Defining your District-Oriented Orientation

Path 1
- Organization Building
- Development-oriented activity
- Promotion- and/or retention-oriented activity

Path 2
- Organization Building
- Promotion- and/or retention-oriented activity
- Development-oriented activity

Path 3
- Organization Building
- Promotion- and/or retention-oriented activity

Source: Seidman, Karl, “Revitalizing Commerce for American Cities”, Fannie Mae
Defining Starting Points

Quadrant II: Places to shop, no reasons to stay

- Clean & Safe
- Physical Improvements

Quadrant IV: Manage & maintain

- Retail Sales
- Tenant Mix

Quadrant III: Great bones, where are the people?

- Redevelopment
- Tenant Mix

Quadrant I: Starting from scratch

- Redevelopment
- Physical Improvements

Administrative Management

Retail Density

Retail Vacancy

Attractive Environment

Poor Environment
URA Business District Market Profile

Email: jfitzgibbons@ura.org
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2nd Annual Community Development Summit: Making Complete Communities
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2nd Annual Community Development Summit: Making Complete Communities
SNAP Profiles  www.pittsburghpa.gov/dcp/snap

Carrick

Carrick is a large, hilly southern neighborhood, bordered by the neighborhoods of Overbrook, Brookline, Bon Air, Knoxville, Mount Oliver, St. Clair, and the communities of Mount Oliver Borough, Brentwood Borough, and Baldwin Borough. Carrick was originally a borough established in 1904 but voted to become a part of the City of Pittsburgh in 1926. Once home to sprawling mansions and mostly wealthy families, the neighborhood currently consists of affordable and sturdy housing stock and a family friendly environment.

A lengthy and diverse business district runs along Brownsville Road, and several more business areas exist further south in Brentwood and points south.

Quick Facts:

<table>
<thead>
<tr>
<th></th>
<th>City of Pittsburgh</th>
<th>Carrick</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010 Population</td>
<td>395,794</td>
<td>18,113</td>
</tr>
<tr>
<td>2000 Population</td>
<td>333,527</td>
<td>16,865</td>
</tr>
<tr>
<td>Pop. Change # 2000-10</td>
<td>-27,823</td>
<td>-572</td>
</tr>
<tr>
<td>Pop. Change % 2000-10</td>
<td>-8.2%</td>
<td>-5.4%</td>
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</tbody>
</table>

Links:
- 'Sector 5 Home'
- PGHKIS: Interactive Map of Sector 5
- 'PGHSNAP Links'
Rank based on a relative position of value compared to all Pittsburgh commercial areas with > 5 retail, food/drink personal service establishments (total # area=84)

Note that the **higher** the value for these three variables the **lower** the rank. For all other variables higher value translates into high rank.