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**EAST LIBERTY**  
DEVELOPMENT CENTER

## Agenda

- Geographic & Historic (Pre-Urban Renewal, Urban Renewal, Rebuilding years)
- Community Vision
- Current State of the Neighborhood
  - Market
  - Past Investments
  - What's happening now
  - What's on Deck
- Market-driven Master Plan

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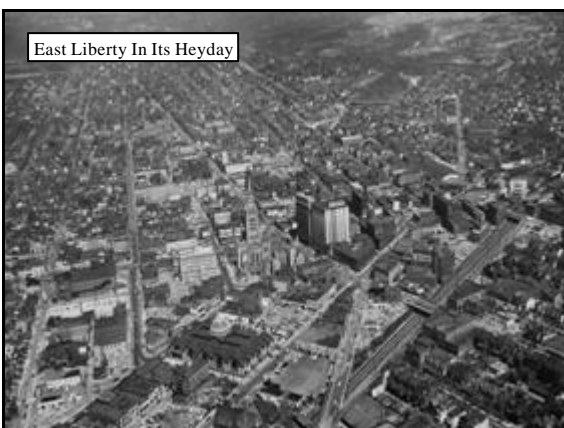
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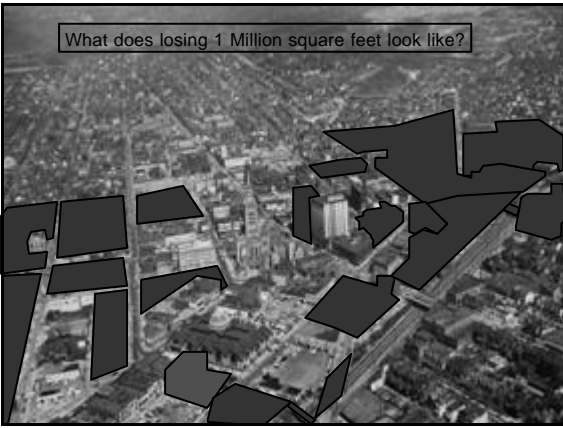
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What does losing 1 Million square feet look like?



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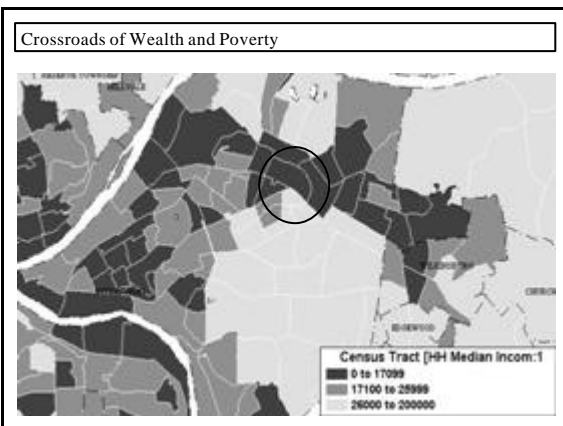
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Crossroads of Wealth and Poverty



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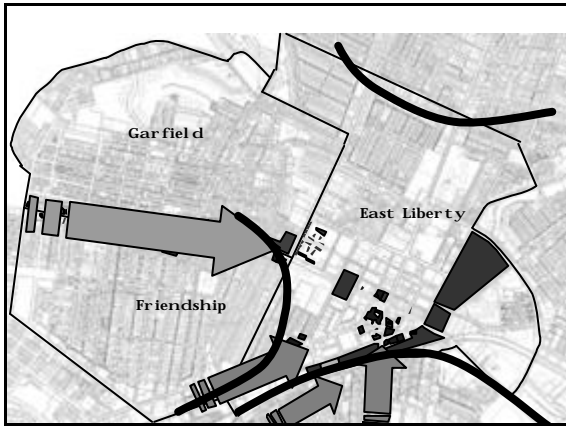
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 Neighborhood Timeline

- 1) 1940 3<sup>rd</sup> Largest Commercial Center in PA
- 2) 1960's-70's Urban Renewal
- 3) 1980's — 1996 Time of Re-building
- 4) 1999 — East Liberty Community Plan
- 5) 2002 — Whole Foods/East End Growth Fund
- 6) 2005 — Market/Opportunity/Need

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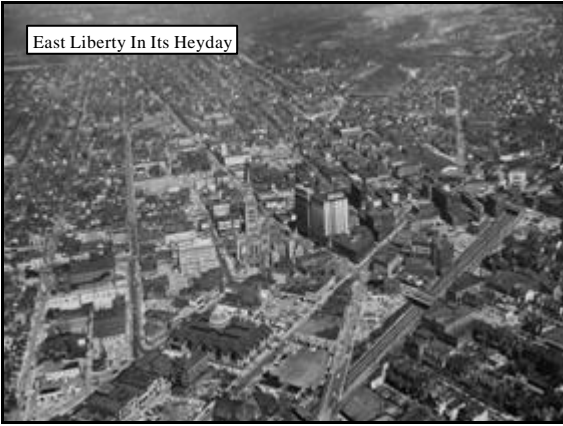
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East Liberty In Its Heyday



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## Urban Renewal Facts

East Liberty was one of the largest federally-funded Urban Renewal projects in the nation.

The net elimination of roughly 1 million square feet of retail, office and residential space in the district.

The creation of superblocks of government assisted (later government subsidized) rental housing.

The elimination of auto traffic and creation of a pedestrian mall on Main Street coordinated with The construction of a State highway "circle" around the neighborhood.

The creation of huge parking fields on the periphery of the district designed to serve the pedestrian mall.

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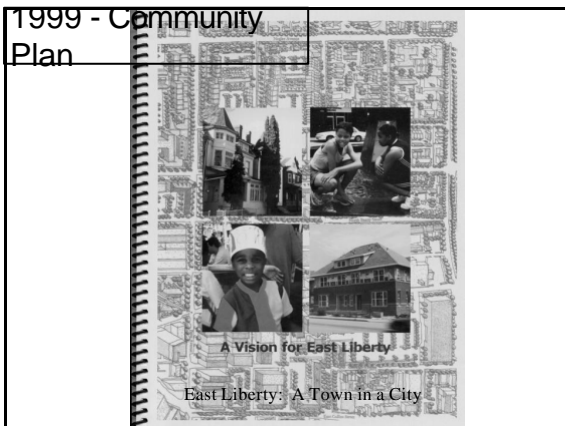
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## It's the Market

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## Whole Foods Market

"Why Pittsburgh? Why East Liberty?"

Simply, the East Liberty area provides us with a great density of potential customers and allows for convenient ingress and egress."



- Sarah M. Kenney  
Director of Marketing, Mid Atlantic Region  
Fresh Fields / Whole Foods Market  
May 2002

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### EDUCATED

The area has the greatest concentration of post-secondary educated people in Pittsburgh:  
52% of people in a 1 mile radius are college educated or above.

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**WEALTHY**

In excess of 100,000 people in the primary trade area have average household incomes of \$81,774, the highest for any Pittsburgh location.

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**DENSELY POPULATED**

375,000 people reside within a 5-mile radius of the site. Three of Pittsburgh's top 10 employers are located within 2 miles of the site with a combined total of 38,700 employees and 41,500 students.

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**Food Market Proximity**

Four major food Markets-\$120 Million in annual sales -- are all within a three block area.

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## Transportation

Convergence of 5 major arteries and the Port Authority Busway

Over 33,000 passengers per day travel through the adjacent Port Authority hub – second only to downtown in passengers

More than 800 buses pas by the site everyday during the week

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### REGIONAL HUB

The trade area contains 8 major universities, hospitals and the major cultural institutions including UPMC Hospitals, University of Pittsburgh and Carnegie Mellon University.

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### TRI-STATE AREA

Anchor Whole Foods draws from a tri-state area. Shoppers drive as long as 2 hours to reach this destination.

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Housing Facts



Average List Price for Homes Sold 2005/Average Days on the Market:

Friendship -	\$163,254/53
Highland Park -	\$183,015/54
Shadyside -	\$290,941/99

East Liberty is surrounded by very strong Housing Markets

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Recent Change

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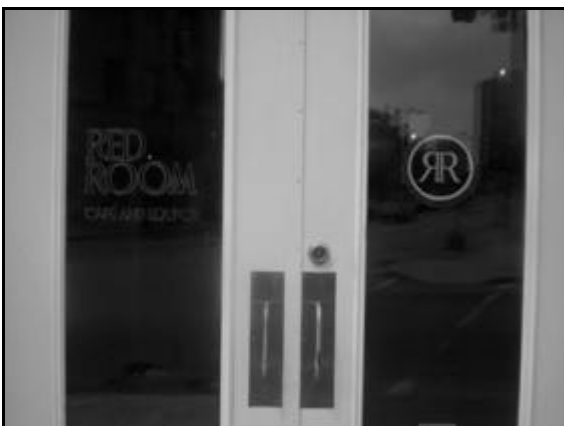
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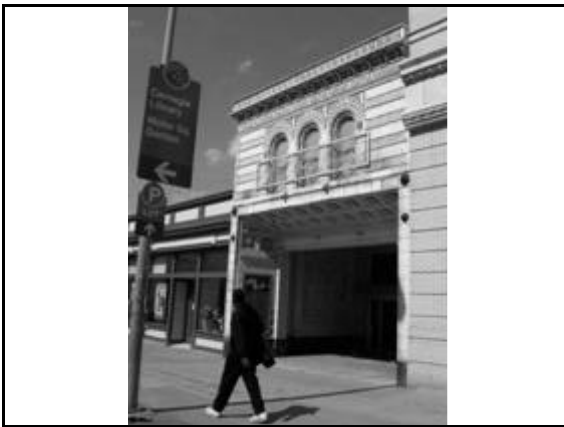
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# EEGF

*Targeted Investments  
Yielding Results*

East End Growth Fund

Challenge:

- Potentially market altering user wants to come to the neighborhood.
- Developer wants to implement project within context of Community Plan with passion of Smart Growth Principles.
- Financing long-term smart growth much more challenging than short term path of least resistance development.
- City's response to cure infrastructure ills was coordinated, swift and essential.

East End Growth Fund positioned the neighborhood as a new ward sharing market for this prudent and growing forward.

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What's happening now...

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What's happening now...



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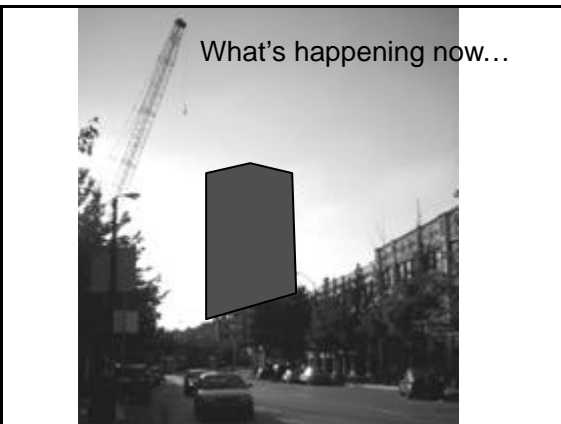
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What's happening now...



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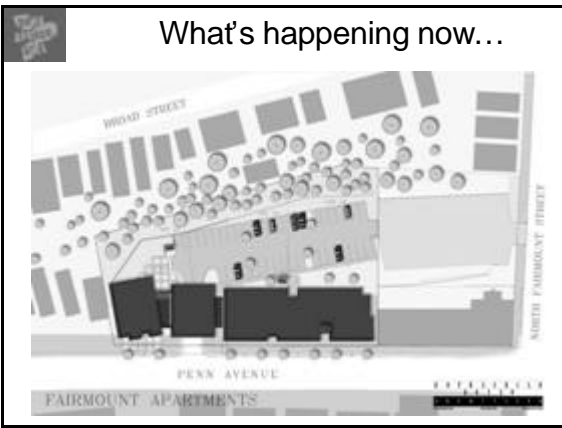
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What's happening now...



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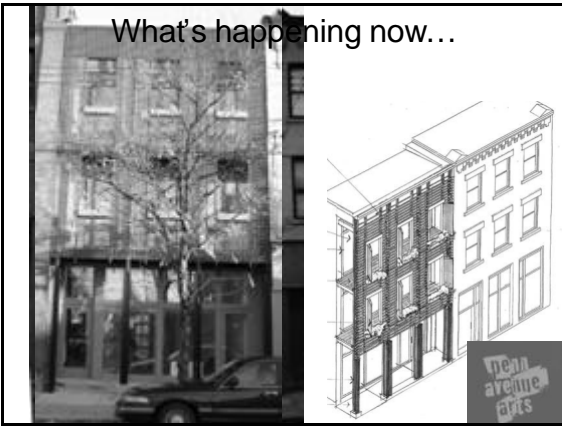
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What's happening now...



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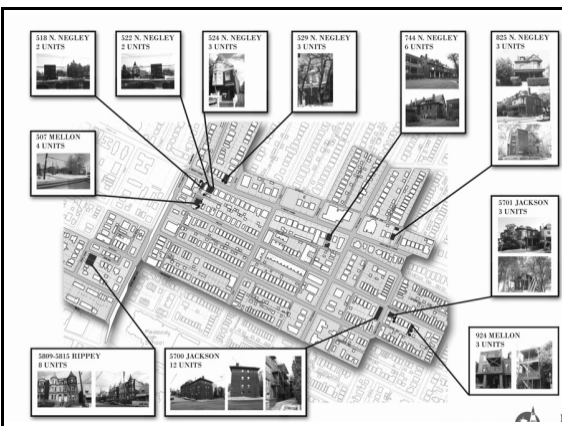
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What's happening now...



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What's happening now...



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## Eastside

What's happening now...



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# Eastside



What's happening now...



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What's happening now...

EAST SIDE



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What's happening now...



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What's on Deck...

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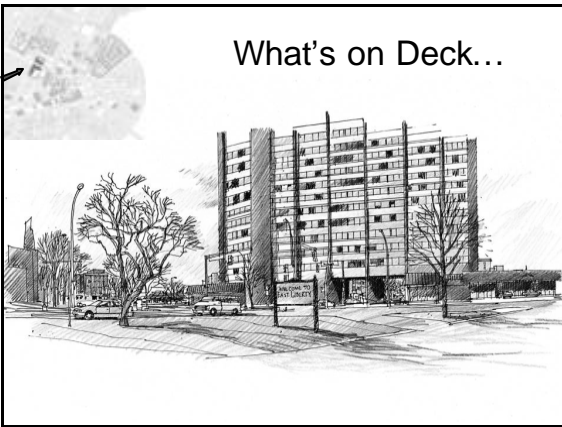
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What's on Deck...



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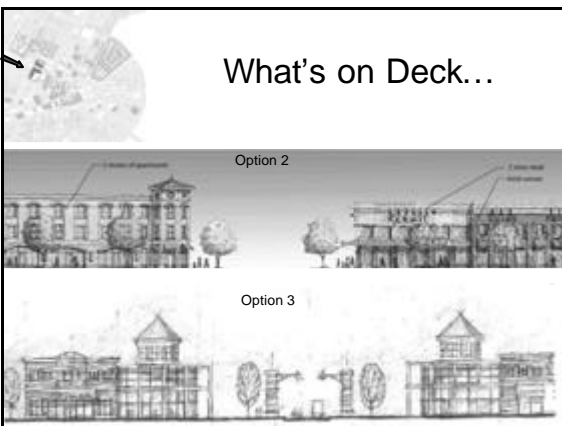
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What's on Deck...



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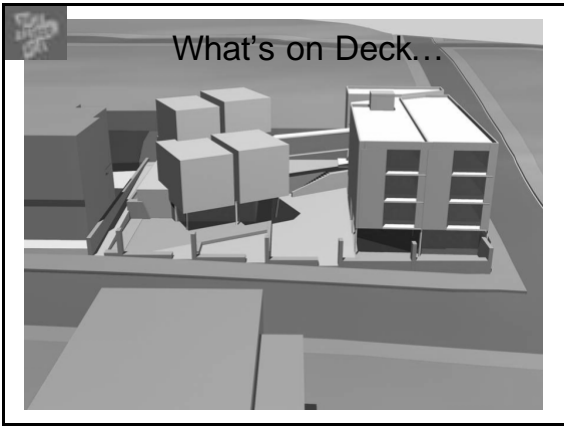
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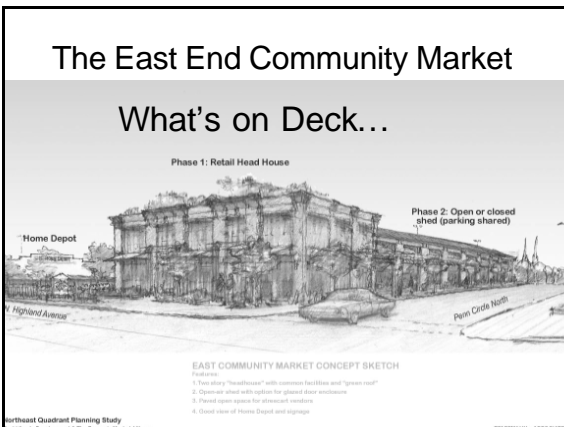
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## Liberty Park, Phase 1

What's on Deck...



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## What's on Deck... Liberty Park, Phase 1



Front Elevation

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## What's on Deck... Liberty Park, Phase 1



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What's on Deck...  
Liberty Park, Phase 1



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What's on Deck...  
Liberty Park, Phase 1



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Liberty Park, Phase 1



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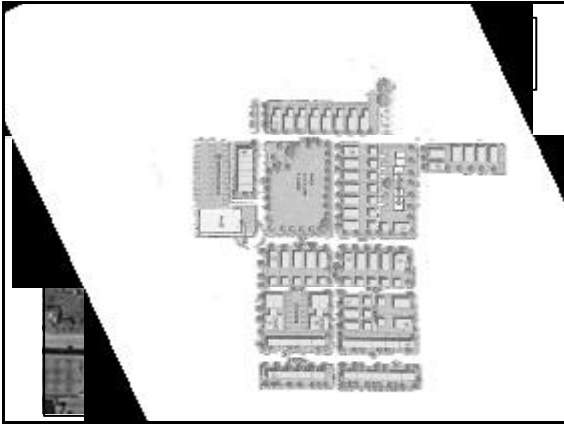
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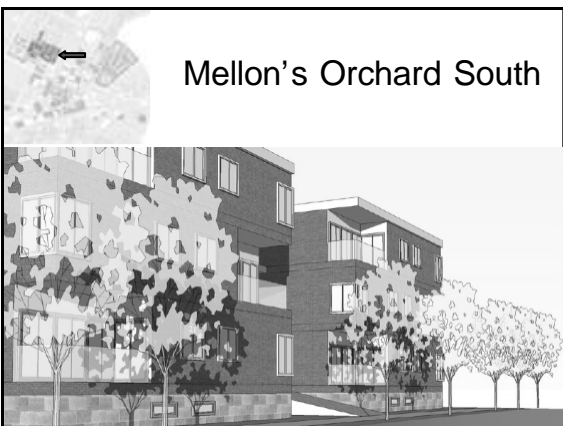
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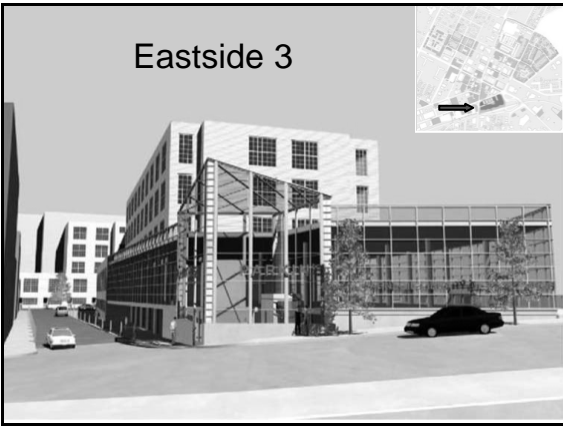
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Eastside 3



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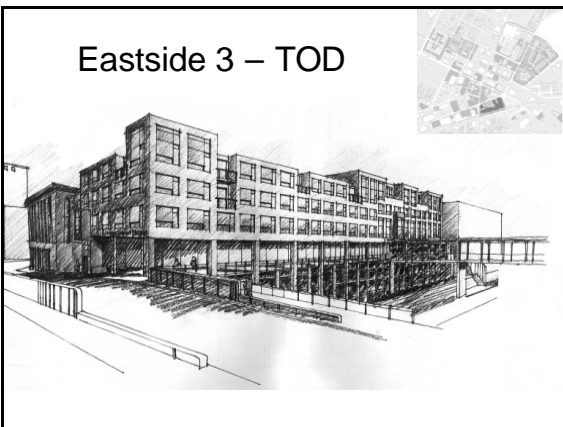
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Eastside 3 – TOD



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## East Liberty's Town Square

An urban sanctuary anchor in our vibrant commercial core.

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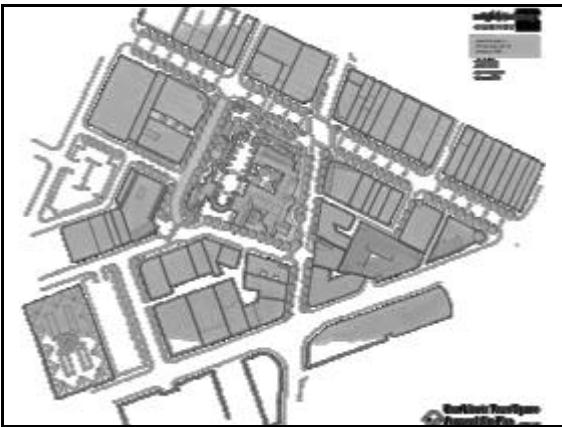
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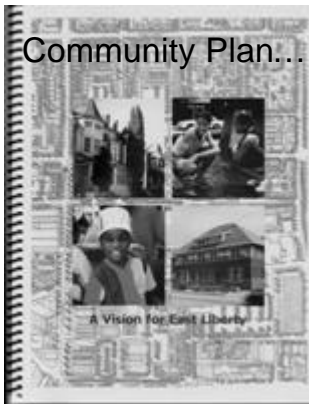
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## Community Plan...



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## To Market-driven Development Strategy...



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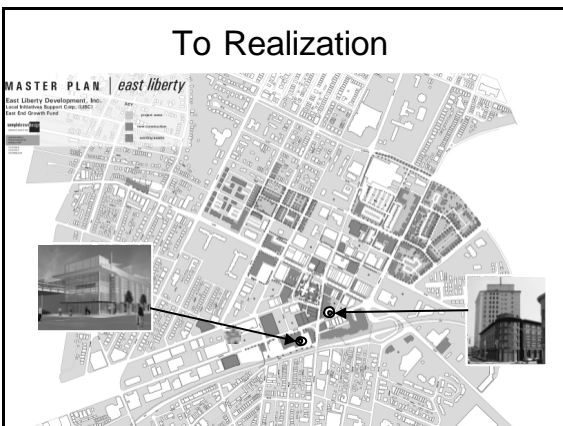
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## To Realization



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**Current planning**

- 1) NID
- 2) TOD
- 3) Neighborhood Plan Update - Green overlay

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**Lessons**

- 1) It easy to not keep the promise
- 2) just talking about it does not meet the objective
- 3) Affordable (transitional- supportive) housing is a tool for revitalization
- 4) Social Equity differs in residential and commercial arenas
- 5) Affordability can only be achieved early  
High acquisitions cost kill deals and scale  
Competes with slum landlords
- 6) Diversity and compassion are market niches

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**Eastside**

What's happening now.




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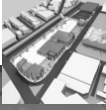
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# Eastside



What's happening now...



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What's happening now...

EAST SIDE



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What's happening now...



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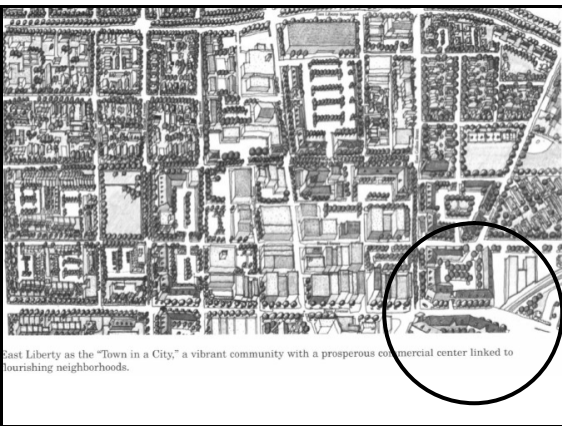
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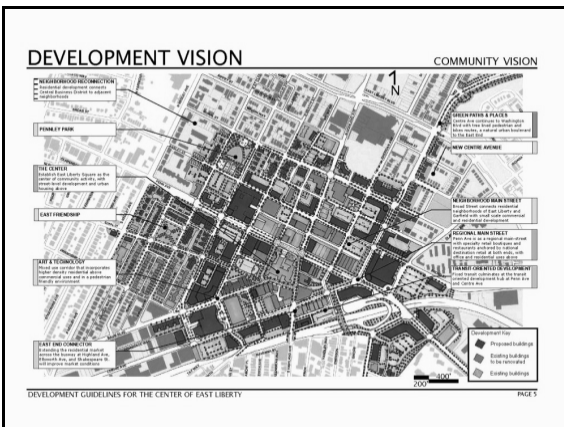
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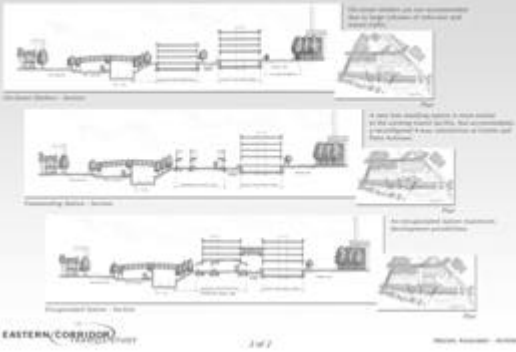
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## Transit Facility Planning Case Study 1 - Urban Centers - East Liberty




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East Liberty Vision Study | Federal American Properties  
PREPARED FOR THE COMMUNITY DEVELOPMENT & URBAN DESIGN ASSOCIATES      Aerial View of Proposed Plan      ©2014

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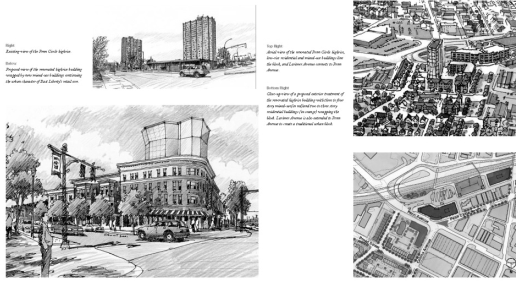
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East Liberty Vision Study | Federal American Properties  
PREPARED FOR THE COMMUNITY DEVELOPMENT & URBAN DESIGN ASSOCIATES      Penn Cade      ©2014

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**East Liberty Daily Book Reconciliation**  
 Balance and Prior Day Balance, East Liberty neighborhood  
 prepared by the Accounts Receivable Group, 10/26/2016, 10:00 AM  
 Prepared by: [Name Redacted]

Account	Balance	Change	Balance
Accounts Receivable	100,000	10,000	110,000
Accounts Payable	50,000	(5,000)	45,000
Inventory	20,000	2,000	22,000
Fixed Assets	30,000	0	30,000
Equity	100,000	17,000	117,000

Balance and Prior Day Balance, East Liberty neighborhood  
 prepared by the Accounts Receivable Group, 10/26/2016, 10:00 AM  
 Prepared by: [Name Redacted]

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East Liberty ingredients

**Talking Points**  
Mosites, Highland Building Hotel, goodwill industries, PNC Bank, BolansRed Room Abay, Kingley association

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