

MWCDC's Ten Year Neighborhood Housing Strategy



Prepared for the Mount Washington Community Development Corporation (MWCDC)

By Studio for Spatial Practice and Urban Partners
with Zenit Solutions and Real Estate Strategies

August 2010

This Ten-Year Neighborhood Housing Strategy was prepared for the



By



With



With guidance from the MWCDC staff and leadership

Chris Beichner	MWCDC Executive Director
Greg Panza	MWCDC Program Manager
JT Smith	MWCDC Board President

The MWCDC Real Estate Committee

Emily Anderson
Georgia Blotzer
Darla D'Anna
Jerry Dettore
Ginny Gates
Breen Masciotra
Edward Preston
Victor Rodriguez
Paul Tellers

Pittsburgh's Department of City Planning

Justin Miller	Neighborhood Planner
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And input from the Mount Washington and Duquesne Heights community.

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Housing Strategy: Executive Summary

This Ten-Year Neighborhood Housing Strategy was commissioned by the Mount Washington Community Development Corporation (MWCDC), in 2009, to provide a comprehensive, data-driven housing program for the Mount Washington and Duquesne Heights (MW/DH) neighborhoods that will guide and prioritize the future expenditure of human and financial resources. This Housing Strategy strives to leverage the neighborhoods' unique natural and historic assets, builds on positive local development trends, and identifies ways to stabilize and turn around stagnant or declining real estate conditions. This Strategy is being developed at a point in time where early indications from the 2010 Census suggest that the Pittsburgh metro area is finally experiencing a population increase after years of decline. The MWCDC took a proactive position towards its housing stock and neighborhood amenities by commissioning this study, and this Housing Strategy will help Mount Washington and Duquesne Heights retain and welcome new residents in the decade to come.

A careful study of existing demographic, physical and market conditions was conducted to develop a baseline understanding of the project study area. The existing conditions analysis revealed the fact that housing conditions and market dynamics vary radically across Mount Washington and Duquesne Heights.

- The hilly topography plays a strong role in differentiating sub-neighborhood areas, and distinct parts of MW/DH have higher and lower property values.
- Dramatic views of downtown Pittsburgh result in a uniquely high demand for properties located along Grandview Avenue.
- Other factors affecting property values are the diversity of housing stock quality and maintenance, the availability of off-street parking, local traffic volume, the age of the property, and the steepness of the street on which housing is located.

The planning consultants concluded that the variety of geographically localized conditions within MW/DH demands a range of housing strategies that can be customized to each sub-, or "micro-neighborhood," condition.

This Housing Strategy was developed over nine months through a process involving a range of data collection and analysis techniques, different modes of graphic communica-

tion, and input from MW/DH community members. The process was guided by MWCDC's Real Estate Committee and by community input solicited at two public meetings. The consultant team utilized a range of methods to obtain feedback about the project, including an on-line survey (to prioritize the housing strategies) and interactive handouts seeking input regarding neighborhood challenges and opportunities. The planning team contracted with Zenit Solutions to develop and administer an in- and out-migration survey, by mail, targeting people who recently moved to or from the study area. Findings from this survey revealed perceptions about neighborhood assets and liabilities, and provided a lens through which to better understand the issues compelling people to move to, or from, MW/DH. These survey findings also informed the development of the housing strategies found in Part II of this document. Real Estate Strategies provided an additional perspective regarding recommended actions and possible funding sources.

This document is broken into two distinct sections:

Part I: Existing Conditions Analysis

Provides an overview of physical, social and market conditions across the entire MW/DH study area followed by detailed accounting of those same characteristics within twelve geographically distinct micro-neighborhoods. The micro-neighborhoods were defined largely according to topography, but they also take into account the existing MW/DH Block Group areas, reflecting where the Census has determined discrete populations to be located. This section provides both a wide-angle and a focused approach to understanding neighborhood conditions and market dynamics.

Part II: Housing Strategy

Proposes a range of housing strategies for MWCDC to undertake over the next ten years and recommends a specific set of strategies for each micro-neighborhood. Three general categories of initiatives were developed to help guide neighborhood housing development: Housing Stock Quality, Options and Affordability; Marketing and Identity; and Amenities and Quality of Life. Within each of these category headings is a series of recommended initiatives and strategies designed to target specific issues and opportunities that exist in MW/DH. This section contains a series of tables prescribing housing

strategies tailored for each micro-neighborhood. This section also contains a three-stage implementation matrix and a recommended list of potential funding sources for advancing the strategies described in the preceding pages.

Building on the detailed micro-neighborhood analysis provided in Part I, the Housing Strategy recommends distinct actions for different zones in MW/DH.

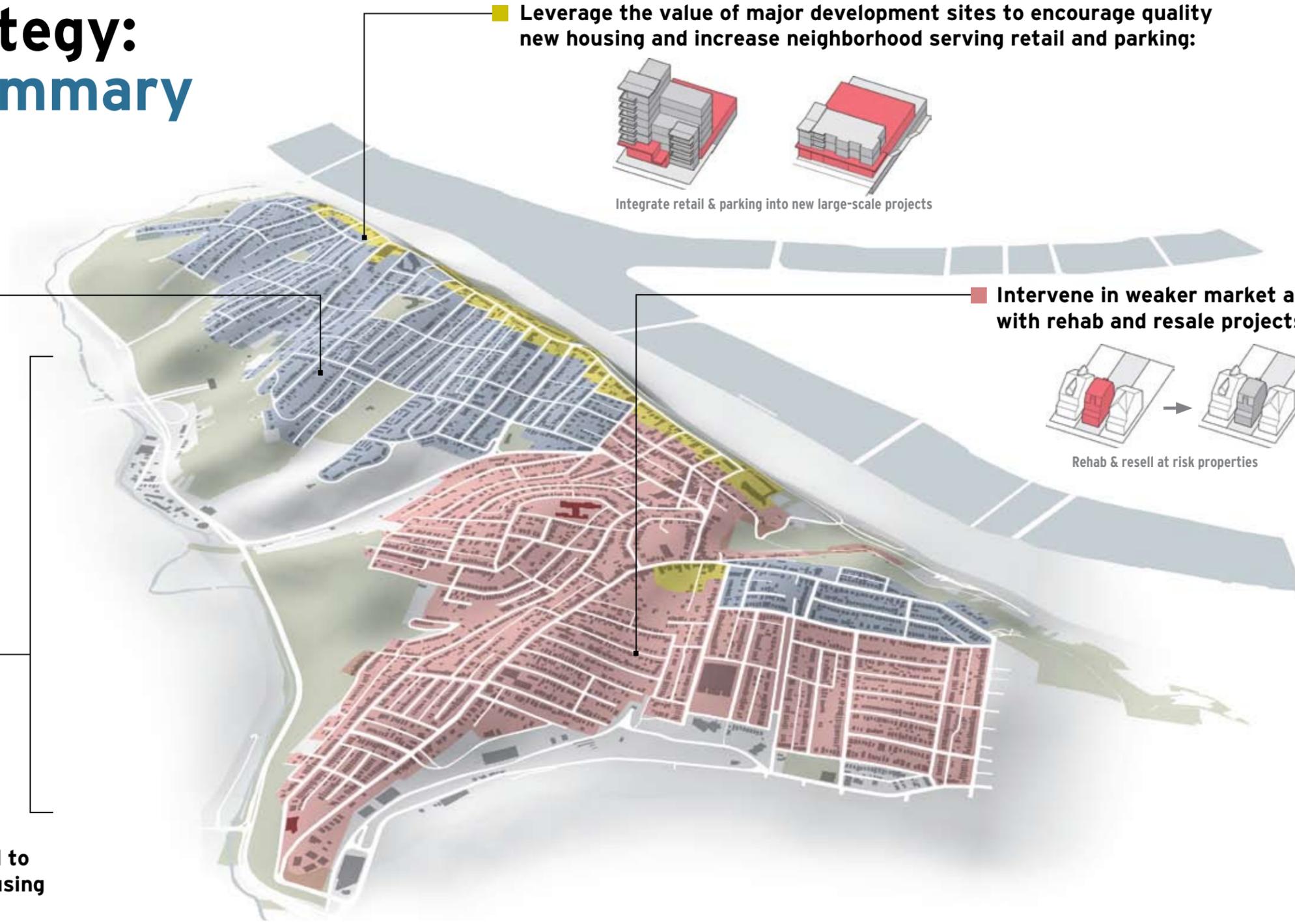
- In areas with higher values and stronger residential markets, the MWCDC should focus primarily on guiding private development through partnerships, guidelines and advocacy. In areas with lower housing prices and at-risk housing stock, the MWCDC should strategically purchase, rehab and resell or rent housing. It should also develop programs to stabilize and add value to existing housing stock.
- In areas likely to experience large-scale new development, such as Grandview Avenue, the MWCDC should advocate for the inclusion of neighborhood-serving retail and parking to maximize benefits to the larger community.
- Finally, the housing strategy recommends that the MWCDC play a strong role in building code and zoning enforcement, and advocacy for high quality renovation and new construction, throughout MW/DH.

The second page of this Executive Summary graphically summarizes these broad areas of the Ten-Year Strategy. The final page provides an overview of prioritized strategies recommended for each micro-neighborhood.

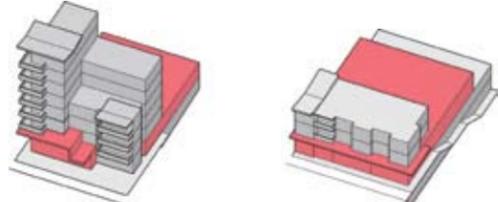
This report is designed to serve as a tool that may be used by a wide range of potential audiences.

- MWCDC may use it to inform internal fundraising and housing development efforts.
- It may help to inform discussions with developers and other individuals interested in investing in neighborhood real estate.
- This report also provides information that could help to guide grassroots community action relating to building and zoning code enforcement issues, and open space advocacy, for example.
- Perhaps most importantly, this document, and the planning process, also served as a forum through which community members were able to articulate their concerns and priorities regarding housing development efforts throughout MW/DH.

Housing Strategy: Executive Summary

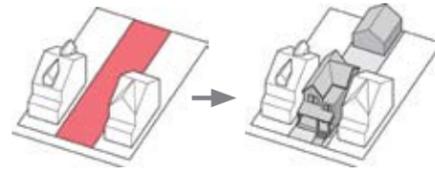


Leverage the value of major development sites to encourage quality new housing and increase neighborhood serving retail and parking:

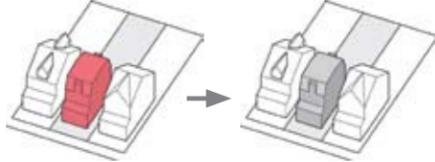


Integrate retail & parking into new large-scale projects

Guide private development in stronger market areas:

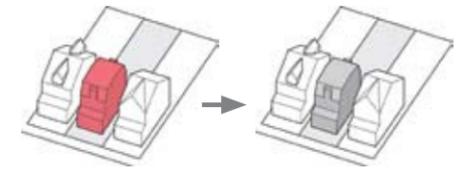


Advocate for quality new infill development



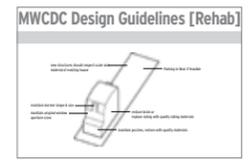
Advocate for quality home renovations

Intervene in weaker market areas with rehab and resale projects:

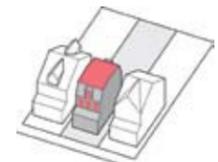


Rehab & resell at risk properties

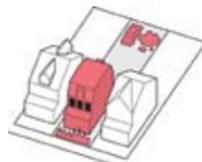
Work throughout the neighborhood to improve the quality of existing housing stock and new development:



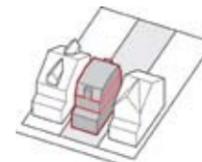
Rehab Guidelines



Rehab Grants & Training



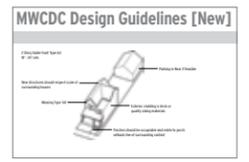
Code Enforcement



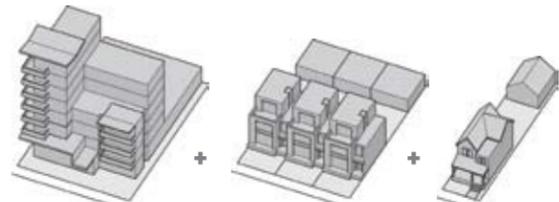
Rental Registration



Reduce Illegal Conversions



New Development Guidelines



A Range of Appropriate New Development



Design & Zoning Advocacy

Housing Strategy: Executive Summary

Prioritized Micro-Neighborhood Recommendations

Dutch Hill

Dutch Hill is one of the neighborhoods' stronger micro housing markets with higher than average rates of homeownership and newer more suburban housing options than the rest of the neighborhood. Strategies should focus on:

- supporting older and lower income long-term homeowners
- encouraging and improving the quality of renovations and infill development by investors, and
- encouraging new large-scale development on Grandview to include retail serving Duquesne Heights.

Sweetbriar North

Sweetbriar North contains a diverse mix of high quality housing, including the largest condo tower in the neighborhood, and is one of the stronger micro housing markets. Strategies should focus on:

- encouraging and improving the quality of renovations and infill development by investors,
- advocating for the inclusion of neighborhood serving retail within new large-scale condo development along Grandview Avenue.

Sweetbriar South

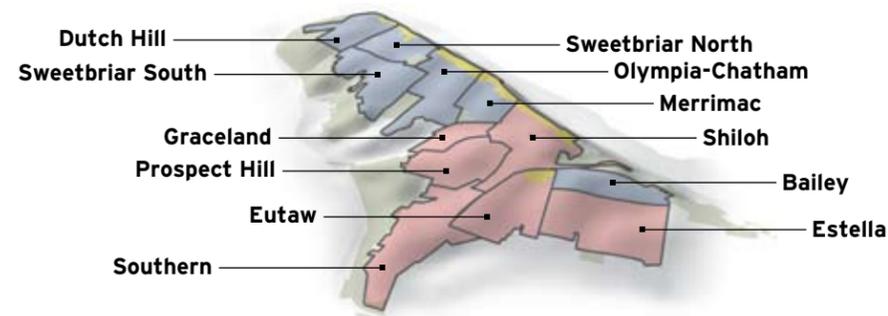
Sweetbriar South is one of the stronger micro housing markets in Mount Washington, with higher percentages of younger family households and homeowners. Strategies should focus on:

- encouraging and improving the quality of renovations and infill development by investors,
- encouraging high quality investor renovations for resale,
- adding gateway signage, and
- implementing trail and trail head improvements to Emerald View Park, as recommended in the *Grand View Scenic Byway Park Trail Plan* (2009), prepared by Environmental Planning and Design.

Olympia-Chatham

Olympia-Chatham is one of the strongest micro housing markets in Mount Washington, with especially high quality housing stock including Chatham Village, high rates of homeownership and direct access to open space. Strategies should focus on:

- maintaining the quality of existing housing stock, and
- encouraging high quality investor renovations for resale.



Merrimac

Merrimac is one of the main gateways to the neighborhood with a strong housing market and ongoing for-sale housing development along Grandview Avenue. Strategies should focus on:

- encouraging and improving the quality of renovations and infill development by investors,
- directing efforts to create shared resident parking,
- adding gateway signage, and
- developing a pilot project for shared off-street resident parking.

Graceland

Graceland contains a mix of housing stock with higher than average percentages of family households, children and long-term homeowners; it is also experiencing large numbers of investor purchases. Strategies should focus on:

- supporting older and lower income long term homeowners,
- directing investment towards housing rehabilitations,
- adding gateway signage,
- improving amenities for children, and
- implementing Emerald View Park trail and trail head improvements.

Shiloh

Shiloh is home to the primary neighborhood business district and contains a diverse mix of housing. Shiloh also contains one of the largest recent development projects to add new, for-sale, market-rate housing in the neighborhood. Strategies should focus on:

- continuing to build partnerships with private developers,
- directing investment towards the rehabilitation of housing in the southern sections, and
- expanding/connecting the Shiloh and Bailey/Boggs business districts.

Prospect Hill

Prospect Hill contains affordable housing stock with higher than average percentages of young families and investor sales. Strategies should focus on:

- improving the quality of renovations and infill development,
- directing investment towards the rehabilitation of housing in weaker southern zones,
- improving amenities for children, and
- transforming the Prospect School into a mix of market rate and affordable housing.

- Intervene in weaker market areas with rehab and resale projects
- Guide private development in stronger market areas
- Leverage the value of major development sites to encourage quality new housing, and increase neighborhood serving retail and parking
- Parks

Southern

Southern contains a mix of very affordable housing stock with a younger population and a lower than average percentage of homeownership. Strategies should focus on:

- improving the quality of renovations and infill development,
- directing investment towards the rehabilitation of housing in weaker zones to the west,
- adding shared resident parking, and
- transforming the Boggs School into a mix of market rate and affordable housing, while maintaining its playground.

Eutaw

Eutaw is a physically secluded zone containing very affordable housing stock with higher than average percentages of long-term homeowners. Strategies should focus on:

- supporting older and lower income long term homeowners, direct investment in rehabbing housing,
- adding shared resident parking,
- improving amenities for children, and
- encouraging new neighborhood-serving retail and increasing the public parking supply.

Bailey

Bailey is one of the stronger micro housing markets in Mount Washington, with excellent views of downtown and direct access to open space. Strategies should focus on:

- encouraging and improving the quality of renovations and infill development by investors,
- encouraging neighborhood-serving retail, and
- developing a new Elm Street District Application (along with Eutaw, Estella and Shiloh) for residential areas near the business district.

Estella

Estella contains especially high quality affordable housing stock with higher than average percentages of homeownership and family households. Strategies should focus on:

- supporting older and lower income long term homeowners,
- directing investment towards housing rehabilitation,
- encouraging high quality affordable housing, and
- adding gateway signage and improving amenities for children.

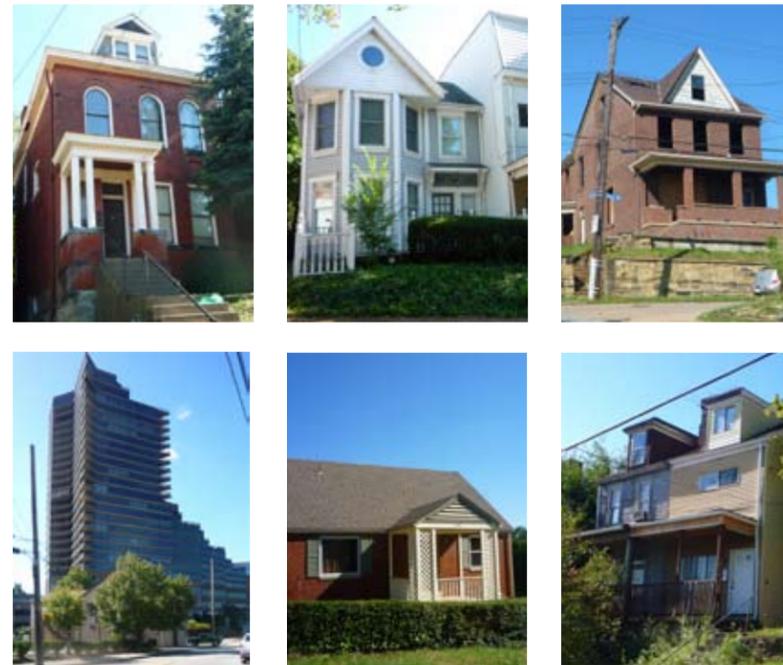
Part I: Existing Conditions and Analysis

During the existing conditions phase, the planning team collected and analyzed physical, economic and demographic information relating to the Mount Washington/Duquesne Heights neighborhood. The consultants spent time in the neighborhood surveying the neighborhoods' complex physical conditions. The team also received input from MWDC's staff and Real Estate Committee to better understand the neighborhoods' current market capacity and needs, as well as those of its surrounding context. Preliminary data, analysis and findings were presented to community members at a public meeting on March 18th, 2010. This meeting was an opportunity to engage people in the planning process and explore the issues affecting residents' daily lives.

Existing Conditions and Analysis is organized in two parts:

- "Neighborhood Overview" explores MW/DH demographics and market activity, comparing neighborhood data with trends in the City of Pittsburgh overall. This section also maps the following conditions impacting the local housing market: zoning and development, topography, views, rental vs. homeownership, parking and circulation.
- Mount Washington and Duquesne Heights have a wide variety of physical and market conditions due to the neighborhoods' dramatic topography, unique views of downtown Pittsburgh and range of housing types. "Micro-Neighborhoods" takes a closer look at market activity, physical conditions and trends within smaller, localized sub-neighborhood areas.

The information provided in this section guided the development of a fine-tuned, data-driven, neighborhood-specific housing strategy for Mount Washington and Duquesne Heights, as provided in Part II of this document. The ten year strategy will aid MWDC in stabilizing, strengthening and positively transforming the local housing market. The planning team anticipates that this existing conditions and analysis study will also be useful as a tool for future fund-raising and planning efforts.



The diversity of existing housing stock in the neighborhoods.

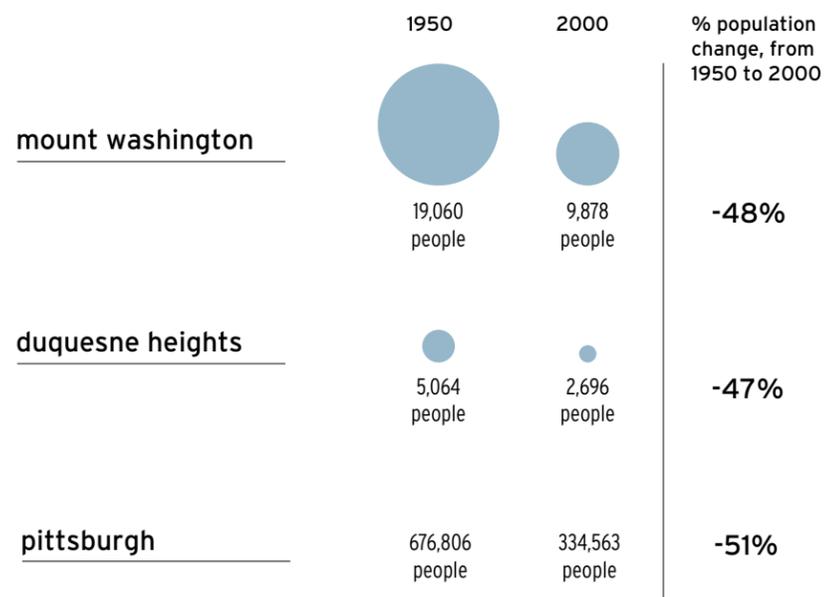
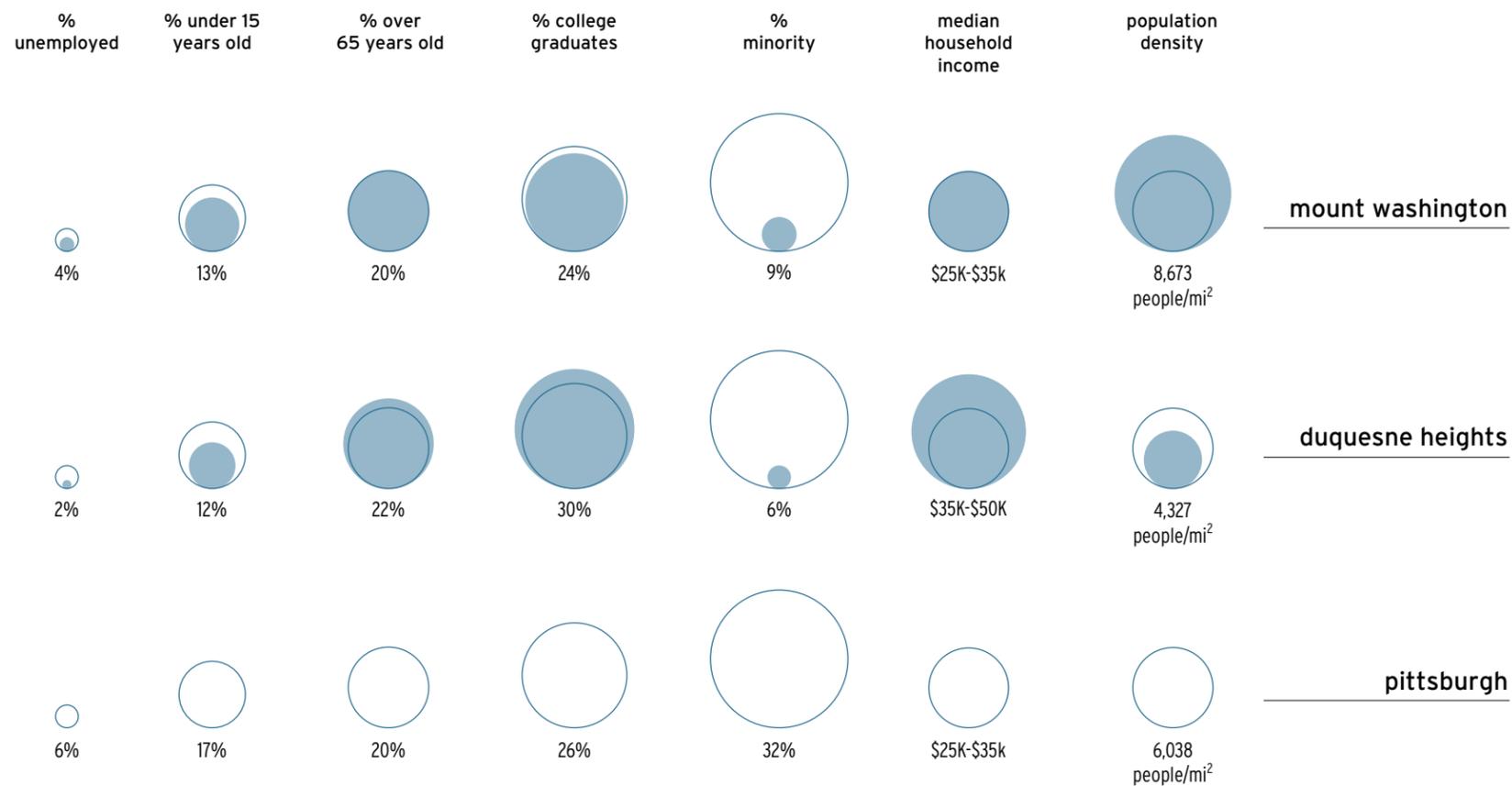
Neighborhood Assets

- Views
- Parks and open space
- Commercial districts
- Transportation
- Historic assets
- Access to downtown Pittsburgh
- Varied housing stock and residential options
- Affordable housing

Neighborhood Issues

- Capitalizing on positive neighborhood market trends
- Improving the quality of design, construction and rehabilitation
- Preserving affordable housing options
- Encouraging and promoting owner-occupancy
- Preventing / limiting multiple-unit rental conversions
- Maintaining older houses owned by people on fixed-incomes
- Future development plans for MWDC's holdings

Neighborhood Overview: Demographics [2000 Census]



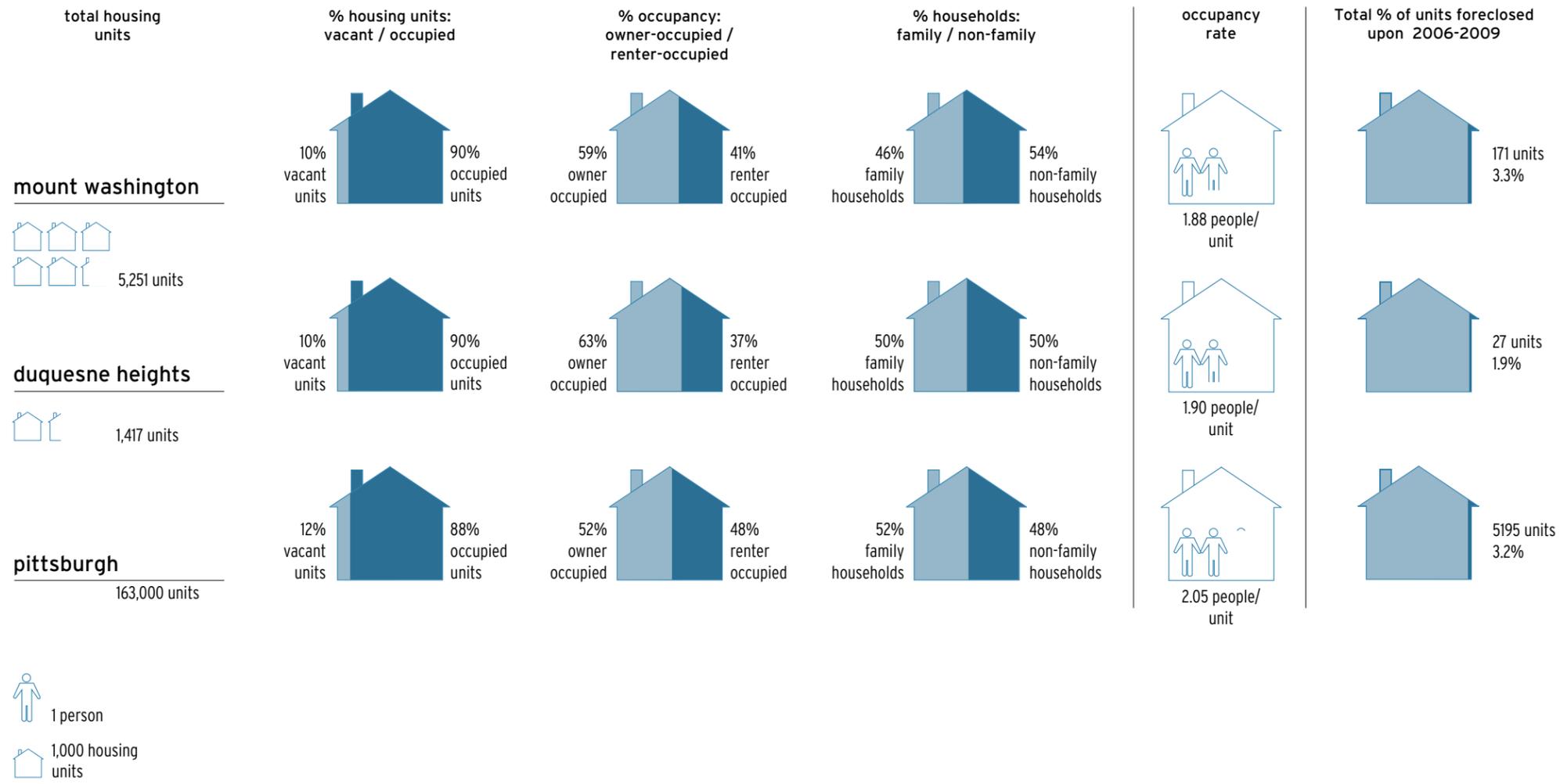
Mount Washington lost just over 48% of its population over the past five decades. Current residents enjoy the steep hillside view overlooking Pittsburgh's downtown skyline, which has been called "most beautiful urban vista" by USA Weekend.¹ Duquesne Heights, which lost 47% of its population since 1950, is said to offer the broadest range of housing opportunities of all of Pittsburgh's neighborhoods.²

Mount Washington and Duquesne Heights generally follow the same demographic trends as the City of Pittsburgh overall. However, in several key areas, Mount Washington and Duquesne Heights demonstrate distinctly different demographic patterns.

- The unemployment rate in MW/DH is about half of the City's overall rate.
- MW/DH has fewer single-parent households and more households comprised of unrelated individuals than the City of Pittsburgh at large.
- MW/DH has slightly more homeownership (56%) than Pittsburgh overall (52%). Many homes are owned by single people and married couples without children.
- There are slightly fewer children in MW/DH (16%) than in Pittsburgh (20%) overall. Two-parent households are more likely in MW/DH than in the City overall, and MW/DH families show a preference for living in less-densely developed areas.
- MW/DH is almost entirely white Caucasian with nearly 93% of its population identifying in this manner. Pittsburgh has a greater overall diversity, with only 68% identifying as white, though this does not speak to the actual demographic distribution throughout the City.
- While MW/DH and Pittsburgh have the same percentage of college graduates, Duquesne Heights in particular has a much higher median household income.

Sources:
¹ http://en.wikipedia.org/wiki/Mount_Washington_%28Pittsburgh%29
² www.city.pittsburgh.pa.us

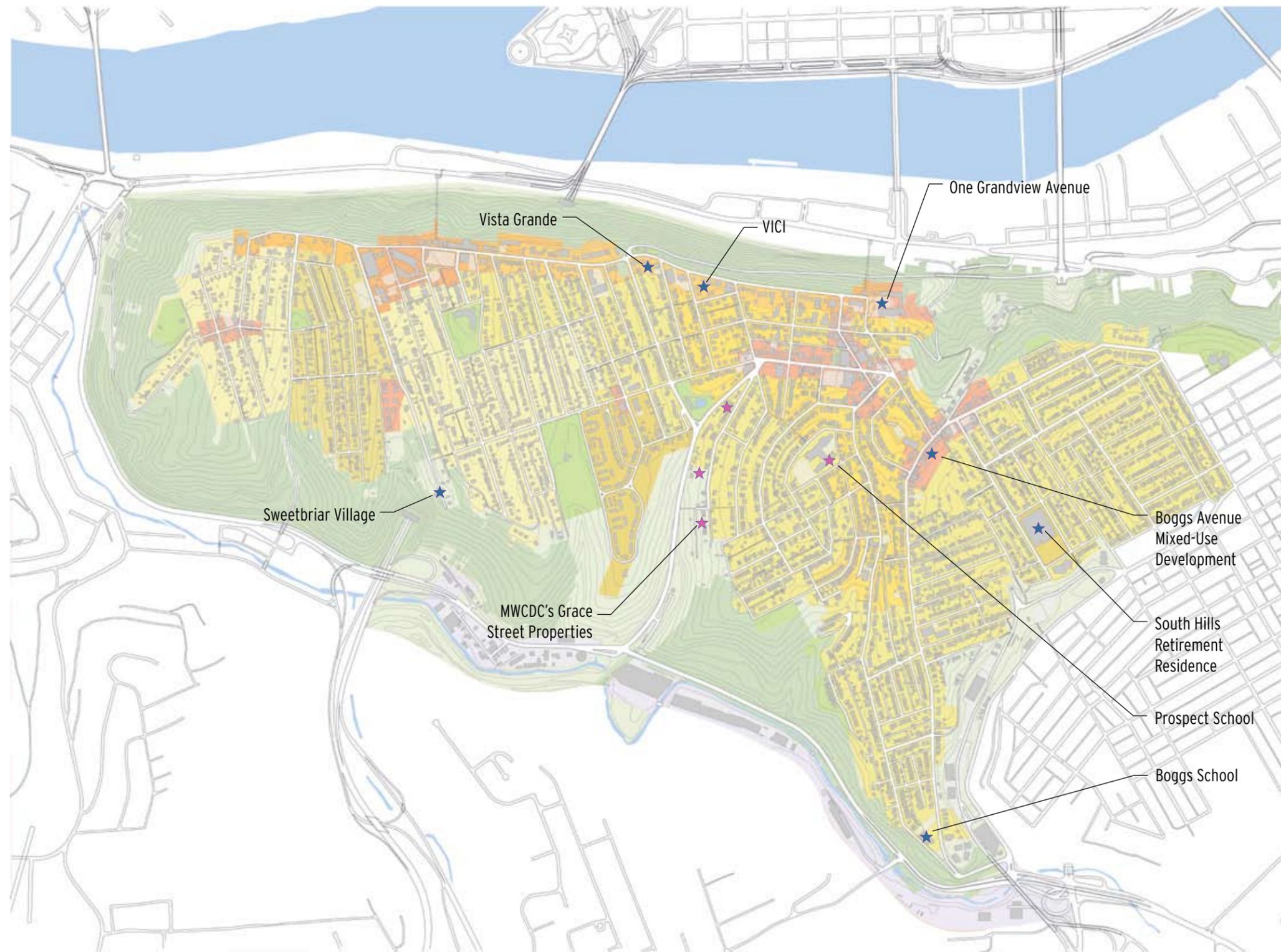
Neighborhood Overview: Occupancy, Tenure & Foreclosures



In many regards, the real estate market activity data for Mount Washington and Duquesne Heights is similar to that of the City of Pittsburgh as a whole. But the dramatic topography of the neighborhood, stunning downtown views and wide range of housing types also create some unique market conditions.

- In general, MW/DH has slightly fewer vacant units than Pittsburgh overall. Duquesne Heights has 11% more owner-occupied units than the City of Pittsburgh in general and 4% more than Mount Washington.
- There were 397 home sales in MW/DH between 2008 - 2009, with a median value of \$67,000. 224 homes were sold to homeowners, at a median value of \$80,000. 173 were sold to investors, at a median value of \$48,000.
- The range of prices that homeowners paid for their property is dramatic: \$3,900 at the low end, and \$895,000 at the high end. Investors paid between \$1,441 - \$499,662 for residential properties.
- Property values vary by location: there are pockets with higher and lower values. Property values also vary according to their physical condition, and there is sometimes substantial variation within neighborhood pockets. Other characteristics affecting residential housing values include: the availability of off-street parking, local traffic volume, views, whether dwellings are new or old, and the steepness of the street on which houses are located.
- 23% of MW/DH households have owned their home for 20 or more years. Such homeowners tend to be concentrated in certain locations. Houses owned by long-term homeowners are sometimes sold to investors for lower than market-value prices.

Neighborhood Overview: Zoning & Development



Summary

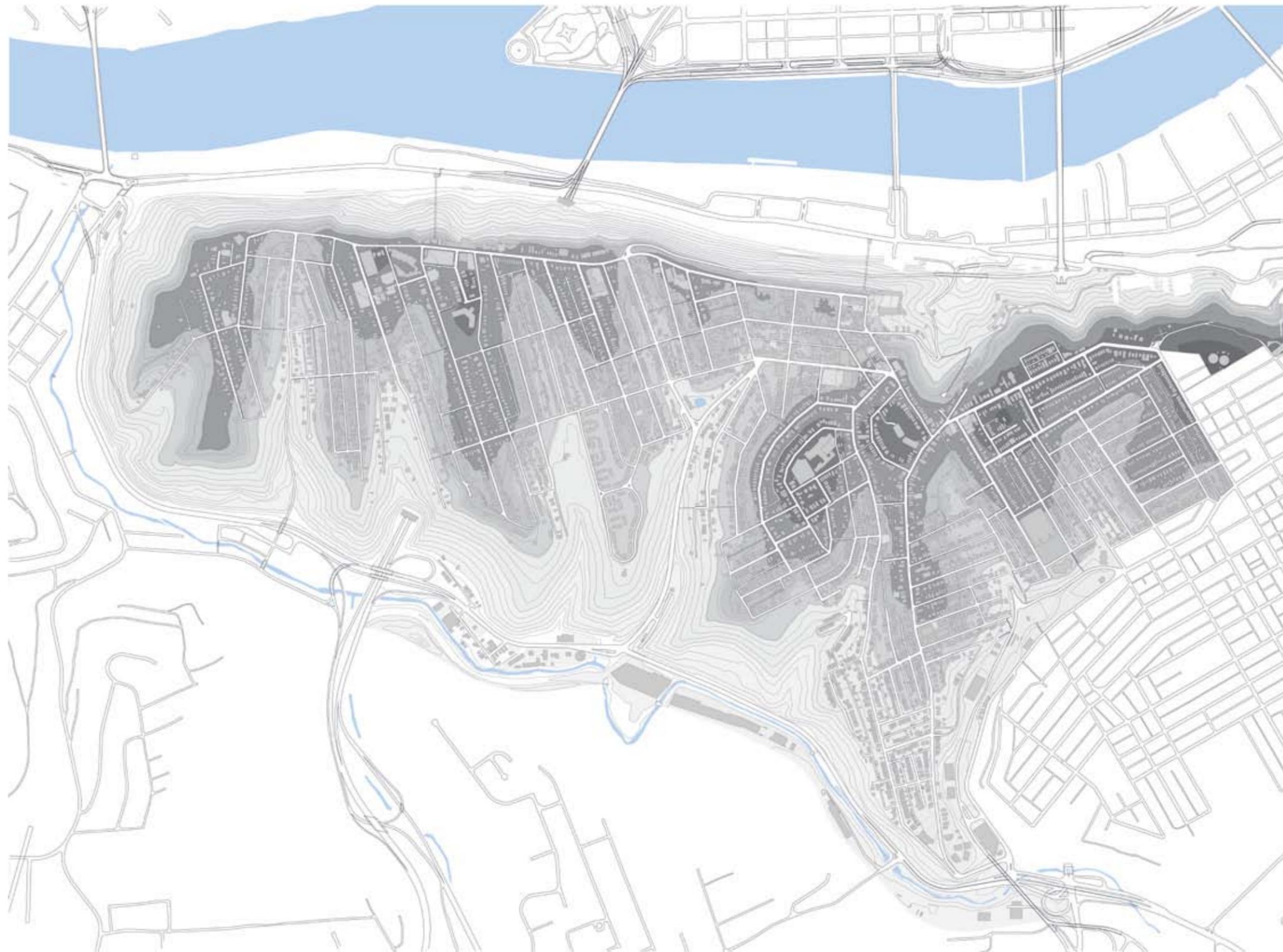
Zoning in Mount Washington and Duquesne Heights reflects the dramatic topography and unique downtown views. The northern Grandview Public Realm District encourages quality residential and commercial development along Grandview Avenue, protects the existing residential fabric and enhances the local landscape resources. Most of the rest of the neighborhood is residential, with the exception of neighborhood-serving commercial districts at Shiloh Street, Virginia, Boggs and Bailey Avenues. There is also a commercially-zoned area adjacent to Chatham Village, and one in Duquesne Heights along Greenleaf Street. MW/DH is surrounded on three sides by nearly continuous public parks and green hillsides.

Legend:

- Buildings
- Areas Zoned Parks & Open Space
- Emerald View Park with Existing and Proposed Trails
- Neighborhood Parks & Athletic Facilities
- Single-Unit Detached Residential - Medium Density
- Single-Unit Detached Residential - High Density
- Single-Unit Attached Residential - High Density
- Two-Unit Residential - High Density
- Residential Planned Unit Development
- Multi-Unit Residential - Medium Density
- Grandview Public Realm Districts
- Residential/Commercial Planned Unit Development
- Local Neighborhood Commercial District
- ★ Current Development Projects
- ★ Future Development Opportunities



Neighborhood Overview: Topography



Summary

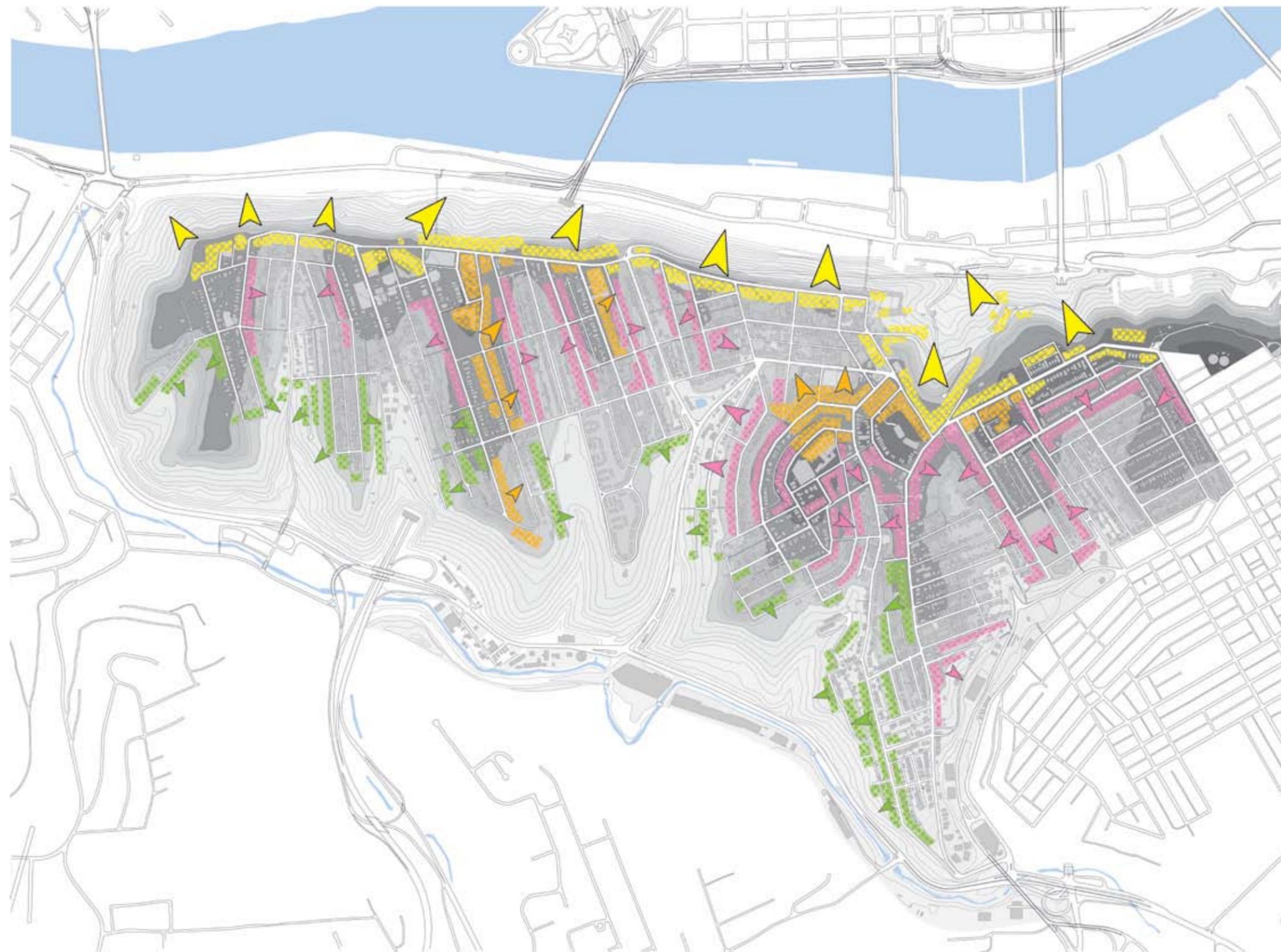
Located just above the confluence of the Allegheny and Monongahela Rivers, Mount Washington and Duquesne Heights have a rich, undulating landscape. This map illustrates the many ridges and valleys over which the neighborhood is laid. The darkest grey indicates the highest elevations, which primarily occur along the northern edges of the study area and on nearby hilltops. The lightest shade of grey depicts the lowest, valley terrain along the neighborhoods' northern and southern edges. MW/DH's hilly, ever-sloping ground plane allows for unique external and internal view sheds and creates distinctive neighborhood pockets.

Legend

- Hilltops
-
-
-
-
-
- Valleys



Neighborhood Overview: Views and Topography



Summary

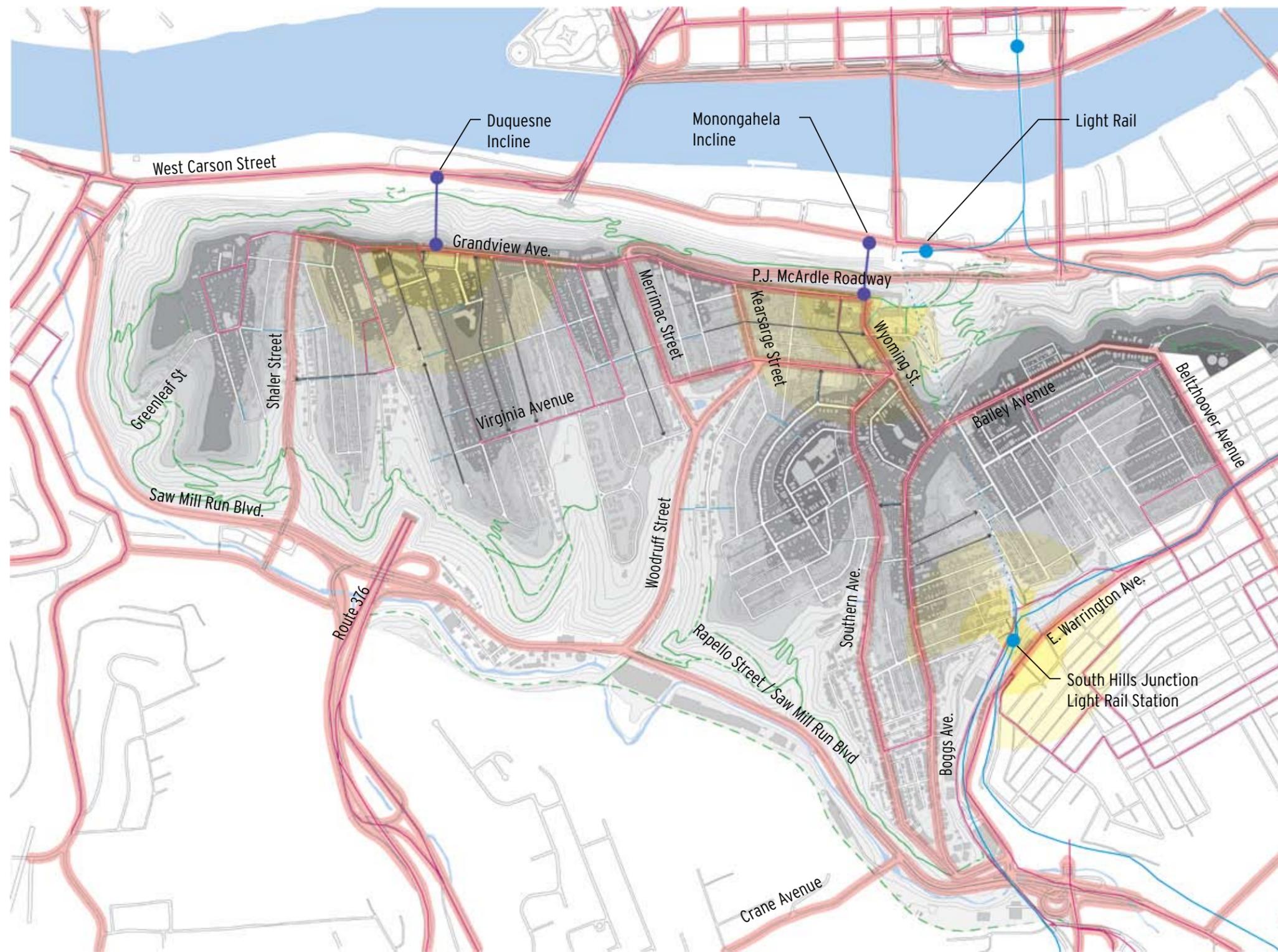
The neighborhoods' unique topography and relationship to downtown Pittsburgh set the stage for dramatic views. In Mount Washington and Duquesne Heights, nearly everyone is afforded this special amenity. Residents along the neighborhoods' northern edge have direct views to downtown. Other residents have stunning views of downtown from across the neighborhood. Homes located at slightly lower elevations have internal views across the valley neighborhoods and a visual connection to the surrounding woodlands and parks.

Legend

- Hilltops
- Valleys
- View to Woods and Parks
- Direct View to Downtown
- View of Downtown over Neighborhood
- Internal View of Neighborhood



Neighborhood Overview: Circulation and Topography



Summary

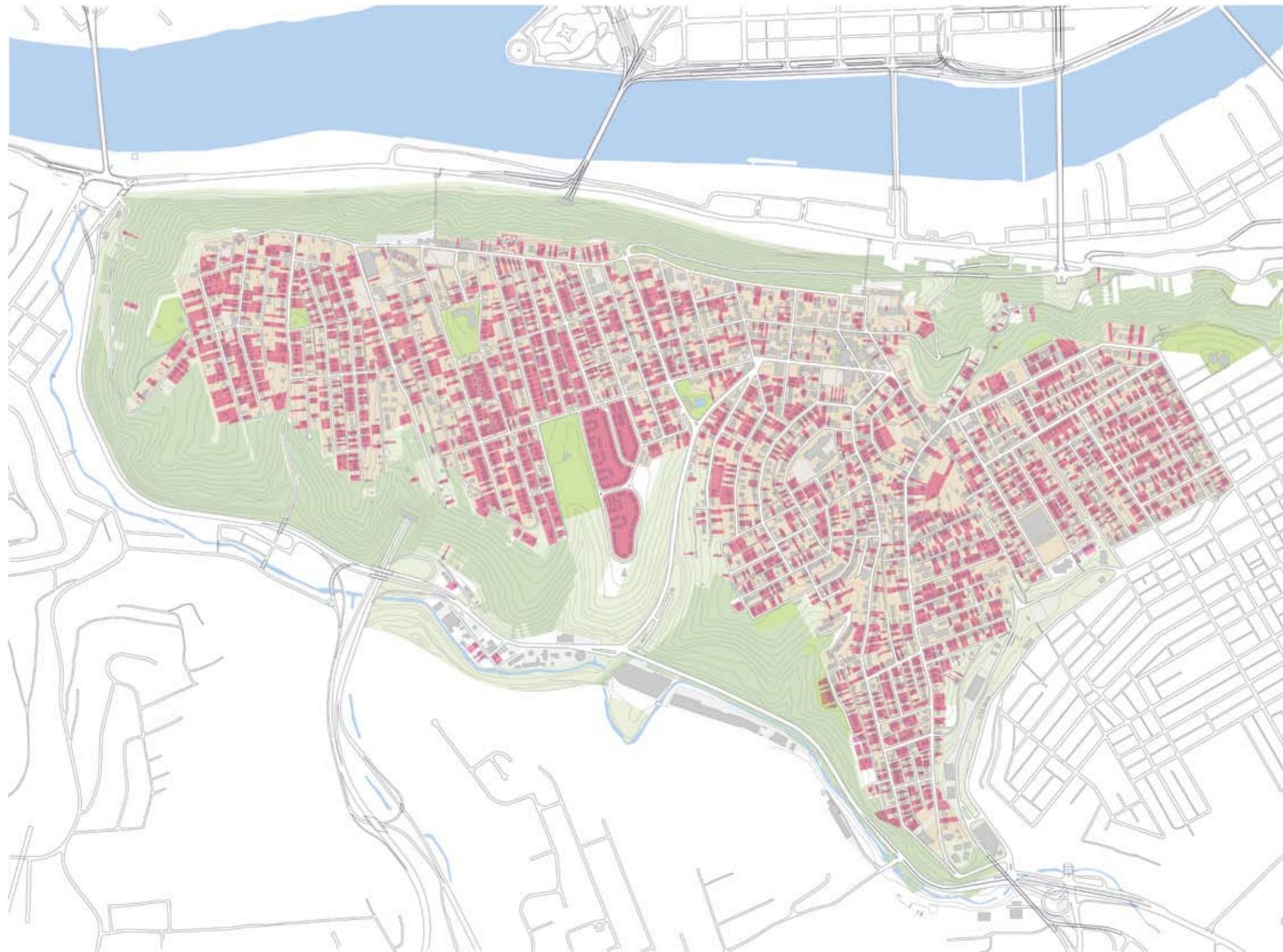
This map depicts the many modes of transportation serving MW/DH. Several bus lines, light rail transit, two inclines and numerous city steps help pedestrians navigate the hilly terrain. Much of the neighborhood is within a short walk to one or more transit stops. Most high-traffic streets circumnavigate the neighborhood with the exception of key arteries facilitating north-south movement and connecting to regional road networks and destinations outside of the study area. MW/DH also has a sinuous network of nature trails along its wooded northern, western and southern edges.

Legend

- Hilltops
- Valleys
- 5 Minute Walk from Inclines and/or Light Rail Stops
- 10 Minute Walk from Inclines and/or Light Rail Stops
- High Traffic Streets
- Bus Lines
- Incline
- Light Rail Transit
- City Steps
- Existing Trails
- - - Proposed Trails



Neighborhood Overview: Rent / Own



Summary

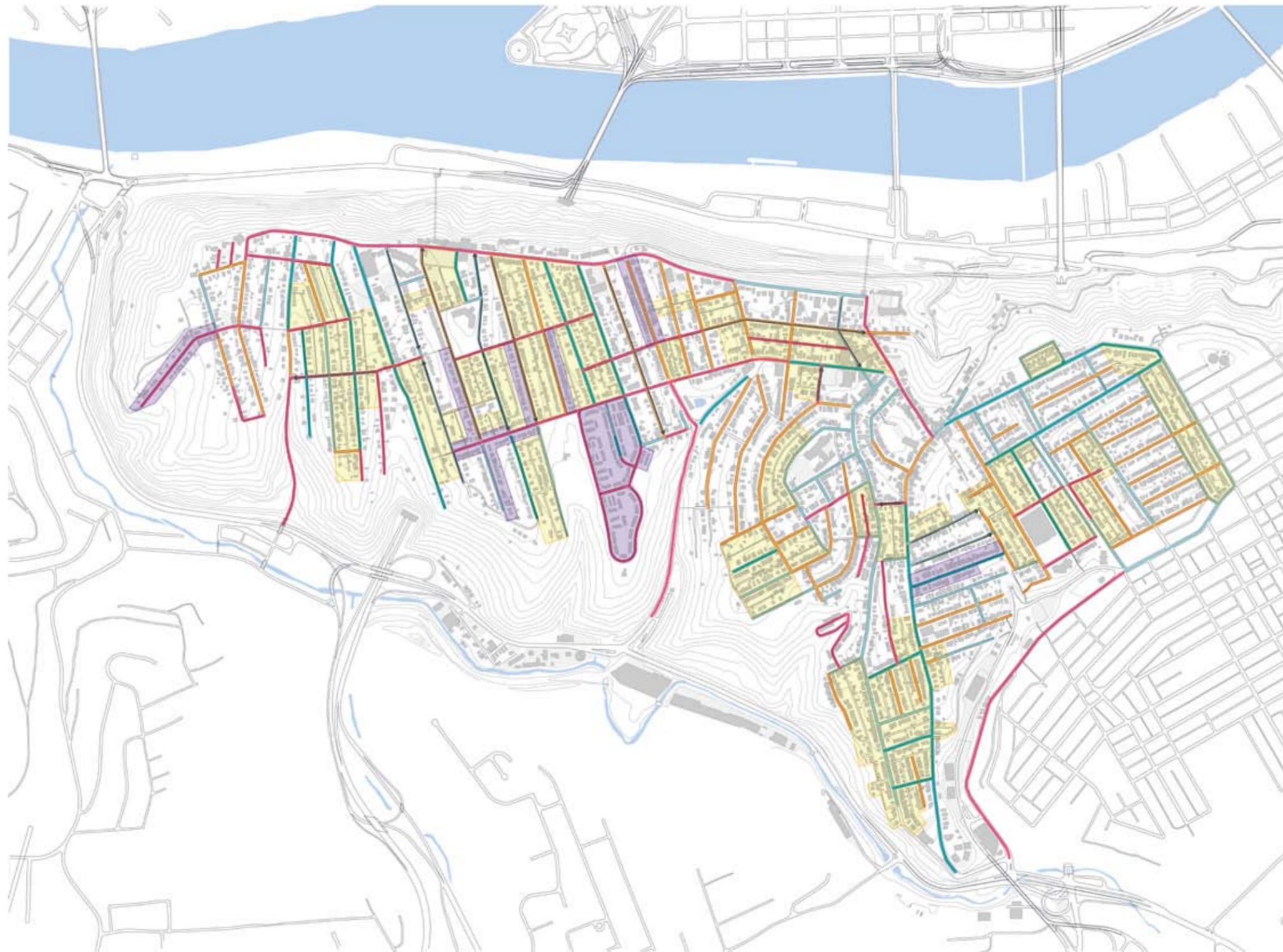
This map distinguishes between parcels belonging to homeowners and those that are rented or are commercial properties. Rental and owner-occupied units are fairly evenly distributed throughout the study area. The distribution of homeownership is only slightly denser in the core of the neighborhood, around Olympia Park and in Chatham Village.

Legend

- Buildings
- Areas Zoned Parks and Open Space
- Emerald View Park with Existing and Proposed Trails
- Neighborhood Parks and Athletic Facilities
- Homeowner Properties
- Rental Properties and Other Commercial Properties



Neighborhood Overview: Parking



Summary

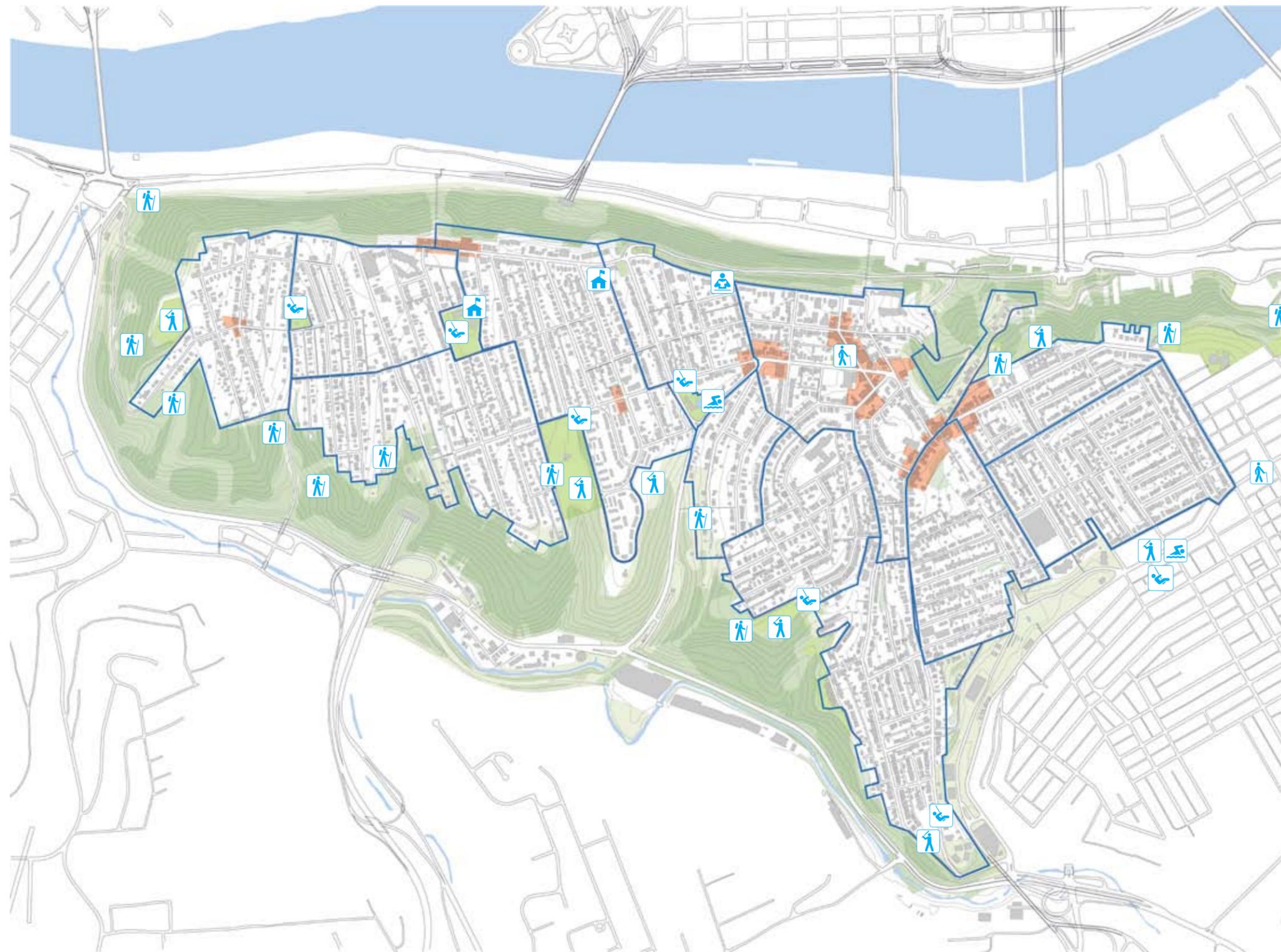
Parking in MW/DH can be challenging. This map illustrates the various types of on- and off-street parking that are available throughout the neighborhood. The areas highlighted in yellow are those in which an alley is present, indicating that rear, off-street parking is most likely available. Purple-shaded areas are locations where residents have private parking by way of a driveway, garage or paved front yard. It is important to note that while many streets allow parking on both sides, the result is that traffic flow is often heavily restricted, down to one narrow lane in many cases. This scenario is not only inconvenient, but it can also be dangerous in places where emergency response vehicles cannot easily fit. Furthermore, on these narrow streets, people often park their vehicles on the sidewalk, impeding pedestrian movement.

Legend

- Areas with Alleys and Rear-Loaded Off-Street Parking
- Areas with Front-Loaded Off-Street Parking
- Streets with Parking on Both Sides
- Streets with Parking on One Side Only
- Streets with Parking on Both Sides, Traffic Impeded
- Streets with No On-Street Parking



Neighborhood Overview: Community Resources



Summary

This map illustrates significant recreation spaces for kids and adults. Community resources are often clustered together, such as playgrounds and ball fields, for example. Also, nearly all of these community resources are located along micro-neighborhood boundaries, allowing multiple communities to benefit from a particular resource, and creating a social center. Finally, there are a large number of trail heads allowing access to the surrounding parks. However, most of these trail heads serve the southern, northeastern and northwestern portions of the study area.

Legend:

- Woodlands
- Emerald View Park
- Zoned Park Land
- Recreation
- Water
- Building
- Commercial Area
- Neighborhood Boundary
- Trail Head
- Playground
- Ball Field/Court
- School
- Library
- Senior Center
- Swimming



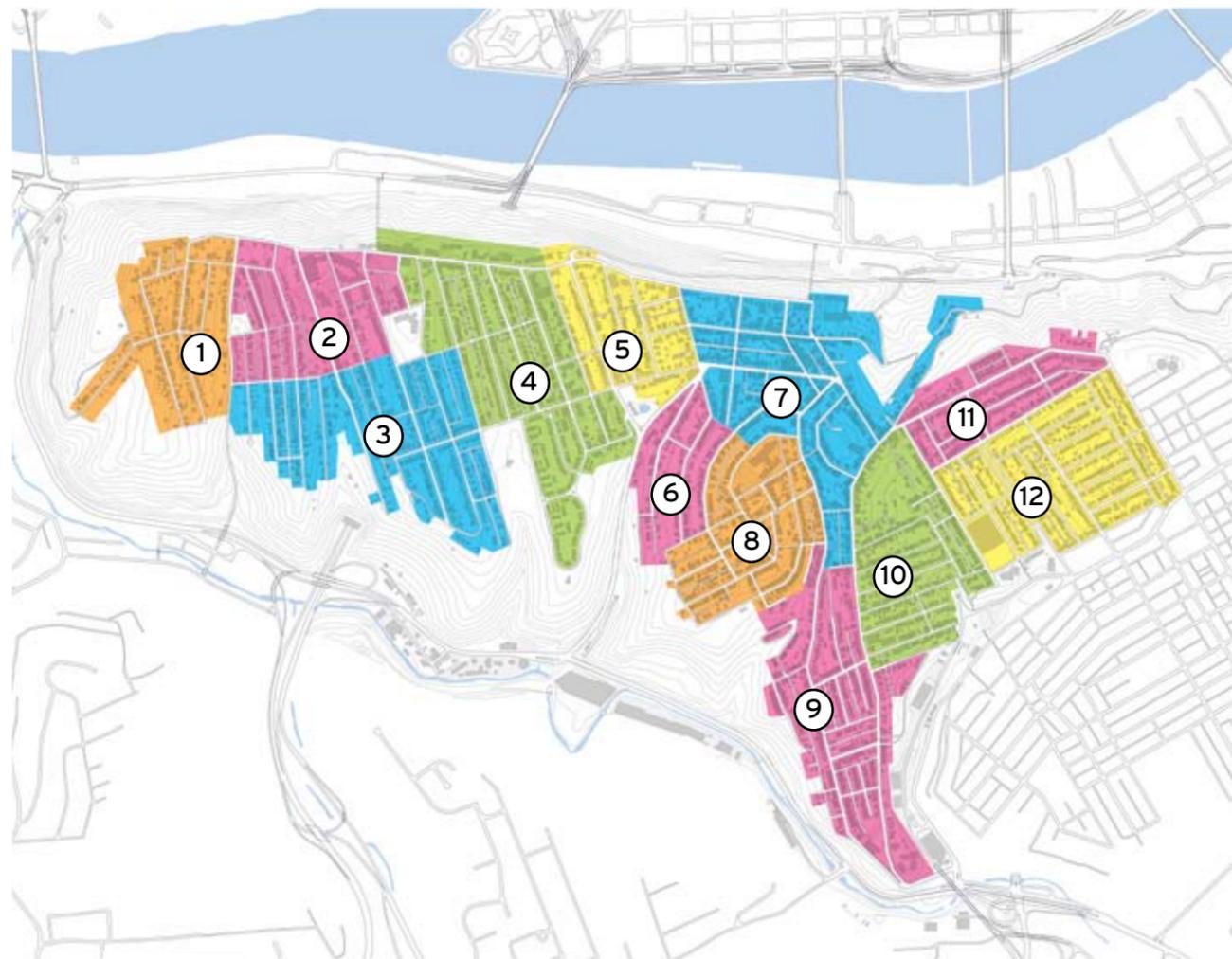
Neighborhood Overview: Vacant Parcels



Summary

On this map, the pink shapes indicate vacant parcels, as designated in the City and County GIS databases. Some of these parcels are actually parking lots or have been developed in recent years. There appears to be a large concentration of vacant parcels in the northwestern corner of the study area, which includes Sweetbriar North and Sweetbriar South. However, Sweetbriar North and South are distinctly different. Sweetbriar North has many vacant parcels and the highest number of vacant housing units. Though Sweetbriar South appears to have many vacant parcels, it has the lowest number of vacant housing units. Also, there is a slightly smaller, but still noteworthy density of vacant parcels around the Prospect School. Graceland and Prospect Hill have the second and third highest rates of housing unit vacancy, respectively.

Micro-Neighborhoods: Overview



Index

- 1 Dutch Hill
- 2 Sweetbriar North
- 3 Sweetbriar South
- 4 Olympia-Chatham
- 5 Merrimac
- 6 Graceland
- 7 Shiloh
- 8 Prospect Hill
- 9 Southern
- 10 Eutaw
- 11 Bailey
- 12 Estella

To gain an understanding of the many housing characteristics of Mount Washington/Duquesne Heights, the project team identified a series of sub-areas within the greater neighborhood to examine in greater detail. This specific neighborhood breakdown was chosen based on a variety of criteria including geography, demographics and physical conditions. Geographically, the larger neighborhood is rather diverse, containing a series of hills and valleys. These topographic conditions have dictated where development has and has not historically occurred, thereby limiting the development pattern and creating natural boundaries throughout the neighborhood. Demographically, Block Group boundaries already exist throughout Mount Washington/Duquesne Heights, reflecting where the Census has determined somewhat discrete populations to be. Our team followed these boundaries as much as possible to allow for the collection of comparable socioeconomic data throughout Mount Washington/Duquesne Heights. Physically, the neighborhood contains a variety of housing types, sizes and conditions that seem to be clustered in distinct areas, fitting a pattern not unlike the geographic and demographic patterns. Combined, these factors help create a tapestry of 12 micro-neighborhoods including, from west to east, Dutch Hill, Sweetbriar North, Sweetbriar South, Olympia-Chatham, Merrimac, Graceland, Shiloh, Prospect Hill, Southern, Eu-

Micro-Neighborhood Characteristics

Demographic Trends and Market Activity

- 1. Population
- 2. Households and Types
- 3. Renter, Home-Owner and Vacancy
- 4. Tenure by Housing Type
- 5. Building Permit, Foreclosure and Code Violation Activity
- 6. Recent Sales Activity
- 7. Housing Types

law, Bailey and Estella. At a community meeting on March 18th, 2000, the public agreed that this was a logical dissection of Mount Washington/Duquesne Heights.

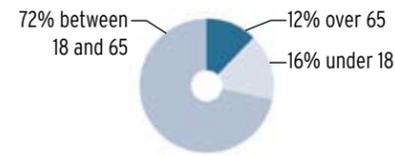
After defining the 12 micro-neighborhoods, our team examined a variety of housing-related data for each. Demographic data includes population, number of households and housing units, and information such as median household income, and length of home ownership. We also examined the age of the population and householder type. Where possible, using Census data, we identified owner-occupancy versus renter, and types of units owned and rented. Real estate activity is another major indicator of the housing market. This examination included recent sales characteristics, including number of sales, median sales price, and a breakdown of price by owner-occupant and investor, which also indicated percent owner-occupied versus investor. Finally, we established the total number of foreclosures and building permits issued, as well as an approximate tally of building code violations issued. Housing characteristics of a more physical and qualitative nature were examined for each micro-neighborhood as well. These included the types of development found in each, transportation features such as proximity to bus and light rail lines, views and access to green space.

Micro-Neighborhood Profile: Dutch Hill

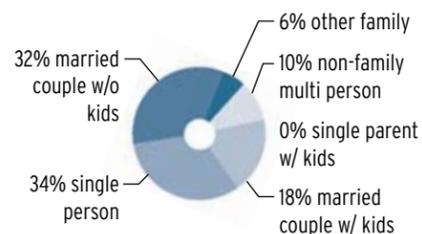
Demographic and Market Activity Data

total population:	581
total households:	247
total housing units:	292

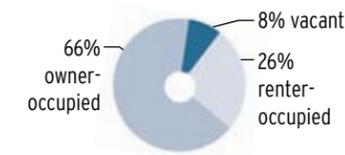
median household income:	\$51,212
total long-term homeowners:	96
% of housing stock occupied by long-term homeowners:	33%



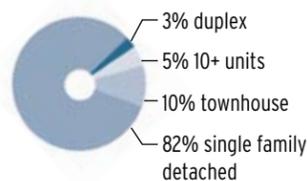
population	total number of people:	581
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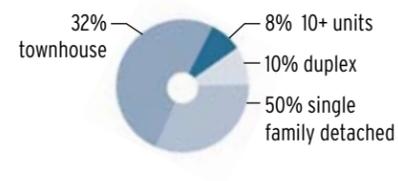
householder type	total number of householders:	247
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unit occupancy-ownership	total number of units:	292
--------------------------	------------------------	-----



unit type - owned	total number of units:	193
-------------------	------------------------	-----



unit type - rented	total number of units:	75
--------------------	------------------------	----

“kids” are children under the age of 18
 “single person” means 1 person in the housing unit
 “other family” means other adults in housing unit, but only 1 head of household

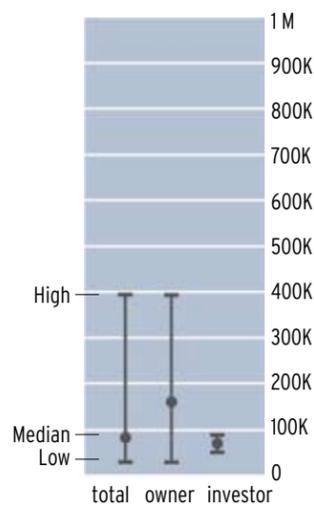
“over 65” includes 65-year-old people
 “under 18” does not include 18-year-old people
 “~” means approximate value



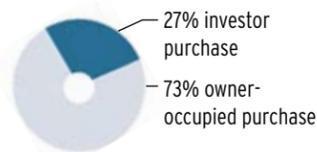
Community Images



Real Estate Activity



recent sale activity	total number of sales:	15
	median price:	\$81,800
	owner-occupant sales:	11
	median price:	\$160,000
	investor sales:	4
	median price:	\$70,000



total foreclosures:	4
total building permits:	21
total code violations:	~28



Micro Map

Physical Conditions

Topography, Land Use and Zoning

Dutch Hill is located at the western edge of Duquesne Heights, with Shaler Street as its eastern boundary. It is comprised of a relatively flat, predominantly residential area along a north-south ridge, with a nearly-vacant commercial district along Greenleaf Street. The residential neighborhood continues down the hillside along Greenleaf Street. There are a few businesses and a transmission tower located along the northern edge of the neighborhood, along Reese Street at the western end of Grandview Avenue.

Predominant View Types

Dutch Hill benefits from outstanding views of Pittsburgh’s North Shore and the Ohio River from along Grandview Avenue. Houses along the western side of Shaler, Republic and Seward Streets have cross-neighborhood views eastward, and the southern edges of Dutch Hill have views towards the surrounding wooded hillsides and park network.

Parks and Open Space

Dutch Hill has excellent access to parks and open space. Skookum Ball Field is nestled into Emerald View Park, which wraps much of Dutch Hill on three sides. There are several neighborhood trail heads and the Shaler Parklet/Eileen McCoy Playground is also nearby.

Traffic and Transportation Access

Dutch Hill is currently served by the 41E bus line, connecting to downtown and the rest of the Duquesne Heights/Mount Washington neighborhood. Dutch Hill is within close proximity of the Duquesne Incline, connecting Grandview Avenue with West Carson Street and Station Square below. Greenleaf Street provides a “back entrance” into the neighborhood, landing at the West End Circle and providing convenient access to the South Hills, West Carson Street, downtown and the West Pittsburgh neighborhoods.

Parking

While some homes have front-loaded off-street parking. Parking can be challenging for most Dutch Hill residents.

Housing Character

Housing ranges from high-end apartments along Grandview, to brick and frame-built single-family houses throughout the neighborhood. Most of the housing stock was built in the 1920’s and 1930’s. Several homes were built in the 1950’s and later including more recent infill construction along Greenleaf Street.

Current and Proposed Development

The area along Grandview Avenue, between Republic and Shaler Streets, is zoned as part of the Grandview Public Realm District and is ripe for redevelopment.

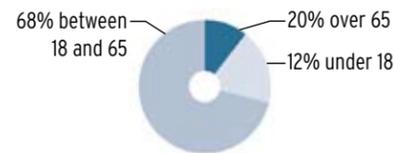
Demographic and Market Activity Findings

- The Dutch Hill homeownership rates (72%) exceed those in MW/DH (56%)
- Single family detached structures represent over 70% of the Dutch Hill housing stock
- 6% of Dutch Hill residents live in structures with 10 or more units (including a residential high-rise located on Grandview Ave.)
- More than half of Dutch Hill residents are married couples (both with and without children) compared to 32% in MW/DH
- There are fewer single-person households in Dutch Hill (34%) than MW/DH (40%)
- One third of Dutch Hill housing units are occupied by long-term (20+ years) homeowners
- 73% of recent home purchases in Dutch Hill were made by owner-occupants
- The median sales price of recently sold owner-occupied units in Dutch Hill is twice that in MW/DH (\$160,000 versus \$80,000, respectively)
- Dutch Hill had just 4 foreclosures (2006 - 2009) and 28 building code violations (2001 - 2009), both the lowest in MW/DH

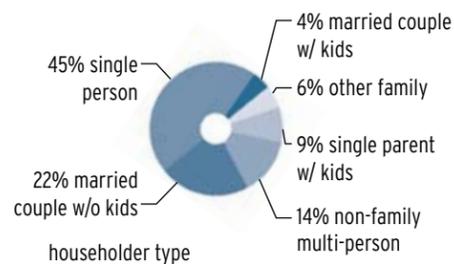
Micro-Neighborhood Profile: Sweetbriar North

Demographic and Market Activity Data

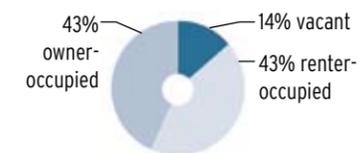
total population:	932
total households:	499
total housing units:	584
<hr/>	
median household income:	\$52,281
total long-term homeowners:	68
% of housing stock occupied by long-term homeowners:	12%



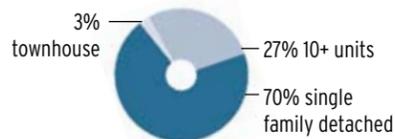
population	total number of people:	932
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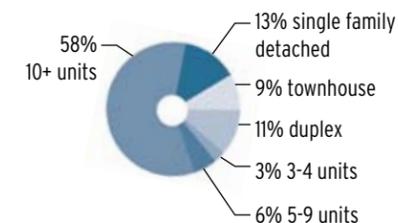
householder type	total number of householders:	499
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unit occupancy-ownership	total number of units:	584
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unit type - owned	total number of units:	253
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unit type - rented	total number of units:	251
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"kids" are children under the age of 18
 "single person" means 1 person in the housing unit
 "other family" means other adults in housing unit, but only 1 head of household

"over 65" includes 65-year-old people
 "under 18" does not include 18-year-old people
 "~" means approximate value

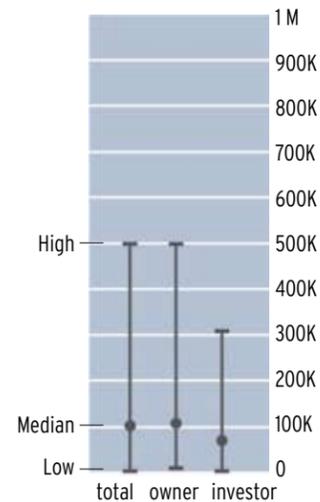


Community Images

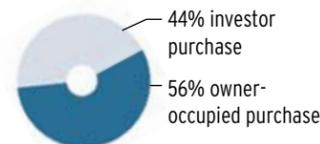


Micro Map

Real Estate Activity



recent sale activity	total number of sales:	32
	median price:	\$101,500
	owner-occupant sales:	18
	median price:	\$107,750
	investor sales:	14
	median price:	\$70,000



total foreclosures:	9
total building permits:	31
total code violations:	~61

Physical Conditions

Topography, Land Use and Zoning

Sweetbriar North spans the top portion of two neighborhood ridges rising up to Grandview Avenue. Shaler Street is its western edge, Cohasset and Meridan form its eastern edge, and Weil Street forms the southern boundary. Grandview Avenue, zoned as part of the Grandview Public Realm District, contains several condominium towers and destination restaurants capitalizing on views of downtown Pittsburgh. The rest of the micro-neighborhood is zoned as residential.

Predominant View Types

Grandview Avenue has views of downtown Pittsburgh, the North Shore and the three rivers. There are also cross-neighborhood views from Oneida and Augusta Streets, looking westward.

Parks and Open Space

Sweetbriar North benefits from access to Grandview's scenic edge. Shaler Parklet/Eileen McCoy Playground and Whittier Park provide recreational amenities as well.

Traffic and Transportation Access

The 41E and 43E buses connect Sweetbriar North to the rest of the neighborhood and downtown Pittsburgh. The Duquesne Incline provides direct access from Grandview Avenue down to Station Square, West Carson Street and several other bus routes serving downtown Pittsburgh. Shaler Street connects to Saw Mill

Run and I-376, but no other major roads run through the neighborhood.

Parking

Sweetbriar North is relatively well served in terms of parking. Most of the residential properties along Edith, Augusta, Oneida and Cohasset Streets have alleys with some form of off-street parking. Sweetbriar and Augusta Street, important north-south connectors, have parking on both sides of the street without compromising traffic flow.

Housing Character

Housing ranges from condominium units, to apartments, to duplexes and single-family homes. The residential towers and townhouse developments were built in recent decades while most of the local housing stock was built in the 1920's and 1930's.

Current and Proposed Development

Two new condominium towers are planned for Grandview Avenue: Bella Vista, between Sweetbriar and Augusta Streets, and a project planned for the parking lot between Oneida and Cohasset Streets.

Demographic and Market Activity Findings

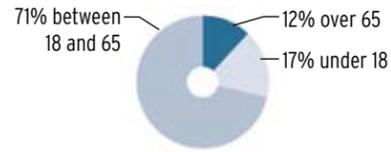
- Sweetbriar North homeownership rates (50%) are less than those in MW/DH (56%)
- 43% of Sweetbriar North residents live in structures with 10 or more units (including 2 residential high-rises located on Grandview Ave)
- Single family detached structures represent 42% of the housing stock
- There are more single-person households in Sweetbriar North (45%) than MW/DH (40%)
- There are fewer married couples in Sweetbriar North (27%) than MW/DH (32%) and fewer married couples with kids in Sweetbriar North (5%) than MW/DH (11%)
- There are more persons age 65+ in Sweetbriar North (20%) than MW/DH (17%) and fewer children under 18 (12%) than MW/DH (16%)
- Only 12% of residents are long-term (20+ years) homeowners compared to 21% in MW/DH
- Only 56% of recent home purchases in Sweetbriar North were made by owner-occupants
- The median sale price of recently sold owner-occupied units in Sweetbriar North is \$107,750 versus \$80,000 in MW/DH
- Sweetbriar North had 9 foreclosures (2006 - 2009) and 61 building code violations (2001 - 2009)

Micro-Neighborhood Profile: Sweetbriar South

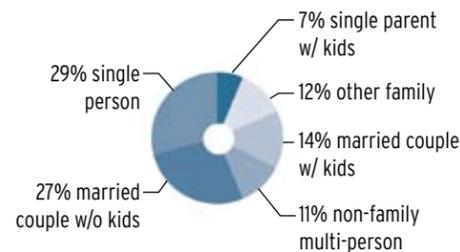
Demographic and Market Activity Data

total population:	1,209
total households:	507
total housing units:	547

median household income:	\$60,375
total long-term homeowners:	184
% of housing stock occupied by long-term homeowners:	34%



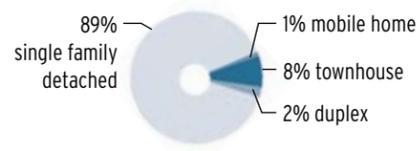
population	total number of people:	1,209
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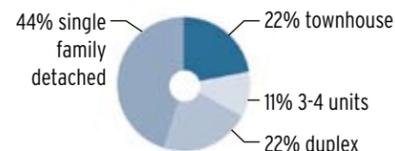
householder type	total number of householders:	507
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unit occupancy-ownership	total number of units:	547
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unit type - owned	total number of units:	384
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unit type - rented	total number of units:	127
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"kids" are children under the age of 18
 "single person" means 1 person in the housing unit
 "other family" means other adults in housing unit, but only 1 head of household

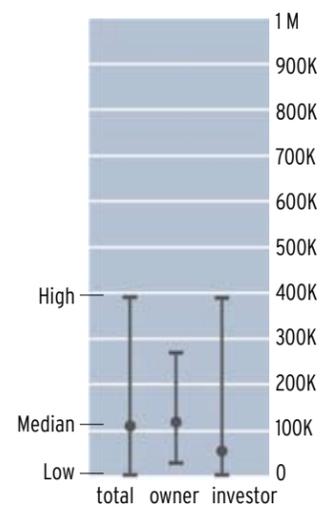
"over 65" includes 65-year-old people
 "under 18" does not include 18-year-old people
 "~" means approximate value



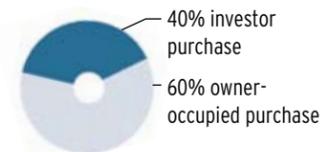
Community Images



Real Estate Activity



recent sale activity	total number of sales:	33
	median price:	\$110,000
	owner-occupant sales:	20
	median price:	\$118,500
	investor sales:	13
	median price:	\$54,750



total foreclosures:	14
total building permits:	28
total code violations:	~62

Physical Conditions

Topography, Land Use and Zoning

Sweetbriar South encompasses the lower portion of two ridges running south from Grandview Avenue. Sweetbriar Street runs north-south in the valley between the ridges. The micro-neighborhood includes the neighborhood south of Weil Street, with Shaler Street to the west and Hallock Street to the east. This area is residentially zoned and the southern ends of several low-density streets fall within the boundaries of Emerald View Park.

Predominant View Types

Oneida Street, which runs along the top of the eastern ridge, has views across Mount Washington towards downtown Pittsburgh. Most of Sweetbriar South enjoys green views of the surrounding woods and hillsides.

Parks and Open Space

Sweetbriar South has strong ties to the surrounding woods and hillsides, with good access to Emerald View Park via the Shaler, Wyola and Hallock Street trail heads. This micro-neighborhood also has good access to playground and park amenities at Whittier Park and Olympia Field.

Traffic and Transportation Access

This area is served by 41E and 43E buses, connecting Sweetbriar South to the rest of the neighborhood and to downtown Pittsburgh.

Parking

Parking conditions vary from street to street. Much of Augusta, Edith, Sweetbriar and Plymouth Streets have alleys with some form of rear-loaded off-street parking. Parts of Virginia and Oneida have front-loaded off-street parking. Parking becomes more of an issue where streets narrow at the southern edge of the neighborhood.

Housing Character

The housing in Sweetbriar South varies widely, from handsome brick houses along Hallock Street, to smaller one- and two-story frame houses throughout much of the neighborhood. There are several recent townhouse infill projects, each with integrated parking. This part of the neighborhood has dramatic hillsides and the street character varies from block to block.

Current and Proposed Development

At the relatively flat area at the bottom of Sweetbriar Street, the site of a former supermarket is being redeveloped into Sweetbriar Village. The project includes 22 new single and multi-family residences between Lupton and Wyola Streets. Town homes will range from 2000-3800 SF, with prices from \$325,000 to the mid \$400,000s, including one-, two- and three-level living units.

Demographic and Market Activity Findings

- Sweetbriar South homeownership rates (75%) exceed those in MW/DH (56%)
- Single family detached structures represent 78% of the Sweetbriar South housing stock, while town homes and duplexes represent 18%
- There are fewer persons aged 65+ in Sweetbriar South (12%) versus MW/DH (17%)
- There are fewer single-person households in Sweetbriar South (29%) versus MW/DH (40%) and more married couples (42% versus 32%)
- One third of Sweetbriar South housing units are occupied by long-term (20+ years) homeowners
- 61% of recent home purchases in Sweetbriar South were made by owner-occupants
- The median sales price of recently sold owner-occupied units in Sweetbriar South is \$118,000 versus \$80,000 in MW/DH
- Sweetbriar South had 14 foreclosures (2006 - 2009) and 62 building code violations (2001 - 2009)

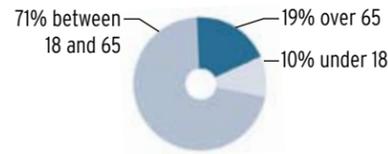


Micro Map

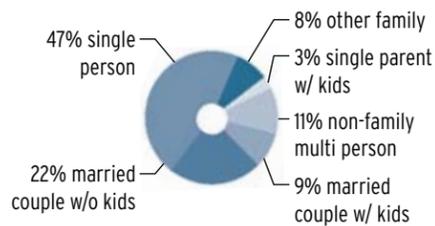
Micro-Neighborhood Profile: Olympia-Chatham

Demographic and Market Activity Data

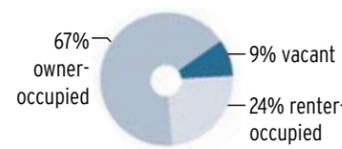
total population:	1,341
total households:	725
total housing units:	797
<hr/>	
median household income:	~\$50,959
total long-term homeowners:	120
% of housing stock occupied by long-term homeowners:	15%



population	total number of people:	1,341
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householder type	total number of householders:	725
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unit occupancy-ownership	total number of units:	797
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data is not available for this micro-neighborhood

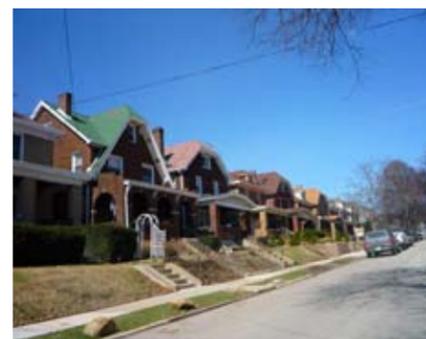
data is not available for this micro-neighborhood

unit type - owned	total number of units:	
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unit type - rented	total number of units:	
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"kids" are children under the age of 18
 "single person" means 1 person in the housing unit
 "other family" means other adults in housing unit, but only 1 head of household

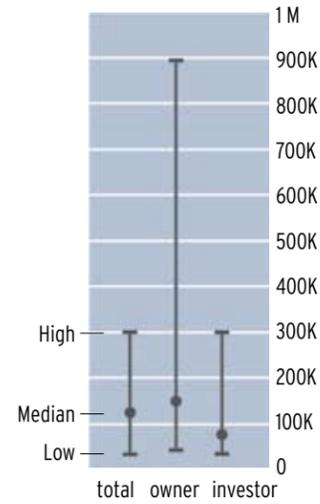
"over 65" includes 65-year-old people
 "under 18" does not include 18-year-old people
 "~" means approximate value



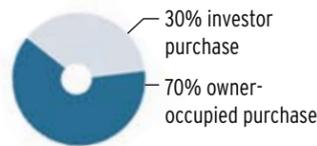
Community Images



Real Estate Activity



recent sale activity	total number of sales:	44
	median price:	\$123,700
	owner-occupant sales:	31
	median price:	\$147,900
	investor sales:	13
	median price:	\$77,500



total foreclosures:	14
total building permits:	60
total code violations:	~53

Physical Conditions

Topography, Land Use and Zoning

Olympia-Chatham stretches from Grandview Avenue south to Mount Washington's southern edge. The micro-neighborhood follows the Bigham Street ridge line and includes part of the adjacent valleys, bounded by Cohasset and Hallock Streets to the west and Annabell Street to the east. The northern edge of Olympia-Chatham is zoned as part of the Grandview Public Realm District, and there is a small commercial area at the intersection of Virginia Avenue and Bigham Street. The rest of Olympia-Chatham is zoned as residential. Chatham Village, south of Virginia Avenue, was built in the 1930's. It is a high-density, National Historic Landmark neighborhood integrating interior courtyards and minimizing the visual impact of parking.

Predominant View Types

Grandview Avenue offers spectacular views of downtown Pittsburgh and the three rivers. The upper part of Bigham Street also has cross-neighborhood views towards downtown Pittsburgh. Labelle and Annabell Streets, located lower on the ridge line, have interior neighborhood views across valleys. The southern edge has views of the adjacent woods, park and hillsides.

Parks and Open Space

Olympia-Chatham has excellent access to park and trail amenities. Olympia Field is a neighborhood park with a ball field, a playground and other recre-

ational amenities. A trail head is located on Hallock Street, providing access to Emerald View Park.

Traffic and Transportation Access

This area is served by 41E and 43E buses, connecting Olympia-Chatham to the rest of the neighborhood and to downtown Pittsburgh. Virginia Avenue and West Sycamore Streets connect this micro-neighborhood to the rest of Mount Washington and Duquesne Heights.

Parking

Most Olympia-Chatham homes have access to some form of alley-loaded, front-loaded or integrated parking, as in Chatham Village. But parking and vehicular movement is still challenging along Hallock, Olympia and other narrow streets.

Housing Character

Olympia-Chatham has high-quality housing ranging from new townhouses along Grandview Avenue, to solid brick houses along Olympia Street and frame houses along Labelle Street. Because of the rolling topography, the character of each street varies from block to block, but the best-quality and -condition homes tend to be located where they take advantage of downtown views, are on relatively flat land or are part of Chatham Village.

Current and Proposed Development

There are no pending development projects for Olympia-Chatham.

Demographic and Market Activity Findings

- Olympia-Chatham homeownership rates (73%) exceed those in MW/DH (56%)
- There are more single-person households in Olympia-Chatham (46%) than MW/DH (40%)
- The distribution of all other household types (married couples with kids, single parent with kids, multi-person etc.) in Olympia-Chatham is similar to MW/DH
- There are fewer children under 18 in Olympia-Chatham (10%) than MW/DH (16%)
- Only 15% of residents are long-term (20+ years) homeowners compared to 21% in MW/DH
- 70% of recent home purchases in Olympia-Chatham were made by owner-occupants
- The median sales price of recently sold owner-occupied units in Olympia-Chatham is \$147,900 versus \$80,000 in MW/DH
- Olympia-Chatham had 14 foreclosures (2006 - 2009), 53 building code violations (2001 - 2009), and the highest number of building permits issued - 60 - (2004-2009) in MW/DH



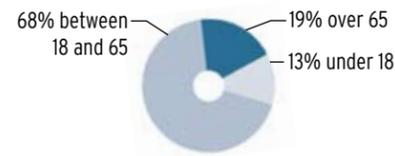
Micro Map

Micro-Neighborhood Profile: Merrimac

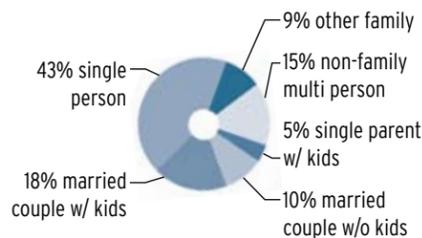
Demographic and Market Activity Data

total population: 857
total households: 434
total housing units: 490

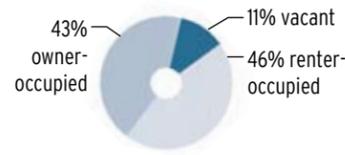
median household income: ~\$50,959
total long-term homeowners: 96
% of housing stock occupied by long-term homeowners: 20%



population
total number of people: 857



householder type
total number of householders: 434



unit occupancy-ownership
total number of units: 490

data is not available for this micro-neighborhood

data is not available for this micro-neighborhood

unit type - owned
total number of units:

unit type - rented
total number of units:

"kids" are children under the age of 18
"single person" means 1 person in the housing unit
"other family" means other adults in housing unit, but only 1 head of household

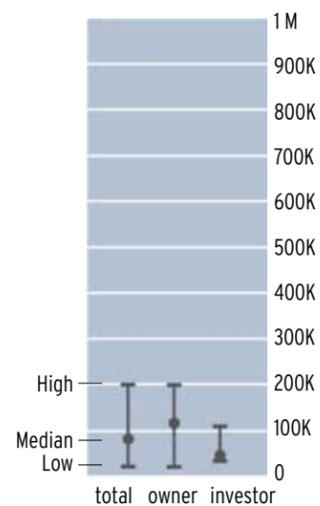
"over 65" includes 65-year-old people
"under 18" does not include 18-year-old people
"~" means approximate value



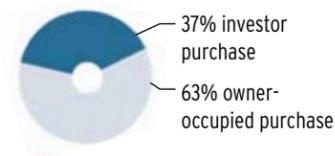
Community Images



Real Estate Activity



recent sale activity
total number of sales: 19
median price: \$80,000
owner-occupant sales: 12
median price: \$115,000
investor sales: 7
median price: \$46,086



total foreclosures: 5
total building permits: 12
total code violations: ~62



Micro Map

Physical Conditions

Topography, Land Use and Zoning

Merrimac extends from Grandview Avenue southward to meet Woodruff Street. The micro-neighborhood is bounded by Annabell Street to the west, and Kearsarge Street to the east. Grandview Avenue is part of the Grandview Public Realm District. There are several civic-oriented buildings along this stretch of Grandview Avenue including churches and the Carnegie Public Library. The area around the Kearsarge Street/Virginia Avenue intersection is zoned as neighborhood commercial, and the rest of Merrimac is zoned residential.

Predominant View Types

There are outstanding views of downtown Pittsburgh and the three rivers from along Grandview Avenue. There are also cross-neighborhood views from Bertha, Annabell and Sycamore Streets. Merrimac's southern edge has views into the adjacent woods and hillsides.

Parks and Open Space

Merrimac has strong connections to the overlook along Grandview Avenue. Ream Parklet also provides access to a playground and a swimming pool.

Traffic and Transportation Access

Merrimac has excellent roadway access to the rest of the City. The P.J. McCardle Roadway connects to West Carson Street and the Liberty

Bridge, and Woodruff Street ties into Route 51 and I-376, with access to the airport. But this high degree of connectivity also means that there is a lot of fast-moving traffic on Merrimac's narrow streets. Residents are also concerned about valet parking for restaurants which oftentimes blocks traffic along Grandview Avenue. Merrimac is served by 41E and 43E buses, connecting it to the rest of the neighborhood and to downtown Pittsburgh.

Parking

Parking is a serious challenge in Merrimac because of its narrow streets and fast-moving traffic. It is common to see cars parked on sidewalks to facilitate traffic flow and to protect vehicles from being damaged. Along Merrimac Street, several homeowners paved over their front yards to create parking pads.

Housing Character

There is a range of housing types within the neighborhood, including some high-quality brick and frame-built homes along Merrimac and Bertha Streets. Housing styles range from Italianate Victorian, to 1920's homes, to more recent infill projects.

Current and Proposed Development

Two high-end condominium projects are planned for Grandview Avenue: Vista Grande, at Ulysses Street; and VICI, at Bertha Street.

Demographic and Market Activity Findings

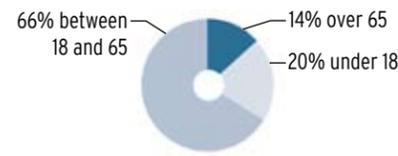
- Merrimac homeownership rates (49%) are less than those in MW/DH (56%)
- There are more single-person households in Merrimac (43%) than MW/DH (40%)
- There are fewer married couples without kids in Merrimac (10%) than MW/DH (21%) and more married couples with kids in Merrimac (18%) than MW/DH (11%)
- There are more persons age 65+ (19%) than MW/DH (17%) and fewer children under 18 (12%) than MW/DH (16%)
- The number of long-term (20+ years) homeowners in Merrimac (20%) is nearly equal to MW/DH (21%)
- 63% of recent home purchases in Merrimac were made by owner-occupants
- The median sales price of recently sold owner-occupant units in Merrimac is \$115,000 versus \$80,000 in MW/DH
- Merrimac had just 5 foreclosures (2006 - 2009), the second lowest in MW/DH, and 62 building code violations (2001 - 2009)

Micro-Neighborhood Profile: Graceland

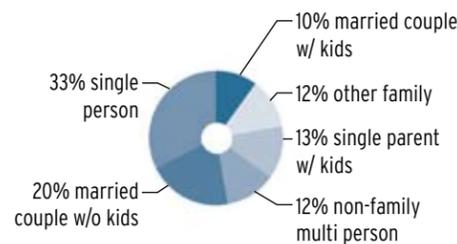
Demographic and Market Activity Data

total population:	422
total households:	188
total housing units:	215

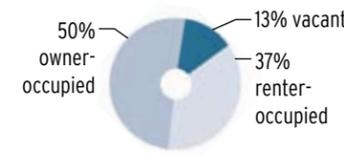
median household income:	~\$39,181
total long-term homeowners:	58
% of housing stock occupied by long-term homeowners:	27%



population	total number of people:	422
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householder type	total number of householders:	188
------------------	-------------------------------	-----



unit occupancy-ownership	total number of units:	215
--------------------------	------------------------	-----

data is not available for this micro-neighborhood

data is not available for this micro-neighborhood

unit type - owned	total number of units:
-------------------	------------------------

unit type - rented	total number of units:
--------------------	------------------------

"kids" are children under the age of 18
 "single person" means 1 person in the housing unit
 "other family" means other adults in housing unit, but only 1 head of household

"over 65" includes 65-year-old people
 "under 18" does not include 18-year-old people
 "~" means approximate value

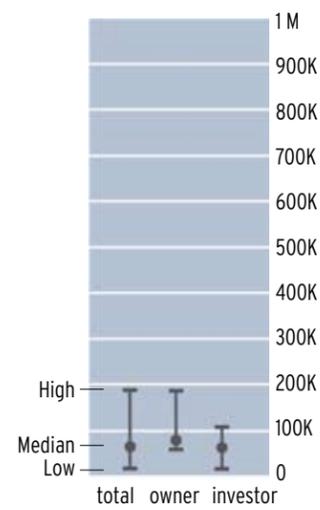


Community Images

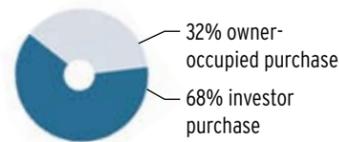


Micro Map

Real Estate Activity



recent sale activity	total number of sales:	19
	median price:	\$64,656
	owner-occupant sales:	6
	median price:	\$77,500
	investor sales:	13
	median price:	\$61,406



total foreclosures:	7
total building permits:	12
total code violations:	~106

Physical Conditions

Topography, Land Use and Zoning

Graceland is named after a neighborhood street running north-south from Kearsarge to Wilbert Street. This micro-neighborhood is entirely residential, with good access to the nearby Virginia Avenue business district. The southern end of Grace Street is included within the boundaries of Emerald View Park.

Predominant View Types

Natchez and Belonda Streets have cross-neighborhood views toward Olympia-Chatham. Grace and Rubicon Streets have "green" views into the woods and adjacent hillsides.

Parks and Open Space

Graceland has access to Emerald View Park via a trail head on Woodruff Street and along a trail entering the Park along Grace Street.

Traffic and Transportation Access

Because Graceland is located near Woodruff Street, it has direct access to Route 51, and easy access to I-376 and the airport. Kearsarge Street and Virginia Avenues also provide strong connections to the rest of the neighborhood. The 41E and 43E bus lines run along Virginia Avenue, providing Graceland residents with access to the rest of the neighborhood as well as downtown Pittsburgh. The 43E can also be accessed from Woodruff Street. Public stairs are important in Graceland, providing access down to Woodruff

Street from Belonda and Grace Streets, where roadways do not connect.

Parking

For most Graceland residents, on-street parking is the only option. While parking is generally available along both sides of the street, the streets themselves are quite narrow. But traffic flow is generally not an issue because of low traffic volume within Graceland.

Housing Character

Graceland has a range of single-family homes, most of which were built in the 1920's. These houses are a mix of brick and frame construction. Recent infill townhouse development projects were built along Grace Street with integral parking. Graceland streets are impacted by the steep topography, and it is common for houses along one side of the street to be situated above a retaining wall, while the other side of the street has direct sidewalk access. Several parcels in Graceland have wide side yards, especially along the southern end of the micro-neighborhood, lending parts of the area a feeling of being in the countryside.

Current and Proposed Development

No current development projects are planned for Graceland. The Mount Washington Community Development Corporation would like to develop its Grace Street holdings.

Demographic and Market Activity Findings

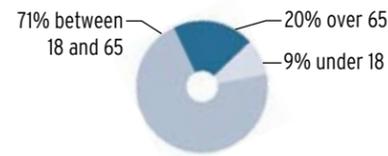
- Graceland homeownership rates (58%) are similar to those in MW/DH (56%)
- There are fewer single-person households in Graceland (32%) than MW/DH (40%)
- There are more than twice the number of single parents (with kids) households in Graceland (13%) than MW/DH (6%)
- There are more children under 18 in Graceland (21%) than MW/DH (16%)
- There are more long-term (20+ years) homeowners in Graceland (27%) than MW/DH (21%)
- The median sales price of recently sold owner-occupied units in Graceland (\$77,500) is less than MW/DH (\$80,000)
- 68% of recent home purchases in Graceland were made by investors
- The median sales price of recently sold investor-purchased property in Graceland is \$61,406 versus \$48,000 in MW/DH
- Graceland had 7 foreclosures (2006 - 2009) and 106 building code violations (2001 - 2009)

Micro-Neighborhood Profile: Shiloh

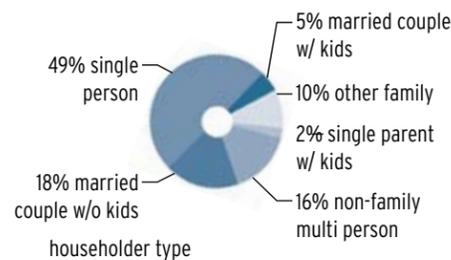
Demographic and Market Activity Data

total population: 1,566
total households: 840
total housing units: 979

median household income: \$40,291
total long-term homeowners: 114
% of housing stock occupied by long-term homeowners: 12%



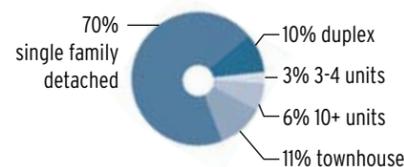
population
total number of people: 1,566



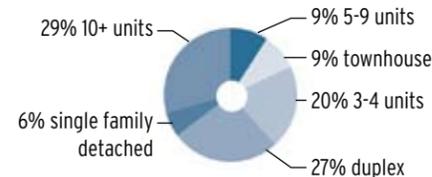
householder type
total number of householders: 840



unit occupancy-ownership
total number of units: 979



unit type - owned
total number of units: 272



unit type - rented
total number of units: 609

"kids" are children under the age of 18
"single person" means 1 person in the housing unit
"other family" means other adults in housing unit, but only 1 head of household

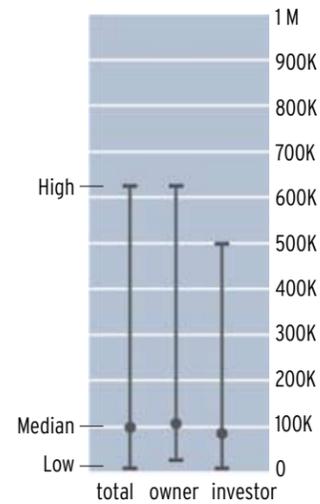
"over 65" includes 65-year-old people
"under 18" does not include 18-year-old people
"~" means approximate value



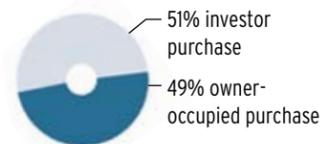
Community Images



Real Estate Activity



recent sale activity
total number of sales: 43
median price: \$97,500
owner-occupant sales: 21
median price: \$106,500
investor sales: 22
median price: \$85,000



total foreclosures: 13
total building permits: 52
total code violations: ~154



Micro Map

Physical Conditions

Topography, Land Use and Zoning

The Shiloh micro-neighborhood is a complex landscape, extending from Grandview Avenue down to Prospect Street, and from Southern to Boggs Avenue down to Dewitt Street. This area is largely centered around the Virginia Avenue, Shiloh Street and Boggs Avenue business districts. Grandview Avenue is part of the Grandview Public Realm District. Most of the rest of Shiloh is zoned as medium- to high-density residential. The area along William and Neff Streets is within the boundaries of Emerald View Park.

Predominant View Types

There are unique direct views of downtown Pittsburgh from Grandview Avenue, East Sycamore Street, Wyoming Street and the Williams Street area. There are cross-neighborhood views of downtown from Natchez, Prospect, Southern and Greenbush Streets, and internal neighborhood views along Boggs Avenue.

Parks and Open Space

Shiloh's northern edge has strong connections to overlooks along Grandview Avenue. Wyoming and William Streets are linked to the green valley "saddle" below.

Traffic and Transportation Access

Southern and Boggs Avenues connect down to Route 51, to Grandview Avenue and to neighborhood business districts. East Sycamore

and William Street provide access to West Carson Street below. Shiloh has excellent connectivity, but the volume and speed of traffic on Southern and Boggs Avenues detracts from quality-of-life along those corridors. The Monongahela Incline links Grandview Avenue to Station Square below, and Shiloh is served by 41E and 43E buses, connecting the area with the rest of the neighborhood as well as downtown Pittsburgh.

Parking

Parking is challenging along Shiloh's narrow streets, especially along mixed-use neighborhood connectors, such as Wyoming and Boggs, where no on-street parking is allowed.

Housing Character

Shiloh housing ranges widely from brick- and frame-built single-family homes to handsome apartment buildings. Along Williams Street, several recently-built modern-style homes were built to take advantage of downtown views. Greenbush Street, Boggs Avenue and Southern Avenues have smaller-scale homes, built mainly in the 1920's.

Current and Proposed Development

One Grandview Avenue will occupy a prominent corner atop Mount Washington, overlooking the City of Pittsburgh and defining the eastern edge of Grandview Avenue. This project will include a hotel, condominium units, a fitness center and a restaurant.

Demographic and Market Activity Findings

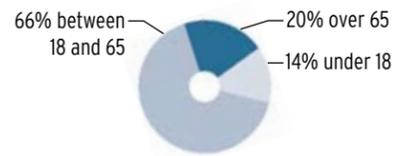
- Shiloh homeownership rates (31%) are far less than those in MW/DH (56%)
- There are far fewer single family detached structures in Shiloh (26%) than MW/DH (51%) and more duplexes (21%) in Shiloh than MW/DH (16%)
- 22% of Shiloh residents live in structures with 10+ units versus 12% in MW/DH (two residential high-rises are located on Grandview Ave)
- Single persons comprise almost 50% of Shiloh households and married couples represent 23% versus 32% in MW/DH
- There are far fewer children under 18 in Shiloh (9%) than MW/DH (16%)
- Only 12% of residents are long-term (20+ years) homeowners compared to 21% in MW/DH
- Recent homeowner purchases in Shiloh are 49% owner-occupant and 51% investor purchasers
- The median sales price of recently sold owner-occupied units in Shiloh is \$106,500 versus \$80,000 in MW/DH
- Shiloh had 13 foreclosures (2006 - 2009), and 154 building code violations (2001 - 2009), the highest in MW/DH

Micro-Neighborhood Profile: Prospect Hill

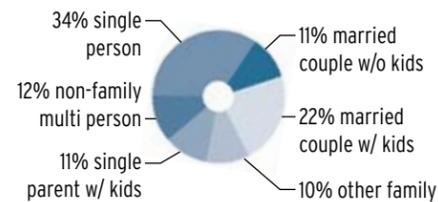
Demographic and Market Activity Data

total population:	1,160
total households:	517
total housing units:	585

median household income:	~\$36,556
total long-term homeowners:	107
% of housing stock occupied by long-term homeowners:	18%



population	total number of people:	1,160
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householder type	total number of householders:	517
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unit occupancy-ownership	total number of units:	585
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data is not available for this micro-neighborhood

data is not available for this micro-neighborhood

unit type - owned	total number of units:
-------------------	------------------------

unit type - rented	total number of units:
--------------------	------------------------

"kids" are children under the age of 18
 "single person" means 1 person in the housing unit
 "other family" means other adults in housing unit, but only 1 head of household

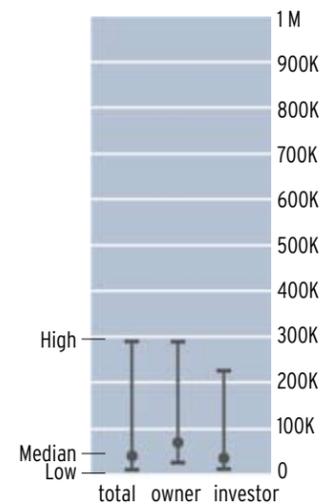
"over 65" includes 65-year-old people
 "under 18" does not include 18-year-old people
 "~" means approximate value



Community Images



Real Estate Activity



recent sale activity	total number of sales:	32
	median price:	\$39,750
	owner-occupant sales:	13
	median price:	\$69,000
	investor sales:	19
	median price:	\$35,000



total foreclosures:	22
total building permits:	41
total code violations:	~144



Micro Map

Physical Conditions

Topography, Land Use and Zoning

Prospect Hill is a residentially-zoned micro-neighborhood nestled within walking distance of the Virginia, Shiloh, Boggs and Bailey business districts.

Predominant View Types

There are excellent views towards downtown Pittsburgh across the adjacent neighborhoods. There are also internal neighborhood views from streets wrapping Prospect Hill's eastern and western edges. Streets along the southern edges have views into the surrounding park and hillsides.

Parks and Open Space

Prospect Hill has direct access to Emerald View Park from the Norton Street trail head. The Park has ball fields, a basketball court and a playground. Several trails are also proposed for Mount Washington Park's green hillsides.

Traffic and Transportation Access

Prospect Hill is easily accessible from its eastern edge via Southern Avenue. In contrast, the micro-neighborhood's western edge is tucked into a wooded hillside. Prospect Hill's streets tend to be quiet with a low volume of traffic, contributing to the quality-of-life of this solid residential area. 41E and 43E buses are accessible along Southern Avenue.

Parking

Most of the area west of Prospect Street, along Natchez, Wilbert, Cairo and Dilbert Streets, has alleys with rear-loaded off-street parking. East of Prospect Street, parking is more challenging and limited to on-street spaces. Several streets around Prospect Hill - Natchez, Norton and Dilworth, for example - are constrained by on-street parking. As a result, many people park on area sidewalks.

Housing Character

Prospect Hill is distinguished by a high level of home-ownership. Most of the area's housing stock was built in the early 1900's, including brick and frame single-family houses as well as row houses in the area along Natchez Street. Topography plays a strong role in establishing the neighborhood character, with houses marching down streets towards the valley below. Housing along Ennis Street have a countryside feel and tend to blend into the surrounding hillside.

Current and Proposed Development

There are no pending development projects in Prospect Hill, but the now-vacant Prospect School offers a tremendous redevelopment opportunity with its unique views of downtown Pittsburgh, the surrounding neighborhood and beyond.

Demographic and Market Activity Findings

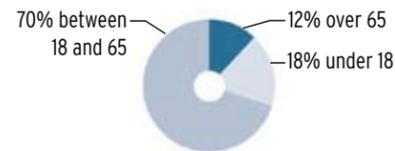
- Prospect Hill homeownership rates (57%) are similar to those in MW/DH (56%)
- There fewer single-person households in Prospect Hill (34%) than MW/DH (40%)
- There are twice the number of married couples with kids households in Prospect Hill (22%) than MW/DH (11%), although there are fewer children in Prospect Hill (14%) than MW/DH (16%)
- There are fewer long-term (20+ years) homeowners in Prospect Hill (18%) than MW/DH (21%)
- The median sales price of recently sold owner-occupied units in Prospect Hill (\$69,000) is less than MW/DH (\$80,000)
- 68% of recent home purchases in Prospect Hill were made by investors
- The median sales price of recently sold investor-purchased property in Prospect Hill (\$35,000) is less than MW/DH (\$48,000)
- Prospect Hill had 22 foreclosures (2006 - 2009), the third highest in MW/DH, and 144 building code violations (2001 - 2009)

Micro-Neighborhood Profile: Southern

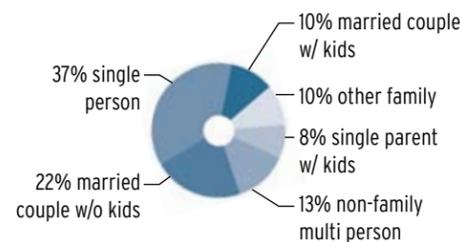
Demographic and Market Activity Data

total population:	1,333
total households:	613
total housing units:	692

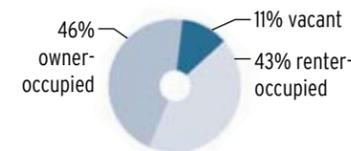
median household income:	~\$35,270
total long-term homeowners:	140
% of housing stock occupied by long-term homeowners:	20%



population	total number of people:	1,333
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householder type	total number of householders:	613
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unit occupancy-ownership	total number of units:	692
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data is not available for this micro-neighborhood

data is not available for this micro-neighborhood

unit type - owned	total number of units:
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unit type - rented	total number of units:
--------------------	------------------------

"kids" are children under the age of 18
 "single person" means 1 person in the housing unit
 "other family" means other adults in housing unit, but only 1 head of household

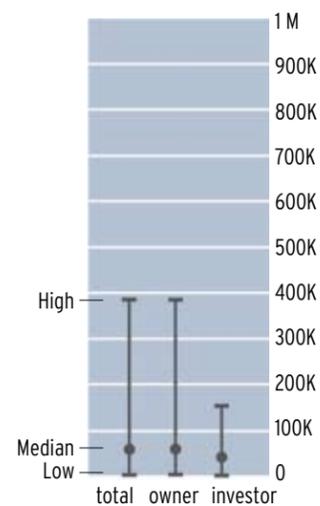
"over 65" includes 65-year-old people
 "under 18" does not include 18-year-old people
 "~" means approximate value



Community Images



Real Estate Activity



recent sale activity	total number of sales:	48
	median price:	\$57,750
	owner-occupant sales:	27
	median price:	\$60,000
	investor sales:	21
	median price:	\$41,000



total foreclosures:	35
total building permits:	31
total code violations:	~140



Micro Map

Physical Conditions

Topography, Land Use and Zoning

Southern is comprised of the area between Southern and Boggs Avenues, and adjacent areas to the west and east. This micro-neighborhood is relatively flat compared to most of Mount Washington and Duquesne Heights. Southern is zoned entirely as residential, though there are a few churches and commercial businesses scattered along Southern and Boggs Avenues. The southern tip of the micro-neighborhood is located within the boundaries of Mount Washington Park.

Predominant View Types

Most of Southern has scenic views of woods and parks below. The eastern edge, along Jasper and Curtis Streets, has internal views across the neighborhood.

Parks and Open Space

Aside from the playground located on the site of the now-vacant Boggs School, there are no formal recreational facilities in Southern. There are several proposed trail connections that would link Southern with Emerald View Park.

Traffic and Transportation Access

Southern has excellent roadway connectivity. Southern and Boggs Avenues connect to Route 51, to Grandview Avenue and to neighborhood business districts. But the volume and speed of traffic on Southern and Boggs Avenues detracts

Demographic and Market Activity Findings

- Southern homeownership rates (51%) are less than those in MW/DH (56%)
- The composition of household types in Southern (single person, married couple with kids, multi-person, etc.) is very similar to MW/DH
- There are fewer persons 65+ in Southern (12%) than MW/DH (17%) and there are more children under 18 in Southern (18%) than MW/DH (16%)
- There is nearly the same percentage of long-term homeowners in Southern (20%) and MW/DH (21%)
- The median sales price of recently sold owner-occupied units in Southern (\$60,000) is far less than MW/DH (\$80,000)
- 56% of recent home purchases in Southern were made by owner occupants
- Southern had 35 foreclosures (2006 - 2009), the second highest in MW/DH, and 140 building code violations (2001 - 2009)

from the quality-of-life of these corridors. There is 41E bus service along Southern and Boggs Avenues, connecting Southern with the rest of the neighborhood and downtown Pittsburgh.

Parking

The area south of Leila Street generally has alleys with rear-loaded parking, helping to limit the localized demand for on-street parking. The areas north of Leila Street and south of Dewitt Street, and east of Boggs Avenue, are less well-served by parking options.

Housing Character

Southern Avenue has the highest quality houses, many of which are brick. Single-family houses along Boggs Avenue are a mix of one-and two-story brick and frame structures. Frame houses predominate along neighborhood side streets, with some exceptions. Many side streets have brick or cobblestone roadways, contributing to the streetscape character.

Current and Proposed Development

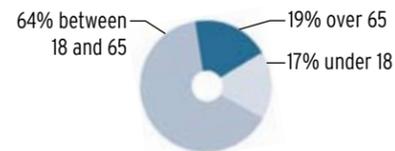
A local developer has proposed to redevelop the now-vacant Boggs School into multi-unit housing, and there has been some discussion about the possibility of a mixed-use development project at the northern end of Boggs Avenue.

Micro-Neighborhood Profile: Eutaw

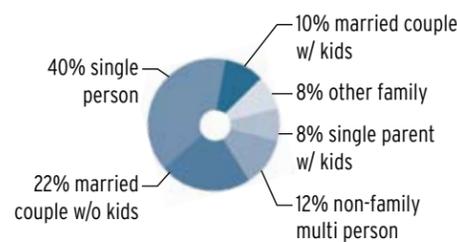
Demographic and Market Activity Data

total population: 1,046
total households: 481
total housing units: 539

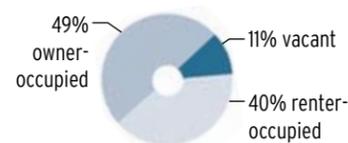
median household income: ~\$35,500
total long-term homeowners: 140
% of housing stock occupied by long-term homeowners: 26%



population
total number of people: 1,046



householder type
total number of householders: 481



unit occupancy-ownership
total number of units: 539

data is not available for this micro-neighborhood

data is not available for this micro-neighborhood

unit type - owned
total number of units:

unit type - rented
total number of units:

"kids" are children under the age of 18
"single person" means 1 person in the housing unit
"other family" means other adults in housing unit, but only 1 head of household

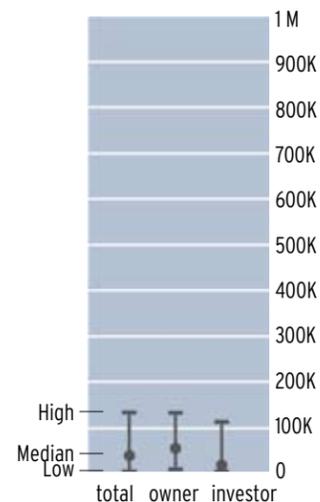
"over 65" includes 65-year-old people
"under 18" does not include 18-year-old people
"~" means approximate value



Community Images



Real Estate Activity



recent sale activity
total number of sales: 33
median price: \$39,500
owner-occupant sales: 19
median price: \$55,000
investor sales: 14
median price: \$19,250



total foreclosures: 17
total building permits: 25
total code violations: ~82



Micro Map

Physical Conditions

Topography, Land Use and Zoning

The Eutaw micro-neighborhood is bounded to the west and north by Boggs Avenue, to the east by Ruth Street, and to the south by Jaspar Street. This area slopes down southward from Boggs Avenue towards Ruth Street and East Warrington Avenue. Eutaw includes part of the Boggs Avenue commercial district, but it is otherwise zoned as residential.

Predominant View Types

Boggs Avenue and Ruth Street have internal neighborhood views into the Eutaw micro-neighborhood. Eutaw Street also has an interesting view eastward of the former South Avenue High School. Curtis Street has views towards West Warrington Avenue below.

Parks and Open Space

Eutaw generally lacks access to parks and open space. The nearest recreation facility, the Warrington Playground, is located across West Warrington Avenue in Pittsburgh's Beltzhoover neighborhood.

Traffic and Transportation Access

Eutaw is a quiet residential enclave with few access points from along Boggs Avenue and Ruth Street. In fact, there are few connections between the micro-neighborhoods' eastern and western sides, and one-way streets further limit through-traffic. Boggs and Ruth Streets are

served by the 41E bus line, connecting Eutaw to the rest of the neighborhood and downtown Pittsburgh. Most of Eutaw is also within a five-minute walking distance to the South Hills Junction light rail stop, providing rapid-transit service to downtown Pittsburgh and the South Hills.

Parking

Houses along Eutaw Street have front-loaded off-street parking, and some homes along Ruth and Westwood have alleys with rear-loaded parking. But most of the rest of the neighborhood relies on street parking, which is challenging along Eutaw's narrow streets.

Housing Character

There is a variety of housing in Eutaw. Brick 1950's/1960's suburban-style homes predominate along Eutaw Street, with views towards the former South Hills High School below. Most other streets have a mix of brick- and frame-built homes that climb up the neighborhood streets. Some townhouses have been recently built along Eutaw side streets, as well.

Current and Proposed Development

There are no current development projects planned for the Eutaw micro-neighborhood.

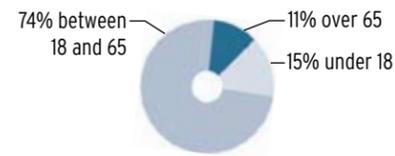
Demographic and Market Activity Findings

- Eutaw homeownership rates (55%) are nearly equal to those in MW/DH (56%)
- The composition of household types in Eutaw (single person, married couple with kids, multi-person, etc.) is very similar to MW/DH
- The breakdown of children under 18 (19%) and persons 65+ (17%) in Eutaw is also similar to MW/DH (17% & 16% respectively)
- The number of long-term (20+ years) homeowners in Eutaw (26%) exceeds those in MW/DH (21%)
- 58% of recent home purchases in Eutaw were made by owner occupants
- The median sales price of recently sold owner-occupied units in Eutaw (\$55,000) is far less than MW/DH (\$80,000)
- Eutaw had 17 foreclosures (2006 - 2009) and 82 building code violations (2001 - 2009)

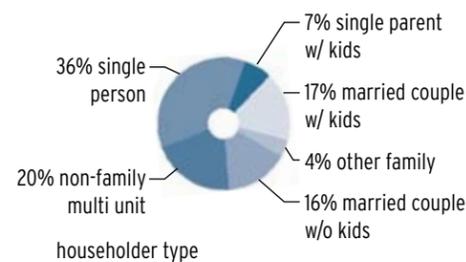
Micro-Neighborhood Profile: Bailey

Demographic and Market Activity Data

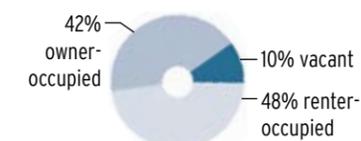
total population:	675
total households:	326
total housing units:	340
<hr/>	
median household income:	\$41,458
total long-term homeowners:	65
% of housing stock occupied by long-term homeowners:	19%



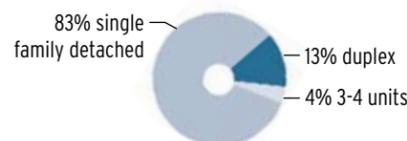
population	total number of people:	675
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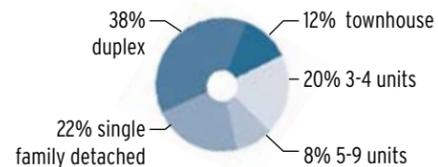
householder type	total number of householders:	326
------------------	-------------------------------	-----



unit occupancy-ownership	total number of units:	340
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unit type - owned	total number of units:	144
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unit type - rented	total number of units:	162
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"kids" are children under the age of 18
 "single person" means 1 person in the housing unit
 "other family" means other adults in housing unit, but only 1 head of household

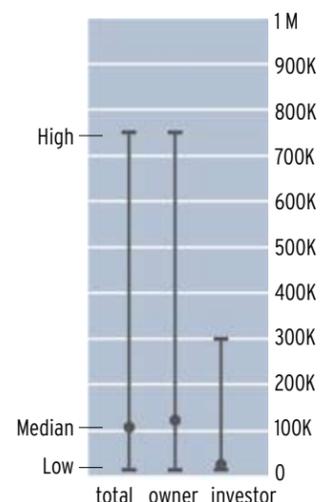
"over 65" includes 65-year-old people
 "under 18" does not include 18-year-old people
 "~" means approximate value



Community Images



Real Estate Activity



recent sale activity	total number of sales:	19
	median price:	\$108,000
	owner-occupant sales:	12
	median price:	\$122,500
	investor sales:	7
	median price:	\$25,000



total foreclosures:	11
total building permits:	28
total code violations:	~57



Micro Map

Physical Conditions

Topography, Land Use and Zoning

Bailey is located along Mount Washington's northern ridge, from Bigbee Street south to Kathleen Street, and from Ruth Street along its western edge to Beltzhoover Avenue. The micro-neighborhood slopes down to the south and the major streets - Bailey Avenue, Kambach and Kathleen Streets - run parallel to the contours. The western end of Bailey Avenue is a neighborhood commercial district, but the rest of Bailey is zoned as residential.

Predominant View Types

There are views of downtown Pittsburgh from along Bailey Avenue and Bigbee Street. There are internal neighborhood views looking south from Kambach and Kathleen Streets.

Parks and Open Space

Bailey residents live close to Bigbee Field and Emerald View Park. Both parks have unique views of downtown Pittsburgh and the rivers below.

Traffic and Transportation Access

Residents have easy access to Bailey Avenue, which connects to neighborhood arterial roads leading through and out of Mount Washington. Outside of rush hour, Bailey residents can drive to downtown in minutes. The 41E bus runs along Ruth and Kathleen Streets, connecting Bailey to the rest of the neighborhood and downtown Pittsburgh.

Demographic and Market Activity Findings

- Bailey homeownership rates (47%) are less than those in MW/DH (56%)
- There are fewer married couples (without kids) in Bailey (16%) than MW/DH (21%) but more married couples (with kids) in Bailey (17%) than MW/DH (11%)
- There are fewer persons 65+ in Bailey (11%) than MW/DH (17%) and nearly the same percentage of children under 18 (15%)
- 50% of the housing stock in Bailey is comprised of single family detached structures, in addition to duplexes (26%), and 3 or 4 unit structures (12%)
- The number of long-term (20+ years) homeowners in Bailey (19%) is less than those in MW/DH (21%)
- 63% of recent home purchases in Bailey were made by owner-occupants
- The median sales price of recently sold owner-occupied units in Bailey (\$122,500) far exceeds MW/DH (\$80,000)
- Bailey had 11 foreclosures (2006 - 2009) and 57 building code violations (2001 - 2009)

Parking

Homes along Bigbee Street generally have alley-loaded garages, helping to reduce local on-street parking pressure. Bailey Avenue, Kathleen and Kambach Streets have two-sided on-street parking, but traffic is impeded along Kambach due to its narrow width. Where possible, many homeowners along Kathleen Street have built garages in front of their homes, or on adjacent parcels, to accommodate their parking needs. Parking is also challenging west of Haberman Street.

Housing Character

The character of housing along Bailey Avenue changes as one moves eastward from Ruth Street: from multi-unit apartment buildings and recently-built townhouses, to high-quality single-family brick homes east of Haberman Street and continuing along Beltzhoover Avenue. Many north-facing houses have roof decks, taking full advantage of downtown views. Houses along Kathleen and Kambach Streets are a mix of 1920's frame- and brick-built structures that are smaller than those along Bailey Avenue. Some brick row houses and small apartment buildings are also part of the Bailey residential mix.

Current and Proposed Development

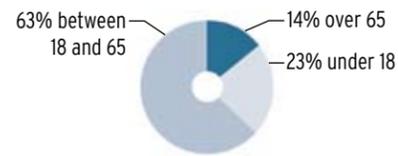
There are no current development proposals for the Bailey micro-neighborhood area.

Micro-Neighborhood Profile: Estella

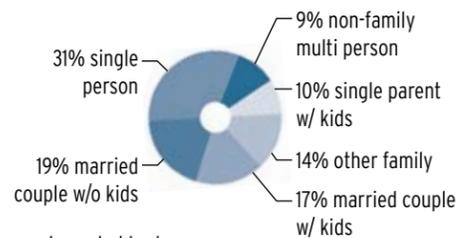
Demographic and Market Activity Data

total population:	1,637
total households:	707
total housing units:	720

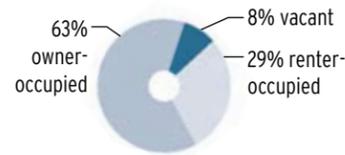
median household income:	\$39,604
total long-term homeowners:	196
% of housing stock occupied by long-term homeowners:	27%



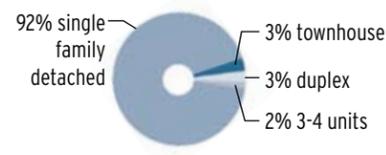
population	total number of people:	1,637
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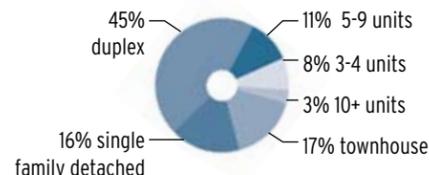
householder type	total number of householders:	707
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unit occupancy-ownership	total number of units:	720
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unit type - owned	total number of units:	453
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unit type - rented	total number of units:	207
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"kids" are children under the age of 18
 "single person" means 1 person in the housing unit
 "other family" means other adults in housing unit, but only 1 head of household

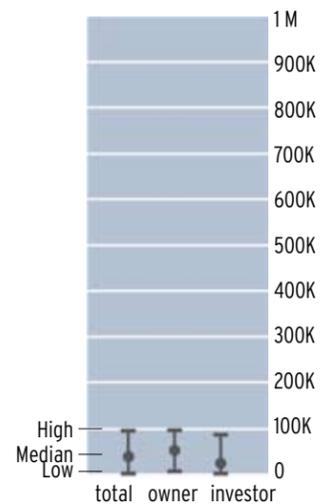
"over 65" includes 65-year-old people
 "under 18" does not include 18-year-old people
 "~" means approximate value



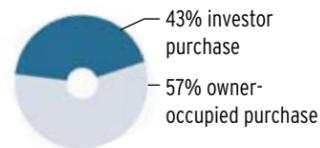
Community Images



Real Estate Activity



total number of sales:	60
median price:	\$38,750
owner-occupant sales:	34
median price:	\$52,510
investor sales:	26
median price:	\$24,300



total foreclosures:	47
total building permits:	27
total code violations:	~158



Micro Map

Physical Conditions

Topography, Land Use and Zoning

Estella is a southeast-facing bowl sloping down towards East Warrington Avenue from Kathleen Street. Its eastern boundary is Beltzhoover Avenue, and its western edge is Ruth Street. Estella is zoned entirely as residential.

Predominant View Types

There are internal neighborhood views from upper Estella - Beltzhoover Avenue, Kathleen Street and Laclede Street - into the area below.

Parks and Open Space

There are no formal parks or open space areas within Estella. The nearest recreation areas are Bigbee Field and Emerald View Park to the north, and Warrington Playground.

Traffic and Transportation Access

Estella residents have relatively easy access to Bailey and Beltzhoover Avenues, which connect to other neighborhood arterial roads leading through and out of Mount Washington. There is a lot of high-speed traffic along Haberman Avenue. The 41E bus runs along Ruth and Kathleen Streets, and Beltzhoover and Warrington Avenues, connecting Estella to the rest of the neighborhood and downtown Pittsburgh. The southwest corner of Estella is within a five-minute walking distance to the South Hills Junction light rail stop, providing rapid-transit service to downtown Pittsburgh and the South Hills.

Parking

Several north-south streets have rear-loaded alleys with garage parking. Most of the east-west streets rely on street parking, and while parking is allowed on the both sides of these streets, it tends to impede traffic flow. It is common to see vehicles parked on sidewalks to permit traffic flow and protect parked vehicles from being damaged.

Housing Character

Most Estella homes are high-quality brick structures, in various states of repair, that are comparable with homes found in Squirrel Hill, Point Breeze, Friendship and other City neighborhoods. Housing along parts of Pasadena Street and Haberman Avenue is not as strong as in other parts of the neighborhood.

Current and Proposed Development

In late 2010, South Hills High School will reopen as the South Hills Retirement Residence. The building will house 106 apartments for mixed-income seniors. Community-oriented commercial uses are also being planned for the 11,000+ square feet of space on the ground floor.

Demographic and Market Activity Findings

- Estella homeownership rates (67%) exceed those in MW/DH (56%)
- There are more married couples with kids in Estella (17%) than MW/DH (11%)
- There are more single parents with kids households in Estella (10%) than MW/DH (6%)
- There are fewer multi-person non-family households in Estella (9%) than MW/DH (13%)
- There are more children under 18 in Estella (23%) than MW/DH (16%)
- 69% of the housing stock in Estella is comprised of single family detached structures, in addition to duplexes (16%) and town homes (7%)
- The number of long-term homeowners in Estella (27%) exceeds those in MW/DH (21%)
- 57% of recent home purchases in Estella were made by owner-occupants
- The median sales price of recently sold owner-occupied units in Estella (\$52,510) is far less than MW/DH (\$80,000)
- Estella had 47 foreclosures (2006 - 2009) and 158 building code violations (2001 - 2009), both the highest in MW/DH

Micro-Neighborhood Summary: Demographic, Market and Real Estate Activity

highest value
lowest value

	Dutch Hill	Sweetbriar North	Sweetbriar South	Olympia-Chatham	Merrimac	Graceland	Shiloh	Prospect Hill	Southern	Eutaw	Bailey	Estella
Total Population	581	932	1,209	1,341	857	422	1,566	1,160	1,333	1,046	675	1,637
% under 18 years old	16%	12%	17%	10%	13%	20%	9%	14%	18%	17%	15%	23%
% 18 to 64 years old	72%	68%	71%	71%	68%	66%	71%	66%	70%	64%	74%	63%
% 65 and over years old	12%	20%	12%	19%	19%	14%	20%	20%	12%	19%	11%	14%
Total Households	247	499	507	725	434	188	840	517	613	481	326	707
% married couple w/o kids	32%	22%	27%	22%	10%	20%	18%	11%	22%	22%	16%	19%
% married couple w/ kids	18%	4%	14%	9%	18%	10%	5%	22%	10%	10%	17%	17%
% single parent w/ kids	0%	9%	7%	3%	5%	13%	2%	11%	8%	8%	7%	10%
single person	34%	45%	29%	47%	43%	33%	49%	34%	37%	40%	36%	31%
non-family multi-person	10%	14%	11%	11%	15%	12%	16%	12%	13%	12%	20%	9%
other family	6%	6%	12%	8%	9%	12%	10%	10%	10%	8%	4%	14%
Total Housing Units	292	584	547	797	490	215	979	585	692	539	340	720
% owner-occupied	66%	43%	70%	67%	43%	50%	28%	51%	46%	49%	42%	63%
% renter-occupied	26%	43%	23%	24%	46%	37%	62%	37%	43%	40%	48%	29%
% vacant	8%	14%	7%	9%	11%	13%	10%	12%	11%	11%	10%	8%
Homeownership Unit Types	193 total units	253 total units	384 total units	--	--	--	272 total units	--	--	--	144 total units	453 total units
single-family detached	82%	70%	89%	--	--	--	70%	--	--	--	83%	92%
townhouse	10%	3%	8%	--	--	--	11%	--	--	--	0%	3%
duplex	3%	0%	2%	--	--	--	10%	--	--	--	13%	3%
3-4 units	0%	0%	0%	--	--	--	3%	--	--	--	4%	2%
5-9 units	0%	0%	0%	--	--	--	0%	--	--	--	0%	0%
10+ units	5%	27%	0%	--	--	--	6%	--	--	--	0%	0%
mobile home	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rental Units Types	75 total units	251 total units	127 total units	--	--	--	609 total units	--	--	--	162 total units	207 total units
single-family detached	50%	13%	44%	--	--	--	6%	--	--	--	22%	16%
townhouse	32%	9%	22%	--	--	--	9%	--	--	--	12%	17%
duplex	10%	11%	22%	--	--	--	27%	--	--	--	38%	45%
3-4 units	0%	3%	11%	--	--	--	20%	--	--	--	20%	8%
5-9 units	0%	6%	0%	--	--	--	9%	--	--	--	8%	11%
10+ units	8%	58%	0%	--	--	--	29%	--	--	--	0%	3%
Real Estate Activity												
total sales	15	32	33	44	19	19	43	32	48	33	19	60
median price	\$81,800	\$101,500	\$110,000	\$123,700	\$80,000	\$64,656	\$97,500	\$39,750	\$57,750	\$39,500	\$108,000	\$38,750
owner-occupant sales	11	18	20	31	12	6	21	13	27	19	12	34
median price	\$160,000	\$107,750	\$118,500	147,900	\$115,000	\$77,500	\$106,500	\$69,000	\$60,000	\$55,000	\$122,500	\$52,510
investor sales	4	14	13	13	7	13	22	19	21	14	7	26
median price	\$70,000	\$70,000	\$54,750	\$77,500	\$46,086	\$61,406	\$85,000	\$35,000	\$41,000	\$19,250	\$25,000	\$24,300
% investor purchases	27%	44%	40%	30%	37%	32%	51%	41%	44%	42%	37%	43%
% owner-occupied purchases	73%	56%	60%	70%	63%	68%	49%	59%	56%	58%	63%	57%
Other Activity												
total foreclosures	4	9	14	14	5	7	13	22	35	17	11	47
building permits	21	31	28	60	12	12	52	41	31	25	28	27
code violations	~28	~61	~62	~53	~62	~106	~154	~144	~140	~82	~57	~158

Part II: Housing Strategies

After decades of population decline in Pittsburgh, there are early indications from the 2010 Census that the metro area is on-track to resume population growth. These housing strategies for Mount Washington and Duquesne Heights will address a wide range of local housing and quality of life issues, helping the neighborhoods attract and retain residents and thrive for decades to come.

The Housing Strategies comprise three general categories.

Housing Stock Quality, Options and Affordability specifically targets physical improvements to the neighborhood housing stock. Recommendations for the MWDCD include:

- enhancing its staff capacity to implement a housing strategy;
- creating a resident-based Community Zone Initiative to monitor public safety and building/zoning code compliance;
- improving the quality of new development and rehabs through design guidelines and a Design Review Committee;
- advocating for high-quality, green housing.
- providing housing rehab grants for lower-income residents.
- partnering with reputable developers to expand the range of quality market-rate, affordable and mixed-use housing options.
- acquiring, rehabbing and reselling resale low-value homes in areas where lesser quality investors are active.
- pursuing an Elm Street designation for the area surrounding the Boggs and Bailey business districts.

Marketing and Identity outlines ways that the MWDCD could promote the neighborhoods and resources therein. Recommendations include:

- marketing the full range of neighborhood assets to prospective homebuyers or renters through web-, print- and

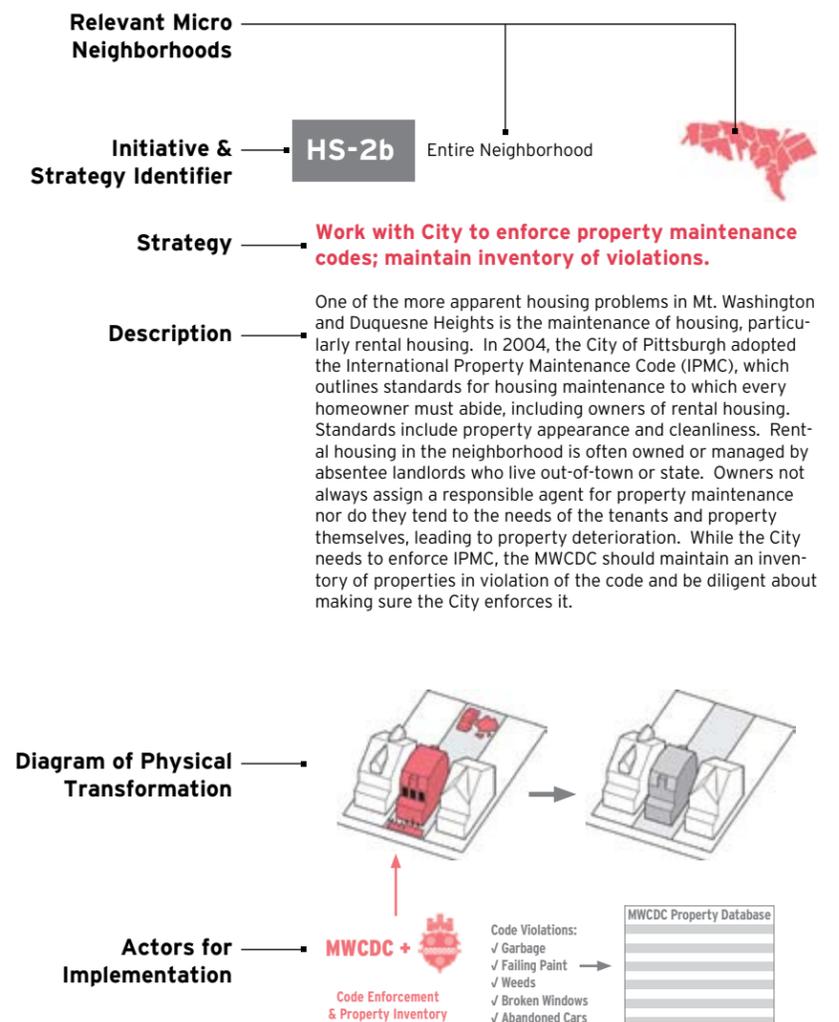
media-based materials, helping people realize that the neighborhoods offer more than an outstanding view.

- improving neighborhood gateways to make them more attractive and welcoming to people visiting the neighborhood: this will help people recognize that Mount Washington and Duquesne Heights offer more than just an outstanding view.
- providing additional signage to guide visitors from tourist destinations to local commercial districts and the park system.

Amenities and Quality of Life recommends strategies for enhancing neighborhoods resources to make Mount Washington and Duquesne Heights more attractive to prospective homebuyers and renters. Recommendations include:

- inventorying vacant and underutilized land and planning for the best and highest reuse of those parcels.
- implementing streetscape improvements, including new street trees, and curb bump-outs on some of the neighborhoods' busiest streets
- expanding neighborhood-serving commercial
- providing off-street, shared residential parking areas daily needs, and new structured parking in the Boggs/Wyoming commercial district.
- improving amenities for local families, including the development of playgrounds in areas where many kids live.

Recommendations are followed by Near-, Mid- and Long-Term Implementation Matrices outlining when strategies should be acted upon, and identifying initial tasks as well as responsible parties/partners and potential funding sources. Additional information about the proposed funding sources follows in subsequent pages.



Strategies: Housing Stock Quality, Options and Affordability

		Dutch Hill	Sweetbriar North	Sweetbriar South	Olympia-Chatham	Merrimac	Graceland	Shiloh	Prospect Hill	Southern	Eutaw	Bailey	Estella
HS-1	Build the capacity of MWDC and the community												
HS-1a	Expand staff capacity to implement housing strategies	•	•	•	•	•	•	•	•	•	•	•	•
HS-1b	Create Community Zone Teams and a Design Review Committee	•	•	•	•	•	•	•	•	•	•	•	•
HS-2	Improve the quality of existing housing stock												
HS-2a	Market existing grant and training programs for the basic rehab of lower-value homes belonging to long-term homeowners.	•		•		•	•		•	•	•		•
HS-2b	Work with City to enforce property maintenance codes; maintain inventory of violations	•	•	•	•	•	•	•	•	•	•	•	•
HS-2c	Work with City to enforce rental property registration	•	•	•	•	•	•	•	•	•	•	•	•
HS-2d	Discourage the conversion of single-family homes into multi-unit rentals	•	•	•	•	•	•	•	•	•	•	•	•
HS-2e	Create and institute design guidelines for rehabs; promote quality green design	•	•	•	•	•	•	•	•	•	•	•	•
HS-2f	Pursue an Elm Street designation for residential areas adjacent to the Boggs/Bailey district							•	•		•	•	•
HS-3	Improve the quality of new development												
HS-3a	Create and institute design guidelines for new construction; provide incentives for quality green design	•	•	•	•	•	•	•	•	•	•	•	•
HS-3b	Enforce and/or modify zoning code to allow only appropriate new development	•	•	•	•	•	•	•	•	•	•	•	•
HS-3c	Partner with private developers on new condominium, multi-unit, single-family and mixed-use projects	•	•	•	•	•	•	•	•	•	•	•	•
HS-3d	Encourage thorough review process for new developments to ensure quality design	•	•	•	•	•	•	•	•	•	•	•	•
HS-4	Expand the range of quality market-rate housing options												
HS-4a	Partner with reputable developers to pursue larger development projects for new sales and rental housing	•	•			•		•					
HS-4b	Encourage private investors/contractors to purchase, upgrade, and resell homes where values are higher		•		•							•	
HS-5	Expand the range of quality affordable and mixed-income housing options												
HS-5a	Partner with reputable private developers to pursue larger development projects for affordable new sales and rental housing projects						•		•	•			
HS-5b	Acquire and rehab for resale or rental vacant and/or lower-value homes on blocks where lesser quality investors are active						•	•	•	•	•		•

Strategies: Marketing & Identity

		Dutch Hill	Sweetbriar North	Sweetbriar South	Olympia-Chatham	Merrimac	Graceland	Shiloh	Prospect Hill	Southern	Eutaw	Bailey	Estella
MI-1	Market neighborhood strengths												
MI-1a	Promote housing affordability			•		•	•		•	•	•		•
MI-1b	Promote the full range of neighborhood views	•	•	•	•	•	•	•	•	•	•	•	•
MI-1c	Promote accessibility to transportation		•			•		•		•	•	•	•
MI-1d	Promote proximity to open space	•		•	•		•		•	•		•	
MI-1e	Promote quality housing stock	•	•		•							•	•
MI-1f	Promote educational resources	•	•	•	•	•	•	•	•	•	•	•	•
MI-2	Improve neighborhood signage and welcome gateways												
MI-2a	Provide welcome and orientation signs at neighborhood gateways		•	•	•	•	•	•		•			•
MI-2b	Use wayfinding signage to direct visitors from neighborhood landmarks to Emerald View Park to other local destinations				•			•					

Strategies: Amenities & Quality of Life

		Dutch Hill	Sweetbriar North	Sweetbriar South	Olympia-Chatham	Merrimac	Graceland	Shiloh	Prospect Hill	Southern	Eutaw	Bailey	Estella
AQ-1	Inventory vacant and underutilized neighborhood parcels												
AQ-1a	Inventory the existing vacant lots and determine the highest and best future uses for each parcel, with community input	•	•	•	•	•	•	•	•	•	•	•	•
AQ-2	Transform vacant lots into neighborhood-serving uses												
AQ-2a	Convert vacant parcels within the boundaries of Emerald View Park into parkland	•		•				•		•			
AQ-2b	Vacant parcels adjacent to home-owners may be acquired through a side yard program	•	•	•	•	•	•	•	•	•	•	•	•
AQ-2c	In underserved micro-neighborhoods, vacant land may be considered for use as shared residential parking areas					•		•		•	•		
AQ-2d	Vacant land in underserved micro-neighborhoods may be considered as sites for community playgrounds						•		•	•	•		•
AQ-2e	In locations where infill development is appropriate, connect quality developers with available vacant land	•	•	•	•	•	•	•	•	•	•	•	•
AQ-3	Improve streetscape conditions												
AQ-3a	Improve streetscape conditions by providing street trees, lighting in commercial districts, sidewalk improvements, and curb bump-outs on high traffic streets	•	•	•	•	•	•	•	•	•	•	•	•
AQ-4	Enhance/expand supportable neighborhood-serving commercial services												
AQ-4a	Revitalize the Bailey/Boggs/Wyoming and Virginia/Shiloh commercial districts							•			•	•	
AQ-4b	Diversify/expand neighborhood commercial amenities along Grandview	•	•										
AQ-4c	Target professional offices for Greenleaf Street's Neighborhood Commercial district	•											
AQ-5	Increase parking supply and access												
AQ-5a	Institute a policy for creating small off-street shared parking lots					•				•	•		
AQ-5b	Create an off-street parking case study to test policy					•		•					
AQ-5c	Acquire land to develop a parking structure or build on existing lot							•			•		
AQ-5d	Build parking into future development projects within the Boggs / Wyoming commercial district							•			•		
AQ-6	Improve neighborhood amenities for families												
AQ-6a	Keep former Boggs School playground									•			
AQ-5b	Develop new playgrounds to better serve higher concentrations of kids						•		•	•	•		•

Strategies: by Micro Neighborhood

	Housing Stock Quality, Options and Affordability				Marketing & Identity		Amenities & Quality of Life				
	HS-2: Improve the quality of existing housing stock	HS-3: Improve the quality of new development	HS-4: Expand the range of quality market-rate housing	HS-5: Expand the range of quality affordable and mixed-income housing	MI-1: Market neighborhood strengths	MI-2: Improve neighborhood signage and welcome gateways	AQ-2: Transform vacant lots into neighborhood-serving uses	AQ-3: Improve streetscape conditions	AQ-4: Enhance/expand supportable neighborhood-serving commercial services	AQ-5: Increase parking supply and access	AQ-6: Improve neighborhood amenities for families
Dutch Hill	a, b, c, d, e	a, b, c, d	a		b, d, e, f		a, b, e	a	b, c		
Sweetbriar North	b, c, d, e	a, b, c, d	a, b		b, c, e, f	a	b, e	a	b		
Sweetbriar South	a, b, c, d, e	a, b, c, d			a, b, d, f	a	a, b, e	a			
Olympia-Chatham	b, c, d, e	a, b, c, d	b		b, d, e, f	a, b	b, e	a			
Merrimac	a, b, c, d, e	a, b, c, d	a		a, b, c, f	a	b, c, e	a		a, b	
Graceland	a, b, c, d, e	a, b, c, d		a, b	a, b, d, f	a	b, d, e	a			b
Shiloh	b, c, d, e, f	a, b, c, d	a	b	b, c, f	a, b	a, b, c, e	a	a	b, c, d	
Prospect Hill	a, b, c, d, e, f	a, b, c, d		a, b	a, b, d, f		b, d, e	a			b
Southern	a, b, c, d, e	a, b, c, d		a, b	a, b, c, d, f	a	a, b, c, d, e	a		a	a, b
Eutaw	a, b, c, d, e, f	a, b, c, d		b	a, b, c, f		b, c, d, e	a	a	a, c, d	b
Bailey	b, c, d, e, f	a, b, c, d	b		b, c, d, e, f		b, e	a	a		
Estella	a, b, c, d, e, f	a, b, c, d		b	a, b, c, e, f	a	b, d, e	a			b

Housing Stock Quality, Options & Affordability

HS-1: Build the **capacity** of the MWDC and community

HS-1a

Entire Neighborhood



Expand MWDC staff capacity to implement housing strategies.

The MWDC is an effective organization with programs and projects in the areas of business development, community development and human development. MWDC has also been active in developing the newest large-scale park and trail system in the City of Pittsburgh.

According to data reviewed for this report, Mount Washington and Duquesne Heights are generally on par with the City of Pittsburgh (on average) in terms of homeownership and vacancy rates, resident income levels, etc. Developers build infill housing throughout many micro-neighborhoods, without financial incentives, because the market is relatively strong. However, distinct parts of the study area face specific, blighting challenges, including an increase in building code violations, foreclosures and investor purchases, whose influence could spread if they remain unchecked.

The MWDC's real estate efforts have largely involved working with developers to create community-supported projects that benefit the neighborhood and development companies alike. By commissioning this document, the MWDC signaled an interest in taking a different approach: by taking a lead in proactively tackling its housing and vacant land challenges.

Housing is a specific area of community development expertise. In order to successfully implement many of the recommendations that follow, the MWDC must first fundraise and hire a qualified staff person who can help to translate these housing strategies into a strengthened and diversified housing stock that will attract new residents for decades to come.

HS-1b

Entire Neighborhood



Create Community Zone Teams and a Design Review Committee.

The MWDC can also build capacity by creating two distinct types of resident-based entities: Community Zone Teams and a Design Review Committee.

Community Zone Teams, comprised of local residents and property owners, can play a valuable role in helping to monitor quality of life issues, such as crime and public safety, at a sub-neighborhood level. Community Zone Teams can also keep an eye on building and zoning code violations, helping to maintain and improve the quality of the built environment. The MWDC has already gone through the process of mapping out distinct Community Zone areas, within Mount Washington and Duquesne Heights, that closely approximate the micro-neighborhood areas illustrated in this document. Once the Community Zone Teams are established, MWDC staff can help support their efforts by convening meetings, providing logistical and technical support, and helping to follow up on issues and opportunities identified through residents' efforts.

A neighborhood Design Review Committee, made up of local architects, landscape architects, developers and builders, would review proposed housing, mixed-use and commercial development projects. The Committee would help to enforce any neighborhood design guidelines that are developed and help to ensure that projects respect and contribute positively to the neighborhood context. The South Side Local Development Corporation (SSLDC), for example, has a Design Program that provides technical assistance to businesses, property owners, and developers to maintain the South Side's historic and architectural integrity. The SSLDC Design Program also reviews facade and sidewalk renovation projects and oversees South Side's Sign Grant program. The MWDC might support the Design Review Committee's efforts by convening meetings, bringing developers to the table, and providing staff follow-up regarding Committee recommendations.

HS-2: Improve the quality of **existing housing stock** neighborhood wide

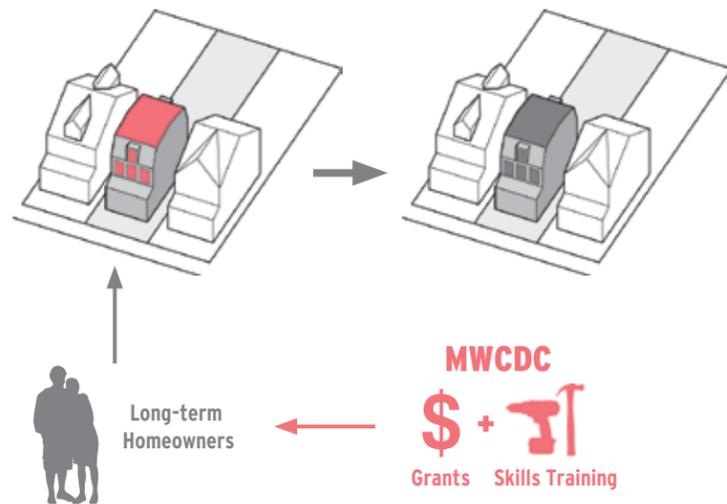
HS-2a

Dutch Hill, Sweetbriar South, Merrimac, Graceland, Prospect Hill, Southern, Eutaw & Estella



Market existing grant and training programs for the basic rehab of lower-value homes belonging to long-term homeowners.

Homeowners in various parts of Mount Washington and Duquesne Heights may experience difficulty maintaining their homes, particularly lower income residents and the elderly on a fixed income. Many residents simply don't know how, cannot afford, or are physically unable to perform home improvements themselves. There are several forms of city and state assistance for low-income homeowners and property owners to improve existing housing, including rehabilitation grants and emergency repair programs (see Implementation Matrix). The MWDC should become familiar with the available programs and educate property owners about them so they can take advantage of the available resources. The MWDC should also examine opportunities to offer or sponsor home maintenance and ownership counseling focused in the micro-neighborhoods where maintenance is a particular issue. The MWDC may also work with The Pittsburgh Project. Their Service Camps help repair homes for vulnerable City residents.



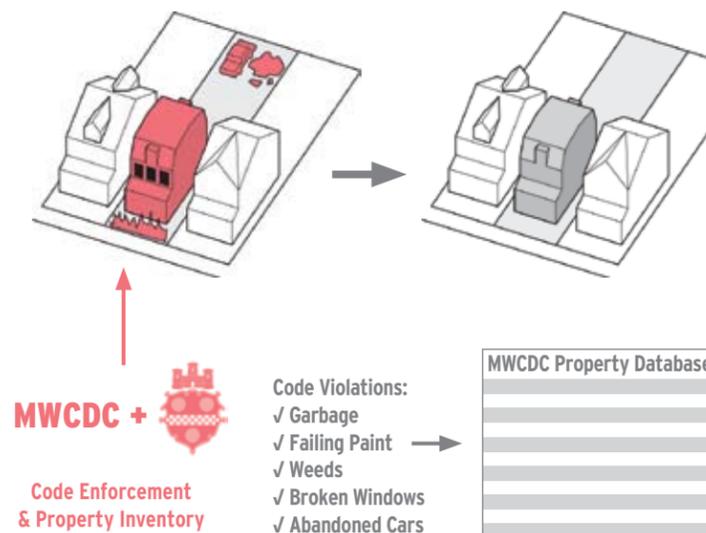
HS-2b

Entire Neighborhood



Work with City to enforce property maintenance codes; maintain inventory of violations.

One of the more apparent housing problems in Mount Washington and Duquesne Heights is the maintenance of housing, particularly rental housing. In 2004, the City of Pittsburgh adopted the International Property Maintenance Code (IPMC), which outlines standards for housing maintenance to which every homeowner must abide, including owners of rental housing. Standards include property appearance and cleanliness. Neighborhood rental housing is often owned or managed by absentee landlords who live out-of-town or -state. Owners do not always assign a responsible agent for property maintenance nor do they tend to the needs of the tenants and property themselves, leading to property deterioration. While the City needs to enforce IPMC, the MWDC should maintain an inventory of properties in violation of the code and be diligent about making sure the City enforces it. The MWDC Community Zone Initiative can be valuable as a mechanism for empowering resident-based Community Zone Teams to monitor and report property maintenance issues. Also see strategy HS-1b.



HS-2c

Entire Neighborhood



Work with City to ensure rental property registration compliance.

In 2007, the City of Pittsburgh passed a rental housing registration ordinance requiring landlords to register with the City before renting or leasing housing units. Through the application process, the City has on record all contact information for the landlord and requires the landlord to agree to properly maintaining the property. Since the adoption of the ordinance, several parties have filed a lawsuit opposing the ordinance and the matter is currently in litigation. A judge has signed an order extending the registration date indefinitely and the City is requiring applications until the suit is resolved. Rental property registration is a big step toward ensuring effective property maintenance. In the meantime, the MWDC should regularly check with the City to ensure that all rental properties are registered and report any violations. Furthermore, registration/license renewal should be contingent upon strict adherence to the IPMC. Any property in violation of the IPMC should have its license revoked.



HS-2: Improve the quality of **existing housing stock** neighborhood wide

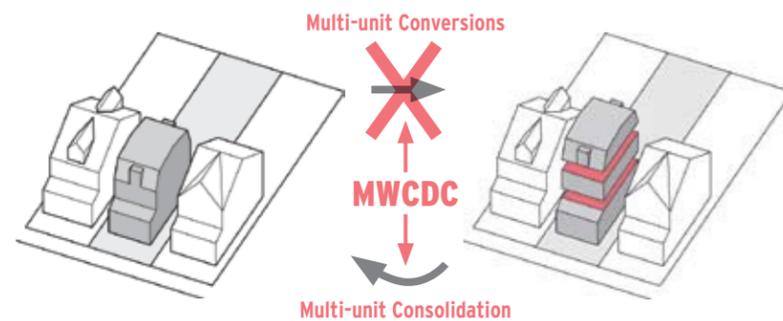
HS-2d

Entire Neighborhood



Discourage the conversion of single-family homes into multi-unit rentals.

Mount Washington and Duquesne Heights contain many multi-family rental units that were originally constructed as single-family homes. A key to increasing home ownership opportunities, and at the same time the quality of the neighborhood housing stock, is to reduce the amount of rental housing in single-family homes. The first step is to prevent further conversions to rental units. This could be accomplished through amendments to the IPMC, or even a moratorium on property conversions in Mount Washington and Duquesne Heights. Eventually, the MWDCD may decide that the moratorium has served its purpose after owner-occupancy rates have risen to a healthy level. At that time the moratorium could be lifted, but applications for rental conversions should be strictly monitored. Conversion from multi- to single-family units could also be accomplished through financial incentives, which would compliment the moratorium on conversions. One of the greatest impedances to decommissioning multi-family housing is expense. For conversion to be effective, incentives will most likely have to be offered to property owners to encourage the investment. Federal, state, city, and private funding sources exist for rehabilitation and home buying assistance, such as tax abatements. Several of these resources could be applied to decommissioning multi-family housing since the units would be simultaneously rehabilitated upon purchase. However, grants and loans should be earmarked specifically for converting multi-family units to single-family. The MWDCD should coordinate with the City and financial institutions to solicit funding for this purpose.



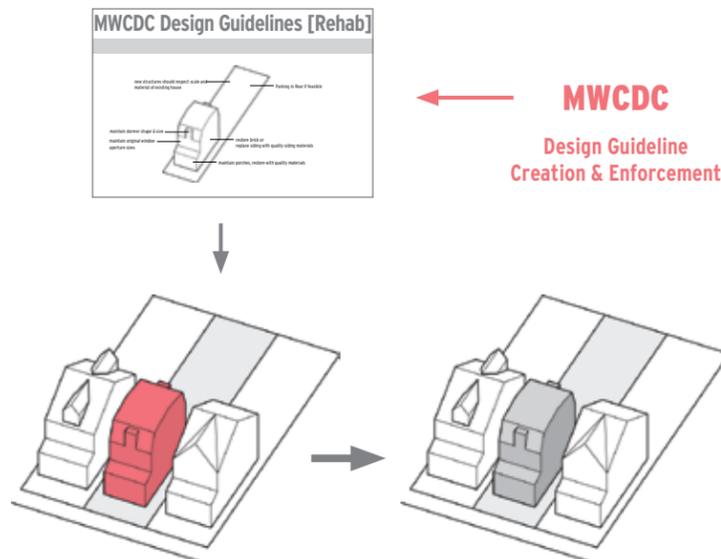
HS-2e

Entire Neighborhood



Create and institute design guidelines for rehabs; provide incentives for quality design.

The Mount Washington and Duquesne Heights neighborhoods are full of existing homes, many of which were built early in the 20th Century. As part of the natural life cycle of any building, these homes require on-going maintenance and upkeep. Over the years, some houses have been remodeled in ways that do not respect the style or character of the original character. Sometimes such homes are renovated according to individuals' quirky aesthetic preferences. But "re-muddling" is more often a result of limited knowledge on the part of property owners regarding the appropriate way to rehab a building. To address this issue, the MWDCD may elect to commission an architect to develop a set of neighborhood residential design standards that local property owners can use as a guide when remodeling existing houses. Sometimes cost is the main driver for remodeling-related decision-making. The MWDCD may develop an incentive program to reward high quality remodeling efforts. The MWDCD can help to raise awareness of existing programs that support rehabilitation projects.



HS-2f

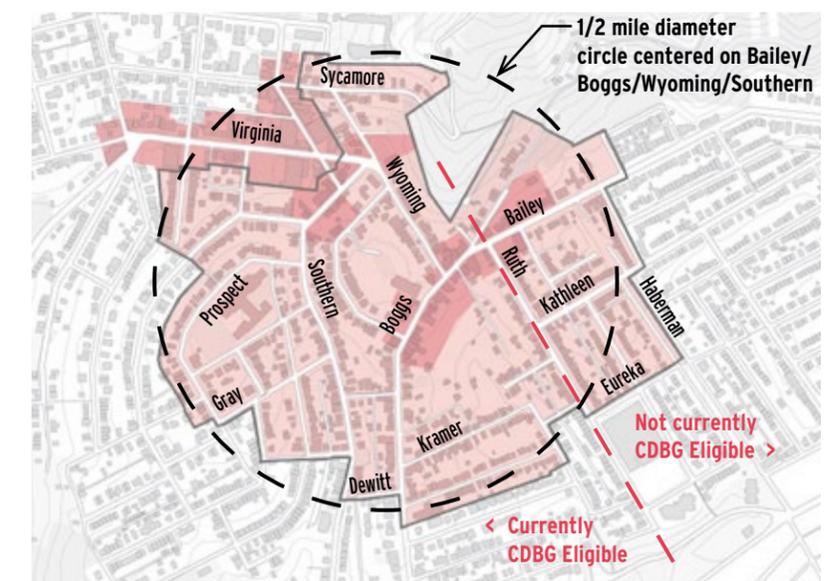
Shiloh, Eutaw, Estella, Prospect Hill & Bailey



Pursue an Elm Street designation for residential areas adjacent to the Boggs/Bailey district.

The MWDCD should reapply for Elm Street funds. This state-run program provides grants for planning, technical assistance, and physical improvements to residential and mixed-use areas in proximity to commercial districts, with the intent to complement the Main Street Program. The program is designed to help launch a neighborhood revitalization effort by strengthening the local organization and promoting revitalization projects and activities. The Elm Street concept is structured around simultaneous action in five focus areas: clean, safe and green; neighbors and economy; design; image and identity; and sustainable organization. Elm Street also helps to pay for a professional coordinator to manage activities.

The proposed Elm Street District boundaries center on the Bailey/Boggs district. This part of Mount Washington has a strong physical connection to its neighborhood business districts. The area also has an evident need for home and infrastructure improvements and targeted blight prevention/elimination efforts.



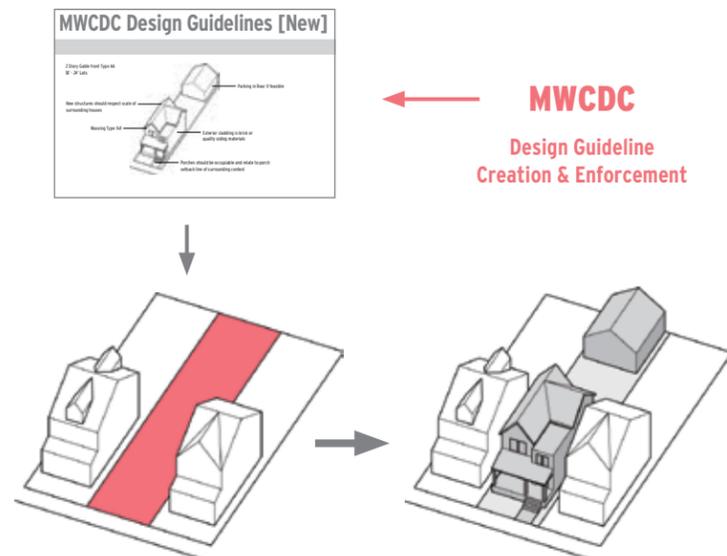
HS-3: Improve the quality of **new development** neighborhood wide

HS-3a Entire Neighborhood 

Create and institute design guidelines for new construction; promote quality green design.

The local housing market is strong enough that developers are building new residential infill and multi-unit projects in several micro-neighborhoods. While some projects are designed with sensitivity to the architectural character, scale and organization of the surrounding neighborhood, others are less inspired in their design. Below are several ways that the MWDC can help to ensure that high quality new residential products are developed in Mount Washington and Duquesne Heights.

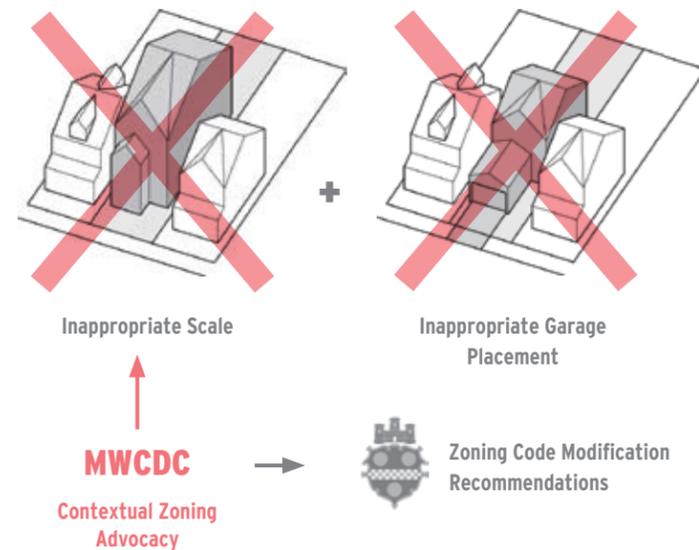
- Commission an architect to create neighborhood design standards that developers can use as a guide. Decisions about material selection, porch detailing, window proportions and garage placement, for example, can make a huge difference in the way that new houses fit their context.
- Promote the use of green design principles, such as energy-efficiency standards. Energy Star HERS performance guidelines and LEED for Homes are applicable to single-family construction.
- Promote existing financial incentive programs to help encourage developers to build according to green design standards.
- Work with residents to create recommendations for future development sites so that developers can know in advance the type of project that would meet with community support.



HS-3b Entire Neighborhood 

Enforce and/or modify zoning code to allow only appropriate new/infill development.

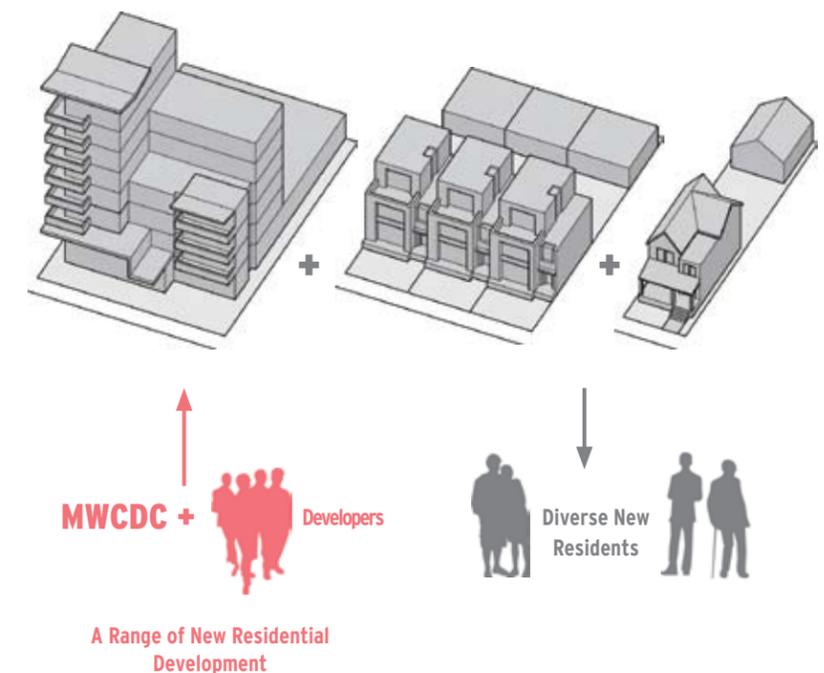
Any new development, whether scattered-site infill or a large prominent building, should be appropriate in design, scale, height, and setback for the street and neighborhood. However, existing zoning can permit design components that are undesirable to the MWDC and neighborhood residents. Garage-front infill town homes are an example, as are structures that are considered too tall for the surrounding area. Both are allowed by right according to the City of Pittsburgh Zoning Code. The CDC should work with the City to revise segments of the Code that permit development that negatively impacts the form and function of Mount Washington and Duquesne Heights. The CDC should also help ensure that zoning is being enforced where it does benefit the community by monitoring the construction of all new development. Any violations of the code should be reported to the City.



HS-3c Entire Neighborhood 

Partner with reputable private developers on new condominium, multi-unit, single-family, and mixed-use projects.

Throughout Mount Washington and Duquesne Heights there are numerous locations that could accommodate new residential and mixed-use development. These future development sites could provide a variety of housing and commercial opportunities for neighborhood residents. The MWDC should foster relationships and/or partnerships with local developers known for quality design, either through prior experience or referral. The CDC should also communicate design preferences and established design guidelines to the developers to ensure that any new project reflects the aesthetic and performance standards desired by the community.

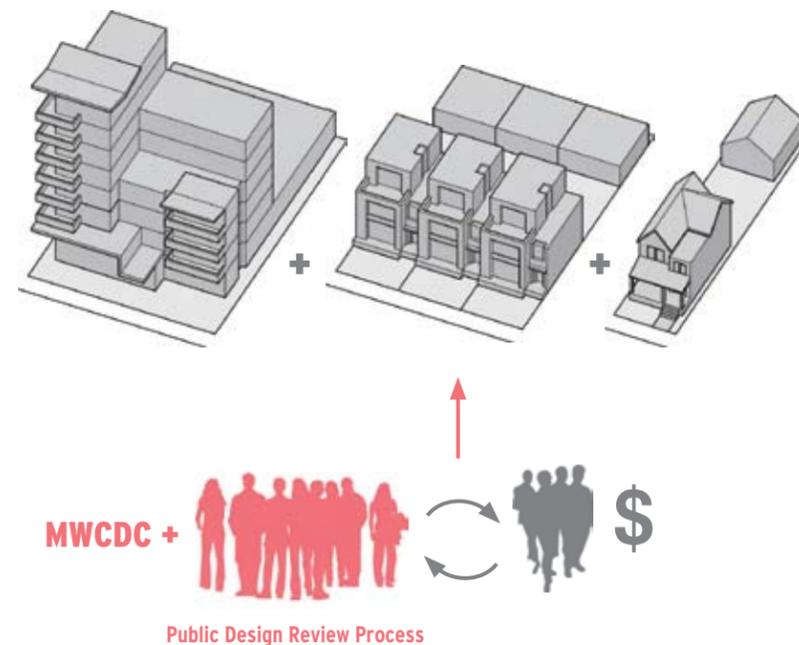


HS-3: Improve the quality of **new development** neighborhood wide

HS-3d Entire Neighborhood 

Encourage thorough public review process for new developments to ensure quality design.

To ensure that all new development is appropriate and acceptable to the community, local residents should be part of the design review process. If the MWDC is successful in fostering communicative relationships with developers in Mount Washington and Duquesne Heights, then the CDC will be informed of all new development proposals slated for the neighborhood. The CDC should sponsor community meetings during the design process to gather feedback on the development prior to construction. If the developer is a true partner with the community, it will be willing to work with the community to incorporate desired design elements.

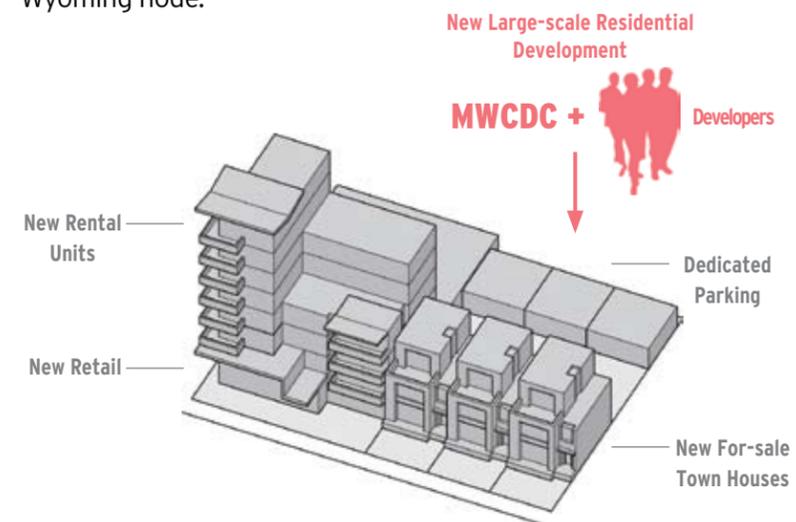


HS-4: Expand the range of quality **market-rate** housing options

HS-4a Dutch Hill, Sweetbriar North, Merrimac & Shiloh 

Partner with reputable private developers to pursue larger development projects for new sales and rental housing.

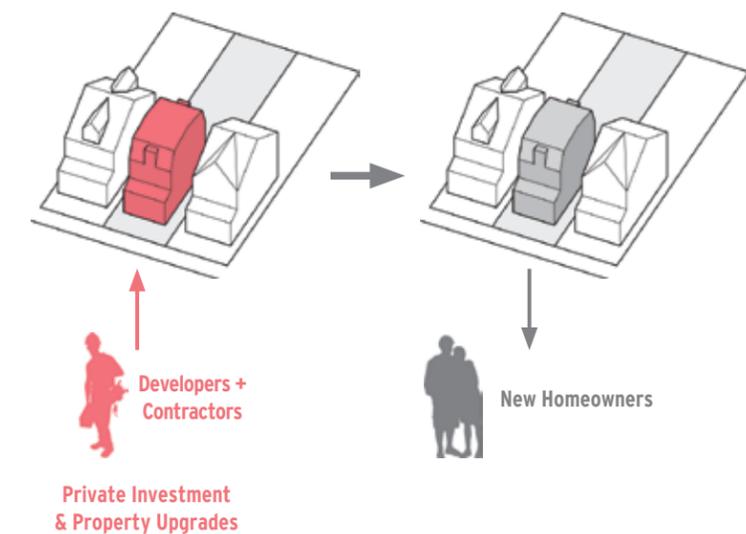
Certain micro-neighborhoods have proven attractive for new market rate housing development. Additional quality development of this type should be encouraged, particularly by developers with successful track records. The MWDC should develop and maintain active communication channels with potential developers of such projects and target some of the CDC's marketing efforts to attracting additional developers to the area. The CDC should also maintain communications with the owners of potential development sites in these micro-neighborhoods to encourage them to pursue development of their parcels in conjunction with quality developers. Such on-going communication may also provide the mechanisms for identifying specific obstacles to quality development of certain sites (need for additional site assembly, certain zoning restrictions, etc.) where the involvement of the CDC may effectively overcome these barriers to development. In the process of these communications, the CDC can also develop direct avenues for articulating in detail its interests in implementing quality design standards and in encouraging expanded retail/commercial services along Grandview and at the Bailey/Boggs/Wyoming node.



HS-4b Sweetbriar North, Olympia-Chatham & Bailey 

Encourage private investor/contractors to purchase, upgrade and resell homes where values are higher.

The MWDC should monitor the home sale market throughout the neighborhood to identify properties which are not receiving positive homebuyer response due to deferred maintenance, lack of parking, excessive traffic, or other conditions. In some micro-neighborhoods, the overall strength of the homeownership market suggests that contractor/investors could economically acquire, renovate, and resell these properties to homeowners. The CDC should develop a roster of such quality contractor/investors and facilitate their knowledge of and response to these "upgrade and resell" opportunities.



HS-5: Expand the range of quality **affordable** & **mixed income** housing options

HS-5a

Graceland, Prospect Hill & Southern



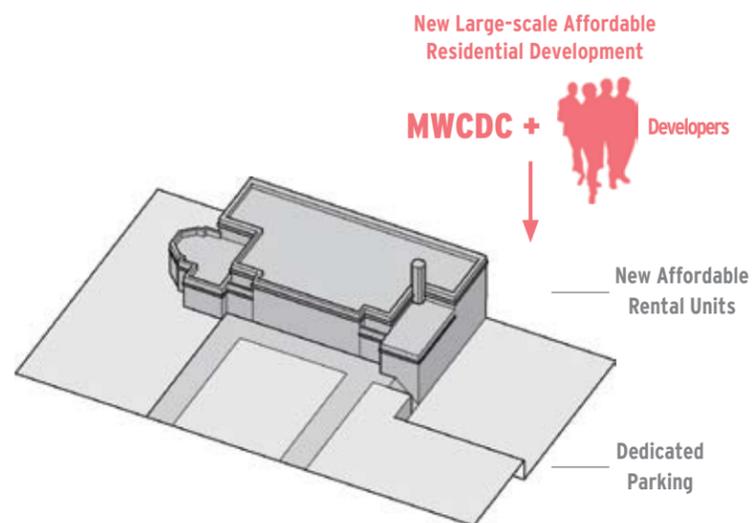
Partner with reputable private developers to pursue larger development projects for new affordable sales and rental housing.

In micro-neighborhoods with lower home values there are also several opportunities for larger housing developments—many for affordable or mixed income homeownership or rental. The current rehabilitation of South Hills High School for senior housing is a good example of these opportunities. Other potentials include the Boggs School, the Prospect School, and some larger assemblies of land.

The MWDC should focus on:

1. encouraging quality developers to undertake these projects where there is sufficient interest and financial capability, and
2. developing partnerships with experienced, quality developers to undertake those projects where CDC participation is essential to securing financing and/or site control.

It seems unlikely that the CDC will develop the technical capacity to undertake such large ventures by itself; therefore, a partnership strategy should be pursued.



HS-5b

Graceland, Shiloh, Prospect Hill, Southern, Eutaw & Estella



Acquire and rehab for resale lower-value homes on blocks where lesser quality investors are active.

In some micro-neighborhoods, the overall strength of the homeownership market is not sufficient to warrant private contractor or investor efforts to renovate and resell properties at a profit. Where home values are low and foreclosure rates are high, it is likely that less reputable investors may seek to acquire properties. It is important for the MWDC to intervene aggressively in the Estella, Southern and Prospect Hill micro-neighborhoods especially, purchasing and renovating distressed properties itself, rather than running the risk of them being acquired and rented out by less-diligent investors.

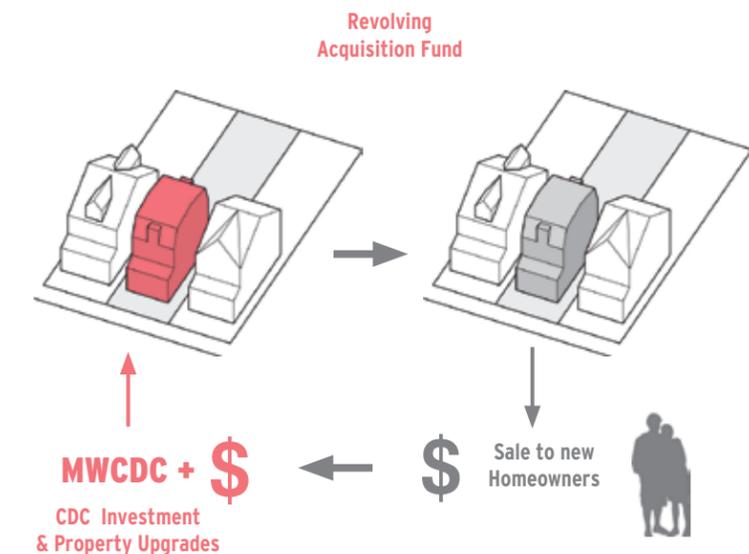
These interventions will require an expansion of the CDC's technical and financial resources. Key actions will include:

1. hiring or contracting with a housing specialist;
2. amassing an acquisition fund to be able to nimbly intervene as needed;
3. developing relationships with quality home renovation contractors to quickly improve the properties;
4. developing decision rules to decide where to attempt resale to homeowners and where to rent to improve the affordable housing options in the neighborhood;
5. developing relationships with quality rental management entities to manage these rental homes; and
6. identifying housing subsidy funding to support the needed upgrades to the properties.

An initial implementation requirement is the creation of an acquisition fund. Homes in these target micro-neighborhoods that are of particular concern are typically selling in the \$20,000 to \$40,000 range. An acquisition fund of \$250,000 would provide the assets to acquire and hold six to eight homes at any one time. Other funding would need to be identified for renovations. The MWDC should assume about \$25,000 to \$30,000 per house for rehabbing costs to ultimately

resell the houses to home-owners for a minimum of \$50,000 to \$75,000. Because renovation costs may be almost as expensive (or more) than the acquisition of homes in poor condition, the MWDC should keep on hand another \$150,000 to \$250,000 (about 6 to 8 houses worth) of funds so it can afford to rehab the homes that it purchases at any given time. If the CDC chooses to retain a property as a long-term affordable rental, it would need to pursue a long-term refinancing source.

In specific or severe cases, the MWDC may also consider renting such properties, but not as a general practice. It is also important that the CDC work with less-reputable property management companies to encourage them to do a better job in areas with a weaker housing market, but also throughout the Mount Washington and Duquesne Heights neighborhoods.

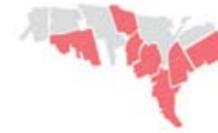


Marketing & Identity

MI-1: Market **strengths** of the neighborhood

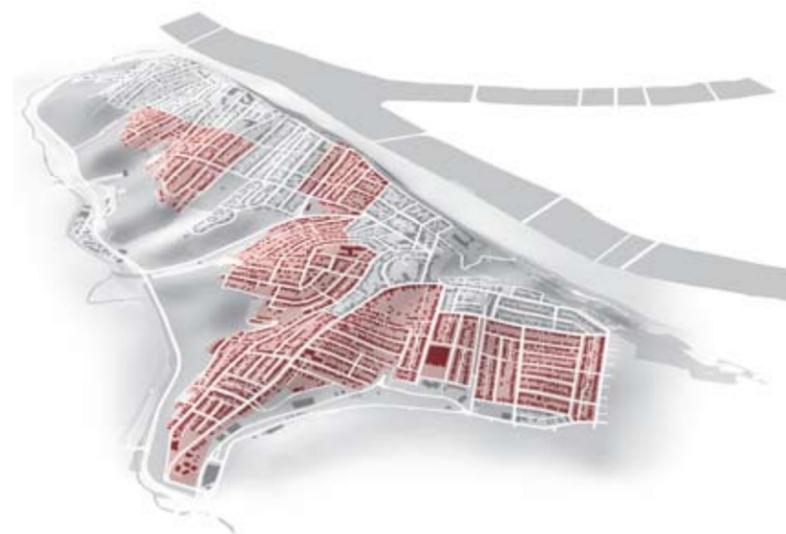
MI-1a

Sweetbriar South, Merrimac, Graceland, Prospect Hill, Southern, Eutaw, & Estella



Promote housing affordability.

Mount Washington and Duquesne Heights have some of the most reasonably-priced housing stock in the City, especially considering its prime location just minutes from downtown Pittsburgh. In micro-neighborhoods such as Merrimac, Graceland, Prospect Hill, and Eutaw, the median price of recent sales ranges from \$40,000 to \$80,000. Through web sites, brochures, advertisements and realtors, the MWDCD should promote and market the affordability of its micro-neighborhoods. Mount Washington and Duquesne Heights offer diverse housing stock at a variety of prices for a wide range of household incomes, types and lifestyles.



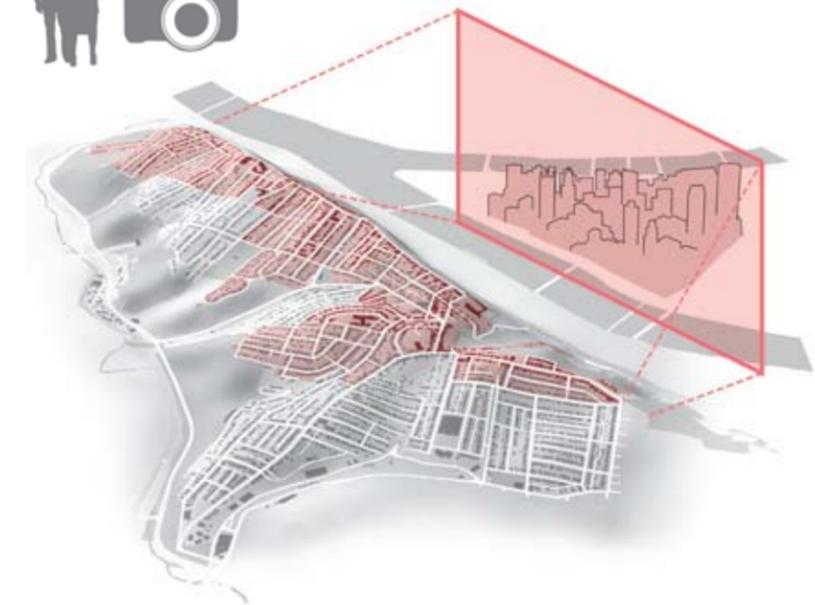
MI-1b

Entire Neighborhood



Promote the full range of neighborhood views.

Grandview Avenue inarguably provides the best views of the Pittsburgh skyline in the entire city. However, to visitors, Grandview Avenue is not necessarily synonymous with the Mount Washington and Duquesne Heights neighborhoods. Additionally, while Grandview Avenue views are postcard-worthy, nearly everyone in the neighborhoods is afforded access to inspiring views. Many hill- and ridge-top residents can see downtown from across the neighborhood. Other homes located along the slightly lower north-south ridges have internal views across valley neighborhoods. Homes located along the neighborhoods' southern edges have a strong visual connection to the surrounding woodlands and parks. The MWDCD should promote the full range of neighborhood views as a residential amenity through marketing materials and advertising.

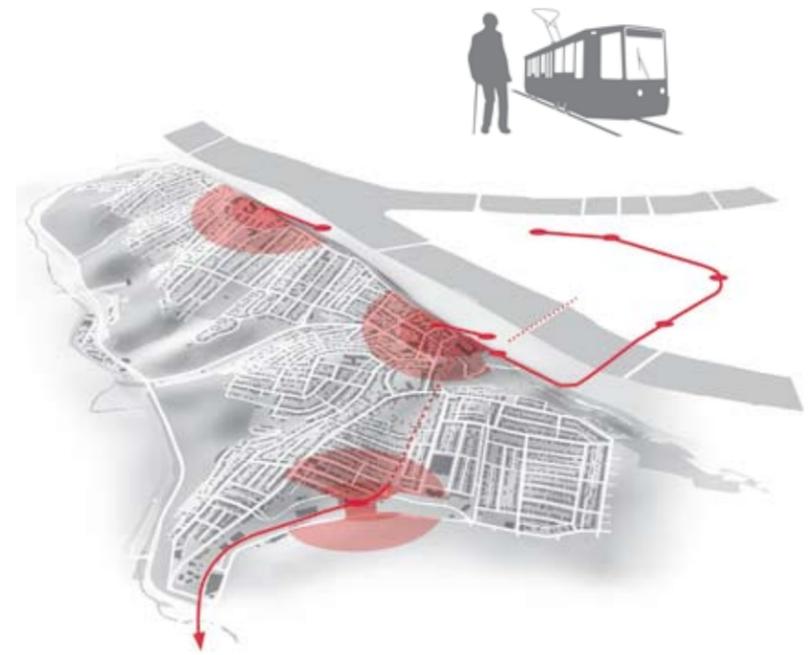


MI-1: Market strengths of the neighborhood

MI-1c Sweetbriar North, Merrimac, Shiloh, Southern, Bailey, Eutaw & Estella 

Promote accessibility to transportation.

The historic inclines bring visitors from throughout the region to the neighborhoods' doorstep, but they are not the only form of public transportation enjoyed by Mount Washington and Duquesne Heights residents. The 41E and 43E buses provide access throughout the neighborhoods and connect to downtown Pittsburgh. The Eutaw vicinity is within a five-minute walking distance to the South Hills Junction light rail stop, providing rapid-transit service to downtown Pittsburgh and the South Hills. Road access is very good as well, with direct street links to downtown Pittsburgh, Route 51, I-376 and the airport. MWDC promotional materials should emphasize this excellent access as a selling point for visitors as well as potential residents.



MI-1d Dutch Hill, Sweetbriar South, Olympia-Chatham, Graceland, Prospect Hill, Southern & Bailey 

Promote proximity to open space.

Mount Washington and Duquesne Heights are literally surrounded by green space with trails and a multitude of parks. While the Grandview Overlooks and Emerald View Park are the crown jewels of neighborhood open space, the neighborhood also has direct access to many community parks tucked within the residential areas, such as Mount Washington and Olympia Parks. Open space is a huge quality of life asset, but studies also show that it increases real estate values within a certain proximity. As yet another selling point for the neighborhood, the MWDC should be sure to promote this access to high quality parks and open space in its marketing materials.



MI-1e Dutch Hill, Sweetbriar North, Olympia-Chatham, Estella & Bailey 

Promote quality housing stock.

Mount Washington and Duquesne Heights have a variety of housing types and conditions, but there is no mistaking the fact that certain micro-neighborhoods have an exceptionally affordable and high-quality housing stock. This is the case particularly in Duquesne Heights, where well-maintained single-family homes occupy tree-lined streets. This is also the case in the Estella micro-neighborhood, where solid brick homes sell at a median price of \$52,510 to homeowners, and for half that value to investors. Chatham Village is a unique example of high quality housing, and is a model for planned communities integrating living space, open space, parking, and aesthetics. Nothing like it exists in the metropolitan area, While this type of housing attracts a specific type of homeowner, it is yet another unique component of the local housing market. The MWDC should promote the neighborhoods' housing quality, variety and affordability in its marketing materials.



MI-1: Market **strengths** of the neighborhood

MI-1f

Entire neighborhood



Promote educational resources.

Many families are started in Mount Washington and Duquesne Heights, only to soon leave for what is perceived as being a more appealing environment for children. According to out-migration surveys administered as part of this study, some of the residents leaving the area were dissatisfied with the available educational options.

The MWDCD can highlight educational assets through marketing and outreach efforts, to help retain and even attract new residents. It can promote and provide accurate and up-to-date information:

- to current and future parents about the full range of educational options available to parents in the City, not just the schools whose feeder patterns serve Mt. Washington and Duquesne Heights.
- about the Pittsburgh Promise, which provides a postsecondary scholarship of up to \$10,000 per year to students attending City schools. This scholarship can prove to be an effective incentive to retain families in the area.
- regarding the high-quality private school options that are available in the area.

The MWDCD can also:

- support efforts to build communities of young parents, around playgroups and other common activities that can help parents feel more connected to the community, and provide a vehicle for sharing information about schools and the Pittsburgh Promise.
- encourage residents to participate in educational reforms by partnering with reform-minded organizations such as A+ Schools.
- work to improve and expand family-friendly amenities in the neighborhood, including parks and playgrounds.

MI-2: Improve neighborhood signage and welcome **gateways**

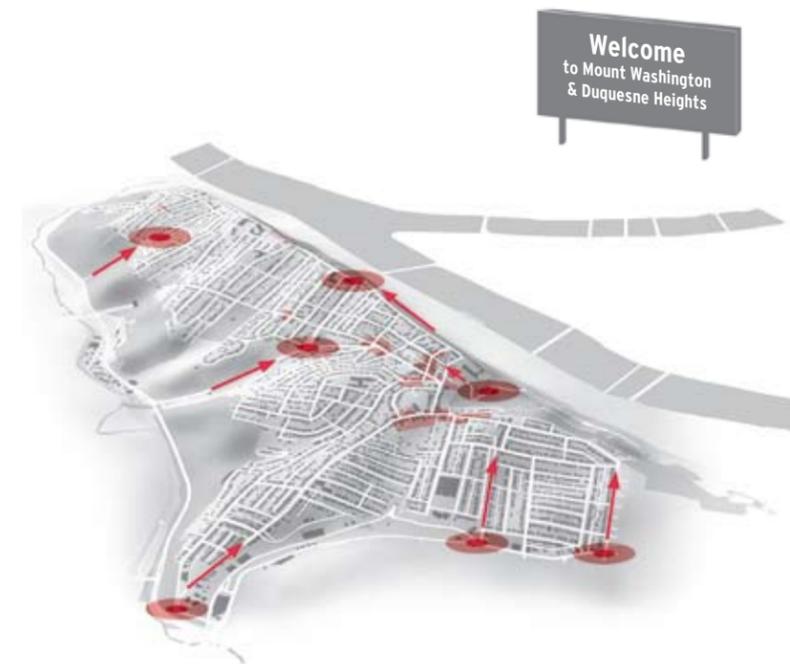
MI-2a

Sweetbriar North, Sweetbriar South, Olympia-Chatham, Merrimac, Graceland, Shiloh, Southern & Estella



Provide welcome and orientation signs at neighborhood gateways.

Many visitors associate Mount Washington with Grandview Avenue, and may not realize the broad area that the two neighborhoods encompass. Neighborhood identification and welcome signs, along with landscape enhancements, can help to broaden visitors' perception about the neighborhoods as places to live, work and play. Gateway signs should be provided where people first arrive in Mount Washington and Duquesne Heights, and at locations where they pass through or into Emerald View Park. These signs may also provide an indication as to the location of local tourist attractions, commercial districts and recreation opportunities. The northern end of Merrimac Street, where the P.J. McArdle Roadway lands at Grandview Avenue, is the most important gateway and it should be prioritized as an improvement site.



MI-2b

Olympia-Chatham & Shiloh



Use wayfinding signage at neighborhood landmarks to direct visitors to other local destinations.

Because of its outstanding views of Downtown Pittsburgh and historic inclines, thousands of people visit Mount Washington and Duquesne Heights every year. The length of Grandview Avenue, from Restaurant Row to the upcoming One Grandview Avenue project, would benefit from a more comprehensive wayfinding system that raises visitors' awareness about Mount Washington and Duquesne Heights as complete neighborhoods with parks, commercial districts and places to live. Tasteful, well-designed signs with information about neighborhood offerings should also be provided at Incline Stations, at overlooks and spaced along Grandview Avenue. Signs might direct visitors to the Boggs/Bailey business district from Shiloh Street and Virginia Avenue. This wayfinding system could also work in conjunction with gateway signs, described at left.



Amenities & Quality of Life

AQ-1: Inventory **vacant** and underutilized neighborhood parcels

AQ-1a Entire neighborhood



Create and maintain an inventory of vacant lots.

The MWDCD should maintain an inventory of vacant or underdeveloped parcels within Mount Washington and Duquesne Heights, including private and publicly-owned land. PNCIS data and real estate listings may be used to prepare an easy-to-update database of existing vacant public and private land.

After creating an inventory, the parcels should be reviewed to determine their highest and best future use. Community input should guide this process. The lots may then be prioritized for acquisition and planning may initiate for transforming some of the parcels into new, neighborhood-serving uses. Publicly-owned land could be targeted first, as it may be less costly to acquire.

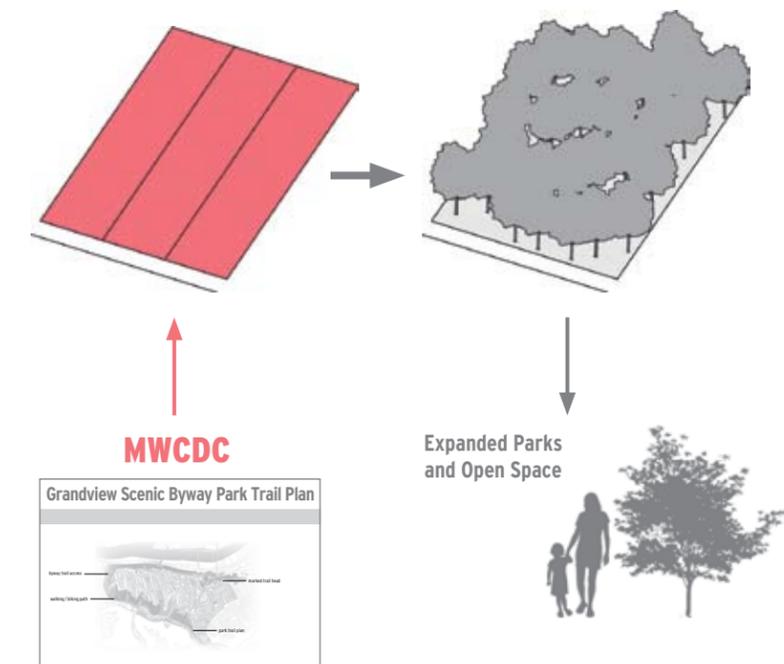
AQ-2: Transform **vacant lots** into neighborhood-serving uses

AQ-2a Dutch Hill, Sweetbriar South, Shiloh & Southern



Convert vacant parcels within the boundaries of Emerald View Park into parkland.

A regional trail plan, prepared for MWDCD by Environmental Planning and Design, indicates that there are several land parcels located within or adjacent to the boundaries of what is now called the Emerald View Park that are not currently used as part of the park proper. Such parcels should be acquired for integration into the Park as they become available. They will add to the wooded hillside character that typifies the northeastern, southern and western edges of the park. Other parcels may be used as trail heads, playground or parking sites.



AQ-2: Transform vacant lots into neighborhood-serving uses

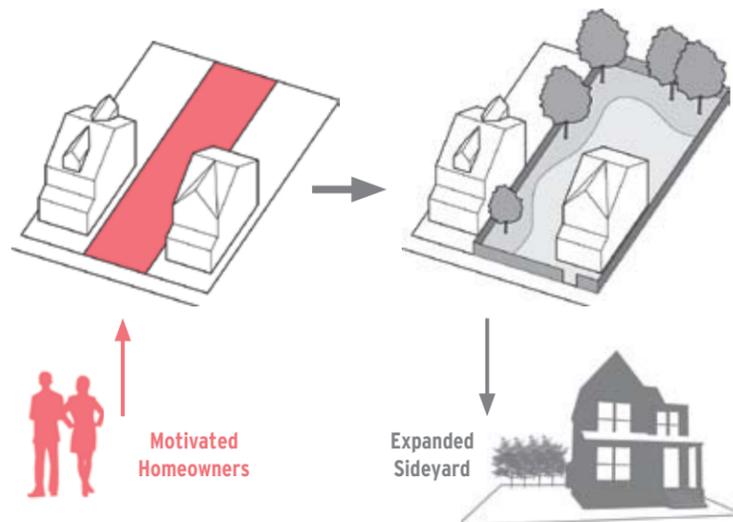
AQ-2b

Entire Neighborhood



Vacant parcels adjacent to home-owners may be acquired through sideyard programs.

Many Mount Washington and Duquesne Heights homeowners own not only the parcel that their house sits on, but the adjoining parcel as well. This condition is likely explained by the density of housing in the neighborhoods, and the attractiveness of acquiring additional land, when possible, to serve as a residential side yard or to accommodate off-street parking. In general, where there are isolated vacant parcels within the dense neighborhood fabric, adjacent homeowners should consider taking advantage of existing sideyard programs to help them acquire the vacant land.



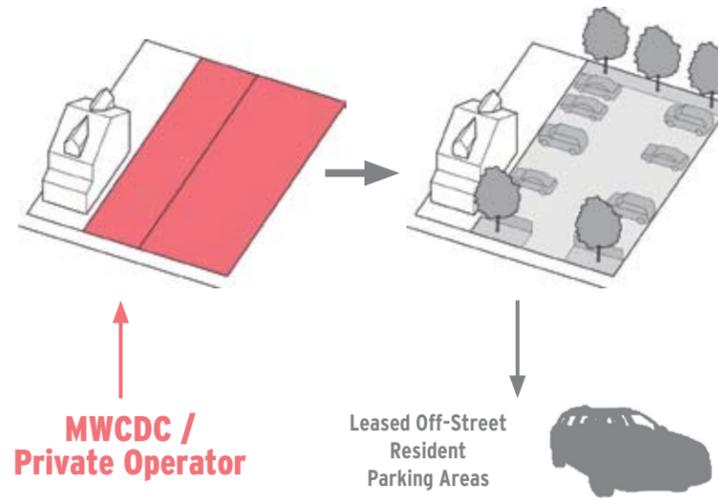
AQ-2c

Merrimac, Shiloh, Southern & Eutaw



In underserved micro-neighborhoods, vacant land may be considered for use as shared residential parking areas.

Because Mount Washington and Duquesne Heights are densely developed neighborhoods, with narrow streets and limited off-street parking, residents of many micro-neighborhoods face a daily challenge in parking their vehicle. Though vacant land is scarce in these neighborhoods, where there is an opportunity, it may be worth considering the development of shared off-street neighborhood parking areas. For much of MW/DH, where parcels are 20'-30' wide, two or more parcels would need to be combined to have adequate parking room. On streets most impacted by the parking shortage, such as Merrimac and Wyoming, it may benefit the neighborhood to convert teardown properties into shared parking. Parking amenities can help increase the market attractiveness of micro-neighborhood areas. Before developing shared lot facilities, the MWDC should consult with local residents regarding their interest in utilizing and living near such a facility. Shared parking lots could be developed by the MWDC, or by another private entity, with a monthly fee to cover taxes, maintenance and insurance. Lots should ultimately be owned and managed by a block club or other type of entity, rather than by the MWDC.



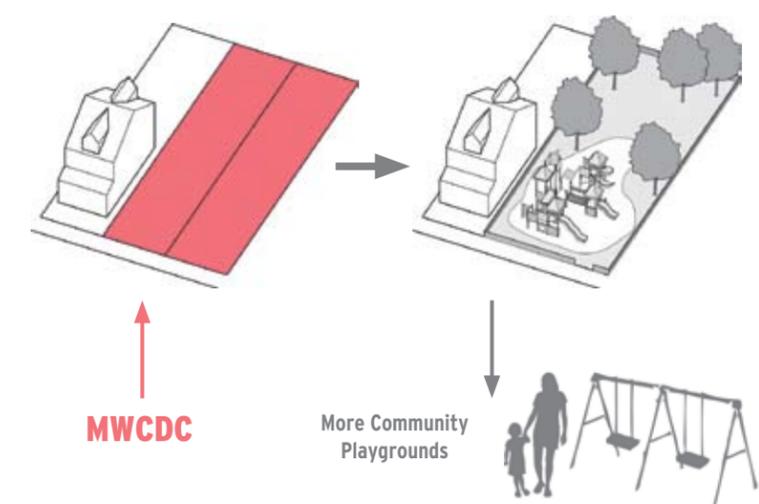
AQ-2d

Graceland, Prospect Hill, Southern, Eutaw & Estella



Vacant land in underserved micro-neighborhoods may be considered as sites for community playgrounds.

Access to community playgrounds varies depending upon which micro-neighborhood you are located in. Some areas benefit from structured play facilities in addition to having access to the wooded Emerald View Park and trail network. Other areas, including Graceland, Prospect Hill, Southern, Eutaw and Estella, have less access to outdoor recreational amenities. Many of these micro-neighborhoods actually have the greatest concentration of families with children. Not every parcel of vacant land is appropriate for use as a playground, due to potential conflicts with neighboring residents. But where it is possible, such as along the less-developed southern end of Grace Street, it may make sense to develop a community playground beside or within Emerald View Park. Such an amenity could serve as an attractor to a young family looking to buy a house in the neighborhood.



AQ-2: Transform vacant lots into neighborhood-serving uses

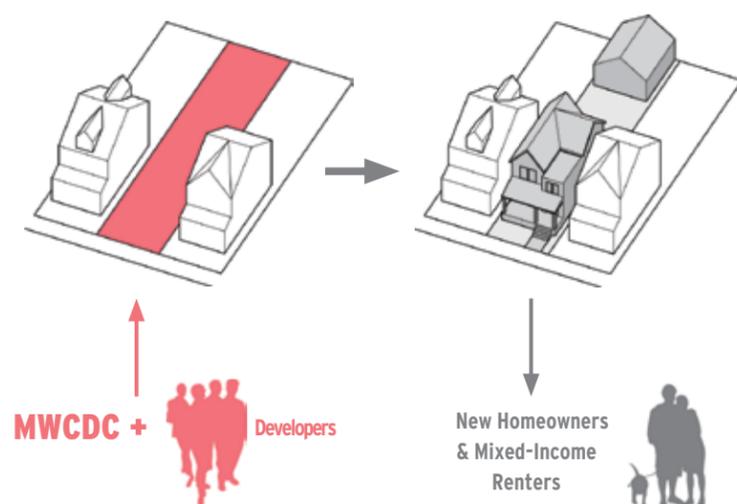
AQ-2e

Entire Neighborhood



In locations where infill development is appropriate, connect quality developers with available vacant land.

The highest and best use of some vacant parcels is as the site for new infill development. The MWDC should make an effort to connect developers with a strong track record to such development opportunities, and offer incentives (if such exist) to encourage high-quality design standards. Also see the strategy titled: Improve the Quality of New Housing Development Neighborhood-Wide. If the MWDC can take a proactive approach to pairing developers with project sites, it may have more control over the built product. This process would be equally helpful in terms of finding developers to revitalize vacant neighborhood buildings. Using GIS and neighborhood mapping software, MWDC staff can keep track of identified vacant land and buildings throughout the neighborhood and pair those properties with interested developers who have already built successful projects in Mount Washington and Duquesne Heights.



AQ-3: Improve streetscape conditions

AQ-3a

Entire Neighborhood



Provide street trees, lighting in commercial districts, sidewalk improvements, and curb bump-outs on high traffic streets.

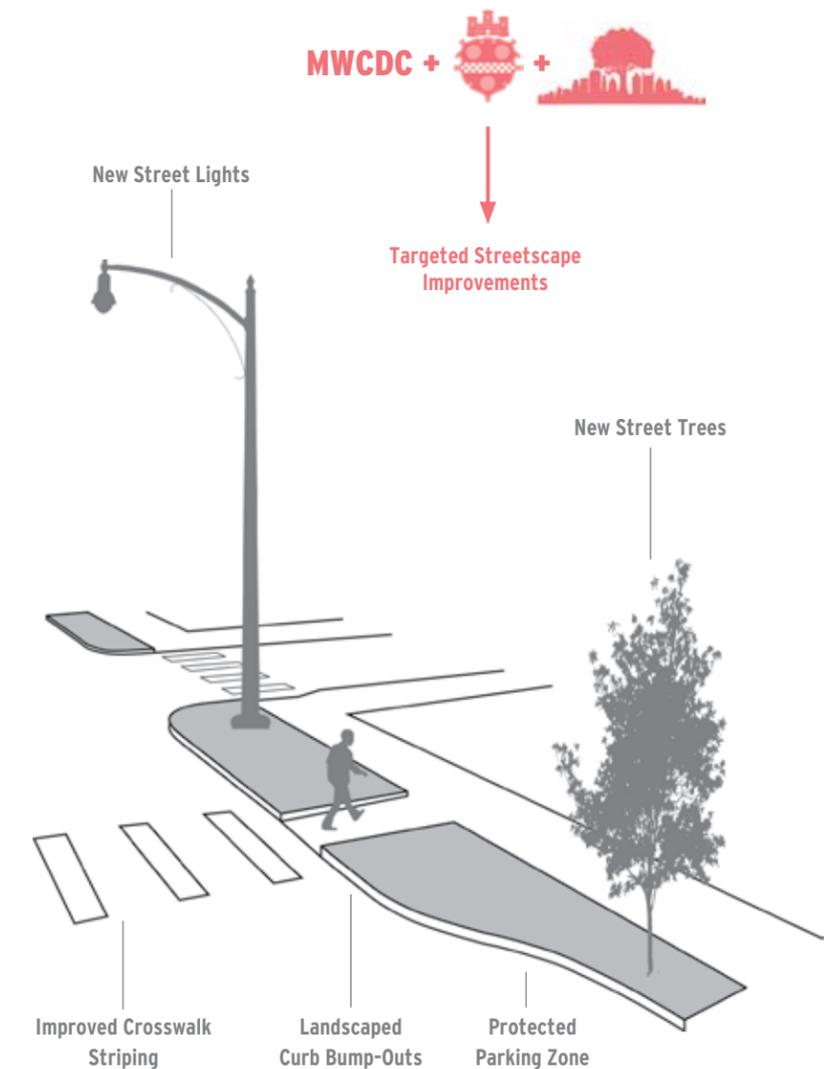
Investments in community beautification and public infrastructure could go a long way towards enhancing Mount Washington and Duquesne Heights, helping to retain and attract new neighborhood residents.

Consistent street lighting in commercial districts, porch lighting in residential areas and improvements to public stair, sidewalk and trail conditions, can help encourage pedestrian activity and diminish the visual impact of vacant properties or storefronts. A lively neighborhood, with a range of walkable amenities and destinations, attracts families, single people, students and elderly residents alike. Street trees also contribute towards an enhanced pedestrian streetscape, and studies show that they help to lower the localized incidence of crime and raise property values as well. The MWDC can work with Friends of the Pittsburgh Urban Forest and property owners (commercial and residential) to enhance the neighborhoods' urban tree canopy.

Curb bump-outs are another type of streetscape infrastructure that could help to beautify MW/DH while also improving public safety and convenience. Bump-outs are curved corner sidewalk crossing zones that extend into the adjacent street. They

- create a shorter crossing distances for pedestrians;
- improve driver visibility of pedestrians;
- slow vehicular traffic speed;
- can ensure a protected on-street parking zone;
- could include a rain garden and/or street trees for a cost-effective, low-impact way to infiltrate stormwater; and
- allow for pedestrian amenities, such as benches or cafe seating areas, in local business districts.

Curb bump-outs have been installed in Pittsburgh along Fifth and Forbes Avenues in Oakland. MWDC should work with Councilwoman Smith's office and the City's transportation planner to study whether curb bump-outs could be implemented on high-traffic corridors, such as Merrimac Street, where residents habitually park on sidewalks to avoid vehicular damage.



AQ-4: Enhance/expand supportable commercial services in neighborhood

AQ-4a Shiloh, Eutaw & Bailey 

Revitalize the Bailey/Boggs/Wyoming and Virginia/Shiloh commercial districts.

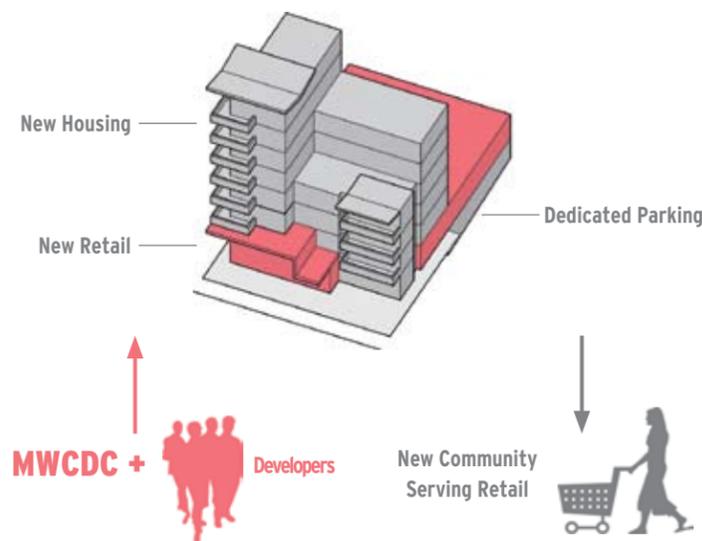
The small commercial district at Wyoming and Boggs Avenues near Bailey Avenue has experienced multiple commercial vacancies and is in need of revitalization. Urban Partners' analysis of community-serving retail purchases in the neighborhood revealed that central Mount Washington can support about 139,000 square feet of retail space, some of which is already located in the Shiloh commercial district. However, based on a windshield survey, it appears that there is an opportunity for additional retail in Mount Washington to satisfy the neighborhood demand. The Bailey/Boggs/Wyoming commercial district, in fairly close proximity to Shiloh, should ultimately serve as an extension to the core Virginia/Shiloh district, capturing remaining retail demand. The proposed Boggs Avenue mixed-use development, between Boggs Avenue and Muskego Way, could serve as a catalyst for this revitalization. Several storefronts in the Virginia/Shiloh business district could also use quality tenants, helping to add value to the neighborhood, but the MWDC should focus its retail-attracting efforts on the Bailey/Boggs/Wyoming commercial node as a priority in attempting to fill retail vacancies.



AQ-4b Dutch Hill & Sweetbriar North 

Diversify/expand neighborhood commercial amenities along Grandview Avenue.

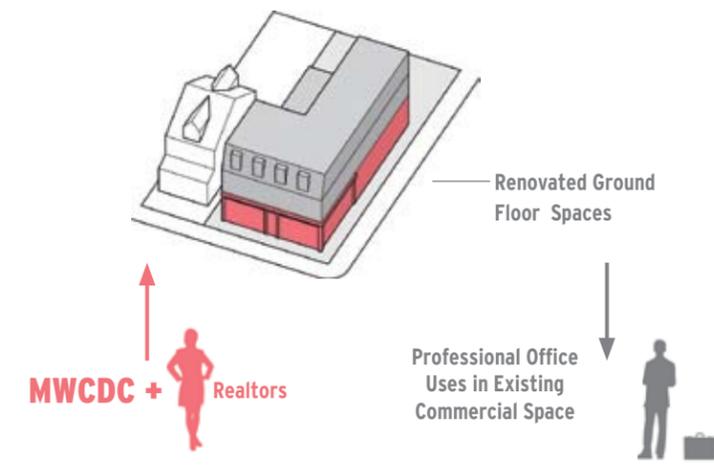
The same analysis of community-serving retail purchases in Mount Washington also examined spending habits in Duquesne Heights where it revealed an additional total supportable retail space of 87,000 square feet. Currently this portion of the neighborhood has almost no commercial amenities, indicating that there could be significant opportunities for neighborhood-serving retail expansion in this vicinity, particularly along Grandview Avenue. In this location there is a concentration of both residents and commercial space in the condominium buildings as well as some existing retailers. Furthermore, there are several vacant parcels along this portion of Grandview Avenue, offering significant opportunities for new in-fill commercial and mixed-use development to create a viable commercial node. As with the Bailey/Boggs/Wyoming area, the MWDC should attempt to attract new retailers to Grandview Avenue to provide the residents of Duquesne Heights with much needed amenities for which they currently must leave the neighborhood to obtain.



AQ-4c Dutch Hill 

Target professional office for Greenleaf Street's neighborhood commercial district.

Target professional office for Greenleaf Street's neighborhood commercial district. While it appears that there is significant demand for neighborhood-serving retail in Duquesne Heights, the small Greenleaf Street commercial area is no longer providing it. Instead, the former retail and commercial buildings should be targeted for small professional offices, such as doctor, dental, insurance, and law offices. These professional businesses would still serve the neighborhood, but would not compete with Grandview Avenue, the recommended target for additional retailing in Duquesne Heights. The MWDC should coordinate with area realtors to help promote this commercial space to potential professional tenants and prominently advertise its availability through the CDC's web site, the neighborhood newspaper, and community bulletin boards.



AQ-5: Increase **parking** supply and access throughout neighborhood

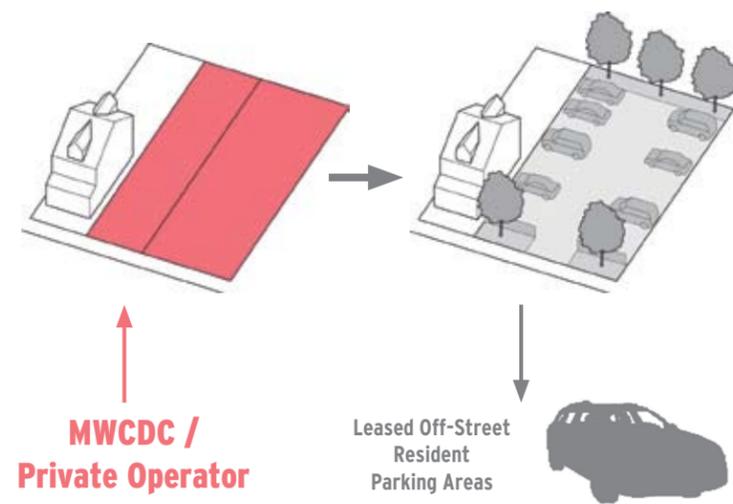
AQ-5a Merrimac, Southern & Eutaw



Institute a policy for creating small off-street shared parking lots.

Because Mount Washington and Duquesne Heights are densely developed neighborhoods, with narrow streets and limited off-street parking, residents of many micro-neighborhoods face a daily challenge when parking their vehicle. Vacant land is scarce within these neighborhoods, but where there is an opportunity, it may be worth considering the development of shared off-street neighborhood parking areas.

The MWDC should work with an architect or landscape architect, and a group of interested residents, to develop a policy towards the creation of shared parking areas. This policy should address site selection criteria, physical design elements, community engagement processes and also outline alternative ownership and operation scenarios.



AQ-5b Merrimac & Shiloh



Create an off-street parking case study to test policy.

After developing a policy to guide its efforts, the MWDC should work with an architect or landscape architect to identify several alternative sites that could be effectively transformed into small, off-street parking lots. It is important that residents be actively involved in selecting site locations as they will ultimately use and live in proximity to the lot.

One off-street parking lot should be developed as a case example to study usage patterns and physical performance criteria. After a year or more of operation, the MWDC can assess the success of the lot and evaluate whether additional sites should be developed throughout MW/DH. Two priority micro-neighborhood areas for consideration are Merrimac and Shiloh. Merrimac and Wyoming Streets lack convenient on-street parking due to their narrow street right-of-ways and vehicle owners' fear of damage by fast-moving vehicles.

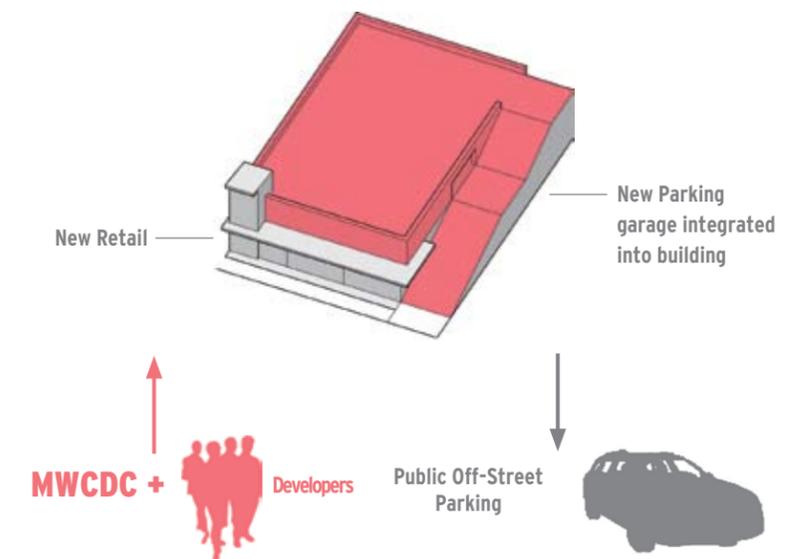
AQ-5c Shiloh & Eutaw



Develop a parking structure within the existing commercial districts.

The MWDC is making a concerted effort to enhance and revitalize the commercial offerings available in the Virginia/Shiloh and Boggs/Bailey business districts. Part of what makes a successful neighborhood business district is the character of the pedestrian experience. The availability of parking is another factor that can impact consumers' decisions about where they decide to shop.

The MWDC should work with its larger retailers to develop surface parking lots into structured deck parking areas with street front businesses at the ground level. The Virginia Avenue corridor, in particular, has opportunities for simultaneously enhancing parking, diversifying commercial offerings and improving the pedestrian streetscape through such a gesture.



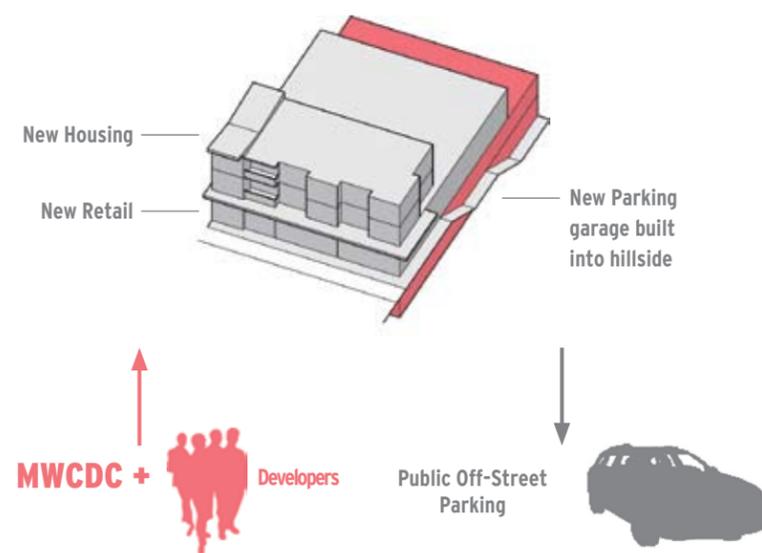
AQ-5: Increase **parking** supply and access throughout neighborhood

AQ-5d Shiloh & Eutaw 

Build parking into future development projects within the Boggs / Wyoming commercial district.

While the Shiloh/Virginia commercial district has a structured parking garage and several surface parking lots, portions of the Boggs/Wyoming business completely lack parking, especially along Wyoming Street. The MWDC is actively looking to enhance the Boggs/Wyoming district, to better tie it in with the rest of the neighborhood retail offerings, and improve movement through its roadway corridors.

The area is ripe for a planning study that evaluates and attempts to resolve some of the physical challenges that the existing structures and narrow roadways pose. The Boggs/Wyoming business district ought to incorporate pedestrian- and vehicular-friendly parking facilities, especially within new development projects. Centralized and distributed ways of solving the localized parking concerns should be considered.

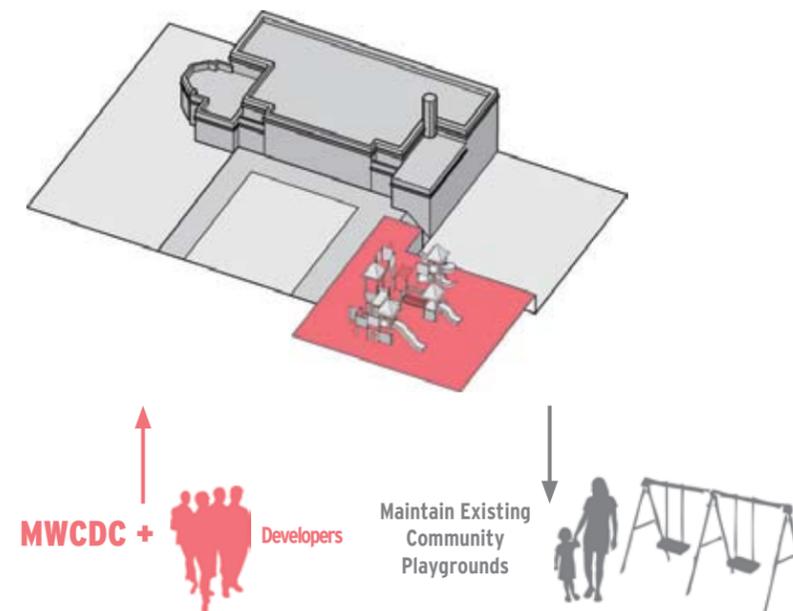


AQ-6: Improve neighborhood **amenities** for families

AQ-6a Southern 

Keep the former Boggs School playground.

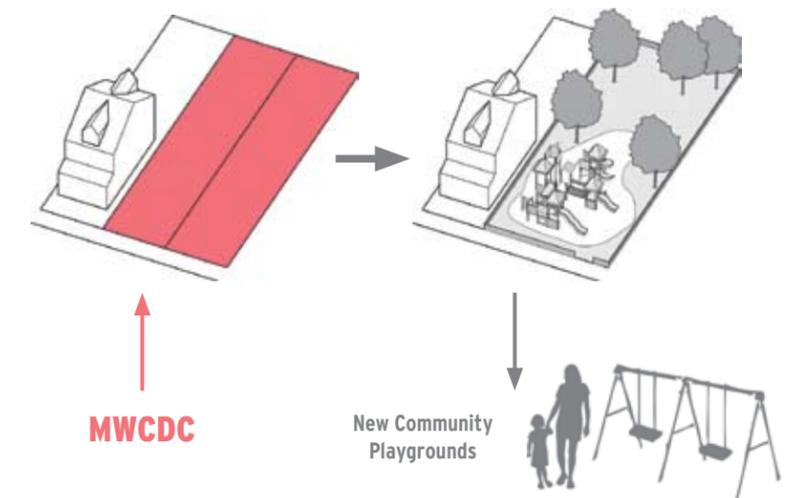
At the time of this writing, a local developer with an excellent track record is prepared to convert the Boggs School into several market-rate apartments or condominiums. Community members will likely appreciate the building being put to good use. Nearby community members, especially families with young children, will likely also have some concern about whether the existing playground will remain accessible to the public. The MWDC should work actively with the developer to ensure that the playground remains on the site, with public access. This may involve some careful discussions about liability insurance, maintenance, vandalism and other topics. But it is important to retain the playground as it is the only structured play area for kids within the Southern micro-neighborhood.



AQ-6b Graceland, Prospect Hill, Southern, Eutaw & Estella 

Develop new playgrounds to better serve higher concentrations of kids.

Mount Washington and Duquesne Heights are blessed with green hillsides, trails, ballparks and playgrounds. But while some micro-neighborhoods have easy access to multiple recreation options, other areas lack such amenities. It is notable that the areas containing the most families with children - Graceland, Prospect Hill, Southern, Eutaw and Estella - tend to lack playgrounds. MWDC should study opportunities for bringing playgrounds into the underserved areas. Recreational amenities can improve the marketability of these micro-neighborhoods while simultaneously supporting the needs of existing families.



Implementation Matrix: Short Term (1-3 years)

#	Initiative	Strategy	Initial Tasks	Responsible Party/Partners	Funding Sources
HS-1a	Build the capacity of MWCDC and the community	Expand staff capacity to implement housing strategies	Fundraise and hire a staff person qualified to implement the ten-year housing strategy	MWCDC	Pittsburgh's foundation community, PPND
HS-1b		Create Community Zone Teams and a Design Review Committee	Organize neighborhood residents according to MWCDC's Community Zone map to monitor and report building code and public safety issues. MWCDC to provide staff support.	MWCDC, Residents	ESP, W&S, PPND
HS-2a	Improve the quality of existing housing stock	Market existing grant and training programs for the basic rehab of lower-value homes belonging to long-term homeowners.	Reach out to banks or other lending agencies to inquire about/coordinate a grant program; contact appropriate public agencies for lending support	MWCDC, Banks, Federal/State Agencies, The Pittsburgh Project	108, NSP, NMTC, R&R, ESP, P, CS
HS-2b		Enforce property maintenance codes; maintain inventory of violations	Monitor conditions of MW/DH properties; perform regular property inspections; maintain an inventory of properties and violations; issue citations for violations. Also see HS-1b re: Community Zone Teams.	MWCDC, City of Pittsburgh, Residents	ESP
HS-2c		Ensure rental property registration compliance	Maintain an inventory of properties in violation of the IPMC; notify the City of violations; monitor properties. Also see HS-1b re: Community Zone Teams.	MWCDC, City of Pittsburgh, Residents	ESP
HS-2f		Pursue an Elm Street designation for the Boggs/Bailey area	Reapply for Elm Street funding focusing on the residential area near the Bailey/Boggs commercial district	MWCDC	PPND
HS-3b	Improve the quality of new development	Enforce and/or modify zoning code to allow only appropriate new/infill development	Carefully examine zoning code to identify inappropriate any provisions; reach out to City to enforce zoning code; work with City to modify code where deemed necessary for MW/DH environment	MWCDC, City of Pittsburgh	P
HS-3d		Create a Design Review Committee to review development projects	Recruit qualified local design, real estate and development professionals to participate in a Design Review Committee, to ensure quality design. MWCDC to provide staff support.	MWCDC, Residents and Property Owners	PPND
HS-4b	Expand the range of quality market-rate housing	Encourage private investors/contractors to purchase, upgrade, and resell homes where values are higher	Monitor home sales in MW/DH and identify properties with issues preventing sales; reach out to preferred developers to acquire and renovate properties for resale; maintain database of developers	MWCDC, Developers	NSP
HS-5b	Expand the range of quality affordable / mixed-income housing	Acquire and rehab for resale or rental vacant and lower-value homes on blocks where lesser quality investors are active	Begin amassing an acquisition fund to intervene as necessary; develop relationships with quality home renovation contractors; choose strategic locations for investment	MWCDC, Banks, Contractors	108, NMTC, NSP, NRI, LIHTC, PHP, PHCF, RHDIP
MI-1a	Market strengths of the neighborhood	Promote housing affordability	Consider hiring a marketing firm or graphic designer to articulate the assets of MW/DH through a variety of media, including web sites, advertisements and print material	MWCDC, Marketing Firm, Graphic Designer	CS, P
MI-1b		Promote the full range of neighborhood views			
MI-1c		Promote accessibility to transportation			
MI-1d		Promote proximity to open space			
MI-1e		Promote quality housing stock			
MI-1f		Promote educational resources			
MI-2a	Improve neighborhood signage and welcome gateways	Provide welcome and orientation signs, along with landscape improvements, at neighborhood gateways	Start gateway efforts at the intersection of Grandview Avenue and Merrimac Street, at the top of the P.J. McArdle Roadway. Pursue/secure funding for signage/gateway design activities; bid/select design team; complete design; bid contractor; complete construction.	MWCDC, Banks, Federal/State/County agencies, Architect, Contractor	STP, CMAQ, TCSP, P, CITF, MPP, CS
AQ-1a	Inventory vacant and underutilized parcels	Inventory the existing vacant lots and determine the highest and best future uses for each parcel, with community input	Use PNCIS data and real estate listings to prepare a database of existing vacant public and private land. Publicly-owned land may be targeted first, as it may be less costly to acquire	MWCDC, PCRG/VPWG Land Reserve	PPND
AQ-2b	Transform vacant lots into neighborhood-serving uses	Vacant parcels adjacent to home-owners may be acquired through a side yard program	Homeowners with property located adjacent to vacant, publicly-owned land may initiate a process to acquire the side yard property immediately. MWCDC to educate residents about the program.	MWCDC, Property Owners, City of Pgh, PCRG/VPWG Land Reserve	SSP, VPRP, potential property owner
AQ-3a	Improve streetscape conditions	Provide street trees, lighting in commercial districts, sidewalk improvements, and curb bump-outs on high traffic streets.	Work with Councilwoman Smith's office and City Planning to determine the suitability of providing curb bump outs on high traffic streets such as Merrimac. Work with Friends of the Pittsburgh Urban Forest and community members to identify priority tree planting areas and mobilize a tree request effort.	MWCDC, Property Owners, Councilwoman Smith's office, City of Pittsburgh, FPUF	Treevitalize, CMAQ, URA, P, STP, TCSP, CITF
AQ-4A	Enhance/expand neighborhood-serving commercial services	Revitalize the Bailey/Boggs/Wyoming and Virginia/Shiloh commercial districts	Work with local realtors to direct prospective tenants and developers to MW/DH commercial districts; advertise available space on MWCDC web site, local newspapers, and community bulletin boards	MWCDC, Realtors, Developers	MPP, PPND
AQ-5a	Increase parking supply and access	Institute a policy for creating small, shared off-street parking areas	Work with an architect to develop a general approach to tackling a prospective site and discuss the policy with local residents. Develop an ownership and operation strategy.	MWCDC, Architect	ESP
AQ-5b		Create an off-street parking case study to test policy	Identify potential locations for a small, shared off-street parking area, fundraise as necessary, acquire land and work with an architect and contractor to implement a successful shared parking area	MWCDC, Architect, Contractor, Parking Area Operator	ESP, private developer/operator
AQ-6a	Improve neighborhood amenities for families	Keep the former Boggs School playground	Work with the Boggs School developer to retain the existing playground	MWCDC	Property owner, MWCDC, P

Implementation Matrix: Mid Term (3-5 years)

#	Initiative	Strategy	Initial Tasks	Responsible Party and Partners	Potential Funding Sources
HS-2d	Improve the quality of existing housing stock neighborhood-wide	Discourage the conversion of single-family homes into multi-unit rentals	Consider imposing a moratorium on conversions to multi-family units through an amendment in the IPMC; begin pursuing grants/loans to offer to residents interested in conversions; consider establishing a revolving loan program	MWCDC, City of Pittsburgh	ESP, P
HS-2e		Create and institute design guidelines for rehabs; promote quality green design	Coordinate with/hire a local architect to establish rehab design guidelines for MW/DH; consider instituting a façade improvement program. Also see HS-1b re: the creation of a Design Review Committee.	MWCDC, Architect	ESP, P, CDCP, PPND, URA, PHLF
HS-3a	Improve the quality of new development neighborhood-wide	Create and institute design guidelines for new construction; promote incentives for quality green design	Coordinate with/hire a local architect to establish new construction design guidelines for MW/DH. Also see HS-1b re: the creation of a Design Review Committee.	MWCDC, Architect	ESP, P, CDCP, PPND, URA
HS-4a	Expand the range of quality market-rate housing options	Partner with reputable developers to pursue larger development projects for new sales and rental housing	Begin reaching out to developers who would be appropriate for MW/DH housing - consider hosting a developer forum; communicate design style desired by MWCDC (and eventually provide design guidelines)	MWCDC, Developers	N/A
HS-5a	Expand the range of quality affordable and mixed-income housing options	Partner with reputable private developers to pursue larger development projects for new affordable sales and rental housing	Begin reaching out to developers who would be appropriate for affordable MW/DH housing - consider hosting a developer forum; communicate design style desired by MWCDC (and eventually provide design guidelines)	MWCDC, Developers	108, NMTC, NSP, HCP, LIHTC, PHP, PHCF, RHDIP, EGC, USGBC
MI-2a	Improve neighborhood signage and welcome gateways	Use wayfinding signage to direct visitors from neighborhood landmarks to Emerald Park and the neighborhood commercial districts	Pursue/secure funding for signage design and planning activities; bid/select design team; complete design; bid contractor; complete construction.	MWCDC, Banks, Federal/State/County agencies, Architect, Contractor	MPP, CITF, CS, URA
AQ-2a	Transform vacant lots into neighborhood-serving uses	Convert available vacant parcels within the boundaries of Emerald View Park into parkland	Identify available parcels and fundraise towards site acquisition.	MWCDC, PCRG/VPWG Land Reserve	ALT, MW/DH residents
AQ-2d		In underserved micro-neighborhoods, vacant land may be considered for use as shared residential parking areas.	Reference an inventory of vacant land, and community-supported plan for future use of the vacant land parcels, and pursue/secure funding for site acquisition (if necessary) and to pay for the new design. Bid/select the designer; complete the design; bid/select the contractor; and complete construction,	MWCDC, Banks, Federal/State Agencies, Architect, Contractor, PCRG/VPWG Land Reserve	108, NMTC, TIF, P, PI
AQ-3b	Enhance/expand supportable commercial services in the neighborhood	Diversify/expand neighborhood commercial amenities along Grandview Avenue	Begin working with local realtors to direct prospective tenants and developers to this area of MW; advertise available space on MWCDC web site, local newspapers, and community bulletin boards	MWCDC, Realtors, Developers	MPP, PPND
AQ-3c		Target professional office for Greenleaf Street's neighborhood commercial district			

See page X for Funding Sources Key

Implementation Matrix: Long Term (5-10 years)

#	Initiative	Strategy	Initial Tasks	Responsible Party and Partners	Potential Funding Sources
1	Improve the quality of new development neighborhood-wide	Partner with reputable developers on new condominium, multi-unit, single-family, and mixed-use projects	Begin reaching out to developers who would be appropriate for MW/DH housing - consider hosting a developer forum; communicate design standards desired by MWDCDC.	MWDCDC, Developers	EGC (if affordable housing is considered), USGBC
2		Encourage thorough public review process for new developments to ensure quality design	Ensure that desired developers coordinate all new plans with MWDCDC; sponsor community meetings during design process to gather public feedback on design	MWDCDC, Developers, P	PPND
MI-2b	Improve neighborhood signage and welcome gateways	Use wayfinding signage to direct visitors from neighborhood landmarks to Emerald Park and other local destinations	Hire a wayfinding professional to study the best locations for signage that will direct people from business districts, neighborhood gateways and touristic site to other neighborhood amenities.	MWDCDC, wayfinding professional	PI, CITF
AQ-2c	Transform vacant lots into neighborhood-serving uses	In under-served micro-neighborhoods, vacant land may be considered for use as shared residential parking areas	Reference an inventory of vacant land, and community-supported plan for future use of the vacant land parcels, and pursue/secure funding for site acquisition (if necessary) and to pay for the new design. Bid/select the designer; complete the design; bid/select the contractor; and complete construction,	MWDCDC, Banks, Federal/ State Agencies, Architect, Contractor, PCRG/VPWG Land Reserve	108, NMTC, TIF, P, PI
AQ-2d		Vacant land may be considered as sites for community playgrounds in underserved micro-neighborhoods		MWDCDC, Architect or Landscape Architect, Contractor, PCRG/VPWG Land Reserve	KI, CDBG, CS
AQ-2e		In locations where infill development is appropriate, connect quality developers with available vacant land		Connect qualified contractors with infill development opportunities	MWDCDC, Developers, PCRG/VPWG Land Reserve
AQ-4c	Increase parking supply and access throughout neighborhood	Develop a parking structure within the existing commercial districts	Investigate opportunities to develop surface parking lots adjacent to larger retail businesses into structured deck parking with street front businesses at the ground level	MWDCDC, local retailers	URA
AQ-4d		Build parking into future development projects within the Boggs/Wyoming commercial district	MWDCDC may commission a study for how parking along these commercial corridors can best be accommodated, for many properties or for individual parcels. Future development patterns along these corridors may also be studied as a focus area.	MWDCDC, architect	CDCP, MPP, URA
AQ-5b	Improve amenities for neighborhood children	Develop new playgrounds to better serve higher concentrations of kids	Identify site opportunities within existing, underserved micro-neighborhoods for providing new playgrounds. MWDCDC may work with an architect or landscape architect to study suitable available sites.	MWDCDC, architect/landscape architect, PCRG/VPWG Land Reserve	CDCP, KI, CDBG, W&S

Funding Sources Key

108: Section 108 Loan Guarantee Program

ALT: Allegheny Land Trust

CDBG: Community Development Block Grant

CDCP: Community Design Center of Pittsburgh

CITF: Allegheny County Community Infrastructure & Tourism Fund

CMAQ: Congestion Mitigation and Air Quality

CS: Corporate Sponsorship

EGC: Enterprise Green Communities

ESP: Elm Street Program

USGBC: United States Green Building Council

HCP: Homeownership Choice Program

KI: Kaboom!

LIHTC: Low-Income Housing Tax Credits

MPP: Mainstreets Pittsburgh Program

NMTC: New Markets Tax Credits Program

NRI: Neighborhood Revitalization Initiative

NSP: Neighborhood Stabilization Program

P: City of Pittsburgh

PHCF: Pittsburgh Housing Construction Fund

PHLF: Pittsburgh History & Landmarks Foundation

PHP: PennHOMES Program

PI: Private Investment

PPND: Pittsburgh Partnership for Neighborhood Development

R&R: Renovate & Repair Program

RHDIP: Rental Housing Development & Improvement Program

SSP: Sideyard Sale Program

STP: Surface Transportation Program

TCSP: Transportation, Community & System Preservation Program

TIF: Tax Increment Financing

URA: Urban Redevelopment Authority of Pittsburgh

VPRP: Vacant Property Recovery Program

W&S: Weed & Seed Program

Potential Funding Sources

A commonality among all strategies and projects is the need for funding for successful implementation. Whether it be from public or private, federal, state, or local sources, financing of some kind is required for most successful projects. While the Implementation Matrix assigns suggested relevant funding sources to each housing strategy, below we provide additional information about each source that would apply to Mount Washington and Duquesne Heights. Some funding sources apply to planning, while others only apply to capital improvements.

An index to the funding sources is provided at right, with more detailed information on the following pages.

Housing/Development

- Community Development Block Grant (CDBG) Program
- HOME Investment Partnership (HOME) Program
 - Pittsburgh Housing Construction Fund (PHCF)
 - Rental Housing Development & Improvement Program (RHDIP)
 - Section 108 Loan Guarantee Program (108)
 - Neighborhood Stabilization Program (NSP)
- Elm Street Program (ESP)
- Pennsylvania Housing Finance Agency (PHFA)
 - Neighborhood Revitalization Initiative (NRI)
 - Homeownership Choice Program (HCP)
 - Low-Income Housing Tax Credits (LIHTC)
 - PennHomes Program (PHP)
 - Renovate & Repair Loan Program (R&R)
- Pittsburgh History & Landmarks Foundation (PHLF)
- Pittsburgh Partnership for Neighborhood Development (PPND)
 - Neighborhood Revitalization Category
- Urban Redevelopment Authority of Pittsburgh (URA)\

Green Neighborhood Design and Affordable Housing

- Enterprise Green Communities (EGC)
 - Charrette Grants
 - Sustainability Training Grants
- United States Green Building Council (USGBC)
 - Affordable Green Neighborhood Grant Program

Signage/Gateways

- Community Infrastructure & Tourism Fund (CITF)
- Congestion Mitigation & Air Quality (CMAQ)
- Surface Transportation Program (STP)
- Transportation, Community & System Preservation Program (TCSP)

Land Acquisition

- Allegheny Land Trust (ALT)
- Sideyard Sale Program (SSP)
- Vacant Property Recovery Program (VPRP)

Other

- Corporate Sponsorship (CS)
- Community Design Center of Pittsburgh (CDCP)
- Kaboom! (K!)
- Mainstreets Pittsburgh Program (MPP)
- New Markets Tax Credits Program (NMTC)
- Tax Increment Financing (TIF)
- Urban Redevelopment Authority of Pittsburgh (URA)
- Weed & Seed Initiative (W&S)

Housing/Development

Community Development Block Grant (CDBG) Program

The CDBG program has been assisting communities for 40 years. The primary objective of the program is to create viable communities by providing a suitable living environment and expanding economic opportunities, especially for low- and moderate-income residents. CDBG funds may be used for:

- community development activities (such as real estate acquisition, relocation, demolition, rehabilitation of housing and commercial buildings),
- construction of public facilities and improvements (such as water, sewer, and other utilities, street paving, and sidewalks),
- construction and maintenance of neighborhood centers,
- the conversion of school buildings, and
- for the preservation and restoration of historic properties in low-income neighborhoods.

It may be difficult to use CDBG and related programs in some areas of Mount Washington and Duquesne Heights. Like NSP, eligibility is based on statistics for census tracts. Currently, only Tracts 1914 and 1915 are considered CDBG-eligible, although the eligibility status of other Census Tracts may change with statistics from the 2010 Census. Tracts 1914 and 1915 include large portions of the following micro-neighborhoods: Graceland, Shiloh, Prospect Hill, Southern, Eutaw and Bailey.

HOME Investment Partnership (HOME) Program

Each year HUD awards funding for the HOME Investment Partnership (HOME) program. This program limits activities to those benefiting low- and moderate-income persons. HOME funds are limited to housing development and rental assistance. The URA allocates HOME funds to subsidize the development of affordable home-ownership and rental housing for low- and moderate-income persons. Projects include the rehabilitation of existing properties and new construction. HOME-funded housing developments can be carried out by for-profit and non-profit developers.

CDBG and HOME programs fund the following programs:

Pittsburgh Housing Construction Fund (PHCF)

This program administered by the Pittsburgh Urban Redevelopment Authority provides construction loan and grant gap financing for the new construction and/or rehabilitation of for sale housing. Eligible borrowers include non-profit develop-

ers such as CDCs. A percentage of the completed units must be sold to low-income households (below 80% area median income) or must be located in a Certified Redevelopment Area. Funding comes from CDBG, HOME, DCED, and UDAG.

Rental Housing Development & Improvement Program (RHDIP)

Like the PHCF, this program is administered by the Pittsburgh Urban Redevelopment Authority and provides construction loan and grant gap financing for the new construction and/or rehabilitation of rental housing. Eligible borrowers include non-profit developers such as CDCs. Funding comes from CDBG and HOME. 51% or more of the units must be rented to low income households for CDBG funding. For HOME funding, all assisted units must be rented to very low income households (below 60% of the area median income), and 20% must be rented to households below 50% of the area median income.

Section 108 Loan Guarantee Program (108)

This program is the loan guarantee provision of the CDBG program. It provides communities with a source of financing for economic development, housing rehabilitation, public facilities, and large-scale physical development projects. The program allows local governments to transform a small portion of their CDBG funds into federally-guaranteed loans large enough to finance large-scale revitalization projects. Eligible projects include CDBG economic development activities, property acquisition, rehabilitation of publicly-owned property, construction of public facilities, relocation and site clearance, payment of interest on the guaranteed loan, and debt service reserves.

Neighborhood Stabilization Program (NSP)

NSP is a CDBG-sponsored program that provides grants to states, local governments, and non-profits to purchase and redevelop foreclosed and abandoned homes and residential properties. Activities funded by NSP must benefit low-, moderate- and middle-income persons whose income does not exceed 120% of area median income. NSP grantees must use at least 25% of the funds appropriated for the properties that will be used to house individuals or families whose incomes do not exceed 50% of the area median income.

Elm Street Program (ESP)

This state-run program provides grants for planning, technical assistance, and physical improvements to residential and mixed-use areas in proximity to commercial districts, with the intent to compliment the

Main Street Program. The program is designed to help launch a neighborhood revitalization effort by strengthening the local organization promoting revitalization projects and activities. The Elm Street concept is structured around simultaneous action in five focus areas: clean, safe and green; neighbors and economy; design; image and identity; and sustainable organization. Elm Street helps pay for a professional coordinator to manage the activities.

Pennsylvania Housing Finance Agency (PHFA)

The PHFA is the Commonwealth's leading provider of capital for affordable homes and apartments. Created to help enhance the quality and supply of affordable homes and apartments for older adults, persons of modest means, and persons with disabilities, the Agency operates homeownership programs, rental housing development initiatives, and a foreclosure prevention effort.

PHFA funds the following programs:

Neighborhood Revitalization Initiative (NRI)

Recognizing that in many neighborhoods and core communities it can be difficult to amass the property required to build the number of new homes required for impact in the Homeownership Construction Initiative, PHFA has added to the Homeownership Choice Programs the Neighborhood Revitalization Initiative in 2004. This Initiative is designed to encourage and support neighborhood and community revitalization efforts by promoting the development and renovation of existing structures and construction of new in-fill single family homes, for purchase, in urban neighborhoods and core communities.

Homeownership Choice Program (HCP)

HCP provides funds for the development of single-family homes for purchase in urban communities. HCP is intended to be a part of a municipality's comprehensive approach to increase the net investment in housing in urban areas while building mixed-income communities and encouraging diversity of homeownership. HCP encourages market-sensitive and innovative land-use planning concepts and works in concert with commercial development and community and downtown revitalization efforts. The focus is on the development of new homeownership opportunities and the transformation of disinvested urban neighborhoods into attractive places to live, thereby offering a viable alternative to sprawling development. The program requires partnerships between the municipality, a for-profit, and non-profit builder/developer. Minimum size is 50 units.

Low-Income Housing Tax Credits (LIHTC)

PHFA allocates federal Low-Income Housing Tax Credits (LIHTC) to generate private investment equity for rental ventures. It administers a \$20-million annual allocation for the Commonwealth of Pennsylvania. This program provides owners of, and investors in, affordable rental housing developments with tax credits that offer a dollar-for-dollar reduction in their tax liability. The credit may be taken for up to 10 years. Tax credits are usually sold to investors with the proceeds used to cover project costs.

PennHOMES Program (PHP)

PHFA provides permanent financing for rental projects through the PennHOMES Program. It offers interest-free, deferred payment loans to support the development of affordable rental housing for lower-income residents. Financing is structured as primary or secondary mortgage loans. Eligible sponsors include for-profit or nonprofit entities. Developers may receive up to \$22,500/unit in PennHOMES financing but increase their chances of receiving financing if requesting a lower per-unit amount.

Renovate & Repair Loan Program (R&R)

PHFA sponsors this program to improve PA's aging housing stock, prevent homeowners from becoming victims of unscrupulous lending practices, and help homeowners prioritize their home repair spending so the work they pay for is what their home really needs. The program helps households with a combined household income of no greater than approximately 150% of the statewide median to rehab and improve their homes. Luxury and cosmetic items are not permissible.

Pittsburgh History & Landmarks Foundation (PHLF)

Recognized as one of the nation's most innovative and effective non-profit historic preservation organizations, PHLF works to: identify and save historically significant places; revitalize historic neighborhoods, towns, and urban areas; preserve historic farms and historic-designed landscapes; and educate people about the Pittsburgh region's rich architectural heritage. PHLF's primary focus is on the Pittsburgh area. There are many financing sources available through PHLF for preliminary planning studies related to historic structure rehabilitation as well as loans for capital projects.

Pittsburgh Partnership for Neighborhood Development (PPND)

PPND is an intermediary organization, helping corporations, governments and philanthropies deploy funds to local communities where there is need, promise and plans for improvement.

Neighborhood Revitalization Category

To be competitive for funding, CDCs and CBOs should describe programs that address one or more of the following activities:

- Investments in the physical environment through neighborhood planning, development, or greening strategies
- Commercial development services to improve business mix and district vitality
- Community engagement and resident leadership development
- Services that meet community needs such as health/wellness, education, employment/economic opportunity and public safety

Urban Redevelopment Authority of Pittsburgh (URA)

The Urban Redevelopment Authority of Pittsburgh offers several forms of low- to no-interest home improvement loans designed to assist individuals in renovating or repairing their home.

Green Neighborhood Design and Affordable Housing

Enterprise Green Communities (EGC)

EGC provides funds and expertise to enable developers to build and rehabilitate homes that are healthier, more energy efficient and better for the environment - without compromising affordability. Green Communities homes are built according to the Green Communities Criteria, the first national framework for healthy, efficient, environmentally smart affordable homes. Enterprise offers two grants to help cover the costs of planning and implementing green components of affordable housing developments, as well as tracking their costs and benefits.

Charrette Grants

EGC offers grants for up to \$5,000 to assist housing developers with integrating green building systems in their developments and engage in a serious discussion of green design possibilities. Enterprise will award planning grants to affordable housing developers to coordinate a green design charrette.

Sustainability Training Grants

Green Communities offers Sustainability Training Grants up to \$5,000 for affordable housing developers. Funding is available to cover the design and distribution of an operations and maintenance manual and the development as well as the implementation of a training curriculum that supports long-term operations and maintenance.

U.S. Green Building Council (USGBC)

USGBC is committed to facilitating the development and retrofit of neighborhoods integrating the combined principles of smart loca-

tions, neighborhood design and green infrastructure and building. From retrofitted existing neighborhoods to new green walkable and mixed-use developments, sustainable neighborhoods, due to their location, design, and performance, have the ability to reduce greenhouse gas emissions from both buildings and transportation.

Affordable Green Neighborhoods Grant Program

The USGBC offers a grant program that recognizes affordable housing developers who are committed to building sustainable communities. The Affordable Green Neighborhoods Grant Program will award grants and provide educational resources to affordable housing developers and related public agencies who choose to pursue LEED 2009 for Neighborhood Development certification.

Signage/Gateways

Allegheny County Community Infrastructure & Tourism Fund (CITF)

The CITF is intended to provide financial assistance to entities to facilitate economic development through infrastructure assistance, stabilize or correct existing infrastructure problems, or plan and prepare for building use. Grants and loans for signage, landscaping and streetscape improvements, especially for areas along Grandview Avenue, may be available through the CITF.

Congestion Mitigation & Air Quality (CMAQ)

CMAQ is a federal program aimed at reducing vehicular emissions, and therefore, may only be used for projects that reduce congestion and ultimately emissions. Potentially eligible projects for Main Street would be transit system capital expansion and pedestrian/bicycle facilities.

Surface Transportation Program (STP)

STP is a federal program that provides flexible funding to localities for capital projects on any public road, transit capital projects, and intra-city and intercity bus terminals, and transit facilities.

Transportation, Community & System Preservation Program (TCSP)

The TCSP program provides funding for transportation planning and implementation initiatives that improve the efficiency of a jurisdiction's transportation system, reduce environmental impacts of transportation, prevent future costly infrastructure investments, ensure access to employment and centers of trade, and identify strategies to encourage private sector development to help achieve these goals.

Land Acquisition

Allegheny Land Trust (ALT)

ALT is an independent Pennsylvania non-profit that helps local people save local land that contributes to the scenic, recreational, educational and environmental wealth of our communities.

Sideyard Sale Program (SSP)

The City of Pittsburgh's Sideyard Sale Program is a low-cost minimum way for homeowners to buy bordering, overgrown, publicly-owned, vacant lots. Once acquired, a lot may be transformed into a garden, parking pad, deck, etc. The program is a way for property owners to increase the size of their property, the value of their home, and also enhance the appearance of the neighborhood.

Vacant Property Recovery Program (VPRP)

The Allegheny County Economic Development's Vacant Property Recovery Program is designed to reduce blight by placing tax-delinquent properties into new, productive use. The property is available to individuals and community groups. In the past, the program has targeted specific Allegheny County municipalities, but it may also be applicable in some form to City of Pittsburgh properties.

Other

Corporate Sponsorship (CS)

Private enterprise can play a major role in funding major redevelopment/revitalization projects. The City could pursue some sort of operational subsidy or sponsorship from local corporations. Naming sponsorships for specific projects could also be an attractive opportunity for a local business. Contributions could also be made through a non-profit entity that is established to manage donations. Even "Friends of" groups could accept and process contributions.

Community Design Center of Pittsburgh (CDCP)

The Community Design Center of Pittsburgh (CDCP) can help guide the process of hiring a design professional for services such as developing design guidelines or preparing a design study for a portion of the neighborhood. Their Design Fund may also be able to help fund such efforts. The CDCP also offers three levels of RenPlan® program packages to organizations and community groups interested in materials, training and technical assistance focusing on maintaining good design in home and real estate improvements. The CDCP also has a low-cost RenPlan® program, accessible to homeowners, allowing for one-on-one consultations with a local design professional. The homeowner receives professional advice about how to get their project off to a good start, and also receives a guide developed to assist Pittsburgh-area property owners in connecting with local renovation-related resources.

Kaboom! (K!)

Kaboom! is a national organization whose vision is to help provide "A great place to play within walking distance of every child in America." Kaboom! offers a set of tools, to help start up, fundraise and implement successful community playspaces.

Mainstreets Pittsburgh Program (MPP)

Following the National Main Street Center's Four Point Approach, Mainstreets Pittsburgh strives to ensure the health of the City's traditional neighborhood commercial districts by stimulating economic revitalization within the context of neighborhood preservation, good design, business recruitment and retention, and stakeholder engagement. The Mainstreets Pittsburgh program, which Mount Washington's business district is a part of, is coordinated by the Urban Redevelopment Authority of Pittsburgh.

New Markets Tax Credits Program (NMTC)

Geared toward small businesses, this state-administered federal program offers financing for projects in distressed areas at a fixed interest rate of 3%. The program gives investors a tax credit for making an investment or loan to a Community Development Entity (CDE). The CDE then uses the funds to make equity investments or loans to qualified developers.

Tax Increment Financing (TIF)

TIF is a funding mechanism based on the collection of additional property tax revenue that occurs due to increased property values resulting from a significant community investment. A percentage of the property taxes is then applied to the operation and maintenance of the investment.

Urban Redevelopment Authority of Pittsburgh (URA)

In addition to offering several forms of home improvement and business loans, the URA may provide funding towards specific neighborhood and business district planning studies. The URA also coordinates the Mainstreets Pittsburgh Program, which Mount Washington's business district is a part of (see MPP).

Pennsylvania's Weed & Seed Initiative (W&S)

Pennsylvania's Weed and Seed Initiative uses collaboration among residents, law enforcement, community and faith-based organizations, government and the private sector to rid communities of the criminal element while addressing the root causes of crime and poverty in the target area through prevention, intervention, treatment and neighborhood revitalization strategies to strengthen community residents and develop local leadership. Eligible applicants must be a city, township or municipal unit of local government. However, an eligible applicant may delegate funds to a designated community non-profit organization with a memorandum of understanding and/or legal agreement (i.e., pass-through agreement). PA W&S funds may only be used for activities that include: prevention, intervention and treatment programs; police and youth recreation projects; delinquency prevention programs; mentoring; re-entry projects; neighborhood clean-ups; and other quality of life enhancement projects.

Appendices

Resident Attraction and Retention Strategy

Prepared for the Mount Washington Community Development Corporation

By Zenit Solutions | June 2010

Introduction and Key Findings

New residents moving to Mount Washington and Duquesne Heights, in the City of Pittsburgh, were recently surveyed and were asked why they decided to move to the area. This information provides insight into the communities' competitive advantages, competing neighborhoods and the movers' search process, and can form the foundation of successful marketing and attraction strategies. In similar fashion, former residents were also surveyed to identify the reasons why people leave the area. Information obtained through this survey can point to factors that, if improved, will encourage some residents to stay in the neighborhood. About half of new residents came from another address in the City of Pittsburgh, while the remainder moved from an address outside the City and region. Real estate professionals and the Internet played a key role in the new residents' housing search process. Many residents included neighborhoods with main-street business districts (like the South Side, Shadyside, and Dormont) in their housing search, so it should be no surprise that new residents would like to see an improved business district listed high as a priority in terms of recommended neighborhood improvements. Most new residents were satisfied with their choice of community, with many indicating the convenient location was the key factor in their decision. Half of former residents surveyed left the City, but stayed in the Pittsburgh region. While many former residents were satisfied with their life in Mount Washington, those who left due to crime and blight expressed lower levels of satisfaction. Some residents who left also indicated they were seeking a better environment in which to raise a family. In addition to improving safety, former residents also suggested the community work to beautify the neighborhood and improve the business district.

Methodology

In early 2010, new and former residents of Mount Washington and Duquesne Heights were distributed surveys using new resident mailing lists and changes in property ownership information as a guide. The survey asked the new and former residents questions about their reasons for moving to or from the neighborhood, their housing search, decision-making process, and satisfaction with Mount Washington and Duquesne Heights. Residents also offered their suggestions for improving the neighborhood. 121 new resident surveys were returned and 37 former resident surveys were returned. Because surveys were distributed using several distribution methods, it was impossible to calculate a response rate. Survey results may not be representative of the entire population of movers to Mount Washington and Duquesne Heights. Mailing lists and other distribution methods may not have been received by all moving to or from the two neighborhoods, and distribution methods may not have been received by all groups of movers. For example, mailing lists were based on credit records, and do not capture lower income or student movers, those leaving a larger household, older movers or those without credit histories.

Key Findings: New Residents

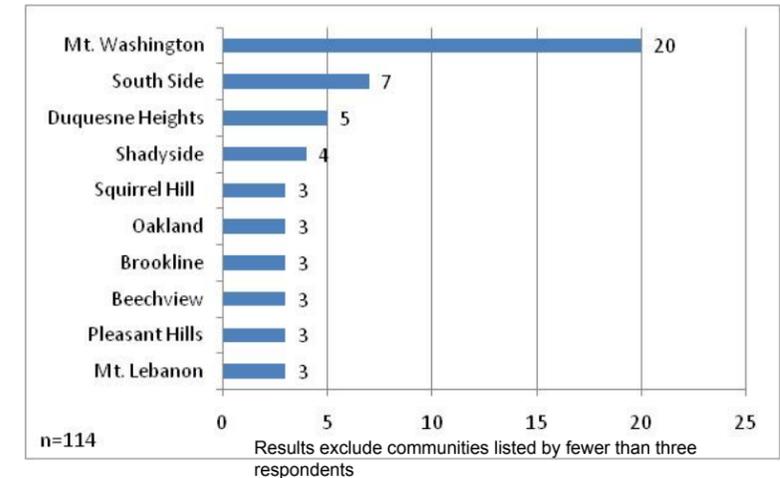
Mount Washington and Duquesne Heights captures residents from the City, the suburbs and beyond

Residents responding to the survey who recently moved to Mount Washington and Duquesne Heights came from across the City of Pittsburgh and many points beyond. Approximately half of residents previously lived elsewhere in the City, one-quarter previously lived in the Pittsburgh suburbs, and over one-fifth lived outside the region. Most residents moving from other regional communities came from other City neighborhoods, especially those in the study area, communities in Southern neighborhoods and other South Hills communities. East End neighborhoods such as Shadyside, Oakland, and Squirrel Hill were also represented. The chart to the right shows the communities that many survey respondents formerly called home.

The Internet and real estate professionals play critical roles in the housing search process

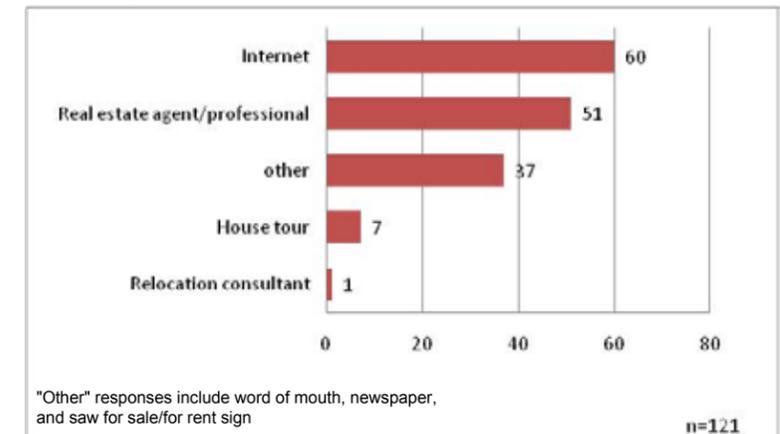
Many new residents searched for housing by using the Internet and real estate professionals. Other resources, including word of mouth, newspaper advertisements and seeing signs while traveling through the neighborhood, were also important resources in many residents'

Common Origins



Most frequent origins of respondents moving-in from outside the neighborhood include communities in the East End, South Pittsburgh and the South Hills.

Housing Search Resources



Residents searched for housing by using the Internet, real estate professionals, word of mouth, newspaper, and seeing signs while traveling through the neighborhood. Craigslist, the *Pittsburgh Post-Gazette*, and Trisda.com were three commonly-used web sites.

search for housing. Craigslist, the *Pittsburgh Post-Gazette*, and Trisda.com were three commonly-used web sites as part of the housing search process.

Residents consistently included the same communities in their housing search

Shadyside and the South Side are among Pittsburgh’s most-vibrant neighborhoods, and were most-often included in a new resident’s housing search. Even Dormont and Mount Lebanon, two suburban communities most often included in the housing search of new residents, provide residents with a walkable urban lifestyle. All communities most-often included in a new resident’s search featured large main street business districts with a mix of shops, bars, and restaurants.

Residents value the convenient location, the quality of the communities, affordability, housing and unique views

The convenient location is the primary reason people chose to live in Mount Washington or Duquesne Heights. Other common reasons included the character of the neighborhoods, affordability, quality of the housing stock, and having family/friends nearby.

New residents are satisfied with their new neighborhood

Most new residents seemed to be satisfied with Mount Washington or Duquesne Heights, as three in four new residents surveyed rated satisfaction at 4 or 5 on a 1-5 point scale.

Some residents would welcome enhanced shopping options, improved public services, and enhanced safety

New residents offering suggestions on what would improve their experience living in Mount Washington and Duquesne Heights indicated that they want to see improvements in local business districts, improved public services, and enhanced infrastructure. Safety, litter, and blight are also issues of concern to new residents.

Many residents work in the Downtown area

Given the importance of location in choosing to live in Mount Washington or Duquesne Heights, it is not surprising that over one-third of respondents and other adults in the household work in the greater Downtown area. Adding in other City neighborhoods, over 60% of new residents work in the City.

Key Findings: Former Residents

Many former residents moved out of the City of Pittsburgh

Most former residents left the City after leaving Mount Washington and Duquesne Heights. The City captured only 30% of former movers surveyed. Most of those leaving the City moved to a location in the Pittsburgh region.

Residents moved out for a variety of reasons, some related to their lifestyle, and some related to the neighborhood

Crime and safety, being closer to family and work, and the desire for a better home and family environment led the list of reasons people leave the Mount Washington and Duquesne Heights neighborhoods. In addition to crime and safety, the quality of the family environment, affordability, and problem landlords are the largest neighborhood-related factors prompting a move.

Most former residents were generally satisfied with the neighborhood

Most recent residents were fairly satisfied with their neighborhood, with an average rating of 3.6 (with highest possible satisfaction =5). Satisfaction among former residents rated was lower than for new residents, with a rating of 4.1.

Satisfaction with the neighborhood was lower when “push” factors caused a move out of the neighborhood

Most recent residents who left the neighborhood because of safety, family environment and landlord issues were less-satisfied with their former neighborhood than those leaving for other reasons.

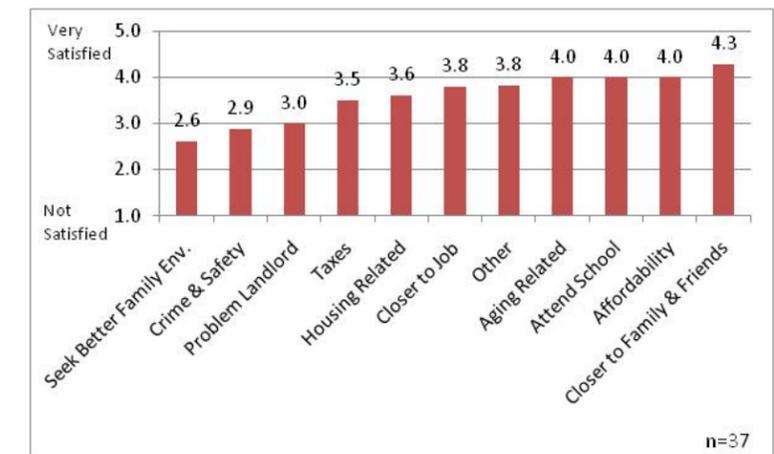
Former residents suggested a focus on improving safety, enhancing the business district, and beautification

Crime/safety, business district, and litter/beautification led suggested improvements among former residents

Few new families moved to the neighborhood, but about 1/3 of those leaving had children

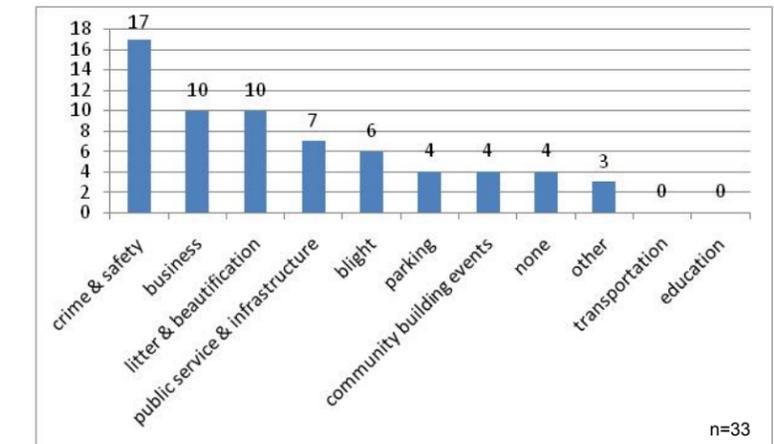
This suggests that many couples start their families in Mount Washington and leave after having children.

Neighborhood Satisfaction Affected by “Push” Factors



Most recent residents who left the neighborhood because of safety, family and landlord issues were less-satisfied with the neighborhood than those leaving for other reasons.

Former Residents’ Recommendations for Improvements



Former residents suggested a focus on improving safety, enhancing the business district and neighborhood beautification.

Key Recommendations

Focus on the Competitive Advantages of Mount Washington and Duquesne Heights

New residents shared several reasons they moved to the neighborhood. Any marketing efforts should stress the following competitive advantages of life in Mount Washington and Duquesne Heights:

- Convenient location
- Affordability
- Able to walk to shops, parks and restaurants
- Outstanding views
- Good sense of community
- Numerous transit options

Market Mount Washington and Duquesne Heights

Community leaders in Mount Washington and Duquesne Heights can pursue a variety of marketing strategies to encourage people to move to the neighborhood and remain long-term residents.

- Accurate information about living in the area can be provided to potential new residents over the Internet. Brokers, property owners, realtors and residents can refer friends, clients or potential tenants to critical information about the neighborhoods. *Live Baltimore*, in Baltimore, Maryland, provides an example of a comprehensive approach at marketing neighborhoods. Their Internet site is emulated by the Urban Redevelopment Authority's *PittsburghCityLiving* web site <www.pittsburghcityliving.com>. In addition to maintaining their internal web site with information about living in Mount Washington and Duquesne Heights, community leaders should also communicate with managers of existing web sites currently used by potential new residents to ensure that they all emphasize the competitive advantages of Mount Washington and Duquesne Heights.
- Since most new residents responding to the survey work downtown and elsewhere in the City of Pittsburgh, opportunities exist for marketing the neighborhoods to those moving to the region by providing information about Mount Washington and Duquesne Heights in areas where large numbers of people work, including Downtown, the North Shore, the South Side, Oakland and elsewhere in the East End. Advertising could be done through large employers, as well as on bus shelters or in other highly-visible locations.
- Marketing through Internet search listings can also have a payoff. When people search for housing in competing communities, such as the South Side and Shadyside, the MWDC's web

site can appear with information about living in the area along with apartment listings. Services such as Google AdWords can also position the MWDC's web site high on the results page when people search for housing in competing communities.

- Realtors often serve as gatekeepers to a neighborhood, and they played a key role in helping many new residents find a home in Duquesne Heights and Mount Washington. Developing relationships with realtors active in the South Side, Shadyside, Dormont and other places included in new residents' housing search will expose more people seeking housing to options in the area.

Attract and Retain Residents through Neighborhood Improvements

Responses to the new and former resident surveys provide strong guidance as to the types of neighborhood improvements that will attract and retain residents. Residents most often searched for housing in communities with strong main street business districts, such as Shadyside, the South Side and Squirrel Hill, and new residents also often mentioned that they would like to see improvements in the local business district, both in the quality of existing merchants and the mix of businesses and offerings found in the neighborhood. One of the reasons people often leave the neighborhood is due to a poor experience with crime. Left unaddressed, safety issues can damage the reputation of the neighborhood. A host of strategies exist for reducing crime in a neighborhood. A good starting point is LISC's Community Safety Initiative <www.lisc.org/section/ourwork/national/safety>. Another related issue behind several moves from the neighborhood was blight and disinvestment. Addressing properties in poor physical condition through code enforcement, acquisition and redevelopment can address physical blight. Monitoring large-scale investors and irresponsible property owners are additional actions that will retain residents and make the community a better place to live. New residents also suggested the neighborhood address issues of disinvestment in public infrastructure along with investments in community beautification.

Retain Residents by Creating a Better Environment for Families

The survey responses suggest that many families are started in Mount Washington and Duquesne Heights, only to soon leave for what is perceived to be a more appealing environment for children. The following steps can encourage more families to stay in the neighborhood to raise a family:

- Some of the residents leaving the neighborhood were dissatisfied with the educational options available in the neighborhood. Ensure that current and future parents receive accurate informa-

tion about the full range of educational options available to parents in the City, not just the schools whose feeder patterns serve Mount Washington and Duquesne Heights.

- The Pittsburgh Promise provides a postsecondary scholarship of up to \$10,000 per year to students attending City schools. This scholarship can prove to be an effective incentive to retain families in the area.
- Efforts to build communities of young parents around playgroups and other common activities can help parents feel more connected to the community, and provide a vehicle for sharing information about schools and the Pittsburgh Promise.
- The MWDC can also encourage residents to participate in educational reforms by partnering with reform-minded organizations like A+ Schools.
- Finally, the MWDC can also work to improve and expand family-friendly amenities in the neighborhood, including parks and playgrounds.

Profile of Survey Respondents

- Slightly over half of survey respondents were women for both the former and new resident surveys.
- Respondents to the new resident survey were younger than former residents. About three in four respondents to the new resident survey were under age 35, compared to about half of respondents to the former resident survey.
- Respondents to both surveys reported a wide range of income: While residents responding to the survey reported a wide range of incomes, a larger share of former residents responding to the survey earned over \$100,000.
- The majority of new and former residents responding to the survey were couples. Over half of all respondents to each survey were living as a married or unmarried couple. A larger share of respondents to the new resident survey were married couples.
- Most new residents commuted alone by car. Residents responding to the new resident survey largely drove alone. Many of those using some other mode of travel used the bus or incline.

Retail Capacity Analyses

Estimated Community-Serving Retail Store Purchases in the Mount Washington / Duquesne Heights Trade Area

	2010 Retail Purchase Potential: Central Mount Washington	Supportable Store Space (SF): Central Mount Washington	2010 Retail Purchase Potential: Grandview West	Supportable Store Space (SF): Grandview West
TOTAL POPULATION	8,696		4,063	
TOTAL INCOME (\$000)	\$212,859		\$144,789	
TOTAL RETAIL PURCHASES (\$000)	\$95,745	139,000	\$65,127	87,000
COMMUNITY-SERVING GOODS & SERVICES	\$42,145	106,000	\$25,341	64,000
Supermarkets, Grocery Stores	\$15,286	31,000	\$7,142	14,000
Convenience Stores	\$2,781	7,000	\$1,299	3,000
Specialty Foods	\$471	2,000		
Liquor & Beer Distributors	\$987	2,000	\$461	1,000
Drug Stores/Pharmacies	\$8,566	11,000	\$6,323	8,000
Cosmetics, Beauty Supplies, & Perfume	\$384	1,000	\$283	1,000
Health Food Supplements	\$303	1,000	\$224	1,000
Limited-Service Restaurants	\$5,565	16,000	\$4,108	12,000
Bars and Lounges	\$635	4,000	\$469	3,000
Dollar Stores & Other General Merchandise Stores	\$1,034	6,000	\$763	5,000
Jewelry Stores	\$1,608	5,000	\$1,187	3,000
Optical Stores	\$559	2,000	\$412	1,000
Gift, Novelty, Souvenir Stores	\$1,259	4,000	\$929	3,000
Hardware Stores	\$1,182	5,000	\$872	4,000
Florists	\$569	2,000	\$420	2,000
Hair Salons	\$524	4,000	\$245	2,000
Laundries; Dry Cleaning	\$433	3,000	\$203	1,000
FULL-SERVICE RESTAURANTS	\$5,806	19,000	\$4,286	14,000
OTHER RETAIL STORES	\$3,751	14,000	\$2,572	9,000
Auto Parts & Accessories Stores	\$2,597	10,000	\$1,917	7,000
Pet Supply Stores	\$477	2,000	\$352	1,000
Tobacco Stores	\$266	1,000		
Other Health & Personal Care	\$411	1,000	\$303	1,000

Prepared by Urban Partners

Retail Capacity Analyses

Summary Demographics	
2010 Population	9,160
2010 Households	4,504
2010 Median Disposable Income	\$32,602
2010 Per Capita Income	\$25,244

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Surplus / Leakage Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$91,493,286	\$34,863,701	\$56,629,585	44.8	39
Total Retail Trade (NAICS 44-45)	\$77,608,826	\$23,451,516	\$54,157,310	53.6	20
Total Food & Drink (NAICS 722)	\$13,884,460	\$11,412,185	\$2,472,275	9.8	19

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Surplus / Leakage Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$18,544,211	\$147,061	\$18,397,150	98.4	1
Automobile Dealers (NAICS 4411)	\$16,258,848	\$0	\$16,258,848	100.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$1,096,905	\$147,061	\$949,844	76.4	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,188,458	\$0	\$1,188,458	100.0	0
Furniture & Home Furnishings Stores (NAICS 442)	\$2,291,487	\$625,863	\$1,665,624	57.1	2
Furniture Stores (NAICS 4421)	\$1,388,893	\$0	\$1,388,893	100.0	0
Home Furnishings Stores (NAICS 4422)	\$902,594	\$625,863	\$276,731	18.1	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,946,399	\$114,166	\$2,832,233	92.5	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$2,848,735	\$0	\$2,848,735	100.0	0
Building Material and Supplies Dealers (NAICS 4441)	\$2,720,626	\$0	\$2,720,626	100.0	0
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$128,109	\$0	\$128,109	100.0	0
Food & Beverage Stores (NAICS 445)	\$15,971,351	\$10,855,612	\$5,115,739	19.1	5
Grocery Stores (NAICS 4451)	\$14,330,056	\$8,652,382	\$5,677,674	24.7	3
Specialty Food Stores (NAICS 4452)	\$372,293	\$934,448	-\$562,155	-43.0	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,269,002	\$1,268,782	\$220	0.0	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$3,957,897	\$2,507,751	\$1,450,146	22.4	4
Gasoline Stations (NAICS 447/NAICS 4471)	\$12,349,245	\$6,611,106	\$5,738,139	30.3	2
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,849,570	\$63,236	\$3,786,334	96.8	1
Clothing Stores (NAICS 4481)	\$2,967,010	\$0	\$2,967,010	100.0	0
Shoe Stores (NAICS 4482)	\$400,711	\$0	\$400,711	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$481,849	\$63,236	\$418,613	76.8	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,507,376	\$0	\$1,507,376	100.0	0
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$743,965	\$0	\$743,965	100.0	0
Book, Periodical, and Music Stores (NAICS 4512)	\$763,411	\$0	\$763,411	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector

Source: ESRI and Infogroup.

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Surplus / Leakage Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$7,936,700	\$1,987,137	\$5,949,563	60.0	1
Department Stores Excluding Leased Depts. (NAICS 4521)	\$4,225,815	\$0	\$4,225,815	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$3,710,885	\$1,987,137	\$1,723,748	30.3	1
Miscellaneous Store Retailers (NAICS 453)	\$1,658,604	\$220,097	\$1,438,507	76.6	2
Florists (NAICS 4531)	\$209,047	\$220,097	-\$11,050	-2.6	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$717,811	\$0	\$717,811	100.0	0
Used Merchandise Stores (NAICS 4533)	\$86,662	\$0	\$86,662	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$645,084	\$0	\$645,084	100.0	0
Nonstore Retailers (NAICS 454)	\$3,747,251	\$319,487	\$3,427,764	84.3	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$387,345	\$319,487	\$67,858	9.6	1
Vending Machine Operators (NAICS 4542)	\$1,279,555	\$0	\$1,279,555	100.0	0
Direct Selling Establishments (NAICS 4543)	\$2,080,351	\$0	\$2,080,351	100.0	0
Food Services & Drinking Places (NAICS 722)	\$13,884,460	\$11,412,185	\$2,472,275	9.8	19
Full-Service Restaurants (NAICS 7221)	\$8,020,928	\$10,015,641	-\$1,994,713	-11.1	14
Limited-Service Eating Places (NAICS 7222)	\$3,985,791	\$1,008,945	\$2,976,846	59.6	3
Special Food Services (NAICS 7223)	\$956,131	\$0	\$956,131	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$921,610	\$387,599	\$534,011	40.8	2

Leakage/Surplus Factor by Industry Subsector

NAICS Industry Subsector	Leakage/Surplus Factor
Motor Vehicle & Parts Dealers	98.4
Furniture & Home Furnishings Stores	57.1
Electronics & Appliance Stores	92.5
Bldg Materials, Garden Equip. & Supply Stores	100.0
Food & Beverage Stores	19.1
Health & Personal Care Stores	22.4
Gasoline Stations	30.3
Clothing and Clothing Accessories Stores	96.8
Sporting Goods, Hobby, Book, and Music Stores	100.0
General Merchandise Stores	60.0
Miscellaneous Store Retailers	76.6
Nonstore Retailers	84.3
Food Services & Drinking Places	9.8

Source: ESRI and Infogroup.

Retail Capacity Analyses

