

AVENUES OF

Avenues of Hope
Business District Strategic Plan
Perrysville Avenue



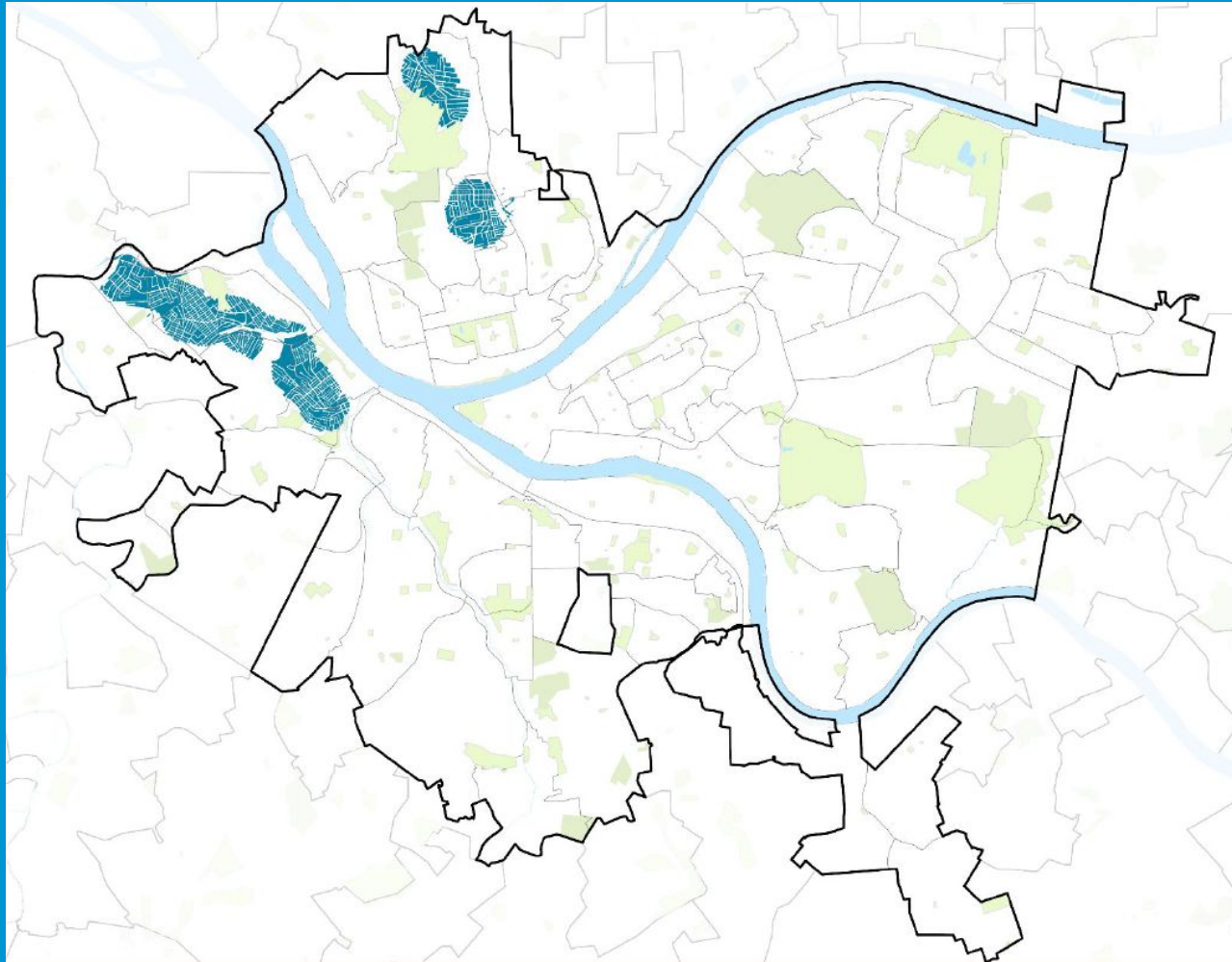
Our Mission & Vision

We exist to support the City of Pittsburgh's economic development goals, which are designed to create a city of inclusive opportunity for residents, stakeholders, and communities.



Avenues of Hope Initiative

A holistic model for rebuilding Pittsburgh's Black main streets



Place-based, people-first approach that intervenes across all layers of successful, healthy, and sustainable main street development.



Business District Strategic Plan

RESILIENT
MAINSTREETS
NEED A
(Business District)
PLAN!

A Business District Plan is a document designed to guide future commercial development of a community.

It presents a **vision** for the future, with **long-range goals** and objectives that align the city of Pittsburgh and its stakeholders.

The URA hired evolveEA to complete a Business District Strategic Plan that could help guide how future funding could support the inclusive growth of neighborhoods.

Parts of the Plan

PL

PLACEMAKING

What existing assets can we leverage?

CO

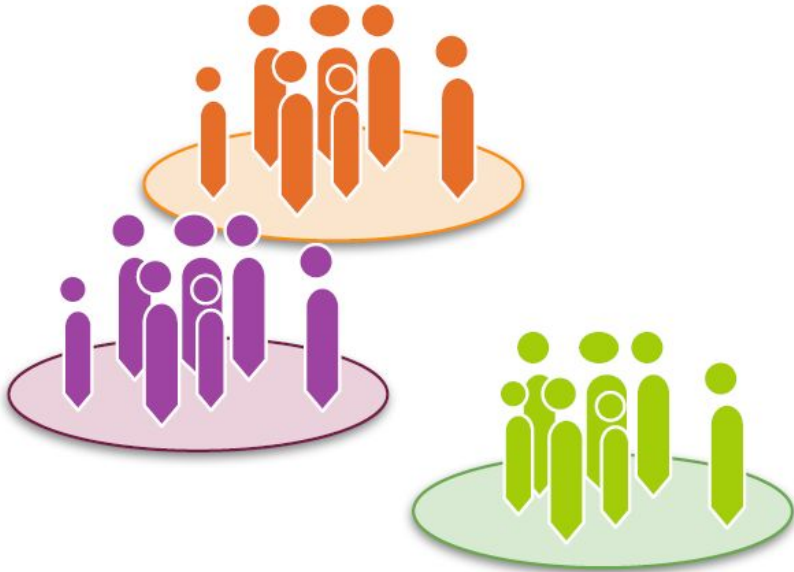
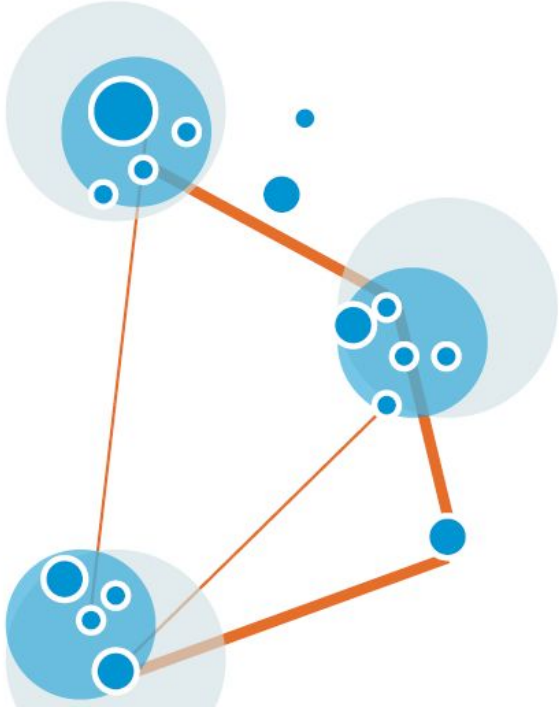
COMMUNITY

How can people focused programming give us a competitive advantage?

BU

BUSINESS

How can we support business startup & growth?



PERRYSVILLE AVE CORRIDOR

Perrysville Avenue is an extension of Federal Street and connects local neighborhood centers such as the **Perrysville @Baytree Street** in Observatory Hill (Perry North) and the **Perrysville @North Charles Street** and **Perrysville @Wilson Avenue** neighborhood center in Perry Hilltop (Perry South). While along the same corridor, the southern and northern parts of Perrysville Avenue have different challenges and opportunities to address through future investment opportunities.

Perrysville Avenue contains many historically relevant structures and was home to several notable people. This includes Hall of Fame catcher for the Homestead Grays, Josh Gibson. Dorothy Richardson, a notable community activist, lived in the Charles Street Valley who, with her neighbors, helped renters become homeowners and started a new model of community development for better housing. Astronomer John Brashear also lived by the Perrysville @Wilson Avenue neighborhood center and his home is currently a historic landmark. Other additional historic sites are the Venango Indian Trail, Western University of Pennsylvania, and the original Allegheny Observatory.

Due to white flight and the creation of the highway that connects Pittsburgh to the suburbs in the North Hills, population began to decline by the Perry South neighborhood centers starting in the 1960s, at which time the peak population was around 16,000 people. Between 1990 and 2010, the population declined at a higher rate than Pittsburgh in total, to about one-third of its peak population, about 5,200 people. As the population declined, the percentage of African Americans living there rose and were left to deal with the effects of the disinvestment that followed.




Main Street Goals

- 01 Create a business district that is organic, vibrant, equitable, and safe**
- 02 Bring back businesses that are small and affordable**
- 03 Aim to support a thriving community filled with laughter**




NEIGHBORHOOD CENTERS

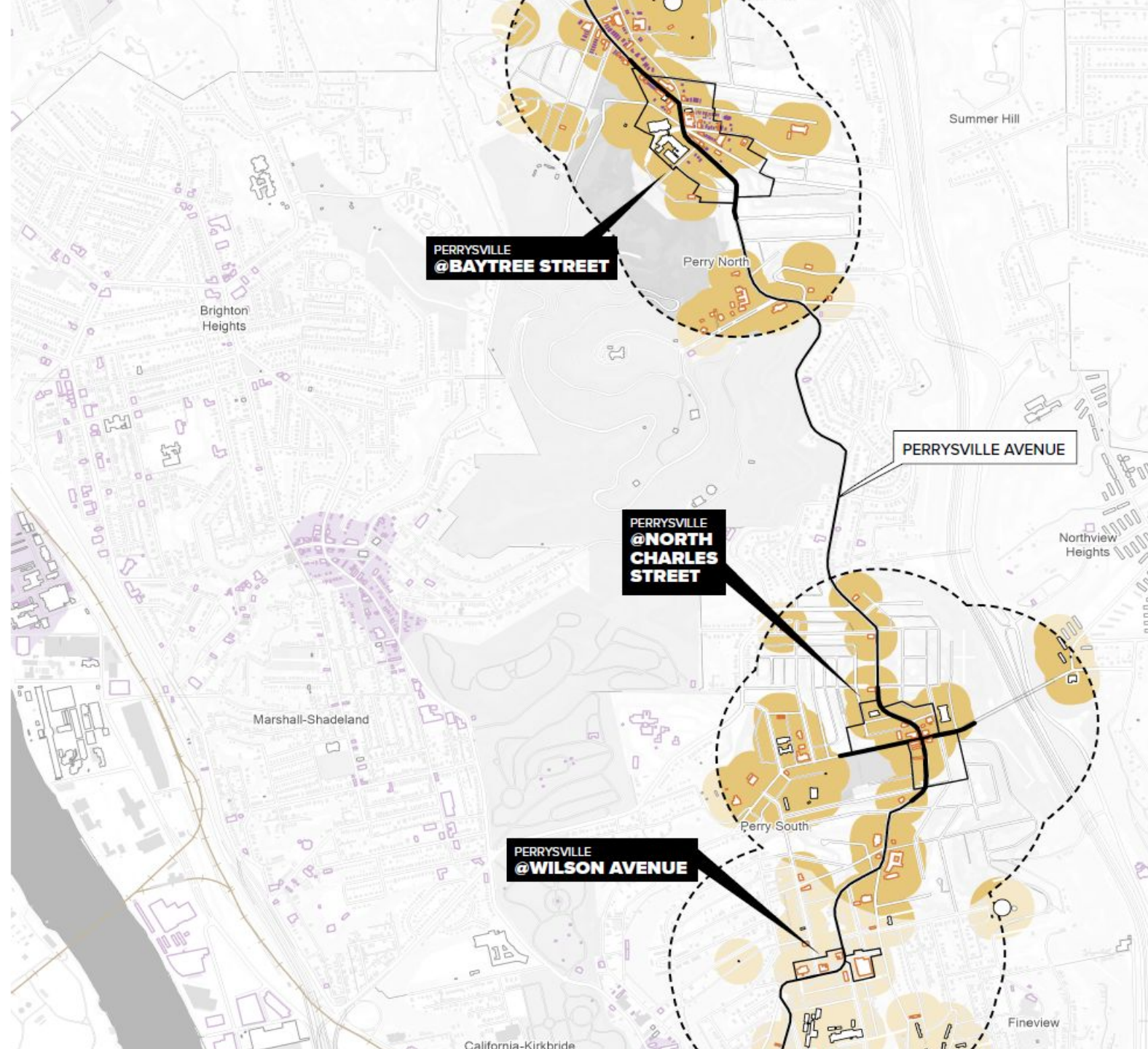
-  Main Street Corridor
-  Neighborhood Center
-  1/4-Mile Buffer
-  Edge of Pavement
-  Rail Lines
-  Building Footprint
-  Industrial Building Footprint
-  Anchor Building Footprint
-  Parks + Cemeteries
-  Waterways

AVENUES OF HOPE CENTER

-  Main Street Building Footprint
-  Building Footprint
-  Commercial Cluster

NON-AVENUES OF HOPE CENTER

-  Main Street Building Footprint
-  Building Footprint
-  Commercial Cluster



PERRYSVILLE

@NORTH CHARLES STREET & @WILSON AVENUE

“Prioritize investment here.” Residents of the Perrysville @North Charles Street and @Wilson Avenue neighborhood centers strongly desire to see life come back to these areas.

These neighborhood centers are located within Perry Hilltop (Perry South) and have several key organizations and partnerships that directly contribute to the overall quality of life of the community. Many of these organizations and residents live along the Charles Street Valley, which, historically, was known to be one of Pittsburgh’s earliest working class streetcar suburbs.

This neighborhood has historically been deeply impacted by substance abuse, which has lasting effects on the community to this day. The North Charles Street neighborhood center was impacted particularly hard until 2002. As substance abuse activity slowed, several properties and businesses along the commercial corridor started to close. These business closures led to a domino effect of decline for the rest of the businesses in the area and the community is still working to address substance abuse issues to this day.

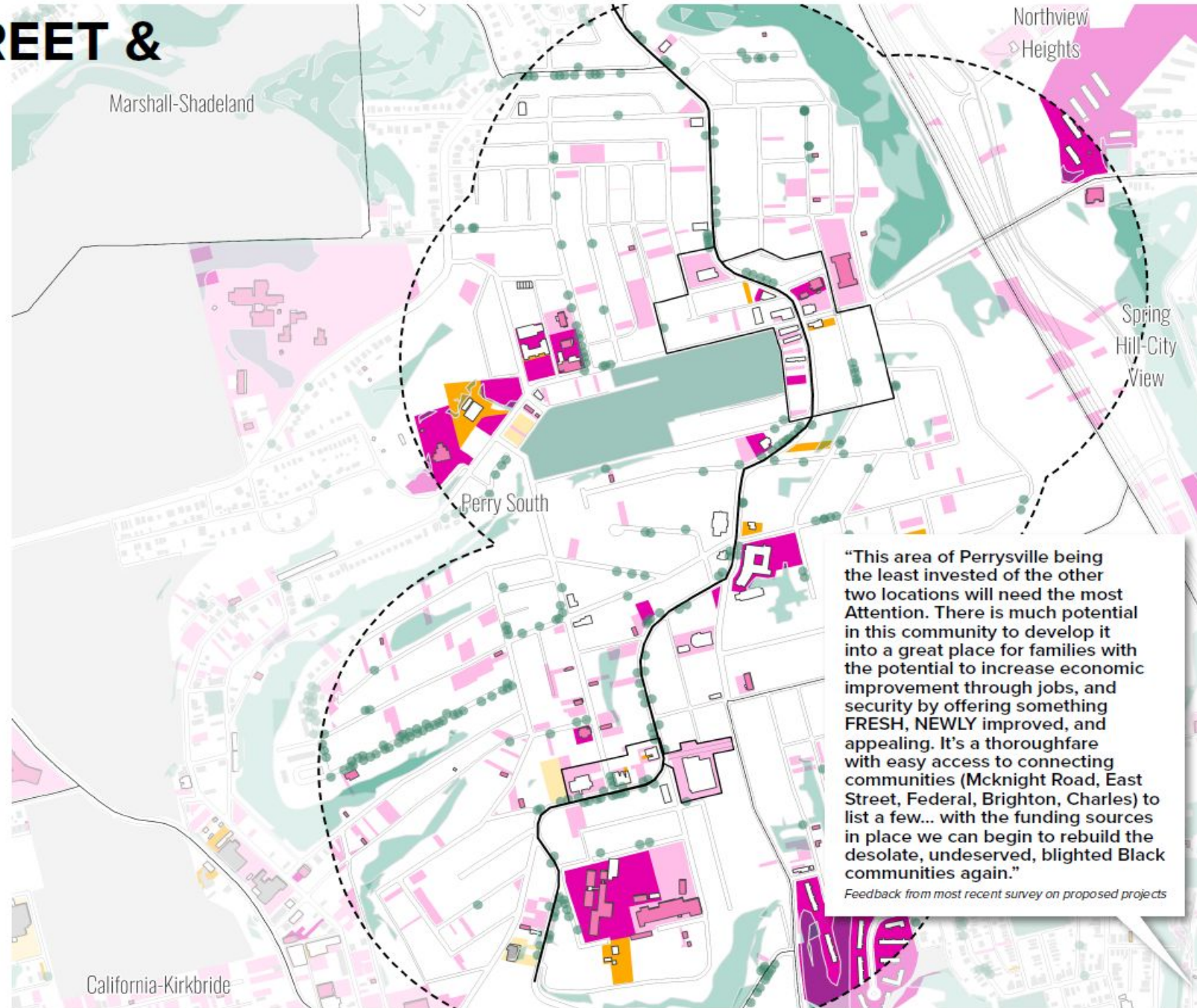
Since then, many of these buildings have been demolished or are vacant, and only a couple of businesses stand. In response to this, the Perry Hilltop Citizen’s Council funded a grant to study what physical improvements can be made to help facilitate business development. Residents during the final stakeholder meeting asked to address the remnants of this history through more investment in the community to address the relationship between the business district and public safety and health concerns.

Being connected to nearby successful business districts and regional assets, and having public transportation options, both of these neighborhood centers have the potential to form their own stable and local business districts. Due to their locational relationships, the North Charles Street center acts as the commercial anchor with the Wilson center as a secondary anchor, providing space for neighborhood-serving businesses.

- EXISTING CONDITIONS**
- Main Street Corridor
 - Neighborhood Center
 - 1/4-Mile Buffer
 - Pittsburgh Neighborhood
 - City Tree Canopy
 - Greenways
 - Parks + Cemeteries
 - Waterways
- BUILDING FOOTPRINT**
- Commercial
 - Food-Related
 - Recreational + Institutional
 - Industrial + Manufacturing
 - Residential
- LAND USE**
- Civic Services
 - Cultural + Recreational
 - Industrial + Manufacturing
 - Retail + Commercial

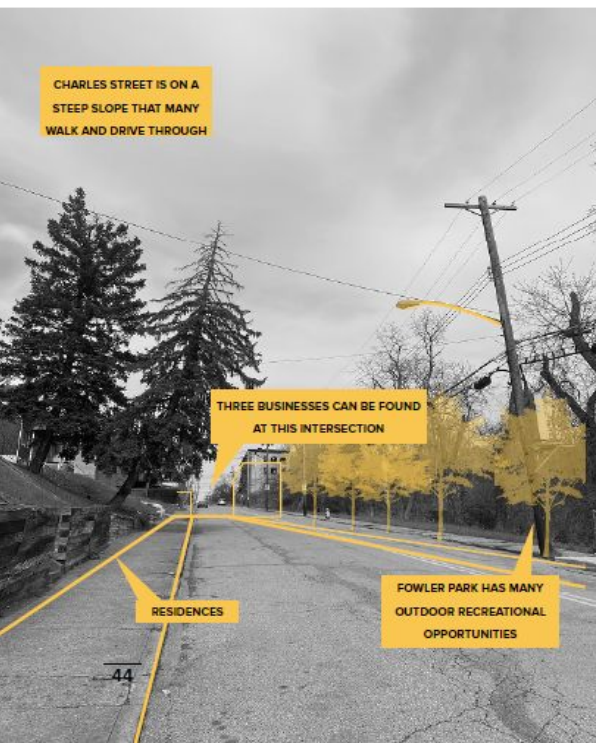


Spatial Reference
Name: WGS 1984 Web Mercator Auxiliary Sphere
Projection: Mercator Auxiliary Sphere



“This area of Perrysville being the least invested of the other two locations will need the most Attention. There is much potential in this community to develop it into a great place for families with the potential to increase economic improvement through jobs, and security by offering something FRESH, NEWLY improved, and appealing. It’s a thoroughfare with easy access to connecting communities (Mcknight Road, East Street, Federal, Brighton, Charles) to list a few... with the funding sources in place we can begin to rebuild the desolate, undeserved, blighted Black communities again.”

Feedback from most recent survey on proposed projects



@North Charles Street

Existing Conditions

While this neighborhood center is zoned for local commercial use and has a couple of existing 1-3 story buildings standing, most of these spaces are left vacant and dilapidated due to historical disinvestment and demolitions. There is also plenty of open space between these properties. In surveys shared with the community, residents have stated that they do not think of this center as a “traditional main street,” nor do they feel as though a business district resides here. Currently, some residents are working hard to revive some of these remaining buildings to establish businesses and provide services.

While residents have expressed many issues to be solved, some believe that this area is strong for its diverse community, families, and architecture. There is hope that the Perrysville @North Charles Street neighborhood center will one day be a thriving district. In order for this to happen, more investment needs to be put into the main street and surrounding communities. Stakeholders discussed prioritizing investment in addressing safety and drug use through programming, streetscape improvements and a rehabilitation center. Investment in affordable housing to help support the growth and economic stability of the area was also mentioned.

With a couple of senior centers and schools nearby, this neighborhood center has the potential to serve a variety of age groups. On Charles Street, many people, especially youth, walk up and down the hill that connects parts of Perryville Avenue. There are several organizations that provide programs in this area. Fowler Park is a crucial asset to the community and the ongoing masterplan proposal provides recreational space for people of all ages and preserves nature. The park, however, will need regular maintenance.

EXISTING ASSETS

North Side Partnership Project
Fowler Playground
Fowler Park and Pool

Swindell Bridge
Community Garden



Most images from this page were retrieved from Google Earth overlaid by Consultant EvolveEA

What We've Heard

RESIDENTS DESCRIBE THEIR MAIN STREET AS:

“Empty”

“Much potential”

WHAT RESIDENTS ENJOY ABOUT THEIR MAIN STREET:

“Architecture”

“Diversity”

PREFERRED COMMERCIAL SPACE

Most people hope to see “any” business type due to the lack of an intact commercial district.

1. Full-service Restaurants
2. Cafes and Coffee Shops
3. Art or Entertainment Venues
4. Fast Food and Takeout Restaurants
5. Pharmacies

PREFERRED PUBLIC REALM IMPROVEMENTS

There is a general desire for streetscape improvements that help with the community's connectivity and overall safety and beautification. Part of these desires can be expanded by Fowler Park.

1. Parks
2. Hiking Trails
3. Community Garden
4. Bike Infrastructure
5. Updated Street and Business Signs

@NORTH CHARLES STREET

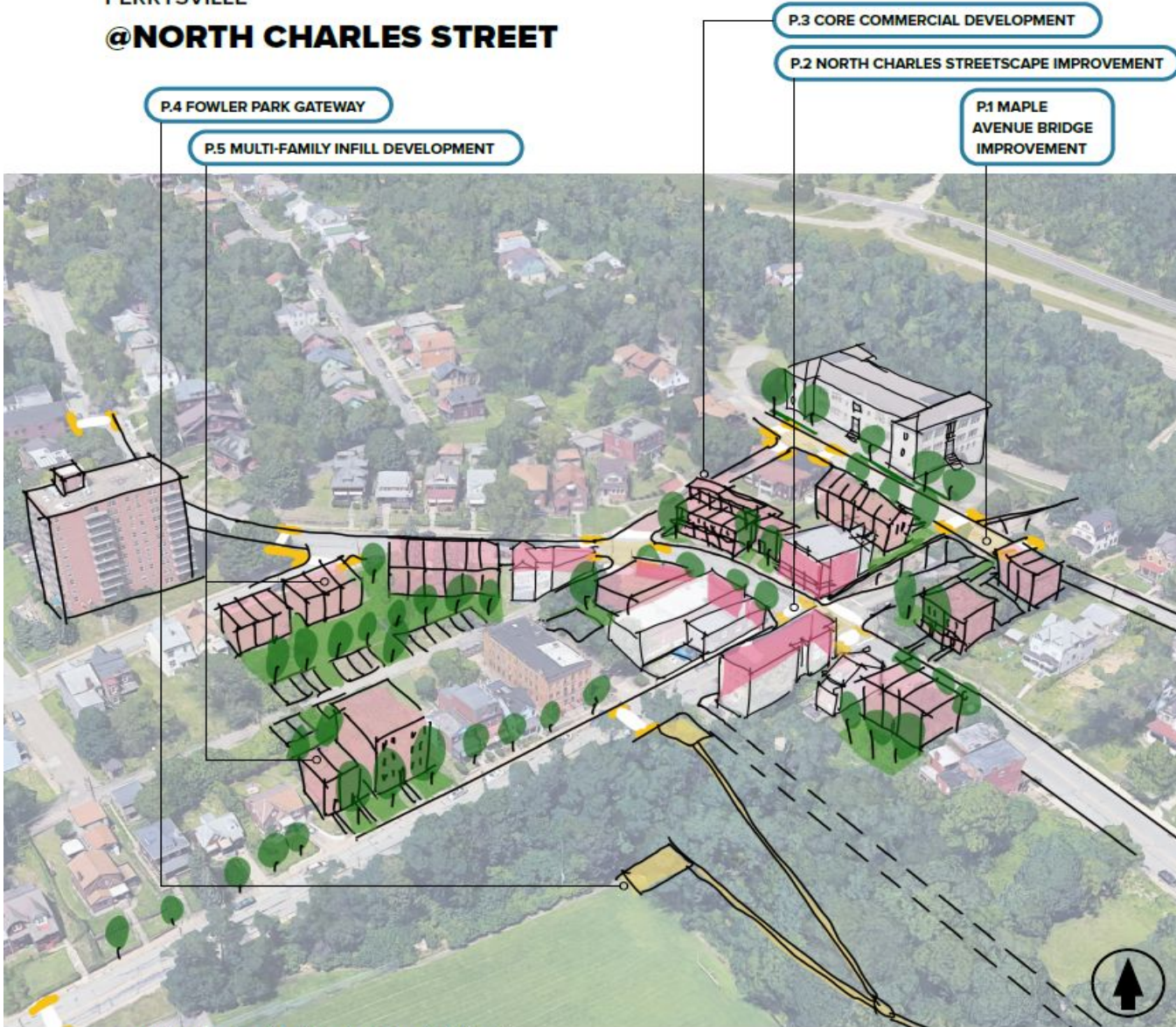


Image retrieved from Google Earth. Overlay by Consultant EvolveEA

STREETSCAPE IMPROVEMENTS OPPORTUNITIES

- Building Facade Renovation
- Green Space Improvement
- Pedestrian Safety Improvement Area
- Road Reconfiguration

IMPROVEMENT PROJECTS OPPORTUNITIES

- Strengthen Core Neighborhood Center Building
- New Development

Action Items

P.1 MAPLE AVENUE BRIDGE IMPROVEMENT

This bridge is a major entryway into the North Charles neighborhood center, especially for the Northview Heights community. Improvements to this bridge should include pedestrian enhancements as well as local art and lighting in the trestle (which could be the basis of an updated main street graphic identity). This bridge connects vertically to the plaza at Mc Naugher Education Center, and upgrades to the plaza area should be coordinated to support hardscaped main street programming.

P.2 NORTH CHARLES STREETSCAPE IMPROVEMENTS

Careful consideration should be given to increase safety at the intersections and to serve as a main street gateway for the surrounding parks. The community is concerned about speeding traffic, and have felt wary of walking. Since this neighborhood center is particularly tight, having a safe intersection becomes critical to the overall pedestrian experience.

P.3 CORE COMMERCIAL DEVELOPMENT

One of the biggest priorities in this area is to address the aging building stock and growing vacancies in storefronts. Most of the building stock around the North Charles Street intersection would benefit from a facade improvement program. Since there is a critical mass of developable properties, property owners and business owners can leverage a larger development package.

The community prioritized the stabilization and development of signature buildings like the former Atlas Theatre and the American Legion building. The former Atlas Theatre building has been closed for many years and has been used as a storage space for its ample square footage.

Main Street Analysis

LAND USE

The land uses at this neighborhood center speak much about the setbacks and opportunities the commercial area is facing. Areas that have retail and commercial as well as cultural and recreational land uses are currently sitting vacant. While the surrounding area feels more residential with vacancies throughout, it is also interspersed with civic, cultural, and recreational services. The largest park and open space in this area, Fowler Park, is located nearby.

LEGEND

- Residential - Single Family
- Residential - Multi Family
- Civic Services
- Cultural + Recreational
- Industrial + Manufacturing
- Retail + Commercial
- Parks + Open Space
- Vacant + Other

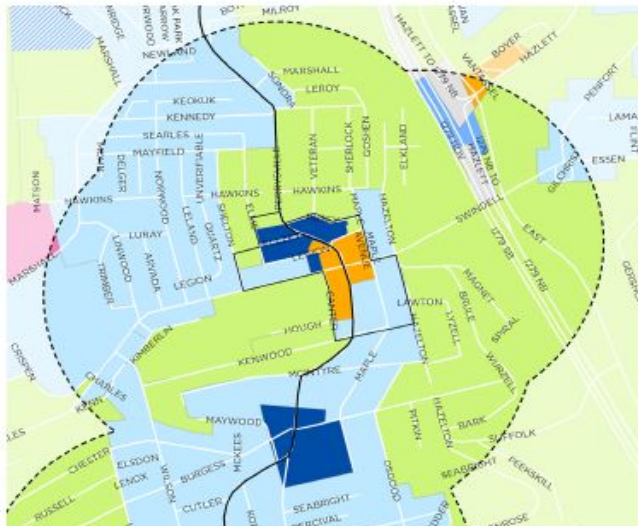


ZONING

Within a short walking distance from the intersection of Perrysville Avenue and North Charles Street, you can find both multi-unit and single-detached residential, local neighborhood commercial and park zoning uses, which allows for future opportunities for high-density development.

LEGEND

- Single-Unit Detached Residential
- Multi-Unit Residential
- Local Neighborhood Commercial
- Parks + Hillside



MOBILITY

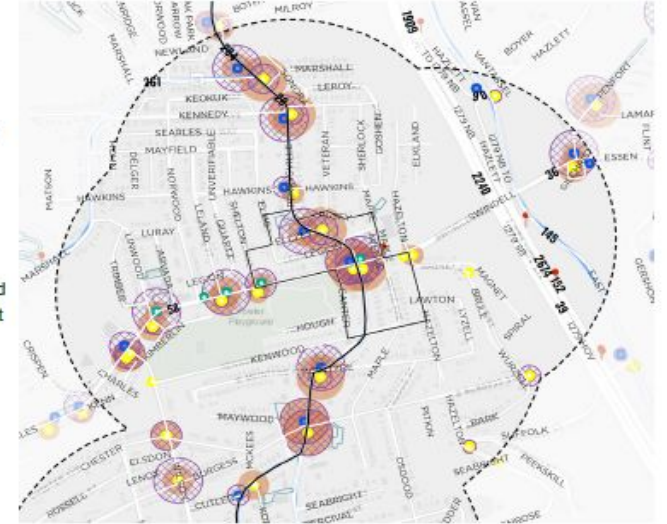
This center is a gateway into the Perry Hilltop community because the intersection of Perrysville Avenue and North Charles is connected in every direction. Visitors can drive or walk from Northview Heights to this neighborhood center due to the Swindell Bridge that crosses Parkway North. This market of people can play a crucial role in the success of the business district. Traveling south of Perrysville connects the district to other neighborhood centers in Perry Hilltop, Fineview, and the Mexican War Streets. Pittsburgh Regional Transit buses 8, 11, and 15 are accessible in this area.

LEGEND

- ↑ PA DOT Improvement Project
- Bike + Pedestrian Trails
- Parking
- PRT Stops (2019)**
- Inbound
- Outbound
- Both
- On boarding
- Off boarding

Average Weekly Riders

- 1
- 2
- 3-6
- 7-16
- 16+



SITE ACQUISITION

This neighborhood center shows classic signs of disinvestment. There are many vacancies both within and around the neighborhood center, and a high incidence of tax liens, and more vacancies that, without intervention, increase the likelihood of demolition. Within the study area, tax-lien properties could be positioned as catalytic mixed use business district projects (between North Charles and Legion Streets on Perrysville) and would support increased business activity for the District and improve property values for property owners.

LEGEND

- Publicly Owned Parcel
- Vacant Parcel
- Tax Lien Parcel





PERRYVILLE AVENUE + WILSON AVENUE

@Wilson Avenue

Existing Conditions

The existing fabric of this neighborhood center has much potential. Mature street trees, bus stops, trash cans, and curb cuts are elements of an active streetscape that other communities desire. Parts of the sidewalk are burdened by invasive landscapes that are not maintained and there are improperly parked cars, causing people to have to walk on the street. Three types of buildings are found in this center: Rows of low-rise buildings, a strip mall, and single-use 2-3 story buildings. Most of the commercial area falls on one side of the street with only two active businesses, a funeral home and convenience store, on the other side of the street. These building types are all found within the local neighborhood commercial zone along the curve of Perryville Avenue. Parking was identified by stakeholders as an issue. There are significant gaps between buildings, including parking areas and vacant lots, where former buildings may have once stood. Recently, two vacant residences collapsed along the corridor, creating an emergency safety issue.

Being part of the loop that connects to Perryville @North Charles Street, this area is integral in connecting residents from different parts of the hill along Perryville Avenue. People have commented that this area also feels quite disconnected from the North Charles Street neighborhood center. By prioritizing investment in essential businesses, we can address the needs of residents who live here and begin to connect the two nodes.

What We've Heard

"These responses taken from an initial community survey addressed for the Perry Hilltop area, specifically by the Perryville @North Charles Street neighborhood center."

RESIDENTS DESCRIBE THEIR MAIN STREET AS:

"Much potential"

"Nonexistent"

WHAT RESIDENTS ENJOY ABOUT THEIR MAIN STREET:

"Community and Family-Oriented"

"Architecture"

PREFERRED COMMERCIAL SPACE

Most people hope to see "any" business type due to the lack of an intact commercial district.

1. Full-service Restaurants
2. Cafes and Coffee Shops
3. Art or Entertainment Venues
4. Fast Food and Takeout Restaurants
5. Pharmacies

PREFERRED PUBLIC REALM IMPROVEMENTS

There is a general desire for streetscape improvements that help with the community's connectivity and overall safety and beautification. Part of these desires can be expanded into Fowler Park:

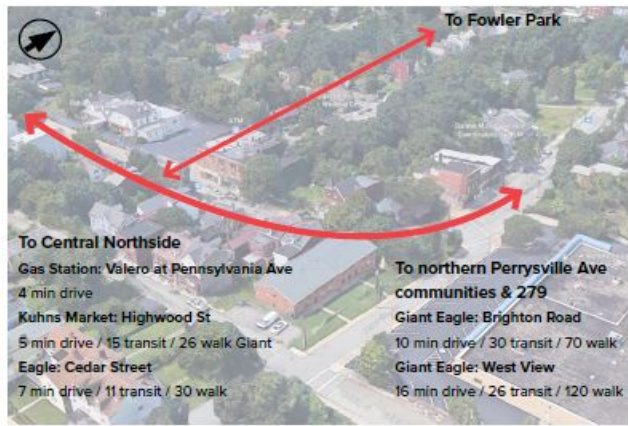
1. Parks
2. Hiking Trails
3. Community Garden
4. Bike Infrastructure
5. Updated Street and Business Signs

EXISTING ASSETS

- | | |
|-----------------------|--------------------------------|
| Robinson Funeral Home | Perry Hilltop Citizens Council |
| Clayton Academy | Corner of Hope Parklet |
| Triangle Tech | One Perry Place |



PERRYVILLE AVENUE + CLAYTON AVENUE



All images on this page were retrieved from Google Earth overlaid by Consultant EvolveEA

@WILSON AVENUE

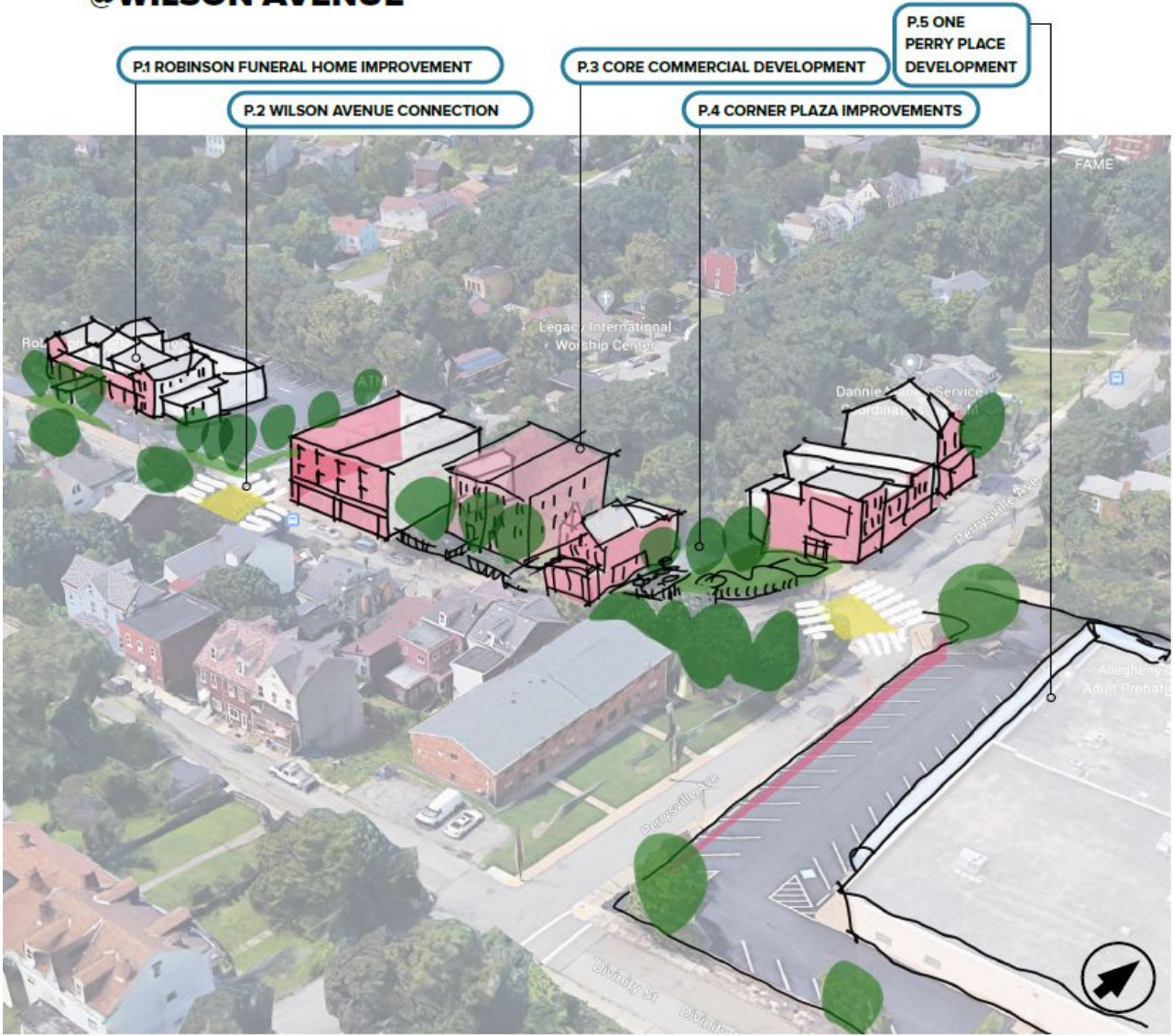


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STREETSCAPE IMPROVEMENTS OPPORTUNITIES

- █ Facade Renovation
- █ Green Space Improvement
- █ Pedestrian Safety Improvement Area
- █ Road Reconfiguration

IMPROVEMENT PROJECTS OPPORTUNITIES

- Strengthen Core Neighborhood Center Building
- New Development

Action Items

- P.1 ROBINSON FUNERAL HOME IMPROVEMENT**
This neighborhood anchor has served the community for over 50 years. They have made recent updates to their property that have positively impacted the public realm at this center. Its strategic location warrants additional consideration for streetscape strategies, namely a taller plant canopy to help buffer the parking lot from the street.
- P.2 WILSON AVENUE CONNECTIONS**
Wilson Avenue connects this commercial center to Fowler Park's pool at the North Charles center. Many kids walk down Wilson Avenue to go to the pool but their sidewalks are in need of some maintenance to reinforce this connection, and traffic calming strategies for the intersection at Perrysville Avenue. Finally, there are some parcels that are in disrepair or vacant on this street that should also be looked at for scattered site affordable single family development potential.

- P.3 CORE COMMERCIAL DEVELOPMENT**
This area plays a crucial role in supporting Perry Hilltop's business districts. While the building stock here has significant architectural quality many have fallen into disrepair, and pose a safety hazard. There are several large lots that can support new commercial development with apartments above. The URA currently owns and has plans to activate these lots in the short-term as an outdoor accessory use to the adjacent buildings and businesses.



- P.4 CORNER PLAZA IMPROVEMENTS**
This is a great corner for possible public use and beautification of the street. A new parklet with uses that relate to the adjacent buildings, such as dining patios, can add to greater pedestrian occupation, and signal to a passerby that this is a place to stop and stay. The URA currently owns these parcels and plans to activate vacant lots for this purpose.

A & P FOOD STORES AND ROBINSON'S PHARMACY

Historic Pittsburgh (University of Pittsburgh's Digital Research Library). (July 24, 1962). (Accessed August 2022).



P.5 ONE PERRY PLACE DEVELOPMENT

One Perry Place is a prime area for development improvements for its prominent location, existing community offerings, and as a gateway for Clayton Academy students via Clayton street. It has access to both Perryville Avenue and Federal Street - two major connectors that lead directly into Allegheny Commons Park. This property is owned by Perry Partners through Triangle Tech, who uses the site as a satellite location, along with a number of other business that also lease space in the building. The community has fond memories of this shopping center being the home to a laundromat, breakfast restaurant and small grocery store. Presently Allegheny County Adult Probation office is here and there is a welding shop in the back.

Recommendations for this site include a parking study to understand what is needed for the shopping center and what could possibly be reused for a potential plaza and woonerf, a roadway shared with pedestrians, that connect Perryville Avenue and Federal Street Extension. Other recommendations seek to connect the strip mall to the rest of the commercial area with a safer intersection where there is a curb cut, updating the retaining wall to include more steps to the sidewalk, and incorporating a commercial corridor graphic identity with an expressive wall.

AERIAL: ONE PERRY PLACE BUILDING AND SITE LAYOUT

Moore, Meagan (HANNA)

Langolz Wilson Ellis, "Unique Office/Retail Space for Lease: One Perry Place." (Accessed August 2022).



ALLEGHENY COUNTY COURT OF COMMON PLEAS CHILDREN'S COURT, LOCATED IN THE ONE PERRY PLACE STRIP MALL ALONG PERRYVILLE AVENUE.

Moore, Meagan (HANNA Langolz Wilson Ellis), "Unique Office/Retail Space for Lease: One Perry Place." (Accessed August 2022).

CODE	ACTION ITEM DESCRIPTION	TIMELINE					STAKEHOLDERS	RESOURCES
		Y1	Y2	Y3	Y4	Y5		
P.1	Robinson Funeral Home Improvement						Robinson Funeral Home	
P.2	Wilson Avenue Connections						Department of Mobility and Infrastructure	
P.3	Core Commercial Development						Perry Hilltop Farm, Urban Redevelopment Authority, Property Owners, Business Owners, Fineview & Perry Hilltop Citizens Councils, Northside Leadership Conference	Neighborhood Economic Development Grant
P.4	Corner Plaza improvements						Urban Redevelopment Authority, Property Owners, Business Owners	
P.5	One Perry Place Development						Triangle Tech, Fineview & Perry Hilltop Citizens Councils, Northside Leadership Conferenc	Neighborhood Economic Development Grant

Main Street Analysis

LAND USE

The neighborhood center currently has a variety of land uses. Residents mentioned how One Perry Place used to be home to a variety of retail such as a Foodland and laundromat that directly served the community. There are also some standalone land uses such as industrial and manufacturing with an empty parcel and two educational institutions, including Triangle Tech and Clayton Academy.

LEGEND

- Residential - Single Family
- Residential - Multi Family
- Civic Services
- Cultural + Recreational
- Industrial + Manufacturing
- Retail + Commercial
- Parks + Open Space
- Vacant + Other



ZONING

A Local Neighborhood Commercial (LNC) zone can be found mostly on one side of this section of Perrysville Avenue. The residential zone contains mostly single detached houses that are in varying condition. Single detached houses on the residential zone are in varying condition states. A unique use within the LNC zone is One Perry Place where there is a large intact one-story building with parking off of the main street.

LEGEND

- Single-Unit Detached Residential
- Multi-Unit Residential
- Local Neighborhood Commercial
- Parks + Hillside
- Educational or Medical Institution



MOBILITY

For a small neighborhood center, one can find multiple public transit stops for Pittsburgh Regional Transit buses 8 and 11 with medium to high average weekly ridership. While the area feels more residential, there are numerous vehicles that drive by this center everyday. The harsh curves along this center call for a road diet which can improve pedestrian safety.

LEGEND

- ↑ PA DOT Improvement Project
 - Bike + Pedestrian Trails
 - Parking
 - PRT Stops (2019)**
 - Inbound
 - Outbound
 - Both
 - On boarding
 - Off boarding
- Average Weekly Riders**
- 1
 - 2
 - 3 - 6
 - 7 - 18
 - 19+



SITE ACQUISITION

Following conversations with the community throughout the business district strategic planning process, the URA has included an additional neighborhood center along the Perrysville corridor for prioritized commercial investment. The intersection at Wilson Street already has buildings with significant architectural character that appears to have once had a commercial storefront, and connects students of Clayton Academy and Triangle Tech directly to the west end of Fowler Park.

LEGEND

- Publicly Owned Parcel
- Vacant Parcel
- Tax Lien Parcel



PERRYSVILLE

@BAYTREE STREET

“A neighborhood that offers something for everyone.” -Observatory Hill website

The Perrysville @Baytree neighborhood center is found within the Northside of Pittsburgh in the Observatory Hill neighborhood. The commercial district sits at the top of a 5-point intersection consisting of Perrysville Avenue, Baytree Street, Mairdale Avenue, East Street, and Semicir Street. Finding solutions to the commercial and residential vacancies and business retention is a work in progress. During the strategic planning process, input on the hopes, challenges, and recommendations were given primarily by members of Observatory Hill Incorporated (OHI). Residents are proud of their neighborhood and take pride in the restoration efforts happening around this neighborhood center. A walking tour, led by the community's stakeholders, was conducted in the early summer of 2022.

Streetscape issues such as pedestrian safety, infrastructure issues related to sewer lines, curb cuts, and attaining street trees were addressed during the final stakeholder meeting. Investments in the public realm and streetscape can promote human-powered mobility, such as walking or cycling modes of transportation and signal that this is a place of pause. Careful consideration for the intersections increase safety, and serve as a main street gateway for the parks just off the street. The parcels around these intersections should be prioritized for improvement. Residents mentioned investing in more third spaces that can host activities desirable by the youth, food spaces for gathering, as well as multimodal infrastructure to connect the neighborhood center's assets to one another and the neighboring communities.

EXISTING CONDITIONS

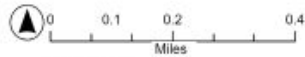
- Main Street Corridor
- Neighborhood Center
- 1/4-Mile Buffer
- Pittsburgh Neighborhood
- City Tree Canopy
- Greenways
- Parks + Cemeteries
- Waterways

BUILDING FOOTPRINT

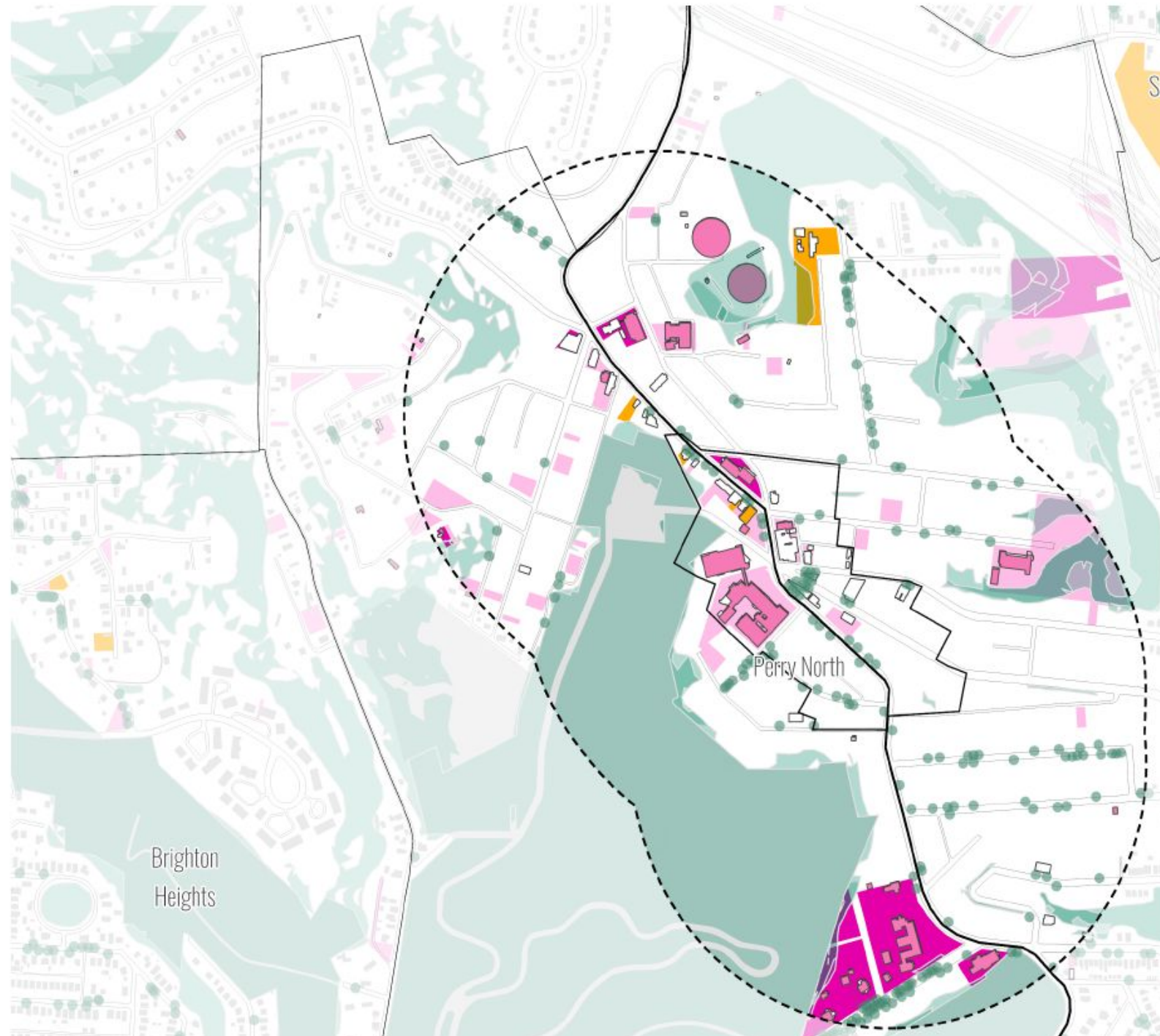
- Commercial
- Food-Related
- Recreational + Institutional
- Industrial + Manufacturing
- Residential

LAND USE

- Civic Services
- Cultural + Recreational
- Industrial + Manufacturing
- Retail + Commercial



Spatial Reference
Name: WGS 1984 Web Mercator Auxiliary Sphere
Projection: Mercator Auxiliary Sphere





@Baytree Street

Existing Conditions

The complex intersection at the top of the slope where Perryville Avenue, Baytree Street, Mairdale Avenue, and East Street meet, creates both a unique arrangement of buildings and commercial district experience, as well as some complex challenges related to pedestrian safety and commercial acquisition and retainment. This neighborhood center provides a variety of professional services such as beauty salons, accountants, chiropractors, food options such as a deli and bakery, and specialty stores for items such as fishing bait and party equipment rentals. Some businesses have been experimenting with pop-up shops and Observatory Hill Incorporated has helped plan community events such as a culture and arts festival. Being that the last area public high school with new recreational spaces and Riverview Park are nearby, this neighborhood center in Observatory Hill serves residents, neighbors, and outside visitors.

Moving further north of Perryville Avenue, the commercial stretch continues by Bonvue Street and beyond. These commercial areas are currently going through various building improvements and are looking for both residents and business owners to lease these spaces. Some of these spaces, such as the Land of God church on the corner of Perryville Avenue and Waldorf Street will need to go through additional zoning processes and permits in order to use the space for business purposes, which was mentioned during meetings with the community.

EXISTING ASSETS

Street Trees
Intact Commercial Area
Street Lighting
Programming

Riverview Park
Perry Traditional High School
Allegheny Observatory
Community Organization

What We've Heard

RESIDENTS DESCRIBE THEIR MAIN STREET AS:

"New business owners."

"Strong community capacity."

"Much progress."

WHAT RESIDENTS ENJOY ABOUT THEIR MAIN STREET:

"Activity"

"Good infrastructure"

PREFERRED COMMERCIAL SPACE

There is an overall desire for more third spaces¹.

1. Full-service Restaurants
2. Cafes and Coffee Shops
3. Art or Entertainment Venues
4. Laundromats and Dry Cleaning
5. Grocery Stores²

"We need a neighborhood full service restaurant as a third place for residents to gather."

PREFERRED PUBLIC REALM IMPROVEMENTS

There is an overall desire to be outside. This can be supported through improved green spaces and streetscape improvements related to pedestrian safety and infrastructure.

1. Parks
2. Hiking Trails
3. Community Garden
4. Bike Infrastructure
5. Updated Street and Business Signs

Notes:

¹ A third space is a space that is not a home or work environment. Typically, third spaces are where people can gather, socialize, and mobilize.

² With fresh produce. There was some conversation around the need for a walkable grocery store that provides more food options, specifically fresh and healthy foods.



Google Earth image overlaid by Consultant EvolveEA

@BAYTREE STREET

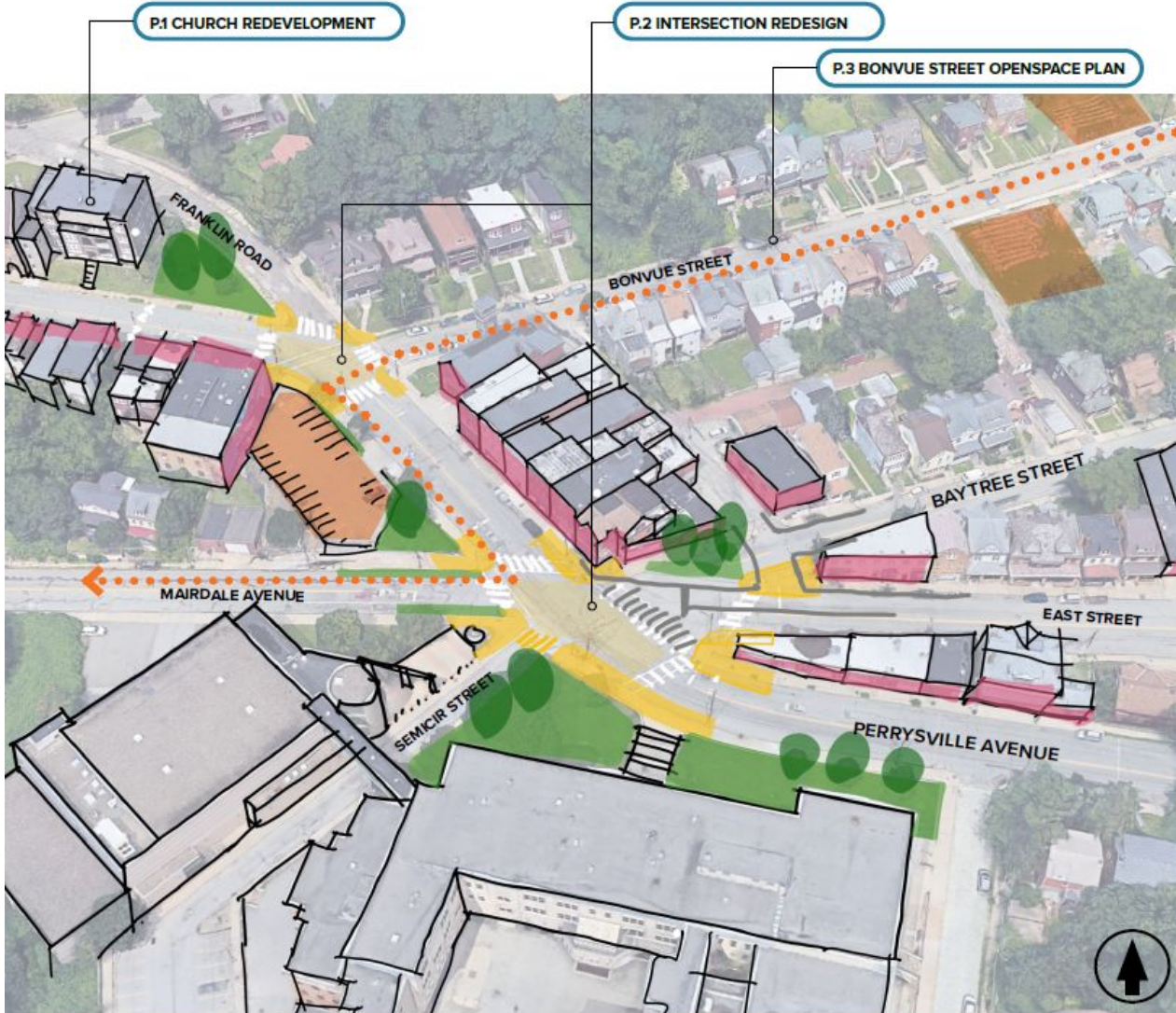


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STREETSCAPE IMPROVEMENTS OPPORTUNITIES

- Building Facade Renovation
- Green Space Improvement
- Pedestrian Safety Improvement Area
- Road Reconfiguration

IMPROVEMENT PROJECTS OPPORTUNITIES

- Strengthen Core Neighborhood Center Building

OPEN SPACE PLAN

- Existing Public Amenities
- Public Amenities Corridor

Action Items

P.1 CHURCH REDEVELOPMENT

The Lamb of God Lion of Judah Ministries owns two historic buildings at the corner of Perryville Avenues and Franklin Road that serve as an anchor and entry into the Baytree Street neighborhood center. The community asset was constructed in 1925 but has fallen into disrepair in recent years. In 2019 the Observatory Hill Development Corporation sought to manage both properties under a conservatorship through the Blighted and Abandoned Conservatorship Act of 2008. This has allowed the neighborhood organization to return the property back to a productive use.

This properties were elevated as a priority project for this neighborhood center because of its architectural character, its history as a community serving institution and its prominence on Perryville Avenue. Some ideas for new uses include co-working space to address a need for affordable commercial space for local entrepreneurs, multi-family apartment units, and a new centrally located, multi-generational community center. The existing commercial kitchen in the church building can be especially useful as a shared kitchen for businesses focused on food processing.

Under the conservatorship, the Observatory Hill, Inc. was able to address roof leaks and will likely need significant funding to stabilize the building. Recommendations for next steps include a feasibility study that results in a proposal for a full build out of both spaces that considers potential zoning changes, funding sources and a more in-depth public process around the programming for both properties.

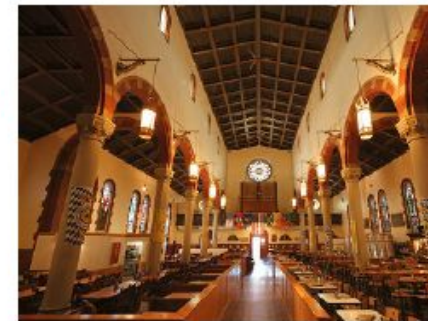
P.2 SIX-POINTS INTERSECTION REDESIGN

Perryville Avenue will need careful consideration for its two major intersections to increase safety, and serve as a main street gateway for existing and potential public space just off the street. The Perryville intersection at Baytree Street is a 6-point intersection that should be redesigned to be safer for both pedestrians and drivers to navigate. Semicir Street should be treated like a private parking lot that must yield to all incoming traffic, and a raised crosswalk onto Perryville Avenue could further slow traffic. The intersection of Baytree Street and East Street could also undergo a realignment to provide a new plaza space that gives main street presence and provides a place for pedestrians to rest.



BEECHVIEW BUSINESS INCUBATOR

Velazquez, Guillermo. "New Pittsburgh business incubator supports Latino entrepreneurs" (January 24, 2020). (Accessed August 2022).



CHURCH BREW WORKS

Visit Pittsburgh. "The Church Brew Works" (Accessed August 2022).



STREET SAFETY: PAINT AND POSTS

Chang, Dongho. "Our intersections are too dangerous. Here's how to fix them." (Accessed December 22, 2022).

P.3 BONVUE STREET OPEN SPACE PLAN

Investments to a pedestrian centered recreational corridor can promote more pedestrian-oriented modes of transportation and signal that this is a place of pause. There is currently a string of existing public amenities starting from Allen Place Community Services along Bonvue Street turning onto Perrysville Avenue and terminating at the Riverview Park soccer field on Mairdale Avenue. Incorporating new public plazas and parks along this new route will support the community's desire for more third spaces where the community can support new outdoor programming and passive pedestrian occupation. The following public spaces will be better connected through this effort:

A. The Riverview Park Soccer Field is the closest and most well-maintained open space near the neighborhood center and could host larger outdoor music events during the summer.

B. Observatory Hill Parking Lot is currently underutilized and could support main street-wide events that can attract small vendors and be marketed to the region.

C. The Bonvue Street Hops Gardens are currently owned by Observatory Hill Incorporated. These properties can be converted to a community garden operated by a neighborhood organization in the short term. There is also the opportunity for affordable or mixed-income residential infill to welcome new homeowners to the neighborhood.

D. Allen Place Community Services is already a strong community anchor that supports cross generational programming. There is an informal hardscaped park that could benefit from additional lighting and updated public realm infrastructure that could become a new play place for young people and outdoor event space for the Institution.

P.3 BONVUE STREET OPENSACE PLAN



OPEN SPACE PLAN

- Existing Public Amenities
- Public Amenities Corridor

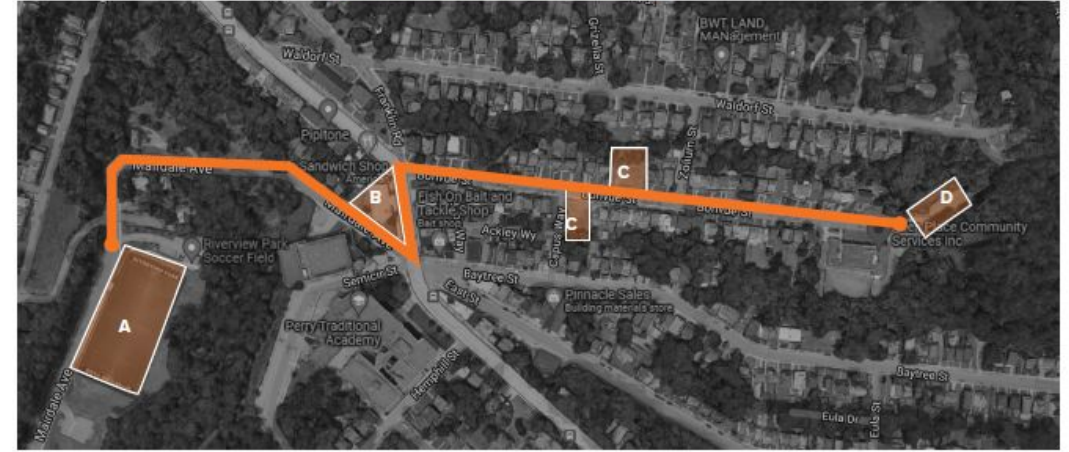


Image retrieved from Google Maps. Overlay by Consultant EvolveEA

CODE	ACTION ITEM DESCRIPTION	TIMELINE					STAKEHOLDERS	RESOURCES
		Y1	Y2	Y3	Y4	Y5		
P1	Church Redevelopment						The Lamb of God Lion of Judah Ministries, Observatory Hill Development Corporation	Neighborhood Economic Development Grant
P.2	Six-Points Intersection Redesign						Department of Mobility and Infrastructure, Pittsburgh Regional Transit, Perry Traditional High School	
P.3	Bonvue Street Open Space Plan						Northside Leadership Conference, Department of Mobility and Infrastructure, Bike Pittsburgh	
P.3a	The Riverview Park Soccer Field						City of Pittsburgh	
P.3b	Observatory Hill Parking Lot						Public Parking Authority of Pittsburgh	
P.3c	The Bonvue Street Hops Gardens						Observatory Hill Development Corporation, Urban Redevelopment Authority of Pittsburgh	
P.3d	Allen Place Community Services						Pride Project Incorporated	

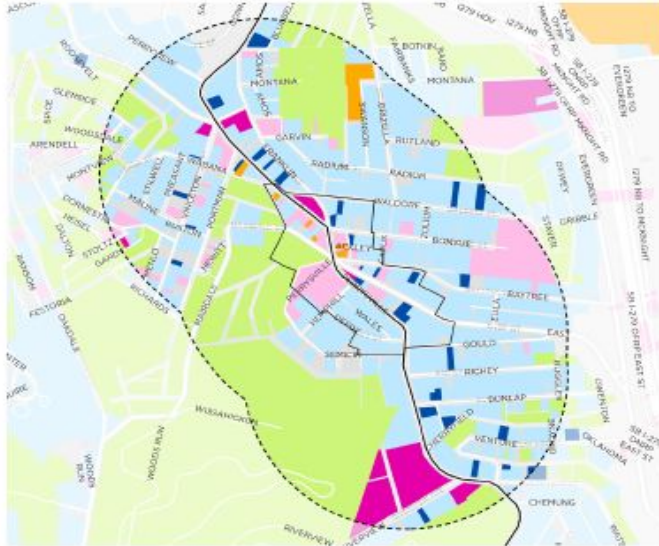
Main Street Analysis

LAND USE

Land use types are dispersed throughout the 1/4-mile buffer area of the Perrysville @Baytree neighborhood center, giving it a foundation for many business and community oriented opportunities. Most of the business district is currently occupied by civic uses rather than retail and commercial. West of Perrysville is concentrated with larger parcels of civic service and open space uses. East of Perrysville is more residential with a couple of civic services dispersed within. While most parcels are residential, many residents run their own businesses from their homes.

LEGEND

- Residential - Single Family
- Residential - Multi Family
- Civic Services
- Cultural + Recreational
- Industrial + Manufacturing
- Retail + Commercial
- Parks + Open Space
- Vacant + Other



ZONING

The Business District is primarily made up of the local neighborhood commercial (LNC) zoning. This type of zone runs mostly along Perrysville Avenue and bleeds into some neighboring cross streets such as Baytree Street. Along areas that are zoned as residential and adjacent to local neighborhood commercial, some vacant residential and civic buildings that are currently zoned residential (but are adjacent to the LNC zone), may have the infrastructure to support an extension of the local neighborhood commercial zone, but will have to follow additional standards.

LEGEND

- Single-Unit Detached Residential
- Local Neighborhood Commercial
- Parks + Hillside



MOBILITY

The vehicular traffic at the intersection of Perrysville and Baytree is busy and many larger vehicles, such as trucks, turn here. Throughout the day, there is some consistent traffic that flows through this center. The only Pittsburgh Regional Transit line that runs through Perrysville Avenue is the 8 bus, which has higher ridership to and from the neighborhood center. Dedicated bike lanes run through Mairdale Avenue into East Street and connect to bicycle friendly roads like Perrysville Avenue. The East Street bike lane connects cyclists to Riverview Park and past Parkway North to Northview Heights.

LEGEND

- ↑ PA DOT Improvement Project
 - Bike + Pedestrian Trails
 - Parking
 - PRT Stops (2019)
 - Inbound
 - Outbound
 - Both
 - On boarding
 - Off boarding
- Average Weekly Riders
- 1
 - 2
 - 3 - 6
 - 7 - 18
 - 18+



SITE ACQUISITION

The city owns three parcels within the strategic planning area including: the public parking lot wedged between Mairdale Avenue and Perrysville Avenue, and the fire station at Bonvue Street. Outside of that a majority of the parcels owned by the city are hillsides with steep slopes and the Riverview Soccer Field. All of the vacant parcels in and around this plan are off of Perrysville Avenue, with steep slopes in more residential parts of the neighborhood.

LEGEND

- Publicly Owned Parcel
- Vacant Parcel
- Tax Lien Parcel



What's Next?



Share the completed study with greater community



Community organizations, business and property owners and other stakeholders review the study and work to implement, modify, or discard proposed projects



Research the resources that are linked within the study for all applicable projects (*broken down by project code, P.1, P.2, etc.*), and continue to build the resources list as able



Use the Business District Strategic Plan and partnerships with relevant stakeholders as leverage when applying to and/or requesting funding



Take advantage of URA resources and relationships, especially Avenues of Hope specific funding and assistance opportunities



Utilize the study as a living document that can be integrated into neighborhood plans and goals



Helpful Information

- Complete Business District Strategic Plan for Perrysville Avenue can be found [here](#).
- More information on the Avenues of Hope Initiative can be found on the URA's webpage, [here](#).
- URA resources including products and services can be found [here](#).
- Talia O'Brien, Neighborhood Business District Program Analyst tobrien@ura.org
- Josette Fitzgibbons, Manager of Neighborhood Business District Programs jfitzgibbons@ura.org
- Aster Teclay, Manager of Community Development and Strategy ateclay@ura.org



Avenues of Hope Programs



Avenues of Hope American Rescue Plan Act (ARPA) Grant Program

An Avenues of Hope Program

The AoH ARPA Grant Program provides funding for place-based initiatives in the seven Avenues of Hope corridors that:

- Spur the revitalization of commercial corridors that were impacted by the pandemic;
- Improve vacant and/or abandoned commercial spaces
- Improve public infrastructure and public spaces
- Support recovery from COVID-19 pandemic hardships;
- Invest in AOH neighborhoods to improve health outcomes through the creation and/or improvement of parks and open spaces near or within the commercial corridor.
- Grant funding **up to \$200,000**
- **Businesses and/or property owners must be located in one of the 7 AoH commercial corridors**
- **Applications open February 1st, 2023, and will be considered on a quarterly basis. The upcoming deadline is June 30, 2023.**

Eligible applicants include AOH-based non-profits, community development corporations (CDCs), business district organizations, small businesses, and individuals such as business owners, property owners, and partnering private entities.

Community Advisory Committees!!!

Storefront Façade Grant Program

An Avenues of Hope Program

- Grant funding **up to \$12,000** for commercial building and business owners to improve their building façades
- Can be used for rehabilitation/restoration of a commercial building façade; Up to 50% of the grant funds can be used for ADA accessibility improvements
- Grantees will need to show evidence of a 10% investment in the project
- Businesses and/or property owners must be located in one of the 7 AoH commercial corridors
- Applications are considered on a quarterly basis. The **upcoming deadline is October 31, 2022.**



Small Contractor Line of Credit Program

An Avenues of Hope Program

- Supports operating construction, architectural, and engineering companies taking on projects in an Avenues of Hope neighborhood that require access to working capital
- Line of credit financing of up to 90% of submitted and approved invoices of \$25,000 – \$100,000
- \$350 application fee paid annually for each renewal and a 2% administrative fee paid once upon closing
- Interest rate: 4% for the loan term, which can be renewed annually
- Funds can be used for site acquisition/prep, building costs, construction, and real estate development soft costs



Commercial Real Estate Program

An Avenues of Hope Program

- Provides capital to local and minority small businesses and developers in support of Avenues of Hope projects
- Financing **between \$50,000 - \$200,000** over a long-term period at 1% interest
- No payments are due for 20 years, and there is no prepayment penalty.
- Funds can be used for site acquisition and prep, building costs and construction, and soft costs associated with real estate development.
- Improves potential project cash flow and increases the long-term economic viability of projects



Technical Assistance

- We work with a large network of technical assistance providers and partners
- Can provide you technical assistance for help with:
 - Capital stack
 - Fundraising
 - Business plans
 - Cash flow analysis
 - Architectural and engineering support
 - Navigating permits and licenses
 - And more!



URA Programs



Neighborhood Business District Programs

Neighborhood Initiatives Fund (NIF)

- Assists nonprofit and community-based organizations with non-housing related neighborhood-scale projects within commercial corridors.
- Includes:
 - Efforts that encourage investment through vacant property reclamation and stewardship
 - Historic preservation
 - Brownfield redevelopment
 - Public infrastructure improvements
 - Substantial anchor building improvements
 - Other eligible efforts
- Nonprofit organizations with for-profit development partners are also eligible to apply
- **Note: The applicant MUST be a nonprofit. Private businesses or developers must partner with a nonprofit to be eligible**
- **The applicant MUST have site control of the project property**
- **Residential improvements ARE NOT eligible**

2022 NIF Round

- Application window closed: May 10
- Funding available: \$450,000
- 41 applications received
- Up to 10 awards granted
- Two funding tiers
 - Up to \$30,000 – no match required
 - \$30,001 to \$100,000 – 2:1, or 1/3 match required
- Find guidelines, application, info session registration [here](#)

Contact: Jamie Piotrowski,
jpiotrowski@ura.org



Minority Business Recovery & Growth Loan Fund

Access to capital for businesses recovering from COVID-19 or growing

- Financing **up to \$100,000** in low-interest loans for existing minority-owned businesses in the City of Pittsburgh
- Interest rate/loan term: **0%** for the first three months, **2%** interest for the balance of loan term; **10-year** term
- Funds can be used for various costs related to business recovery/growth, such hiring and payroll, inventory, e-commerce, sales/marketing, rent, utilities, insurance, and other approved fixed costs related to business recovery or growth
- Pictured: Jamal Etienne-Harrigan, owner of Uncle Jammy's Sauces and Rubs, used a MBRGLF loan to fulfill a wholesale order for GetGo and reach a wider audience



Pittsburgh Business Fund

- Financing **up to \$500,000** for small and medium-sized businesses
- Interest rate/loan term: **5.5% interest; 5-15 year term** depending on uses
- Funds can be used for working capital, leasehold improvements, inventory and equipment, and real estate costs such as property acquisition, construction and rehabilitation
- Pictured: Architectural rendering of the renovation of the former James Street Gastropub and Speakeasy in East Allegheny. The owner is using a \$500,000 PBF loan to create a restaurant, office space and apartment, and to bring jazz music back to James Street.



Catapult: Startup to Storefront Program

Ensuring entrepreneurship is attainable for all

- 12-month retail business incubation program for minority entrepreneurs who want to start and/or grow a retail business
- Run by Catapult Greater Pittsburgh, in partnership with Paramount Pursuits, and supported by the URA, City of Pittsburgh and PNC Foundation
- Provides educational seminars, one-on-one mentoring, technical assistance, and networking opportunities
- There is also a Culinary cohort to support the growth of minority food-based entrepreneurs
- Pictured: LaShesia Holiday, owner of Naptural Beauty Supply, working with Trish Digliodo of Paramount Pursuits

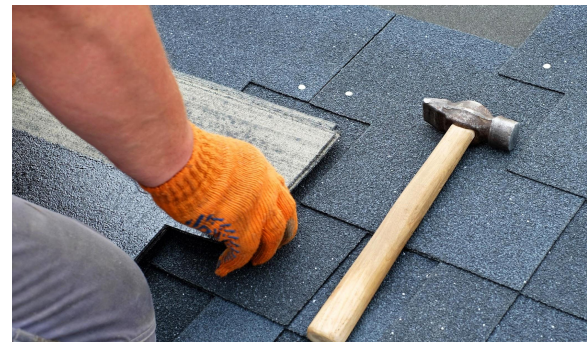


Housing Opportunity Fund

Supporting the development and preservation of affordable and accessible housing

HOF programs keep Pittsburgh affordable:

- **Creating new** affordable units and/or new construction
- **Rehabbing and/or preserving** affordable units
- **Helping out** renters, homebuyers, and homeowners



Invest PGH Programs

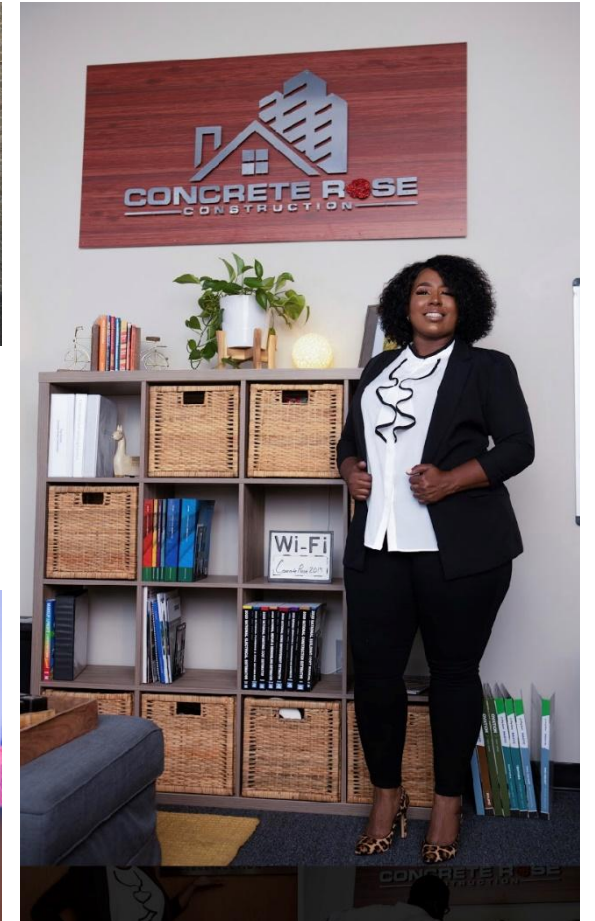


Invest PGH

- **New nonprofit Community Development Financial Institution (CDFI)**
- **Initiates small business investment for the greater good and preserves housing affordability in Pittsburgh's neighborhoods**
- **Main focuses:**
 - **Micro business lending**
 - **Preservation of affordable housing**
- **Recently launched pilot program to sustain/stimulate growth of new/existing childcare businesses**



InvestPGH



Micro-Enterprise Loan Program

- Offers financing for startup and small businesses that need capital to launch or grow a business
- Provides loans of up to \$30,000 or 90% of total project costs
- Interest rate/loan term: 3% (fixed); 3-7 year term based on use of funds
- Funds can be used for working capital, equipment, inventory, and leasehold improvements
- Pictured: Micro-Loan recipient and Owner of Floriated Interpretation, Elaine Price (middle), with her staff. Floriated Interpretation is a greenhouse and landscaping company in Hazelwood.



Accelerating Business Expansion Loan Program

- Designed to stimulate the growth of new and existing businesses in the City of Pittsburgh
- Loan financing **up to \$150,000**
- Interest rate/loan term: 4% (fixed); 5-20 year term, based on use of funds
- Funds can be used for real estate purchase, pre-development, development or construction, furniture, fixtures, equipment, inventory, machinery, and working capital.



Childcare Reinvestment Business Fund

- Forgivable loan pilot program designed to sustain and stimulate the growth of new and existing childcare businesses in the City of Pittsburgh
- Offers **financing up to \$20,000 or 90% of project cost**, plus, **free admission** to the Chatham University Business Education for the Child Care Industry course
- Funds can be used for working capital, payroll, enroll scholarships, equipment, software, supplies, leasehold improvements, and staff education
- Within three years, borrowers **can request to have the loan 100% forgiven**
- Technical assistance available for application assistance, credit counseling, and continuing education for childcare business owners/directors



Stay Connected!

Sign up, or update your preferences, to receive email alerts from the URA at ura.org

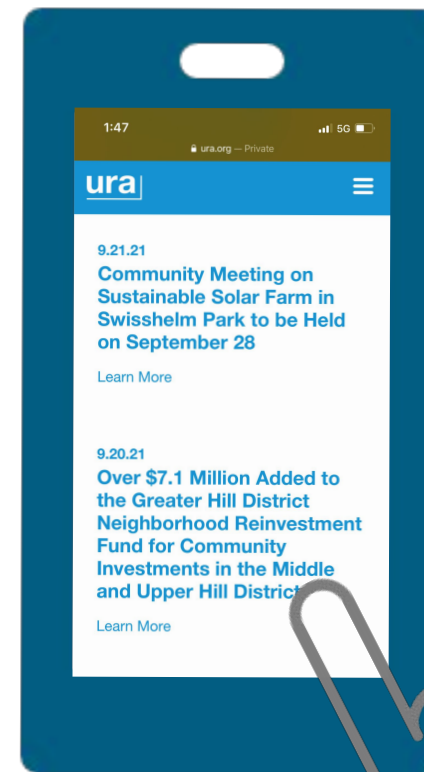
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