

Brownsville Road Corridor Scenic Asset Inventory

Prepared for Economic Development South
By Scenic Pittsburgh
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Introduction

In the first quarter of 2013, Scenic Pittsburgh conducted a Scenic Asset Inventory along the Brownsville Road Corridor in the City of Pittsburgh's Carrick neighborhood and the Borough of Brentwood at the request of Economic Development South (EDS). The inventory began with the goal of identifying, cataloguing and producing recommendations regarding the scenic assets and deficiencies along the corridor between the Calhoun Avenue intersection in Carrick and the Route 51 (Saw Mill Run Boulevard) intersection in Brentwood Borough. SP conducted a walk along the corridor to identify the condition of its scenic structures and formations, viewsheds, vulnerable properties, pedestrian throughways, lighting, utility wires and signage. During the walk, SP collected identifying information and photographs of both scenic assets and deficiencies within the study area.

Content of the Scenic Asset Inventory

This Scenic Asset Inventory contains a general evaluation of the scenic assets and deficiencies along the Brownsville Road Corridor, an analysis of the major scenic resources and scenic challenges in six- to eight-block segments of the corridor and recommendations designed to minimize blight and enhance the impact of the corridor's scenic assets on the overall aesthetic quality of the corridor. At the end of the report, an Appendix catalogs the condition of over one hundred individual structures in the study area.

Scenic Asset and Deficiency Evaluation

This report evaluates a 3.5-mile stretch of Brownsville Road, between Calhoun Avenue and Saw Mill Run Boulevard (Route 51). The corridor runs in a north-south direction and crosses through the City of Pittsburgh's Carrick neighborhood and the Borough of Brentwood. The northern end of the study area begins at the 1000 block of Brownsville Road and the southern end finishes at the 4200 block of Brownsville Road.

The corridor presents a mix of residential and commercial uses, with commercial structures concentrated in the 1000-2900 blocks and in the 4000-4200 blocks of the study area. The corridor features single-family homes, multi-family apartment buildings, churches, cemeteries, schools, public libraries and offices, commercial buildings, gasoline stations and public and privately owned greenspace. The visual environment of the corridor is further influenced by a number of historic homes, monuments and public art displays. The location and condition of each of these elements, and their positive or negative impact on the aesthetic quality of the corridor, varies widely throughout the study area.

Viewsheds

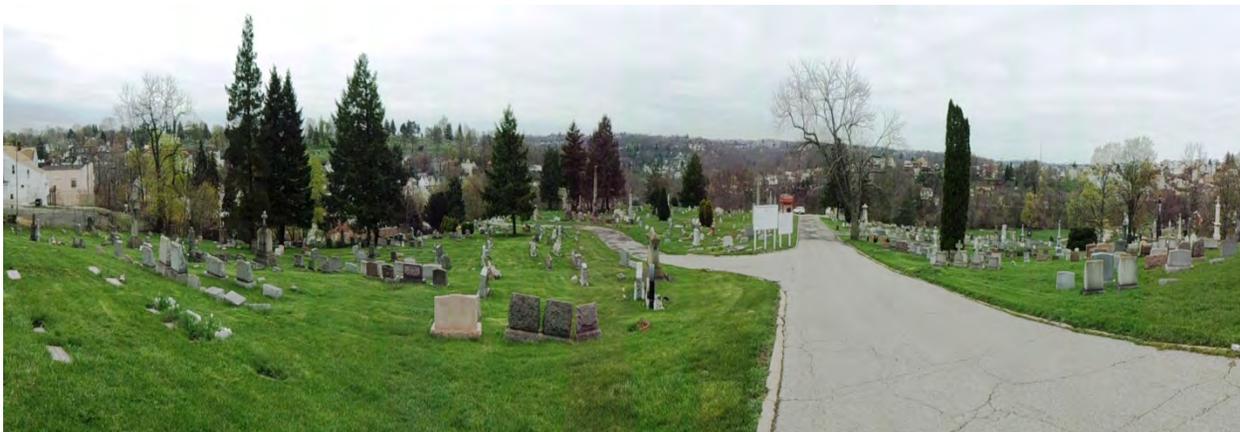
For the purposes of this inventory, SP identified a viewshed as an area of land, water or other environmental element that is visible to the human eye from a pedestrian vantage point along the Brownsville Road Corridor. SP placed particular emphasis on identifying viewsheds that feature significant open space, greenery, or historic and scenic value to the communities within the study area.

Assets

The Scenic Asset Inventory identified two types of viewsheds along the Brownsville Road Corridor: viewsheds that primarily feature greenspace, or green viewsheds, and viewsheds that principally feature urban space, or urban viewsheds.

The green viewsheds along the corridor look over significant distances populated by trees, fields and other environmental formations. Within the study area, green viewsheds appear almost exclusively in the form of cemeteries. There are three green viewsheds along the Brownsville Road Corridor: St. John Vianney Cemetery in the 1000 block, the South Side Cemetery in the 1400 block, and Birmingham Cemetery in the 2500 block.

Of the three, the viewshed at St. John Vianney Cemetery offers the most pronounced and largest vista due to its elevation and position along a curve of the corridor. This vista presents views of the surrounding valley as well as the adjacent hillside.



St. John Vianney Cemetery viewshed.

South Side Cemetery, though larger in acreage, provides the second largest viewshed and offers similar views of rolling greenspace and the nearby hillsides.



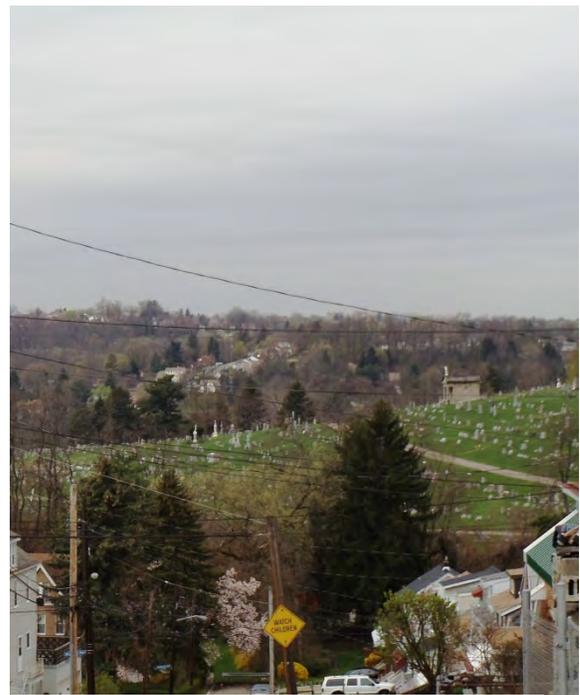
South Side Cemetery viewshed.



The Birmingham Cemetery viewshed.

The Birmingham Cemetery, situated on the east side of the corridor, sits above the pedestrian walkway and provides a smaller visual expanse of greenspace, but one which offers a significant aesthetic quality to the area in which it is located. Within the Birmingham Cemetery, a larger vista is accessible if one walks eastward up the hill, at which point views of both the west and east facing vistas are available.

In addition to the green viewsheds of the corridor's cemeteries, the study area features a number of urban viewsheds. These vistas, which are largely visible from the rear of buildings along the corridor and in places where side streets intersect Brownsville Road,



W. Meyers St. and Brownsville Rd. urban viewshed.

offer views of the adjacent hillsides dotted with picturesque residential buildings, yards and trees. These views represent a type of viewshed that is unique to the Pittsburgh area of western Pennsylvania. The urban viewsheds result from the relatively shallow valleys and consistent height of the upland surfaces of the Pittsburgh Plateau on which the study area sits.¹ These viewsheds allow pedestrians to view the communities rising up on the hillsides that line either side of the study area at virtually every side street, and behind the residential and commercial buildings that line the corridor.

Deficiencies

Both the green and urban viewsheds along the corridor are threatened by numerous scenic deficiencies. Primary deficiencies are those that directly interfere with the viewshed, blocking or obstructing access to



Obstacles to an aesthetically clean pedestrian pathway along the South Side Cemetery viewshed.



Off-premise ad obscuring the St. John Vianney Cemetery viewshed.

the viewshed from the corridor. Principles among the threats to the corridor's viewsheds are off-premise signage and structures in various states of disrepair. For example, the St. John Vianney Cemetery viewshed is blocked in part by a large off-premise advertising sign that directly interferes with the ability of pedestrian traffic to enjoy the expanse of the vista.

In another case, the viewshed at the South Side Cemetery is interrupted by a crumbling pedestrian throughway and a collapsing fence. The urban viewsheds, particularly in the 1000 – 3000 blocks of the corridor, are often flanked or partially obscured by blighted

¹Pennsylvania Department of Conservation and Natural Resources. *Pittsburgh Low Plateau Section, Appalachian Plateaus Province*. <http://www.dcnr.state.pa.us/topogeo/field/map13/13ppls/index.htm>

commercial and residential buildings with deteriorating façades, or are accessible only by pedestrian pathways that are inadequate to facilitate access to the viewsheds.

Secondary deficiencies further minimize the positive impact these scenic viewsheds have on the aesthetic quality of the corridor. SP identified secondary deficiencies as those which detrimentally impact the visual context in which the scenic asset sits, but which may not directly impact the way in which the scenic asset is observed.

Many of the green and urban viewsheds along the corridor rest adjacent or parallel to

blighted structures. For example, the St. John Vianney Cemetery sits across from a neglected building with a large, unkempt parking lot. Many of the urban viewsheds, such as those located at Brownsville and Wysox in the 2400 block, are surrounded by numerous dilapidated structures that detract from the overall impact of the vista. The presence of blight adjacent to the viewsheds distracts from the impact of the viewshed and further complicates the ability of corridor visitors to enjoy the view.



Urban viewshed at Brownsville Rd. and Wysox St. Note the dilapidated condition of the building on the right.

Historic and Culturally Significant Structures

SP identified historic and culturally significant structures as those that were explicitly designated as such by the community, or those which present obvious, visual cues as to their historic or cultural significance. Identified sites included those publicly designated “historic” by the Pittsburgh History and Landmarks Foundation, memorials and examples of public art.

Assets

The Scenic Asset Inventory identified three categories of historic and culturally significant structures along the Brownsville Road Corridor: cultural centers, historic structures and public art displays.

For the purpose of this study, SP defined cultural centers as those buildings or complexes that contribute to an aesthetic sense of community. These structures unify the aesthetics of the Brownsville Road Corridor by allowing the public access to notable architectural beauty and visually appealing landscaping. The corridor's cultural centers include nine churches, two schools and the Brentwood Volunteer Fire Station.

The corridor's churches represent the most powerful visually unifying structures in the study area. All nine churches occupy prominent lots along the corridor and provide focal



St. Basil Catholic Church.

points of notable architecture and artistic glass work and feature landscaping and greenspace that is otherwise absent from the environment in which they are located. For example, St. Basil Catholic Church at 1735 Brownsville Road, built in 1907, features brick construction and Byzantine architecture with a large tower, set on an attractively landscaped plot shared by the parish house. The presence of the church and parish house positively impact the aesthetic environment of the 1700 block, serving as a complement to the parallel Alcoso Credit Union building at

1732 and adjacent residential properties at 1722, both of which mirror the level of upkeep and brickwork of the church itself.

The St. Sylvester Catholic Church at 3754 Brownsville Road, built in 1957, provides a similar visual focal point for the surrounding environment. Whereas the visual context surrounding St. Basil Catholic Church is commercial, the properties surrounding St. Sylvester are principally residential in nature.



St. Sylvester Catholic Church.

The St. Sylvester Catholic Church features a large yard with a number of public benches in addition to an elegant brick façade and stained glass windows. The greenspace complements that of the surrounding residential properties which feature significant setbacks from the road, while simultaneously implying that the church is a place for residents and visitors to congregate.

The other seven churches along the corridor: the Evangelical Lutheran Church of the Redeemer at 1628, the Concord Presbyterian Church at 1907, the Zion Christian Church at 2019, the St. Pius X Byzantine Catholic Church at 2336, the Stewart Avenue Lutheran Church at 2810, the Concordia Lutheran Church at 3109, the Brentwood Christian Church at 3227, the Brentwood Presbyterian Church at 3725 and St. Peter's Episcopal Church at 4048, provide a sense of visual continuity from one block to the next.



Concord Elementary School.

In addition to the positive aesthetic influence of the churches situated along the corridor, other public and private institutions with large campuses contribute positively to the visual quality of the study area. For example, the Concord Elementary School at 2340 Brownsville Road and the Brentwood Middle and High School at 3601 Brownsville Road contribute similar visual focal points to the corridor, featuring large tracts of landscaped

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Brentwood Middle and High School.



Brentwood Volunteer Fire Station.

greenspace and well-maintained buildings. Similarly, the Brentwood Volunteer Fire Company Station at 3433 provides for a wide swath of open space that, from certain angles, permits visual access to the urban viewshed flanking the station and allows for



Holleman House



H. P. Malick House

a visual break along the corridor. The corridor features two visually identifiable historic homes and one historic monument. The first home, called the Holleman House, is located at 3200 Brownsville Road and was built in 1920².

The second historic home, the H.P. Malick House, was built in the early 20th century and is located at 3406 Brownsville Road. It is the current residence of former Allegheny County Commissioner Bob Cranmer. The H.P. Malick House features its historic designation plaque from the Pittsburgh History and Landmarks Foundation prominently at the entryway to the property, and is visible from the corridor. Both houses share exceptional architectural beauty and stand out among the other residences of the corridor.



John M. Phillips Memorial Plaque

In addition to these historic homes, the corridor features one memorial plaque at 2318 Brownsville Road. The plaque is dedicated to John M. Phillips, creator of the state game land system, who lived in Carrick at that address.

²Wikipedia. List of Pittsburgh History and Landmarks Foundation Historic Landmarks. http://en.wikipedia.org/wiki/List_of_Pittsburgh_History_and_Landmarks_Foundation_Historic_Landmarks

Two public murals are located in commercial districts of the corridor: an image of the ocean at 1135 Brownsville Road, entitled *The Carrick Project*, by Matthew Piper, and a symbolic representation of Carrick entitled, *Carrick Above Us*, by Phillip J. Seth at 1917 Brownsville Road³.

Deficiencies

The identified cultural centers and historic structures are free from primary deficiencies that directly interfere with the ability of corridor travelers to observe and enjoy their unique aesthetic quality. However, a number of these identified scenic assets suffer from secondary deficiencies similar to those faced by many of the corridor's viewsheds. The secondary deficiencies include blight in the surrounding visual context that diminishes the visual quality of the asset in so much as it impacts the environment surrounding the cultural center, historic structure or public art.



Zion Christian Church.

and features chipping paint on its façade. The aesthetic quality of Concord Presbyterian Church at 1907 Brownsville Road is similarly challenged by the presence of dilapidated storefronts on the opposing side of the streets as well as a deteriorating pedestrian sidewalk in front of the church. The Zion Christian Church at 2019

Of the nine churches, five are significantly impacted by blight in their surrounding visual context. St. Basil's Catholic Church at 1735 Brownsville Road, while positively related to the properties immediately surrounding the Church, is negatively impacted by the currently-vacant storefront, formerly known as Acapulco Joe's. This empty commercial property is beset by "for sale" signs



Unattractive façades across from the Zion Christian Church

³Pittsburgh Outdoor Murals and Art. *Carrick*. <http://www.pghmurals.com/Carrick-PA-murals-public-art.cfm>

Brownsville Road, while presenting one of the greenest façades in the corridor, faces the 2000 block which is almost uniformly ugly. The 2000 block of Brownsville Road features exclusively outdated or neglected storefronts along the entire west side of the corridor. To a much less severe degree, the Brentwood Presbyterian Church at 3725 Brownsville Road sits adjacent to two empty storefronts which are begging to show signs of neglect. Similarly, the lone memorial plaque of the corridor is situated parallel to three enormous off-premise signs which distract entirely from the plaque's existence.



Carrick Project mural next to a power station.

The two murals of the corridor face primary scenic deficiencies in the form of structures, signs and vehicles that obstruct the view of the assets. *The Carrick Project* mural is positioned directly next to a power station, and from some angles, is obstructed by it. The *Carrick Above Us* mural faces the challenge of vehicles parking directly in front of the mural in the adjoining parking lot.

Throughways

This inventory focused on public, pedestrian throughways only in the case that they contributed, positively or negatively, to the visual quality of the corridor.

This report evaluates instances of aesthetically damaging throughway conditions and the relationship of the pedestrian walkway to viewsheds and other scenic assets. This inventory did not attempt to evaluate the utility of the pedestrian throughway from a transportation perspective.



Carrick Above Us mural, obscured by vehicles.

Assets

This inventory identified the types of scenic assets that contribute to aesthetically pleasing pedestrian throughways. The most important scenic element identified aligns

with the need for accessible walkways throughout the corridor: safe, even sidewalks without the hazards of crumbling, uneven pavement.

Though there are places in which the sidewalks exhibit the positive qualities of even pavement without crumbling or cracking, the walkways become most consistent around the 2900 block of the Brownsville Road Corridor. Between the 2900 block and the 4200 block, the sidewalks exhibited virtually no disrepair and contributed positively to the aesthetics of the corridor. The smooth, consistent lines of the sidewalks created appealing visual symmetry and stylistic uniformity that serves to increase the sense of safety, openness and accessibility along the corridor.



Sidewalk along the 3200 block of Brownsville Rd.



Flowering trees along the 2900 block of Brownsville Rd.

Secondary assets were identified in terms of their contribution to an aesthetically pleasing corridor. The secondary assets identified include: appropriately sized and well-maintained trees, well-maintained planters, aesthetically pleasing light fixtures and public benches.

Deficiencies

Aesthetic deficiencies in the pedestrian thoroughway are conversely linked to the identified assets: crumbling, inaccessible or poorly maintained sidewalks. These deficiencies appear in many places along the corridor, but are concentrated in the 1000 to 2800 blocks. Of particular note are hazards in the walkways that adjoin to concrete staircases, such as that which appears at Brownsville and



Crumbling sidewalk outside of Concord Presbyterian Church, 1800 block of Brownsville Rd.



Dilapidated walkway at the Cooperfield Ave. and Brownsville Rd. intersection.

Cooperfield Avenue in the 1900 block of the Brownsville Road Corridor. Deterioration of this walkway, its railing and stairs, not only contributes to a displeasing aesthetic, but also implies that the area in which it is situated is neglected and unsafe.

Attractive and Vulnerable Properties

Assets: Attractive Properties

This inventory defines attractive properties as those which possess all or most of the following characteristics: a façade that appears clean and in good repair with no visible structural damage; landscaping of yards and trees that demonstrates an appropriate amount of maintenance; structures with interesting architectural details; and properties which otherwise contribute to a visual sense of stylistic consistency along the corridor. Attractive properties identified included single family residential, multi-unit residential, mixed-use and commercial properties.



Attractive single family residential building at 3337 Brownsville Rd.

Single family residential units offered the most consistent examples of attractive properties along the Brownsville Road Corridor. Specific properties were identified in nearly every segment of the corridor, with particular concentration in the 2900 to 4200 blocks of Brownsville Road. Many of these structures share common aesthetic properties that

contribute to a uniform and appealing appearance. For example, often the single family residential buildings identified exhibit significant setback from the road, manicured lawns with large shade trees and clean, sound brick, plaster or wooden façades. Some of these homes, like that at 1425 Brownsville Road, demonstrate an obvious connection to the Victorian Era style of architecture. Other homes along the corridor exhibit similar architectural styles,



Attractive single family residential building at 1425 Brownsville Rd.

like that at 3337 Brownsville Road. The regular occurrence of homes like these along the corridor contributes to a distinct sense of the corridor as place, dating back to a specific time in history.

In addition to the many scenic single family residential homes identified as attractive properties, a number of multi-unit residential buildings were similarly identified as contributing positively to the overall visual quality of the corridor. For example, the row of apartment buildings at 2329 Brownsville Road exhibit clean, modern façades, with charming brickwork and well-maintained trees and shrubberies. Some apartment units like that at 2117 fulfill the function of providing greenspace to the corridor by offering an open courtyard with a wide lawn, trees and benches.



Apartments at 2329 Brownsville Rd.

A number of commercial spaces in the study area also enhance the visual quality of the corridor, particularly in the 4000 to 4200 blocks of Brownsville Road. This area, part of the Brentwood Towne Square, offers a number of stylistically uniform, well-maintained façades alongside trees, planters, public seating and other aesthetically pleasing elements of a contemporary shopping district.



Commercial district along the 4100 block of Brownsville Rd

Deficiencies: Vulnerable Properties

For the purpose of this study, SP identified vulnerable properties as those most at risk for blight and those displaying obvious, visible signs of deterioration.

Vulnerable properties

identified included commercial, mixed-use and multi-unit residential buildings. Many of the properties showed unmistakable signs of vacancy. In other instances, occupancy was either irrelevant or undeterminable. In both cases, these structures were judged to be harmful to the aesthetic quality of the corridor as a whole.

Vulnerable and vacant properties represent the single greatest source of blight along the Brownsville Road Corridor. Not all vacant properties are dilapidated, and not all dilapidated properties are vacant. However, there appears to be a strong correlation between observable vacancy, neglect and façade deterioration.



2000 block of Brownsville Rd.

The 2000 block of the Brownsville Road Corridor demonstrates the scale of blight associated with vacant and vulnerable properties in the study area. Of the ten buildings along the west side of the corridor, not one presents with a clean, modern façade. Many of the buildings are empty and those that appear to be occupied have plywood in the place of missing doors and windows and appear dirty and in disrepair. Exasperating the visual impact of these blighted properties, their position across from the Zion Christian Church and the attractive Hornaday Street, creates a discordant visual environment that fails to take advantage of the corridor's scenic assets.

Similarly, the former Dairy Queen at 1303 Brownsville Road sits on a large, open lot across from the



Former Dairy Queen, 1303 Brownsville Rd.

South Side Cemetery. It is set back from well-maintained buildings and greenspace, thus drawing the attention of observers to its unused state and to the graffiti on its façade. The structure's location detracts from the surrounding buildings and greenspace, diminishing the positive impact of what might otherwise be considered scenic assets.

Some structures, like the former pharmacy at 2215 Brownsville Road, have been vacant for more than a decade. The aforementioned building features a trinity of blight: obvious structural neglect, a deteriorating façade, and a plethora of unattended, inappropriate and outdated commercial signage for products that have not been sold in that location for over ten years. Additionally, this structure sits directly across from well-maintained single family residential buildings in the corridor, essentially eliminating their impact as scenic assets.

Situations like those described above recur throughout the corridor with unfortunate frequency. This type of blight is concentrated between the 1000 and 2900 blocks of the corridor, particularly in areas where there are a large number of commercial structures and multi-unit residential buildings. Areas of the corridor occupied by single family residential buildings appear to be less likely to produce vulnerable properties.



Former pharmacy 2215 Brownsville Rd.

Signage and Utility Wires

For the purposes of the inventory, SP noted the presence of signage, lighting and utility wires along the corridor. Some examples of appropriate levels of signage and overhead utility wires were identified. However, this inventory determined that in nearly all cases, the presence of commercial signage and utility wires acted as a primary scenic deficiency and in some way interrupted, obstructed or otherwise negatively impacted the aesthetic quality of the corridor.

Assets

A few examples of appropriate and aesthetically pleasing signage were noted along the corridor. Common among these were instances in which the signs matched the overall design of areas in which they were situated, thereby enhancing the visual quality of their environment rather than distracting from surrounding scenic assets. For example, the street sign marking the intersection of Brownsville Road and Graper Street in the 3700 block of Brownsville Road demonstrates the way in which directive signage can be cohesive with the overall aesthetic environment of the corridor. This sign features white lettering and scroll work and is hung from a lamppost that clearly references the gas lamps of the 20th century. These features are appropriate for the sign, particularly as it sits in front of the Brentwood Presbyterian Church.



Directive street sign at the intersection of Brownsville Rd. and Graper St.



Homes along the 4000 block of Brownsville Rd.

The presence of overhead lighting and utility wires can only be considered a scenic asset when said wires are few and far between. In this case, the setbacks accompanying the residential properties in the 4000 block allow the presence of utility wires to be relatively visually unobtrusive. However, there is no case in which the

existence of overhead utility wires truly contributes positively to the aesthetic quality of a corridor.

Deficiencies

The persistent presence of overhead utility wires along the full length of the study area proved to be tremendously obtrusive and contributed to a sense of visual clutter, even

in parts of the corridor that otherwise would exhibit no signs of blight. These overhead power lines obscure historic and culturally significant structures, distract from public art, mask attractive properties and interrupt the normal growth of the corridor's trees and greenspace. They make aesthetically appealing segments of the Brownsville Road Corridor less appealing, and make blighted segments even worse. Wherever they are, they detract from the quality of the visual environment.



Utility wires along the 1000 block of Brownsville Rd.



Utility wires along the 3700 block of Brownsville Rd.

Similarly, the presence of context insensitive signage damages the visual environment through the application of poorly maintained or garish commercial advertisements. Of particular concern are off-premise signs, of which there are six within one block (2300) of the corridor, and large signs associated with the corridor's bars and beer distributor.



Off-premise advertising in the 2300 block of Brownsville Rd.



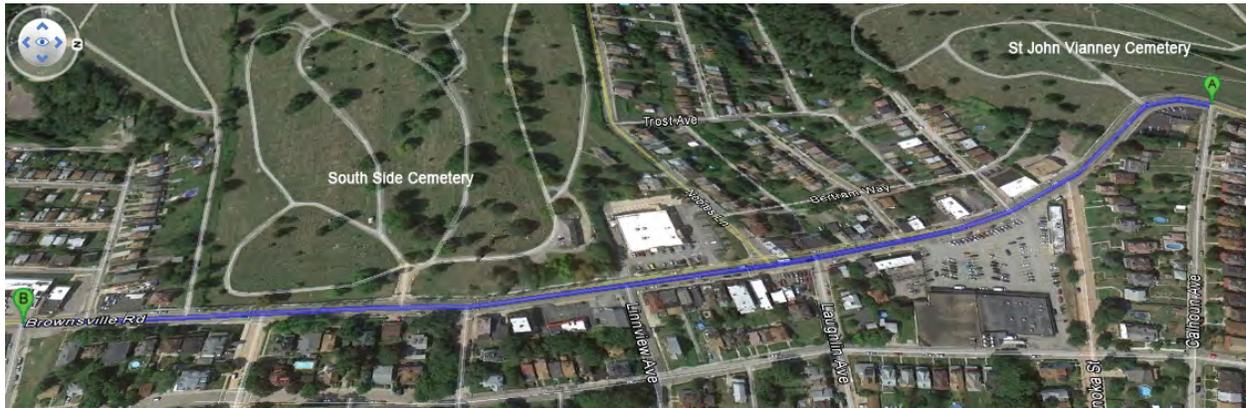
Signage on the Beer 4 Less beer distributor, 2300 Brownsville Rd.

In both cases, the garish messaging provided by both types of signs is inconsistent with a neighborhood that values its aesthetic quality and scenic resources. The signs cheapen and commercialize the public space and provide no aesthetic value to the other residents and businesses populating the corridor.

Brownsville Road Corridor Segment Analysis

The following portion of the Scenic Asset Inventory provides a concise summary of the scenic resources and challenges faced by six- to eight- block segments of the Brownsville Road Corridor. Images and addresses of each item listed can be found in the Appendix.

Segment 1: Blocks 1000 to 1500



This segment of the Brownsville Road Corridor stretches from Calhoun Avenue and East Meyers Street.

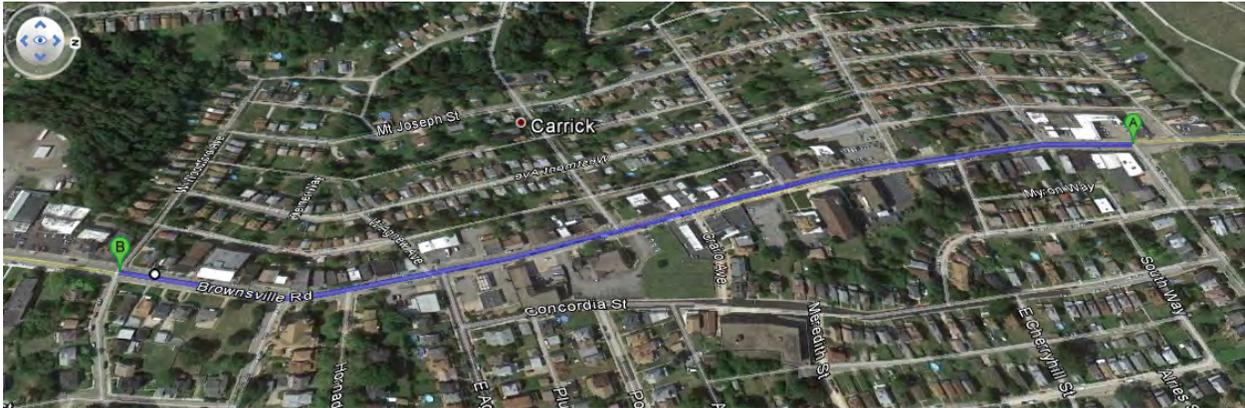
Greatest Scenic Resources:

- St. John Vianney Cemetery green viewshed
- *Carrick Project* mural
- South Side Cemetery green viewshed
- Historic homes at 1415 and 1525
- W. Meyers Street urban viewshed

Greatest Scenic Challenges

- Off-premise advertising sign along the St. John Vianney Cemetery green viewshed
- Vulnerable properties at 1001, 1042 and 1138
- Vacant former Dairy Queen Building at 1303
- Crumbling and dangerous sidewalks

Segment 2: Blocks 1600 to 2000



This segment of the Brownsville Road Corridor stretches from East Meyers Street to W. Woodford Avenue.

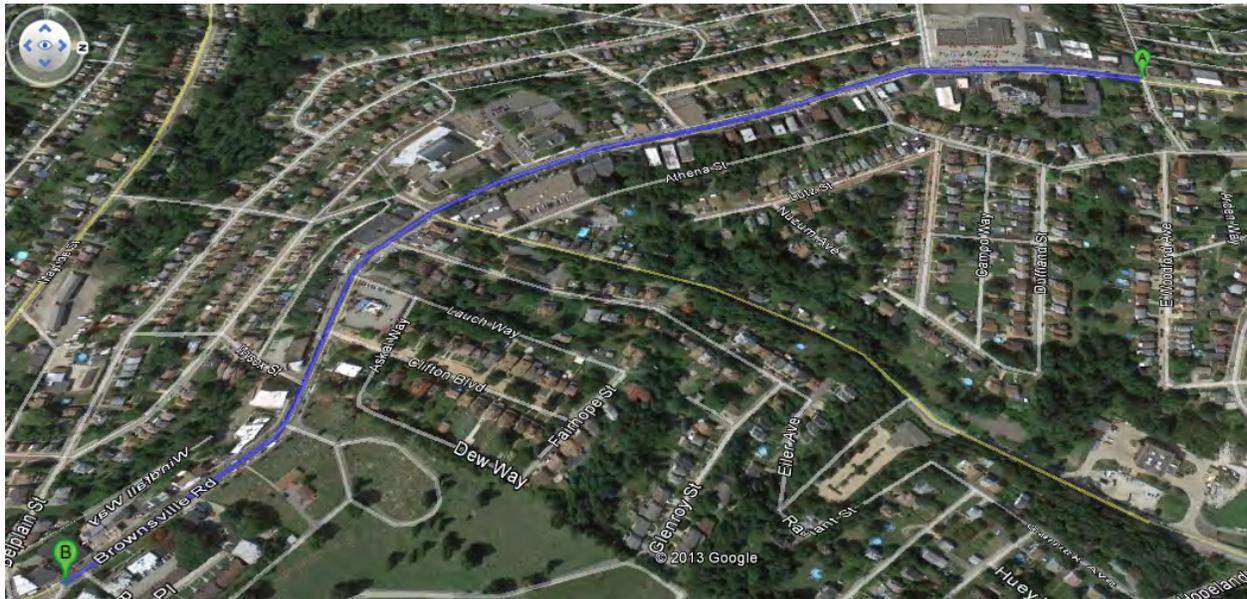
Greatest Scenic Resources:

- Evangelical Lutheran Church of the Redeemer
- No. 23 Pittsburgh Fire Station, Carrick
- St. Basil Catholic Church
- Concord Presbyterian Church
- Cooperfield Avenue urban viewshed
- *Carrick Above Us* mural
- Zion Christian Church

Greatest Scenic Challenges

- Fading Colteryahn Dairy wall sign at 1601
- Vulnerable properties at 1611, 1615, 1804, 1906, 1908 and 2020
- The entire blighted 2000 block
- Crumbing sidewalk along the 1800 block and at the Cooperfield Ave. intersection

Segment 3: Blocks 2100 to 2500



This segment of the Brownsville Road Corridor stretches from West Woodford Avenue to Churchview Avenue.

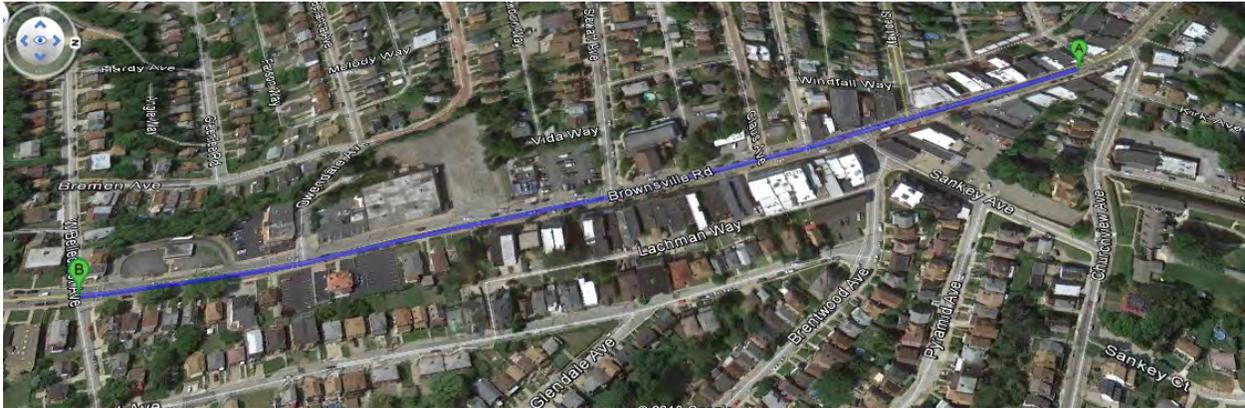
Greatest Scenic Resources:

- Attractive multi-unit residential buildings at 2117, 2129, 2329, 2357 and 2531
- Attractive single family residential buildings at 2224, 2226, 2314 and 2316
- Memorial plaque honoring John M. Phillips
- Becks Run Road urban viewshed
- Wysox Street urban viewshed
- St. Pius X Byzantine Catholic Church
- Concord Elementary School
- Birmingham Cemetery green viewshed

Greatest Scenic Challenges

- Vulnerable properties at 2113, 2215, 2420, 2476, 2500, 2516, 2522, 2523 and 2548
- Excessive signage on the Beer 4 Less beer distributor building
- Six off-premise advertising signs along the 2300 block

Segment 4: Blocks 2600 to 3000



This segment of the Brownsville Road Corridor stretches from Churchview Avenue to West Bellecrest Avenue.

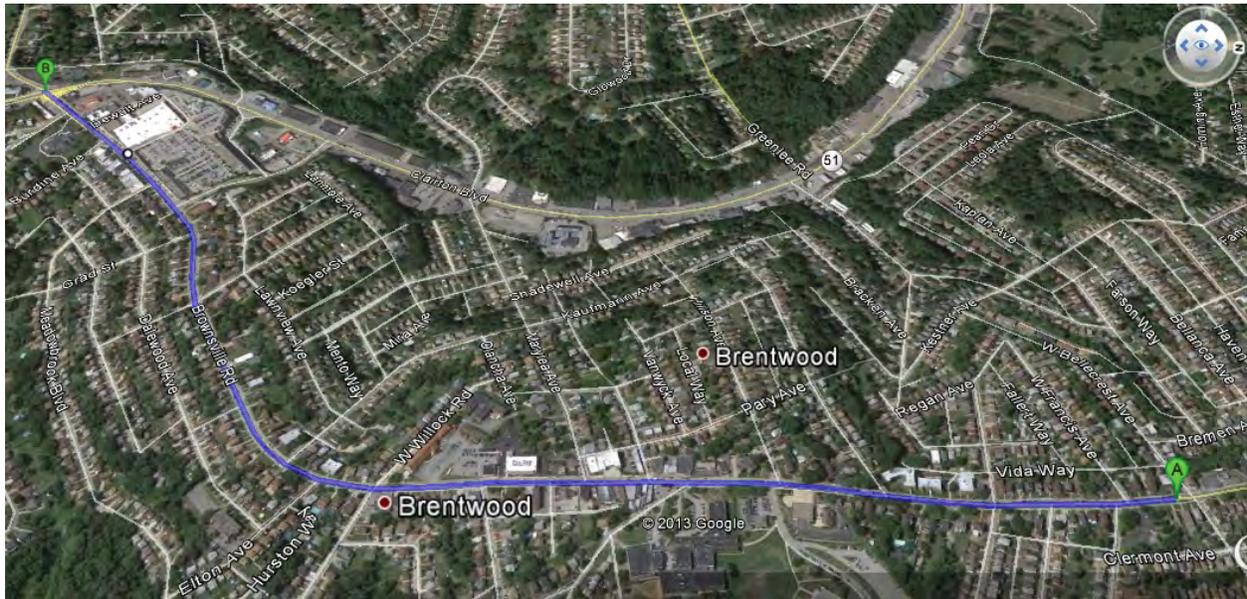
Greatest Scenic Resources:

- Stewart Avenue Lutheran Church
- Attractive sidewalks and streetscape along the 2900 block
- Pittsburgh stairs at 2917

Greatest Scenic Challenges

- Vulnerable properties at 2603, 2604, 2608, 2609, 2611, 2623, 2630, 2719, 2811, and 2915
- Excessive signage on the Mooney's Place bar at 2612
- South Hills Judo Club fading wall sign at 2620
- Former Giant Eagle at 2920
- Abandoned, faded sign at 2923

Segment 5: Blocks 3100 to 4200



This segment of the Brownsville Road Corridor stretches from West Bellecrest Avenue to Saw Mill Run Boulevard (Route 51).

Greatest Scenic Resources:

- Concordia Lutheran Church
- Attractive single family residential buildings at 3112, 3212, 3233, 3332, 3801, 3856, 3910, 4024, 4026, 4055 and 4057
- Catskill urban viewshed
- East Garden urban viewshed
- Towne Square urban viewshed
- Historic Landmark homes: the Holleman house at 3200 and the H. P. Mallick house at 3406
- Brentwood Christian Church
- Brentwood Volunteer Fire Company Station
- Brentwood Middle and High School
- Brentwood Presbyterian Church
- St. Sylvester Catholic Church
- Klein's Flower Shop and Greenhouse at 3912
- St. Peter's Episcopal Church
- Brentwood Towne Square shopping district

Greatest Scenic Challenges

- Vulnerable properties at 3735 and 4135

Recommendations

The following recommendations are designed to act as a starting point for EDS and Brownsville Road Corridor communities as they begin to take stock of their scenic assets and integrate scenic conservation into their long-term development plans.

Recommendation 1: Target Existing Scenic Assets

The Brownsville Road Corridor communities should choose scenic conservation projects that seek to eliminate blight in the environment surrounding pre-existing scenic assets. By remediating scenic deficiencies in the areas surrounding the corridor's scenic assets, the Brownsville Road Corridor communities will be able to maximize the impact of their scenic assets.

Restoring a dilapidated structure next to one of the corridor's many cultural centers, for example, will allow that cultural center to become the focal point of that segment of the corridor. Reducing or mitigating the scenic deficiencies that surround the scenic assets will enable the corridor's greatest scenic resources to define the visual environment without having to compete with blight for the attention of individuals passing through the corridor.

SP would recommend that the Brownsville Road Corridor communities first target specific instances of blight surrounding their scenic viewsheds. These viewsheds represent and define the Brownsville Road Corridor Communities, and by removing excessive signage, addressing dilapidated structures and repairing obstructed walkways the communities can ensure that visitors have the opportunity to enjoy the corridor's viewsheds in their purest form.

Recommendation 2: Choose "Big-Impact" Scenic Projects

The Brownsville Road Corridor communities should engage in community development projects that will make the largest and longest lasting impact on the visual quality of the study area. In light of the concerns raised by this report, SP would recommend that the Brownsville Road Corridor Communities pursue a plan to underground the lighting and utility wires along the length of the corridor.

Though a project of this nature would, by necessity, require large-scale planning and funding, the impact of such an action on the aesthetic quality of the community would be significant. The visual clutter imposed by countless utility poles and wires would be permanently eliminated, the wires would no longer interfere with the trees and greenspace along the corridor and utilities would be better protected from storms and extreme weather.

Such a project has the additional benefit of allowing the Brownsville Road Corridor communities to assess the condition of their pedestrian sidewalks and consider repairing the concrete, as undergrounding the utility lines may require the recasting of many walkways along the corridor.

Recommendation 3: Explore Cross-Municipal Scenic Solutions

Visitors to the Brownsville Road Corridor experience its length organically, as a single pathway through the South Hills of Pittsburgh. The municipal boundaries that separate Carrick and Brentwood will have little meaning for those individuals looking to explore this side of the Greater Pittsburgh Metropolitan Area. Blight that impacts one community along the corridor thus impacts all of the communities.

With this in mind, SP recommends that the Brownsville Road Corridor communities collaborate on community development projects and corridor branding strategies that emphasize the shared aesthetic qualities of the communities. The Brownsville Road Corridor communities have much in common: from the presence of numerous, diverse cultural centers, educational campuses and historic homes to the type of trees and vegetation that thrive in a shared environment.

By creating an aesthetically similar series of streetscapes and façade improvements, the Brownsville Road Corridor communities will generate a stylistically consistent image that generates a sense of the place in the community and encourages residents and visitors to enjoy the beautiful, vibrant corridor environment.