

East End Market-Based Development Strategy

Executive Summary

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Introduction

The East End of Pittsburgh consists of a diverse group of communities that share a common spine – Penn Avenue. Over the years, each community has made strides in improving neighborhood conditions and quality of life through various planning and economic development initiatives. Understanding the need to coordinate activities and functions, six neighborhood organizations along the corridor – Lawrenceville Corporation (LC), and Lawrenceville United (LU), Bloomfield Development Corporation (BC), Bloomfield-Garfield Corporation (BGC), Friendship Development Associates (FDA), and East Liberty Development Inc. (ELDI) – have recently joined forces to form the East End Partnership (EEP). The East End Partnership Market Based Development Strategy is an attempt to understand existing challenges and identify economic development opportunities – ‘catalytic’ projects that could significantly transform the East End – in a strategic fashion. The strategy is a comprehensive market-driven plan that will empower EEP partners with the sufficient knowledge to begin implementation, whether it be undertaking additional planning, organizing and programming, soliciting funding, or preparing construction documents for development.

Since the onset of the planning effort, the potential funding mechanism for recommended strategies has changed. Furthermore, leadership has changed and staffing has been reduced in two of the participating organizations. This may cause delays in the ability to accomplish the implementation of certain strategies recommended herein. However, it is anticipated that the organizations with the capacity to obtain funding and pursue implementation will be able to do so with guidance from this document.

Catalytic Strategies

Major EEP-Wide Impact Projects

1. Support attractive in-neighborhood leader elementary school options

Issue Statement: Faced with the loss of 24% of its children under the age of 18 in the 2000 to 2010 period, the EEP organizations are strongly interested in creating conditions to encourage younger residents to purchase homes and begin their families in the EEP neighborhoods. Although many families choose magnet, charter, religious, or private elementary schools, the assurance of an attractive in-neighborhood elementary school option is often critical to the decision to purchase a home. However, the recent loss of school age children has meant that the East End has been losing its in-neighborhood elementary schools