. One of the golf courses was redesigned in 2005. The family continues to operate the Fun Center today, as it also continues to grow and harvest crops on the farm, produce and sell dairy products, and sell its award winning ice cream.

- Mayfield Dairy. Headquartered in Athens, TN, Mayfield Dairy began producing milk and ice cream in 1910. Today, Mayfield is one of the nation's leading dairies, using advanced technology and innovative packaging. The dairy employs nearly 2,000 workers and serves nine states. In 1997, Mayfield opened a second outlet - a Visitors Center in Braselton, Georgia. The Center includes an ice cream parlor and gift shop, and offers tours. The site



also houses a milk production plant. Due to financial challenges, the Center closed in 2011, but reopened a year later in October 2012. The Visitors Center estimates an annual visitation of 200,000 guests and is one of the most-visited tourist destinations in Northeast Georgia. It is particularly popular for large school groups for its tour of the milk production plant.

- Fentons Creamery. Founded in 1894, Fentons is a family-owned and operated soda fountain and restaurant that showcases daily ice cream production and fountain sundae-making. Its ice cream sundaes are world famous, and its black & tan sundae is its signature item. Ice cream cakes are another specialty. Fentons also offers an on-site private party room and caters off-site events, including ice cream socials. The Creamery has been featured on the Travel Channel, History Channel, and Food Network, and offers ice cream production tours by appointment. The family opened a second restaurant location in 2007, and operates a scoop shop at Oakland International Airport.



Project Approach

Several work tasks are recommended to continue improvements to Colteryahn Dairy in District 7. They include:

1. Continue relations with Colteryahn Dairy representatives and offer assistance with advancing its programmatic improvements.
2. Continue working with the dairy, officials, and consultant team creating the design vision for the Dairy District.
3. Continue coordinating with city officials and local representatives to monitor the design process and ensure that the improvements fit in with the neighborhood's vision for the Dairy District.
4. Work with officials to identify and pursue potential funding sources for improvements to the dairy and district.

District 8

District Description

District 8 is the northern-most commercial node of Brownsville Road in the study area. This node, which extends from Calhoun Avenue to the South Side Cemetery, is identified largely by the Carrick/Mt. Oliver Shopping Center shopping center, but also contains individual retailers and other businesses along Brownsville Road. While the District is not as large as others in the Brownsville Road study area, and not a complete neighborhood-serving shopping district, it does contain several key community-serving retailers. These businesses typically draw customers from beyond the community, infusing spending from outside, and make District 8 one of the more significant commercial nodes of Brownsville Road.

The Carrick/Mt. Oliver Shopping Center is an older neighborhood-serving shopping center anchored by a 21,000 SF Shop 'n Save supermarket, the only other grocery store in the study area. Within the small shopping center are other retailers, and additional retailers. Like the Carrick Shopping Center in District 5, its existing signage is not attractive or cohesive in appearance. In addition, the large unadorned parking lot for the Shopping Center occupies significant street frontage along Brownsville Road and assumes a large portion of the District. The District also contains a few service businesses. There are also a series of vacant storefronts on the west side of Brownsville Road between Minooka Street and Nobles Lane. Other potential future redevelopment sites include the limousine service, who indicated an interest in potentially moving, the auto sales/service site, and the used furniture store site. Streetscapes and facades are generally in need of aesthetic improvements as well.

District Role

The overall population base of the Brownsville Road Corridor is sufficient to support two community-serving shopping districts. Since the chief anchor of such districts is typically a full-service supermarket, District 8 *is playing the community-serving shopping district role for the northern portion of the district*. This supermarket anchor is also attracting customers from outside the Brownsville Road Corridor neighborhoods since it is located at the periphery of the Corridor.

Recommended Projects

Like District 1, District 8 is a supermarket-anchored community-serving shopping center (Carrick/Mt. Oliver Shopping Center) supplying the northern portion of the Brownsville Road Corridor study area. However, with far fewer supporting retailers than District 1, many opportunities exist for enhancements to the commercial environment. The following projects would help develop this niche:

- Exploiting the available commercial space opportunities, such
- Exploiting potential redevelopment sites, such the limousine service, the auto sales/service site, and the used furniture store site

Streetscape Improvement Project

A streetscape enhancement project is recommended for the 1100-1200 blocks of Brownsville Road to improve the appearance and function of the District in the vicinity of the Carrick/Mt. Oliver Shopping Center. Such improvements of sidewalks, trees, lighting, and signage will contribute

significantly toward the revitalization of District 8. These improvements should be pursued as suggested in the corridor-wide Streetscape Enhancement Project discussed above.

Traffic Calming Project

Improvements should also be considered to enhance safety along Brownsville Road in District 5 in the form of pedestrian amenities, particularly at the intersections with Wynoka Street, Minooka Street, and Laughlin Avenue. These improvements should be pursued as suggested in the corridor-wide Traffic Calming Project discussed above.

Facade Improvement Project

Many of the District's commercial storefronts along Brownsville Road are in need of facade improvements, most notably the 1100-1200 blocks. Improvements should include storefront lighting, signage, windows, and painting. These improvements should be pursued as suggested in the corridor-wide Facade Improvement Project recommendation outlined above.

Landscaping/Screening Project

District 8 is dominated by the large parking lot of the Carrick/Mt. Oliver Shopping Center in the 1100 block of Brownsville Road. To mitigate this presence, the parking lot should be screened with a landscaped buffer to improve the appearance of the lot. To begin the project, EDS should offer to meet with the shopping center owner and discuss a project approach. Potential financial incentives for the business owner should be investigated, including grants, loans, or volunteer design work, to encourage improvements.

Business Signage Improvement

Unattractive signage at the Carrick/Mt. Oliver Shopping Center detracts from the appearance of District 5. Similar to the landscaping project, EDS should work with the shopping center owner to consider changing its signage. To begin the project, EDS should offer to meet with the property owner and discuss a project approach. Potential financial incentives for the business owner should be investigated, including grants, loans, or volunteer design work, to encourage improvements.

Commercial Space Inventory Project

To gain an understanding of the supply of commercial space in District 8 and its condition, ownership, vacancy status, and any potential for redevelopment, a comprehensive database of commercial properties should be created as part of the corridor-wide Commercial Space Inventory Project outlined above.

Commercial Space Marketing Initiative

With the property inventory established for the corridor, a marketing approach for commercial space in the District should be pursued. The recommended avenues for marketing space in the District include advertising on the forthcoming Corridor Communities website, preparing "cut sheets" for the District, and creating a corridor-wide business directory as outlined above in the Commercial Space Marketing Initiative project. This approach would help market the key vacant corner site at Calhoun Avenue and Brownsville Road to prospective developers.

Retailer Attraction Campaign

To attract the retailers desired for District 8 - particularly additional community-serving businesses such as a florist, dollar store, liquor store, and a pet supply store - and further fortify the district's

role, an initiative should be undertaken similar to the corridor-wide Restaurant Attraction Campaign project described above. This would involve establishing a network of realtors and brokers who are familiar with the space needs of the retailers, and who may have their own network of contacts looking for retail space. The realtors could help direct prospective retailers to specific commercial spaces within the District.

Appendix - Background Analysis

Brownsville Road Commercial District Implementation Strategy

Background Analysis and
Preliminary Identification of
Commercial District Niche Markets
Carrick and Brentwood Borough, PA

Prepared by:
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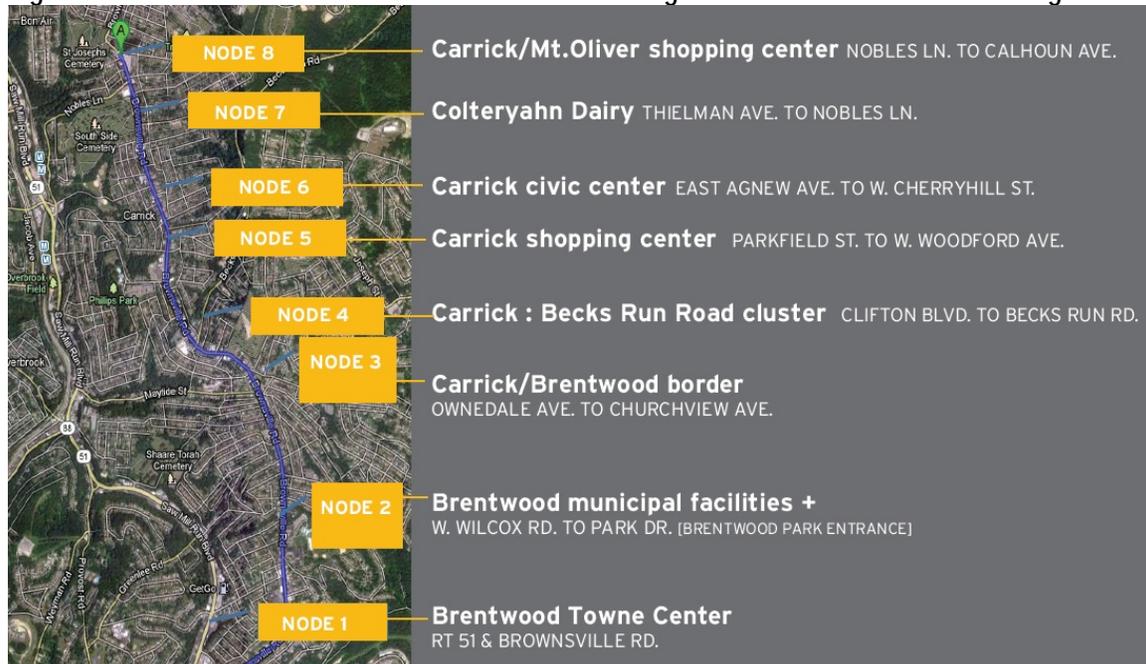
Prepared for:
Economic
Development
South

May 2013

Introduction

Economic Development South (EDS) is seeking to develop a collaborative, multi-municipal Implementation Strategy to revitalize the Brownsville Road Corridor. Brownsville Road serves as a significant commuter route to Downtown Pittsburgh and has traditionally served as the neighborhood commercial district for the Borough of Brentwood and the Pittsburgh neighborhood of Carrick (see **Figure 1**).

Figure 1. The Brownsville Road corridor in the Carrick neighborhood and Brentwood Borough



The Brownsville Road corridor is one of Pittsburgh’s longest traditional community business districts, connecting the City and key inner ring suburbs and providing retail in a series of eight distinct Districts of commercial businesses. Each of these commercial districts has its own unique flavor, business mix and customer base. Together they provide the building blocks for a corridor-wide, non-traditional approach to redevelopment that looks to leverage the resources of both of its constituent communities, instead of tripping over the traditional constraints of municipal boundaries. EDS looks to create an Implementation Strategy for the corridor that continues the organization’s successful multi-municipal approach that has included establishing the Commonwealth’s first multi-municipal Shade Tree Commission.

The Implementation Strategy should provide an effective, unified approach to redevelopment of the corridor, identify strategies for collaboration between the City, County and municipality, and allow EDS to leverage appropriate development resources within a highly competitive funding environment. The Strategy should help support current branding and marketing initiatives undertaken by EDS in support of Corridor communities and strengthen the organization’s core strategy of leveraging the accessibility of Corridor communities. EDS looks to develop an Implementation Strategy that will support its community businesses, including a growing influx of

Nepalese entrepreneurs, leverage existing projects in each commercial district, and support efforts in marketing small storefronts with upper-floor residential and commercial space.

An important component of a successful Implementation Strategy for Brownsville Road will be to identify recommendations from the numerous previous plans and build a unified strategic approach that has been missing in traditional planning over the past 20 years. A successful Strategy will identify immediate short-term successes, while building a long-term, multi-phase technique for transforming the entire Brownsville Road corridor as a cornerstone to strengthening its neighboring communities.

This Preliminary Identification of Node Niche Markets document is an initial examination of the eight commercial districts of the Brownsville Road corridor in Carrick and Brentwood. The document begins with the identification and application of existing documents related to the corridor and districts. It examines many socio-economic characteristics of Carrick and Brentwood, comparing Census data from 2000 and 2010. The bulk of the report is an analysis that focuses specifically on each individual commercial area. For each district, this analysis includes an examination of existing conditions and observations (by both the project team, interviewed stakeholders, and community feedback received at a project open house), an assessment of assets and challenges, the identification of potential district roles, and suggested improvements to help fortify each identified role.

Existing Applicable Documentation

A key background - and the most recent - document setting the stage and providing momentum for project implementation along the Brownsville Road corridor is the Commercial Development Revitalization Strategy for the Boroughs of Brentwood, Baldwin, & Whitehall, completed in May of 2008. For the three Boroughs, the plan examines the existing conditions, analyzes the local market, provides a business plan, conducts a land use analysis, and provides implementation recommendations.

Regarding existing conditions in Brentwood, the report examines four commercial areas, three of which straddle Brownsville Road. They include the Brentwood Towne Square, the Brownsville Road Central Business District (from Hillson Avenue to Willock Road), the Brownsville Road North area (from Sankey Avenue to West Bellecrest Avenue), and the Route 51 corridor. For each commercial area, the report provides a partial listing of the retailers and businesses in the node. The report also examines structural conditions in the commercial areas. Throughout each of the three Brownsville Road nodes in Brentwood, the report found that at least 74% of the primary commercial structures were in sound condition and just three were code deficient. No buildings were determined to be economically infeasible to rehabilitate.

For the market analysis portion, the report examined the local market conditions through opinion research, direct surveys of businesses and shoppers, research of secondary data, and a qualitative examination of the areas. For all commercial areas examined, the report identified through a survey of businesses that vacant buildings, parking, and facades were the top three issues in need of improvement. Another survey of key stakeholders identified vacant buildings, code enforcement, and parking as three top priorities. Survey respondents provided several opinions regarding the commercial nodes in Brentwood, including:

- the Brentwood Towne Square has had a negative impact on the viability of other Brownsville Road commercial areas
- the center is not pedestrian-friendly
- most people in the area prefer to shop local businesses than chain stores
- viable tenants should be recruited for vacant storefronts
- illegal parking in private lots is common
- traffic on Brownsville Road is excessive
- crossing the street on foot is difficult
- smaller retail areas have been neglected
- parking is an issue for Brownsville Road business viability
- many storefronts need to be upgraded

As part of the market analysis, the report also examined various demographic trends among the study area communities, including Brentwood Borough. Brentwood lost 7.5% of its population between 2000 and 2006. The report cites that in 2000, 89% of Brentwood's population had a high school diploma, while 22% had a college degree. As of 2005, Brentwood's median housing value was \$88,400. Estimated median family income for Brentwood in 2007 ranged between \$58,601 and \$61,368. According to the report, this income translated to approximately \$44 million in retail purchases in the Brownsville Road corridor and a leakage of approximately \$48 million. The poverty rate in Brentwood in 2006 was 6.1%, about half that of the state and nation at the time.

The report also suggests that crime is relatively low in Brentwood, and while taxes were not excessive for Allegheny County, they were higher than the state average when taken as a percentage of family income.

The business plan of the report provides suggestions for realistic business potential and growth, the type of space needed to support the growth, the types of businesses that would benefit the area, how the space can be developed and marketed, various development constraints, and potential resources. The report suggests that the businesses districts in Brentwood Borough aside from the Brentwood Towne Center have the potential to benefit from an improved business mix. As part of the business plan, the report examines the overall spending power of the area, available commercial space, and competing retail areas. To recruit the appropriate businesses to the area, it suggests acting on such opportunities as filling gaps in the existing market not being served by regional stores, addressing desired establishments by community members, identifying potential niche markets, and enhancing the business environment. Types of missing businesses suggested by the community that the report identifies includes:

- clothing stores
- local hardware stores
- sporting good stores
- gift/card shop
- florist
- more local restaurants
- a local pharmacy
- shoe repair store
- electronics store
- tailor
- bakery
- coffee shops

The report also suggests that there are several underserved segments of the population that could provide opportunities for new businesses. These include elderly and retirees, employees in the area, and users of the numerous medical facilities. It suggests that communities in the study area, including Brentwood Borough, have many of the conditions necessary to attract new businesses, such as walkability, nice architecture, good schools and parks, safety, and a high quality of life. They need to continue to promote and capitalize on these attributes to reach their economic development goals.

Finally, the implementation plan of the report is intended to be a coordinated program of actions for key responsible parties, including the Borough of Brentwood and EDS. The plan outlines the steps necessary to revitalize the commercial areas, identifying a reasonable timetable, suggesting estimated costs, defining roles and responsibilities, and summarizing recommendations. The recommendations involve the identification of specific development sites in the commercial areas. In Brentwood, these include several small vacant parcels along central and lower Brownsville Road that could be developed into retail and/or office use, as well as the former Giant Eagle site in Carrick. The implementation plan also recommends improving the development process to facilitate revitalization.

Current Demographic Conditions

Following the release of the Census 2010 data, full 2010 information has become available for population and housing. For economic information, the Census is continuing to provide updated data through its American Community Survey (ACS) program. This is a culmination of sample surveys undertaken during a period of five years between 2007 and 2011, resulting in data presented as estimates. For comparisons to 2000 information for the purposes of this report, we are using the most up-to-date information available, whether it is actual 2010 Census counts or ACS estimates.

The two Brownsville Road communities consist of multiple Census Tracts as follows:

- Carrick: Tracts 2901, 2902, and 2904
- Brentwood: Tracts 4781 and 4782

Population

The U.S. Census indicates that between 2000 and 2010 the Carrick neighborhood lost 5.4% of its population while the Borough of Brentwood's population decreased by almost 8% (see **Table 1**). Both of these figures are less than the City of Pittsburgh's loss of almost 9%. Allegheny County also declined in population, but by just under 5% during the same period.

Table 1. Population 2000-2010

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

Despite its loss in population, the composition of both Carrick's and Brentwood's population changed significantly over the decade between 2000 and 2010 (see **Table 2**). In both jurisdictions, the white population decreased - by about 16% in Carrick and 11% in Brentwood respectively. The populations of almost all other races grew in both communities. The black population increased in Carrick by 336% and by a similarly significant 252% in Brentwood. The American Indian population experienced a modest increase in Carrick while it declined in Brentwood. At the same time, the Asian population increased by 73 residents in Carrick and just 19 in Brentwood. The biggest increases by far in both communities, however, were in the "other" category, which mainly includes mixed races. In both Carrick and Brentwood respectively, this segment of the population grew by 42 residents. The Hispanic/Latino population also increased significantly in both communities between 2000 and 2010, growing by 106 residents in Carrick and 97 in Brentwood (see **Table 3**).

Table 2. 2010 Population by Race

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

Table 3. 2010 Hispanic Population

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

U.S. Census Bureau

Employment

Between 2000 and 2011, unemployment increased both in Carrick and Brentwood (See Table 4). Carrick, with a much higher unemployment rate than Brentwood in 2000, experienced double the rate of increase - 3.7% - bringing its unemployment rate to 10.5% by 2011. Brentwood's very modest rate of unemployment in 2000 grew to just 5.6% in 2011.

Table 4. Employment Status*

	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

Income

Consistent with the gains in unemployment, Carrick's and Brentwood's per capita income levels decreased by 5% and 4% respectively from 2000 to 2011 (see Table 5). These figures account for the inflation rate of over 30% during that period, and are shown in 2013 dollars. This indicates a reduction in spending power in both areas. With these losses, Brentwood's per capita incomes

remained significantly higher than Carrick's in 2011. At the same time, for comparison, per capita incomes grew by about 6% in both the City of Pittsburgh and Allegheny County. While Brentwood's per capita incomes exceeded the City's in 2000, the City surpassed Brentwood in 2011. Incomes in Allegheny County remained the highest among the compared jurisdictions at about \$31,000.

Table 5. Per Capita Income in 2013 Dollars

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

Poverty

Another indicator of the socio-economic condition of the Brownsville Road corridor in Carrick and Brentwood is poverty status (see **Table 6**). Between 2000 and 2010, despite the losses of population, the poverty level in both Carrick and Brentwood increased. While Carrick had a higher poverty rate in 2000 than Brentwood, it increased by less than 5% to 16%. On the other hand, Brentwood's poverty rate more than doubled by 2010, increasing by almost 9% to about 15%.

Table 6. Poverty Status

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

Housing

During the 2000s, Carrick and Brentwood, as well as the City, all lost housing units as well in a pattern similar to population. Carrick's 1.4% loss and Brentwood's larger 2% loss were both less than half the rate of the City's 4.4% loss (see **Table 7**). At the same time the County experienced a 1% increase in housing stock, countering its loss of population during the same decade.

Table 7. Housing Units 2000-2010

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

Housing Occupancy

The changes in population and households resulted in increasing vacancy rates between 2000 and 2010 in Carrick, Brentwood, Pittsburgh, and the County (see **Tables 8 and 9**). Occupied housing decreased the most in Brentwood, by 6%. This was fairly close to Carrick's and the City's rate of about 5%. The County lost less than 1% of its occupied units. Vacant housing changed much more significantly between 2000 and 2010. Brentwood experienced a 74% increase in vacant units while Carrick had a 35% increase - both much higher than the City and County. At the same time, however, Brentwood's 2010 vacancy rate of 9% remained lower than Carrick's 12%. Among the jurisdictions compared, the highest vacancy rate was in the City of Pittsburgh at a slightly higher 13%.

Table 8. Occupied Housing Units 2000-2010

Area	2000	2010	2000-2010 Change	% Change
Carrick	4,671	4,444	-227	-4.9%
Brentwood Borough	4,658	4,379	-279	-6.0%
City of Pittsburgh	143,739	136,217	-7,522	-5.2%
Allegheny County	537,150	533,960	-3,190	-0.6%

Source: U.S. Census Bureau

Table 9. Vacant Housing Units 2000-2010

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

Housing Tenure

As occupied housing decreased, owner-occupancy also decreased in Carrick, Brentwood, Pittsburgh, and Allegheny County in the 2000s (see **Tables 10 and 11**). Home ownership declined by more than 13% in both Carrick and the City, while ownership rate in 2010 varied significantly between the two. In fact, the City's ownership rate of 48% was the lowest among the four jurisdictions compared. While Brentwood's decline in owner-occupancy rate was about half that of Carrick, the Borough lost almost 4% of its renter-occupied units, and Carrick gained over 13%. However, the overall owner-occupancy rate in 2010 was identical for both Carrick and Brentwood at 62.5%, a similar rate of Allegheny County.

Table 10. Owner-Occupied Housing Units 2000-2010

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

Table 11. Renter-Occupied Housing Units 2000-2010

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

Sales Housing Trends

The recent sales housing market for Carrick and Brentwood was analyzed to identify trends in residential real estate in the area of Brownsville Road. To assess this market, the median sales prices for all single-family housing units were examined for a two-year period between January 2011 and December 2012 (see Table 12). Housing units include detached homes, rowhomes, townhouses, and condominiums. This figure describes the number of addresses in the study area where a sale took place over the two-year period, but it includes only the latest sales per address and does not count any multiple sales of the same address that may have occurred. During the two-year period analyzed, a total of 439 single-family home sales transactions occurred in Carrick and Brentwood Borough that were recorded with the County. Of the 439, 250 occurred in Carrick, and 189 in Brentwood. The median sales price of the homes sold in Carrick during the past two years was \$48,050, while the median sales price in Brentwood for the same period was significantly higher at \$79,900.

Table 12. Single-Family Home Sales 1/11–12/12

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

To evaluate the sales trends during the two-year analysis period, median sales prices were compared between 2011 and 2012 (see Table 13). During that period, Carrick experienced increases in median sales prices by 2.3%, while Brentwood's median sales prices dropped by 12%. During the first year (2011) of the two-year period tracked, 121 homes were sold in Carrick versus 129 during the second year (2012), an increase in sales of over 6%. In Brentwood, 90 homes were sold during 2011 compared to 99 during 2012, an increase of 10% in sales activity.

Table 13. Change in Median Sales Price 1/11–12/12

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

Rental Housing Trends

Rents in Carrick and Brentwood were also analyzed to understand trends in rental housing in the Brownsville Road corridor. As discussed above, both communities' residents are about 2/3 owner-occupant. Therefore, rental housing is not a substantial market in this part of the South Hills. As a result of the high rates of owner-occupancy, there are few if any large apartment complexes.

Gross median rent, as estimated by the American Community Survey, is almost identical between Carrick and Brentwood Borough (see **Table 14**). However, while similar to the Brentwood in dollars, gross median rent in Carrick is almost 42% of the household income, compared to 31% in Brentwood. These figures further exemplify the lower per capita incomes and higher poverty rates in Carrick compared to Brentwood, and demonstrate that Carrick is less affordable than Brentwood as a whole.

Table 14. Median Gross Rent, % of Income (2007-2011 Estimates)

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

American Community Survey

Rental housing in Carrick tends to exist predominantly in detached homes, although apartment buildings do exist. Due to the smaller size of the typical housing stock, entire homes are usually for rent versus multiple units in a structure. A sample of apartments (homes) for rent in Carrick includes:

- 106 Minooka Street: 3 bedrooms, 1.5 baths; attic, fenced yard, dishwasher, walk-out finished basement. Rent is \$750 per month plus utilities.
- 337 Parallel Avenue: 3 bedrooms, 2 baths; yard, central AC, off-street parking. Rent is \$795 per month plus utilities.
- 521 Line Street: 2 bedrooms, 1 bath; yard, close to Brownsville Road. Rent is \$850 per month plus utilities.
- 229 Popular Grove Street: 3 bedroom, 2 baths; large back yard, front porch, dining room. Rent is \$850 per month plus utilities.
- 2000 Brownsville Road: 2 bedroom, 1 bath; close to Carrick Shopping Center and transportation. Rent is \$625 per month plus utilities.
- 1943 Fairland Street: 3 bedroom, 1 bath; yard, garage, covered back patio. Rent is \$850 per month plus utilities.

Rental housing in Brentwood is not as universally found in detached homes as it is in Carrick; the selection of apartment types is more diverse. Brentwood has a several apartment complexes offering smaller units, including studios and one-bedrooms, that are quite rare in Carrick. A sample of apartments in complexes in Brentwood includes:

- Pinetree Gardens - 162 Victoria Drive:
 - 1 bedroom: \$400 - \$450 plus utilities
 - 2 bedroom: \$515 - \$535 plus utilities
 - Amenities include balconies, hardwood floors, garage parking, storage, on-site laundry, individual entrances

- Whitehall Place - 1553 Parkline Drive:
 - Studio: \$350 - \$375 plus utilities
 - 1 bedroom: \$435 - \$485 plus utilities
 - 2 bedroom: \$545 - \$610 plus utilities
 - 2 bedroom townhome: \$625 plus utilities
 - 3 bedroom townhome: \$710 - \$725 plus utilities
 - Amenities include fully-equipped kitchens, garage parking, storage, on-site laundry, pool, playground

- Brentshire Gardens - 3045 Pyramid Avenue:
 - Studio: \$415 - \$425 plus electric
 - 1 bedroom: \$460 - \$495 plus electric
 - 2 bedroom: \$595 plus electric
 - Amenities include fully-equipped kitchens, hardwood floors, renovated interiors, on-site laundry, elevator

Brentwood also has apartments in detached homes as well as entire homes for rent, similar to Carrick. A sample of apartments and homes for rent in Brentwood includes:

- 900 Pentland Avenue: 3 bedrooms, 1 bath; recently renovated, central AC, front porch, small yard. Rent is \$900 per month plus utilities.
- 217 Burdine Avenue: 2 bedrooms, 1 bath; duplex, small yard, AC, garage, laundry. Rent is \$650 per month plus utilities.
- 205 Spencer Avenue: 2 bedroom, 1 bath; large yard, full basement with laundry hookup, new paint. Rent is \$750 per month plus utilities.
- 4039 Meadowbrook Boulevard: 2 bedroom, 2 baths; yard, garage, new kitchen, family room, new paint. Rent is \$1,050 per month plus utilities.
- 3500 Brownsville Road (in building): 1 bedroom, 1 bath; new carpet, large closets, close to Towne Square. Rent is \$575 per month plus electric.
- 3902 Brownsville Road (in building): 1 bedroom, 1 bath; hardwood floors, new kitchen. Rent is \$620 per month including utilities.

Analysis of Corridor Districts

A major component of the background work for the Brownsville Road Commercial Node Implementation Strategy has been gathering information about neighborhood conditions. Aside from interviews with key stakeholders along the Brownsville Road corridor, the primary source of information has been field reconnaissance. This qualitative observation of the individual nodes was conducted to identify how they function individually and in relation to one another, to understand general market conditions within specific nodes, determine market niches for each node, and identify any site-specific market opportunities that may exist for implementation.

District 1

Conditions and Consultant Observations

District 1 is the southern-most commercial node of Brownsville Road in the Brentwood/Carrick Study area. This node is identified largely by the Brentwood Towne Center shopping center near the intersection of Brownsville Road and Clairton Boulevard (Route 51), but also contains individual retailers and other businesses on Dewalt Avenue behind the shopping center, as well as along Brownsville Road itself between Route 51 and Meadowbrook Boulevard.

Brentwood Towne Center is a newer neighborhood-serving shopping center anchored by a modern Giant Eagle supermarket. Within the shopping center are several other retailers typically found in a center of its size, including Radio Shack, the Dollar Wave, Dollar Bank, wine and spirits store, hair salons, banks, and several professional offices housing medical, dental, legal, tax, and insurance professionals. Surrounding the center on out parcels are several fast food restaurants such as Wendy's, Pizza Hut, and McDonald's. While suburban in nature, the shopping center has attempted to encompass more urban-scale elements, such as internal streets and sidewalks, and includes a street-front element along the west side of Brownsville Road. This strip includes a fitness center, the popular Caribou Coffee, Quiznos, and Gamestop. A vacant storefront exists as well. A pedestrian walkway connects these shops on Brownsville Road to off-street parking in the rear. The center is generally quite busy during both the daytime and evening hours.

Dewalt Avenue is a short street connecting Brownsville Road to the loading area behind the Giant Eagle. A few businesses exist along this street, including a dance studio and pet store. At the intersection with Brownsville Road is a traditional-scale commercial building with parking in the rear containing additional businesses including an ethnic food store and tattoo parlor. The McDonald's, a restaurant/lounge, and PNC bank occupy the parcels closest to Route 51 on the west side of Brownsville Road. Across Brownsville Road at the corner of Route 51 is a newer commercial strip containing a Verizon store next door to the large John F. Slater funeral home.

Opposite the Brentwood Towne Center on the east side of Brownsville Road is a block-long older and more traditional commercial strip of viable businesses. Most of the commercial buildings in this block contain ground-floor retail with offices above. Retailers include local restaurants, a cleaners, an optician, salon, and pub. A variety of medical and small professional offices generally occupy the second-floor space, including EDS's office.

Community Input

Community input for District 1 mainly involves concern over the commercial spaces outside of the Brentwood Towne Center proper. While it is acknowledged that the Town Center is an important economic generator for not only the District but a large portion of the South Hills, the surrounding businesses cannot be ignored. Stakeholders would like to see the success of the Town Center experienced by all of Brentwood and the entire Brownsville Road corridor, with thriving businesses and attractive storefronts. The more green Brentwood can become as well, the better. Stakeholders also discussed multiple properties in District 1 that need rehabilitating.

At the community open house, attendees lent praise to the Brentwood Towne Center as a "fantastic" shopping center that provides a good supply of daily needs. Frequented businesses cited include Giant Eagle, the post office, Wendy's, and the Wine & Spirits shop. Several suggestions for improvement were also provided. These include providing better pedestrian connections between the Towne Center and Brownsville Road to get people out of their cars, more parking, better signage, more destination-type amenities such as a more upscale chain restaurant and movie theater, more park-like amenities, events that will bring residents (and people from outside the neighborhood) out onto the street, more bicycle amenities including bike racks, and a 3-way stop sign on Towne Square Way at the entrance into the parking lot to improve safety at the intersection.

Assets

District 1 has numerous assets, the biggest of which may be its location just off Route 51 giving it superior access and visibility. The breadth of retail options and services offered by the District, particularly with the Brentwood Towne Center, is another major asset. While the District offers amenities typical of a neighborhood-serving center, it also contains more specialized businesses such as a tuxedo store, yoga studio, dance studio, ethnic food store, and various medical services. Because of this variety, the area is generally quite busy during both the daytime and evening hours. Furthermore, the design and appearance of Brentwood Towne Center strikes a fairly effective balance between urban-scale and suburban convenience, offering a combination of newer features and older charm that creates a unique commercial environment.

Challenges

Despite its location and viability, District 1 does face some challenges. The modernity and cohesiveness of the Towne Center highlights the need for facade improvements to some of the older commercial stock on Brownsville Road. Another challenge appears to be traffic congestion. The District's businesses generate significant traffic, adding to the already-compromised levels of service at the Brownsville Road/Route 51 intersection. Despite the traffic, parking in District 1 appears to be adequately accommodated both within the large off-street parking lot and on Brownsville Road.

District Role

The overall population base of the Brownsville Road Corridor is sufficient to support two community-serving shopping districts. Since the chief anchor of such districts is typically a full-service supermarket, District 1 *is playing the community-serving shopping district role for the*

southern portion of the district. Since it is located at the periphery of the Corridor, this supermarket anchor is also attracting customers from outside the Brownsville Road Corridor neighborhoods.

District 2

Conditions and Consultant Observations

District 2 is the next commercial area north along Brownsville Road between Willock Road and Park Drive. This node is identified largely by the Borough of Brentwood municipal facilities, but also contains a variety of individual retailers and other businesses along Brownsville Road. While predominantly commercial, this node is characterized by interspersed residences and residential buildings. The District is noticeably green as well, with trees and lawns lining Brownsville Road in several locations.

The Brentwood civic facilities in the District include the Borough Hall, library, fire hall, and high school. Located just off Brownsville Road is Brentwood Park. All are within about two blocks of one another. The library at the corner of Park Drive and Brownsville Road is fairly new and well-used as a community resource. The high school and middle school are centrally located in this District of civic facilities; both appear to be in good physical shape and are well-regarded. The Brentwood municipal building is conveniently located on Brownsville Road in the center of the District as well. While the location is central, and the building appears to be in good shape, reports from stakeholders indicate that the building is in need of significant repairs, and many would like to see it replaced by a new building. Brentwood Park is an impressive and well-maintained recreational amenity in the center of the District, complete with a pool, football field with stands, baseball fields, and tennis courts.

The retail offerings in District 2 are fairly substantial for a small commercial node, many of which benefit from their proximity to the municipal civic facilities. Key retailers include convenience stores, candy store, pharmacy, pizza shop, optician, hardware store, cafe/restaurants, bar, hair salon, specialty food store, and music store. Aside from the music store, which likely attracts customers from beyond the neighborhood, these retailers are unequivocally community-serving in nature.

Perhaps more notable than the retailing in District 2 is the proliferation of professional services. Such businesses include martial arts, interior design, pest control, printing, real estate services, insurance, financial and accounting, and multiple banks. In addition, the District is home to the large Brentwood Professional Plaza. This new facility, affiliated with Jefferson Regional Medical Center, offers comprehensive outpatient medical care, including diagnostic, therapy, and wellness services. This center is significant provider of medical services in the South Hills area. Arts is a recent theme emerging in District 2. At the corner of Brownsville Road and Hillman Street is the new Meter Room Studios facility, which displays local art and hosts arts-related events. The District is also home to two large churches - St. Sylvester Church and Brentwood Presbyterian.

Community Input

Much of the community input for District 2 involves the Brentwood Park Initiative (BPI) and Borough Hall. Various stakeholders described the process of creating the plan as well as the phasing and

some of the anticipated improvements, including new tennis courts, basketball court, hockey area, new football field, rubberized track, spray park, and new bleachers and press box. There is an ongoing fundraising effort for the park improvements and significant public input on design and features. There have been differences in opinion over whether the improvements should be implemented in many individual projects over time or as one major overhaul. Funding is an issue that would likely dictate the course of action. There's hope that once residents see improvements being implemented, they will want to help with fundraising. A groundbreaking is anticipated for spring.

The other major topic among stakeholders concerns the Borough Hall building. Two options for the building are being discussed - renovation or demolition and new construction and most of the disagreement over how to proceed comes down to cost. A new building would likely require a bond issue. An architectural study was done for a new building, but some on Council would like a second opinion regarding feasibility. Most agree that the building is at least in need of repairs. Some report that the building is too large for the needs of the Borough and that it could be downsized while the remaining portion of the site could be used for parking. Several stakeholders thought that Borough Hall reconstruction could really help revitalize that part of Brentwood.

A range of other issues were raised by stakeholders regarding District 2. One respondent said that although many businesses are complaining about the need for more parking, it's mostly perceived and that parking really isn't a major issue. A couple comments were made about the need to improve the CoGo store. Also, concern was expressed about the corner of Pointview Road and Brownsville Road in terms of appearance and safety. The intersection is dangerous (it could use a new traffic signal) and the public plaza aspect is not the best use of a parcel at that location in the center of Brentwood. It was also suggested that better marketing of the Borough would help continue some of the improvements that are occurring, such as new businesses coming to the area. One such newcomer is the artists' cooperative in the former Snee Dairy property; several stakeholders expressed excitement over this addition to Brentwood and hoped that it could be a catalyst for bringing new businesses to the area.

Participants in the community open house had many good things to say about District 2. Comments included that the park is well-loved by kids and adults, the area is very walkable, the presence of the police station makes people feel safe, and sidewalks are wide and in good shape. It was noted that this part of Brownsville Road witnesses significant walking for pleasure and exercise due to its desirable nature. Attendees also suggested ideas for improvement, including tax incentives to encourage more artists and small businesses to locate in the neighborhood (such as creating an Enterprise Zone), more specialized restaurants, and more parking.

Assets

District 2 boasts several assets as a commercial node. The concentration of institutional facilities at this location including a major park brings significant activity to the District, providing customers for the businesses located there. Also attracting customers are the many professional service businesses located in the District. Furthermore, the Meter Room Studios has the potential to create a new arts theme for this portion of Brownsville Road and create new spin-off businesses in the meantime. From a retail perspective, District 2 offers a variety of neighborhood-serving commercial goods, and businesses appear to be sustaining themselves sufficiently. There

appears to be an opportunity for additional community-serving retailers in the District; a restaurateur from Mount Washington may be seeking to take advantage of that opportunity by opening a new restaurant in the area. The district is also aesthetically-pleasing with a mix of commercial and residential architecture combined with green elements of trees and lawns.

Challenges

Although portions of District 2 are somewhat leafy, the densest commercial portions of Brownsville Road are in need of additional greening to continue the theme of the non-commercial elements. This is especially true in the 3500 Block opposite the schools as well as the 3600 Block opposite Borough Hall. In addition, some of these blocks of commercial buildings could use facade improvements to better compliment the attractive institutional structures of District 2. While opportunities may exist for retail growth, a general lack of developable land and buildings is a limiting factor.

District Role

District 2 provides a broad range of medical, banking, other professional, education, religious, and local government services. The Brentwood civic facilities in the District include the Borough Hall, library, fire hall, high school, and nearby Brentwood Park. The District also benefits from a number of convenience retailers and from a recently emerging arts theme at the new Meter Room Studios facility, which displays local art and hosts arts-related events. Based on this dense pattern of service activity and the close proximity of the diverse community-serving retail at District 1, we believe the appropriate role for District 2 is as a service, education, and arts node.

District 3

Conditions and Consultant Observations

District 3 is the northern-most commercial area in Brentwood on Brownsville Road where the Borough meets the Carrick neighborhood of the City of Pittsburgh, and stretches from Churchville Avenue on the north to Owendale Avenue on the south. The identity of this commercial node is largely centered around its location on the border. The border follows Brownsville Road from Sankey to Owendale Avenues, creating an arrangement where Carrick falls on the west side of Brownsville Road and Brentwood on the east for most of the commercial area. The Brentwood side of Brownsville Road is identifiable with its pedestrian-oriented lighting and streetscape improvements, which do not exist across the street in Carrick.

One of the densest commercial districts along Brownsville Road in the study area, District 3 is predominantly retail in use but with professional services scattered about. Retailers include the Brownsville Inn and other bars/sit-down restaurants, several take-out restaurants, several salons, a flower shop, furniture/antiques, the study area's only laundromat, a dollar store, hardware store, a large newer convenience store and two other convenience stores, a wine and spirits store, optician, a fast food restaurant, an ethnic food store, jeweler, toy store, used game store, and stove/fireplace store. This is a rather comprehensive supply of community-serving retailers for a neighborhood commercial area with the addition of such specialty retailers as the toy store, game store, fireplace store, and antique store. What is missing for a commercial node such as District 3

is a drug store/pharmacy. The District also contains a former Giant Eagle supermarket. The store remains vacant but is gaining interest as a potential redevelopment site for senior housing.

In addition to the retail offerings, District 3 has a significant number of service businesses, the most notable of which are the popular Carrick Community Boxing Academy and the Judo Club. Other professional services include pet grooming, a printer, fitness center, two insurance agents, an engineering company, tattoo parlor, a dentist, a chiropractor, and a podiatrist.

Community Input

A common response from stakeholders regarding District 3 involves crime. Crime has reportedly been escalating, particularly drug activity on the 2600 block of Brownsville Road. The community arranged various events, such as sidewalk sales, to combat the crime by bringing more activity to the street. Some said that the crime is more serious than the grassroots level can combat, while others said that a new mix of businesses would help to diminish the crime.

Several comments were made about the potential for this District in terms of revitalization. As a once-thriving retail district, the storefronts are there. They need to be cleaned up with facade restorations and the right businesses need to be attracted. Rehabbing should be done to reflect the history of the District. Also, new residential is key to revitalization. Several stakeholders agreed that there are many opportunities for new apartments above retail in several of the buildings in the district. This would provide customers for the businesses. One suggestion was to renovate the dollar store and rehab the apartments upstairs. Most of the stakeholders agreed that the area could use aesthetic improvements and several of the businesses need to make themselves more appealing to potential customers if they're going to stay in business. One specific suggestion was to make the Carrick/Brentwood sides of Brownsville Road look more uniform.

Marketing was considered a major issue as well. Some stakeholders indicated that the District has many potential and available commercial spaces, but prospective businesses don't know they exist. In addition, people don't know about many of the existing businesses. The judo club was cited as an example as was the Brownsville Inn. Stakeholders also indicated the need for destination businesses to bring in new customers from outside the area.

Despite these issues, many agreed that there are several relevant businesses in the district providing convenient everyday items and improvements in the District are starting to happen. The primary example cited was the acquisition of the former Giant Eagle store for redevelopment.

Attendees at the community open house liked how many of the businesses have been on Brownsville Road in the District for many years. Walkability was also mentioned as a positive feature. However, it was also mentioned that this must be enforced and improved; some mentioned that the area usually seems dirty, and feels unsafe and run-down, which detracts from its walkability. Several suggestions for improvements/additions were cited, including a food co-op, redeveloping the Melrose building, creating an ice/roller rink in the former Giant Eagle building, adding trees and bus shelters to Brownsville Road, encouraging more artists in the District, redeveloping the old Carrick boxing building, improving safety and cleanliness, updating storefronts, installing new sidewalks and parking meters, improving parking and access at the Wine

& Spirits store, and installing pedestrian-activated cross walks mid-block since some of the blocks are rather long.

Assets

As a commercial hub straddling the City and suburb, District 3 has the advantage of potentially benefitting from a variety of financial resources from both jurisdictions. Also, the District has some redevelopment opportunities in the form of new mixed-uses in vacant and underutilized properties and lots, particularly the Giant Eagle site. Several of these properties could house office or residential above ground-floor retail. While redeveloping such spaces can be a challenge, having available sites can also be an asset. Another advantage of District 3 is the availability of parking. A large off-street parking lot is located at the northern end of the commercial district, providing plenty of parking for area merchants in addition to the on-street spaces. The retail component of District 3 appears to be fairly successful as it sustains a variety of community-serving stores, several of which are unique. One of the region's few Burger King restaurants is located in the District as well, serving through-traffic as well as local customers. The service offerings are numerous as well, particularly medical and professional, including a new tax service business that recently moved to Brownsville Road from Carson Street. From an transportation connectivity standpoint, District 3 is easily accessible to Route 51 via Maytide Street.

Challenges

A large vacant site such as the Giant Eagle can be difficult to redevelop, depending on the market, economy, and location. Although a solution may be in the works, the site will likely remain vacant for some time to come. Also, various vacant storefronts appear to have been that way for a while, indicating that the market for certain retail goods may be limited in this location. Uses other than retail may need to be considered for these buildings. In addition, some of the commercial buildings in the District could use facade improvements. Furthermore, the streetscape improvements present on the Brentwood side of Brownsville Road should be extended to the Carrick side to create a more unified commercial district.

District Role

District 3 at the boundary of Carrick and Brentwood remains as a complex commercial district. Given its central location within the Corridor, its large scale, and the diversity of uses within the District, this would appear to be the best location to house attempts at diversifying the mix of retail goods and services beyond those that tend to be associated with supermarket-anchored community-serving nodes. For District 3, that would mean *developing strategies to encourage a broader mix of independent apparel, home furnishings, and/or specialty retailing*. The District's role would be to serve markets the full distance of the Brownsville Road Corridor and, in some cases, beyond.

District 4

Conditions and Consultant Observations

District 4 is a very small node highlighted by the intersection of Brownsville Road with Becks Run Road on the northern end. As a significant Brownsville Road gateway, the intersection is in need

of physical improvement - particularly on the southwest corner. The District continues south for only three blocks to Clifton Boulevard. While just a few commercial entities exist in the District, the predominant business is the John Varney Tire & Auto Center on the west side of Brownsville Road; John Varney's Used Cars across the street on the east side. The only other businesses are the Collector's Den, a sports memorabilia and comics dealer, and two restaurants - Long John Silver's and Donut Connection.

Community Input

Because of its small size, there was only one stakeholder comment specifically pertaining to District 4. The suggestion was for a mural on the large blank wall opposite the Concord School at Brownsville Road and Biscayne Avenue/Beck's Mill Road. Local artists have expressed interest in doing a mural at that location. Several projects have been completed in Carrick through a program called Carrick's Art Escape.

Several suggestions for improvements to District 4 came from the public open house, mostly centered on the intersection of Brownsville Road and Becks Run Road. These include timing/synching the traffic light (and potentially the entire Brownsville Road corridor), improving the safety and sight distance, and bump-outs to define parking and crosswalks. In addition, a trail connection from Brownsville Road to the reservoir along Becks Run Road was suggested.

Assets

District 4 does have a few characteristics working in its favor. While technically north of the District, Concord Elementary School is a significant institutional anchor for Brownsville Road and serves a significant portion of the surrounding Carrick neighborhood. Furthermore, the school's well-landscaped yard on the northwest corner of the Brownsville Road intersection with Becks Run Road brings a needed aesthetically-pleasing element to the District, particularly in comparison to the Varney property on the opposite corner. Another major asset of District 4 is that two of its limited number of businesses are restaurants, one of which is a chain - Long John Silver's, on a corridor that is generally underserved by the restaurant market. Access to the Monongahela River and South Side via Becks Run Road is also a significant advantage of District 4, despite the need for improvements at the Brownsville Road intersection.

Challenges

Several challenges exist for District 4 as well, primarily its size; there's not much of a focus resulting in a limited critical mass of commercial businesses. Furthermore, there are almost no opportunities for additional commercial space or infill development. The predominant businesses - the Varney repair and sales centers - occupy much of the District's land area with parked cars. The arrangement of this parking should be improved and the lots should be screened to improve the appearance of the District. The portion of the business at the intersection of Brownsville Road and Becks Run Road should be enhanced with aesthetic treatments and landscaping as well. Signage of these businesses should also be improved.

District Role

Other than the John Varney automotive businesses, District 4 has little business activity. It is, however, situated at a key gateway to the Corridor at Beck's Mill Road. *We believe this area should not be treated as a District, but rather as a key gateway to the Corridor.*

District 5

Conditions and Consultant Observations

District 5 is a compact commercial district located between Parkfield Street and W. Woodford Avenue and centered on the Carrick Shopping Center, which is the main identifying feature of the node. Except for just a few businesses, all retailers in the District are located within the Shopping Center proper, which consists of a main typical strip of shops facing Brownsville Road and an adjacent smaller strip perpendicular to the street. Retailers include two pizza restaurants (including Pizza Hut), several auto service/repair shops (including an auto parts store), a Rite Aid, a tanning salon, family restaurant, Subway, hair and nail salons, the study area's only dry cleaner, and a new Dunkin' Donuts. Non-retail businesses in the District include a daycare center, dance studio, self-storage center, and a PNC bank. In terms of these retail and service offerings, the District serves as an interim neighborhood-serving shopping area in that it offers a variety of convenience items for nearby residents, but it is not complete. The key missing retailer for a full-service District is a supermarket.

In addition to the many businesses, District 5 is also the home of Carrick High School and Phillips Park, two significant institutions just off the Brownsville Road corridor. Also, directly across Brownsville Road from the Carrick Shopping Center are two substantial residential complexes.

Community Input

A common topic among stakeholders regarding District 5 was Phillips Park. Everyone agreed that it's a great park but very hidden. Several people suggested creating a greenway/promenade from Brownsville Road to the park with trees and landscaping, along with signage, to direct people to the park and connect it with the high school. Along the lines of greening, a suggestion was made to place trees in front of the Carrick Shopping Center to camouflage the parking and create a more pedestrian-friendly environment. Apparently an effort was made to do so but the property owner was not cooperative.

Several comments were received regarding businesses in the District. A coffee shop was suggested for the Heinhours building. It was also suggested that the farmers market be moved to a more visible location to attract more attention.

While some attendees mentioned they shop in the District often, suggestions for District 5 received at the community open house centered around improving the business climate in the area. One idea was to create pop-up storefronts like the URA does downtown, potentially consisting of art, non-profit, or start-up businesses. It was emphasized that there needs to be more destination businesses in the District as well as events to get people out and walking this stretch of Brownsville Road, particularly at night. Other suggestions were for a music venue near Caruso's music store, gallery, recreation center or other facility for teens, coffee shop, and bike shop. It was also

mentioned that pedestrian-oriented lighting is needed to brighten up the area, as well as facade improvements, better sidewalks, and improved stormwater drainage.

Assets

District 5 offers several strengths as a commercial node. While not a complete neighborhood-serving shopping district, the District has several strong retailers, including such chains as Rite Aid, Pizza Hut, Firestone, Subway, and Dunkin' Donuts. These businesses typically draw customers from beyond the community, infusing spending from outside. The corridor's only dry cleaner adds to that mix of destination businesses. The strong institutions of Carrick High School and Phillips Park are key draws to the neighborhood whose users provide a sound customer base. Furthermore, the dense residential base on the east side of Brownsville Road offers significant customers. District 5 also has development opportunities, in the form of vacant parcel(s) directly behind the Carrick Shopping Center, to further expand its retail provisions. These parcels could potentially house additional commercial development to compliment the existing shopping center and further serve the District's customer base. The signal at the Brownsville Road intersection with Parkfield Street helps facilitate traffic and pedestrian movements to the shopping center, high school, and park, and would assist with additional traffic generated by any new commercial development.

Challenges

Challenges for District 5 exist mainly in the realm of aesthetics, including signage. Not only is the existing signage insufficient for the businesses in the Carrick Shopping Center, it is not attractive or cohesive in appearance. Therefore, new signage should be pursued. In addition, the large parking lot for the Carrick Shopping Center occupies significant street frontage along Brownsville Road and assumes a large portion of District 5. The lot should be screened and buffered with landscaping, perhaps in concert with new signage, to improve the overall appearance. Furthermore, streetscape elements such as lighting and trees would help create an attractive identity for the District.

District Role

As a result, there may be sufficient market to support a mini-supermarket somewhere in the middle of the Corridor, thus providing for a third community-serving district. However, the corporate concentration of supermarket activity in the Pittsburgh area combined with use restrictions on the only available parcel of sufficient size to accommodate a mini-supermarket make this impossible. Instead, the Carrick Shopping Center (District 5) *is providing a community-serving "node," anchored by the Rite Aid drug store. This node supports day-to-day needs of residents situated closer to the middle of the Corridor.*

District 6

Conditions and Consultant Observations

District 6, located between E. Agnew Avenue and W. Cherryhill Street, is the largest Brownsville Road commercial node in Carrick. The District can be characterized as Carrick's historic and civic

center. At the same time it is not as dense as some of the other commercial nodes of Brownsville Road with several parking lots and large setbacks, as well as a cemetery.

As Carrick's traditional civic center, District 6 contains the former Borough Hall, as well as the Carrick Branch of the Carnegie Library, the fire house, an elementary school, and several churches. Though the library is currently located in the District, other locations are being pursued to provide the community with a larger facility. Roosevelt Elementary School is located on the node's northern edge at Cherryhill Street and appears to be newly renovated and expanded. District 6 likely has more churches than any other along Brownsville Road, including St. Basil's, Concord Presbyterian, Lutheran Church of the Redeemer, and Zion Christian Church with its affiliated senior center. The vacant Basil's School sits just off Brownsville Road on Concord Street, which presents a tremendous redevelopment opportunity. In addition to the numerous institutional offerings, District 6 is home to many service-oriented businesses. The area contains both a Huntingdon Bank and a credit union. Other services include a dance studio, the office of State Representative Harry Readshaw, a dental office, a taxidermist, a funeral home, and a shoe repair shop. There are also three contractors in the node, including an electrical contractor. On the south end of the District is the closed Carrick Recreational Bowling Center, a filming site for the movie *Kingpin*.

The retail offerings in District 6 are fairly limited considering the geographic size of the node and the neighborhood it serves. Retailers include two convenience stores opposite one another, candy store, saloon, coffee shop, nail salon, two restaurants, a deli, cell phone store, hair salon, and music store. In the center of the District is the popular establishment Whoville's, which appears to draw clientele from beyond Carrick due to its beer selection.

Community Input

Several stakeholders agreed that District 6 was a good location for new residential development, including live/work space. They thought that many opportunities existed, particularly in the vicinity of the former Carrick Borough Hall where there are several unique but underutilized buildings with upstairs space suitable for residential uses. Comments were also made about the businesses in the District. It was reported that there used to be many more restaurants and delis in the area that have closed. Some stakeholders mentioned that demand for a unique bowling alley in the vicinity exists, and that the Carrick Recreation Bowling Center should be reopened. Others said the businesses that have remained in this area often don't look like they're open. It was also suggested that facade improvements would greatly help the appearance of the District.

Attendees of the community open house mentioned several positive aspects of District 6, including specific businesses (cafe, dog spa, and candy shop), recently improved lighting, and the Carrick Library. Suggestions for improvement focus on streetscape enhancements, especially lighting, curb bump-outs and crosswalk treatments to improve pedestrian safety, as well as improved traffic light synchronization.

Assets

There are many assets pertaining to District 6. As a relatively weak retail center, the node should be considered for additional residential development in the form of housing conversions from former commercial and institutional uses. The vacant St. Basil's School building, currently offering

54,000 SF for lease, presents one of the best opportunities for residential conversion. The former Acapulco Joe's site, as well as the former Carrick Borough Hall, should also be considered as potential sites for residential conversions. Unlike the other nodes, District 6 contains many large parking lots for the churches and other vacant lots, such as next to the bowling center, that appear to be underutilized. There could be opportunities to negotiate some of these spaces for additional infill development. Another major asset of District 6 is its historic character. This aspect should be further celebrated and exploited to attract new customers and residents, and could be the key feature for enhancing the District's identity.

Challenges

The biggest challenge for District 6 appears to be addressing its scattered yet diminishing retail component while improving its housing conditions. A solution for this would be to systematically decommission the vacant and underutilized commercial supply and convert it to housing. Perhaps alternative forms of housing, such as co-op housing, could be considered. In general, aesthetics could be improved along Brownsville Road throughout the District. Some of the commercial buildings could use facade improvements to better fit an historic Carrick theme. Furthermore, streetscape improvements, including signage, would help brand the identity of Carrick's civic and historic theme.

District Role

District 6—Old Carrick--can be characterized as Carrick's historic and civic center. It contains the former Borough Hall, as well as the Carrick Branch of the Carnegie Library, the fire house, an elementary school, and several churches. Retail offerings are limited largely to a smattering of convenience goods. The District includes two potentially unique business attractions: Whoville's, which appears to draw clientele from beyond Carrick due to its broad beer selection; and the closed Carrick Recreational bowling center, a filming site for the movie *Kingpin*. *A potential role for District 6 is as an historic, but trendy, residential location for young renters and first time homebuyers.* Several attractive mixed use properties along Brownsville Road are vacant and could be rehabilitated to kick-start this effort and the vacant St. Basil's School just off Brownsville Road on Concord Street presents a tremendous redevelopment opportunity.

District 7

Conditions and Consultant Observations

District 7 is a very small node stretching from the south edge of South Side Cemetery to Thielman Avenue, and highlighted by the Colteryahn Dairy. While the dairy is a significant presence in the Carrick community, including the offices opposite the production facility, there is little else to the District commercially. The node contains two bars, an vacant former auto transmission center, and a funeral home. Next to the dairy's production facility is a vacant storefront used for storage. Across the street are two additional vacant storefronts.

Community Input

Most stakeholders agreed that the effort to enhance the Colteryahn Dairy is a great idea. Press has been good for the project and the family is excited about it, as are local officials. While the

operation appears unassuming, it produces and bottles milk and other products, including iced tea, for a wide distribution area encompassing several states. Several of the stakeholders expressed the need for improvements to the District related to the dairy as well as other businesses that could be supported by its new image as a destination, particularly new restaurants.

There are many opportunities to be creative with the dairy district and use it as a real economic driver, tying together green elements, promoting transit-oriented development, making aesthetic improvements, and attracting new customers and residents to the area. The owner is interested in promoting green manufacturing with an emphasis on technology and educating the public on the process of producing dairy products. Many agreed that the green theme is a good one.

District 7 was also discussed as a possible location for a new Carrick Library. The specific site mentioned was the vacant lot across from the dairy and possibly surrounding properties. The Carnegie Library has been pursuing these possibilities but having limited success in making contact with the owners.

As with several of the other Districts, suggested improvements for District 7 solicited at the community open house centered around improving the safety and streetscape of Brownsville Road. Specific ideas include more trees, improved sidewalks, painting crosswalks with signs, pedestrian-triggered mid-block crossings, more street sweepings, and better police enforcement. In addition, suggestions were made for the dairy, including improving the facade painting a mural on the large blank wall. It was also mentioned that 1532 Brownsville Road is for sale, a 3-story bar-restaurant with lots of potential.

Assets

The Colteryahn Dairy is a significant attribute of the South Side, Brownsville Road, Carrick, and District 7. As an underappreciated regional asset, the dairy is working with EDS and the community to enhance its image and promote green technology while simultaneously revitalizing the neighborhood. A grant has been secured to hire an architect to identify design and development concepts as part of a Dairy District, the results of which could bring significant attention, resources, and customers to this part of Brownsville Road. While there is little room for the dairy to expand as part of any improvements, there is a vacant lot at the corner of Brownsville Road and E. Meyers Street that could be considered for development.

Challenges

Like many of the other commercial nodes of Brownsville Road, the challenges of District 7 mostly relate to commercial vacancies and aesthetics such as facades and streetscape. The Dairy District plan, however, will likely address these issues and provide recommendations for improvements to the district's appearance. Furthermore, implementation of the plan and continued success of the dairy will likely lead to increasing interest on the part of prospective businesses to fill the existing vacancies.

District Role

The presence of the Colteryahn Dairy as the anchor to District 7 provides an obvious and potentially dynamic role for this District as a *Dairy District serving a regional theme market*, the

creation of which is already underway. An architecture team is currently designing potential development, thematic, and aesthetic improvements for the area.

District 8

Conditions and Consultant Observations

District 8 is the northern-most commercial node of Brownsville Road in the study area. This node, which extends from Calhoun Avenue to the South Side Cemetery, is identified largely by the Carrick/Mt. Oliver Shopping Center shopping center, but also contains individual retailers and other businesses along Brownsville Road. While the District is not as large as others in the Brownsville Road study area, it does contain several key community-serving retailers.

The Carrick/Mt. Oliver Shopping Center is an older neighborhood-serving shopping center anchored by a 21,000 SF Shop 'n Save supermarket, the only other grocery store in the study area. Within the small shopping center are other retailers including a pizza shop, tobacco store, card/gift store, take-out restaurant, and Citizens Bank. Across the street is a KFC/Taco Bell. Other retailers in District 8 include a social club, two bars, a convenience/ice cream shop, African food store, a salon and barber shop, optician, used furniture store, cell phone store, laundromat, and a Rite Aid. The District also contains a few service businesses, including two accountants, a tailor/seamstress, limousine company, and an auto service center. On the southern end of the node is a closed Dairy Queen. The District also contains a series of vacant storefronts on the west side of Brownsville Road between Minooka Street and Nobles Lane.

Compared to a typical community-serving commercial node with a supermarket, such as District 8, the area is lacking several key retailers that would make it more complete. These include a florist, spirits store, full-service restaurants, and a pet supply store.

Community Input

The primary input regarding District 8 pertained to the viability of the businesses there. While there are newer businesses like the KFC and Rite Aid that appear to be thriving, there is the dated shopping center with no landscaping as well as other vacant retail space. There was a question about who walks versus drives to these businesses and how much parking is necessary. Also, there was a concern about there being too many separate nodes defined for Brownsville Road and how to incorporate the businesses that are located between those nodes.

At the community open house it was mentioned that the Carrick/Mt. Oliver Shopping Center could be more like a community anchor on-par with the Brentwood Towne Center if it had better tenants. Along those lines suggestions were made for more retail diversity, more family restaurant options, a dentist office, a dollar store, and more youth-oriented stores. A specific site was suggested for a restaurant at the end of Nobles Lane where there is currently a car lot. It was also mentioned that the building code needs to be better enforced in the area in addition to the need for a green buffer (trees and grass) along the shopping center parking lot, improved storefronts, and better lighting throughout the District.

Assets

District 8 offers a variety of strengths as a commercial node. Though not a complete neighborhood-serving shopping district, the District has several strong retailers, including such chains as Rite Aid, KFC/Taco Bell, and Shop 'n Save, as well as a Citizens Bank. These businesses typically draw customers from beyond the community, infusing spending from outside, and make District 8 one of the more significant commercial nodes of Brownsville Road. While the District could use more retailers to make it a more complete retail district, several vacant and/or underutilized sites exist as potential development opportunities to house such additional retail. Perhaps the most opportune location is the key vacant corner site at Calhoun Avenue and Brownsville Road, opposite the cemetery. Other potential future redevelopment sites include the limousine service, who indicated an interest in potentially moving, the auto sales/service site, and the used furniture store site. The Carnegie Library is considering several of the sites in the vicinity for a new and expanded Carrick Library.

Challenges

Aside from the need to attract additional retailers to the district, the challenges for District 8 exist mainly in the realm of aesthetics, including signage. There does not appear to be any signage for the shopping center aside from those on the buildings. The district could use identity signage as well. In addition, the large parking lot for the occupies significant street frontage along Brownsville Road and assumes a large portion of District 8. The lot should be screened and buffered with landscaping, perhaps in concert with new signage, to improve the overall appearance. Streetscape elements such as lighting and trees would help create an attractive identity for the District. Furthermore, several of the storefronts could use facade improvements, particularly the vacant ones. However, this will likely not occur until new retailers or other businesses can be enticed to fill the vacant spaces.