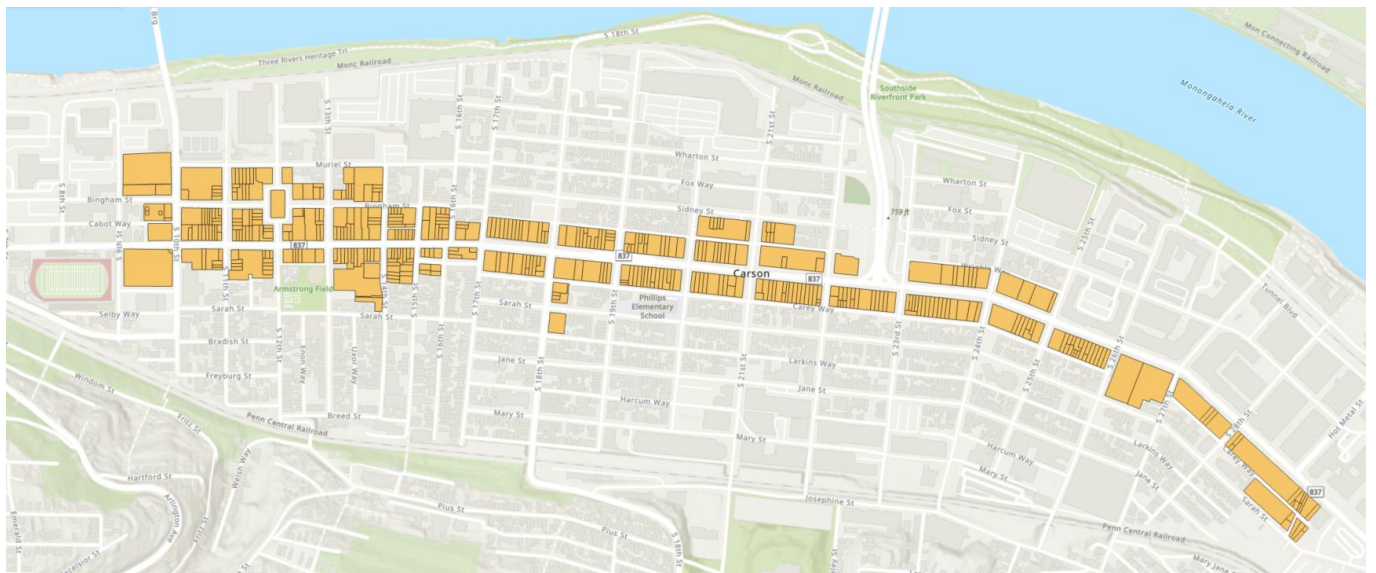


PRELIMINARY PLAN FOR AN EAST CARSON STREET IMPROVEMENT DISTRICT

The name of the proposed district shall be the East Carson Street Improvement District (hereafter sometimes referred to as “the District”). A map of the District is attached as EXHIBIT A and an enlarged copy of the map shall be kept on file with the City Clerk to be made available for inspection by the public during regular office hours. A list of assessed properties can be found in EXHIBIT B. The East Carson Street Improvement District will be administered by East Carson Street District Management, Inc., a Pennsylvania Non-Profit Corporation formed under the Non-Profit Corporation Law of 1988, as amended.

BOUNDARIES



The Boundaries include:

- The entire “Local Neighborhood Commercial” (LNC) zoning district, designated by the City of Pittsburgh for the East Carson Street corridor.
- Due to Bedford Square being one of the District’s natural hubs for event programming, the two “Neighborhood Industrial Districts” (NDI) on the eastern side of Bedford Square are also included.
- Due to 10th Street’s importance as a gateway to the District and its potential for improvement through gateway branding and placemaking investments, the commercial properties on the northern side of 10th St are also included.
- With expressed interest in participating from commercial property ownership on the northern side of S 14th Street, those properties have been included.

The affected properties within this Plan are all commercial or residential properties with a commercial purpose. **All single-family, owner-occupied residential properties and tax-**

exempt properties within these boundaries are exempt from paying into the District and therefore also exempt from having a vote in the formation of the District. single-family, owner-occupied residential properties were identified through the process outlined in Exhibit C.

PLAN DESCRIPTION

The East Carson Street Improvement District will implement a coordinated set of services across *four primary program areas: Public Space Maintenance & Improvements, Branding & Image Development, Economic Vitality & Storefront Activation, and Events & Marketing*, supported by essential program management and administrative functions. These activities reflect the priorities identified by businesses, property owners, and stakeholders during the 2025 steering committee planning process and July-September 2025 public stakeholder survey, with a *focus on economic growth by delivering an elevated customer and tenant experience in the District.*

The FY budget of \$500,000 allows the District to scale core services, invest in long-term district identity, and strengthen economic growth initiatives.

Public Space Maintenance & Improvements

Budget Line Items:

- Expanded Street Cleaning – \$40,000
- Public Space Improvements – \$75,000
- Enhanced Holiday Decorations – \$7,500

The District will deliver a coordinated, impactful approach to public space maintenance and district beautification throughout the East Carson Street corridor. **These investments will create a consistently welcoming, vibrant and comfortable user and customer experience, resulting in higher leasing interest and tenant retention.**

Services include:

- Expanded daily litter removal on all streets within the map boundary with enhanced weekend service
- Graffiti and sticker/tag removal on public-facing surfaces
- Sidewalk and curb weed removal and light landscape maintenance
- Enhanced seasonal décor and holiday lighting to elevate customer experience
- Small-scale public realm improvements such as planters, public art, wayfinding, and placemaking elements that elevate customer experience

District Brand & Image Development

Budget Line Item:

- Branding / Image Development / PR – \$110,000

The District will lead a comprehensive branding and communications strategy to improve the public image of East Carson Street corridor and communicate district improvements. **These investments will reintroduce the South Side to our region's customers, resulting in higher foot traffic and increased revenue for businesses and properties within the district.**

Services include:

- Development of a refreshed district brand, messaging, and identity, to re-introduce the South Side to the region
- Strategic PR campaign to promote the district's progress, safety improvements, and business community
- Storytelling and media engagement to highlight investment, vibrancy, and positive activity
- Ongoing perception-shift campaigns that reinforce responsible enjoyment and a welcoming environment

Economic Vitality & Storefront Activation

Budget Line Item:

- Vacant Storefront Activations – \$15,000

The District will support business retention, recruitment, and activation of vacant storefronts to strengthen the East Carson Street commercial corridor. **These investments will reduce vacancy by highlighting storefront leasing opportunities, thereby attracting new business leasing activity.**

Services include:

- Temporary pop-ups and storefront activation projects
- Financial support and technical assistance for window displays, artistic installations, and visual merchandising for vacant spaces
- Recruitment outreach to entrepreneurs and targeted business sectors
- Storefront business engagement for resource sharing and helping navigate state and local government
- On-call assistance for brokers, storefront businesses and property owners

Events & Marketing

Budget Line Items:

- Events – \$45,000
- Marketing – \$10,000
- Events & Marketing Coordinator – \$40,000

The District will produce and promote events and marketing initiatives that drive foot traffic, support small businesses, and enliven the district. Dedicated part-time staffing will provide critical coordination capacity, ensuring high-quality programming and consistent communication across the district. **These investments will bring new and returning visitors to the district,**

resulting in higher foot traffic and therefore increased revenue for businesses and properties within the district.

Services include:

- Creating and implementing signature and seasonal events
- Promotions and campaigns that highlight local businesses and district events
- Social media, newsletters, website updates, and district-wide communications
- On-the-ground event coordination and logistics support through part-time staffing
- Production of printed and digital marketing materials

Program Management, Fundraising & Administration

Budget Line Items:

- Professional Staff (Salary & Benefits) – \$110,000
- Audit – \$10,000
- Office – \$20,000
- IT – \$2,500
- Revenue Collection – \$15,000

The District will require professional staffing and administration necessary to implement district programs, manage contracts and third-party vendors, and manage finances and cash flow. **These functions are essential to ensure professional operations that deliver high-quality programs, alongside transparency and accountability to those paying into the District.**

Services include:

- Day-to-day Program Management for Economic Vitality & Storefront Activation, Public Space Improvements, and Events & Marketing
- Operational oversight of all Association programs and services
- Financial management, auditing, compliance, and reporting
- Office operations, insurance, and administrative support
- Oversight of assessment billing, collection, and related administrative processes
- Board support, contract oversight, and stakeholder communications

Improvements, Programs, and Services	Estimated Annual Cost
Program Management & Administration	\$152,500
<i>Staffing, office operations, audit, IT, and revenue collection.</i>	
Public Space Maintenance & Improvements	\$127,500
<i>Street cleaning, routine maintenance, public realm improvements, seasonal décor.</i>	
Branding & Image Development	\$110,000
<i>Brand development, communications, PR, perception-shift campaigns.</i>	
Events & Marketing	\$95,000
<i>Events programming, marketing initiatives, and part-time coordination support.</i>	
Economic Vitality & Storefront Activation	\$15,000
<i>Business support, recruitment, and vacant storefront activations.</i>	
TOTAL ANNUAL BUDGET	\$500,000

Source of Funds: In accordance with the Neighborhood Improvement District Act, 73 P.S. § 835(c)(2)(vi), all funds currently identified as part of this Plan are expected to be raised through a special assessment on the members of the East Carson Street Improvement District. Notwithstanding an early reliance on self-funding, *the non-profit corporation of the District will actively seek and use philanthropic and government grants as well as private and corporate sponsorships.*

FISCAL YEAR

The fiscal year of the East Carson Street Improvement District shall annually commence on January 1 of each year of the organization's operations.

METHOD OF DETERMINING THE ASSESSMENT FEE AND RATE

After examination of the proposed Plan, all properties subject to the East Carson Street Improvement District assessment are hereby found to have similar, if proportionate, benefit from the Plan.

Based upon the method of determining which properties are to be assessed and the rate of this assessment, the District special assessment is budgeted to yield \$500,000 annually.

All properties with the Class designation COMMERCIAL in the Allegheny County Property Tax records will be assessed based on each property's linear feet of street frontage on the side of each property's legal address. The fee rate is set by dividing the total linear street frontage of the District by the assessment cap, as set forth by the City of Pittsburgh legislation, to total \$500,000 in year one. The fee rate may be adjusted, up or down, as necessary to achieve the assessment cap.

Properties with the Class designation of RESIDENTIAL OR GOVERNMENT or the Tax Code EXEMPT within the Allegheny County Property Tax records will not be assessed a fee. The District will encourage and seek in-kind services or financial contributions from tax-exempt and non-profit property owners within and adjacent to the service area in lieu of assessments, to be provided to East Carson Street District Management Inc.

Any parcels that change tax-exempt status or zoning classification after the enactment by City Council of an Ordinance establishing the District shall thereafter be assessed at the rate commensurate with their new property designation. The fee will be calculated based on the total assessed value of the property after the change in status, effective the date of its new classification, and shall be prorated as necessary for the applicable fiscal year(s).

The District fee will be based on linear feet of street frontage on the legal address side of the property, using official assessed dimensions recorded in the Allegheny County database. as provided by the Allegheny County Department of Real Estate and described in EXHIBIT D.

Appeals of the linear feet of street frontage measurement may be received annually between June 1 and July 31 each year, by providing a boundary survey of the property, stamped by a licensed professional, to the Board of Directors. All Appeals will be reviewed between September 1 and October 31 each year, to be applied in the fiscal year to follow.

Calculation Formula:

Parcel Linear Street Frontage / Total Linear Street Frontage X Legislatively Approved Assessment Cap = Parcel Assessment Fee

Assessment Adjustment Schedule

The Board of Directors of the East Carson Street District Management, Inc. may adjust the Improvement District Assessment fee not more than three (3) times throughout the five (5) years authorized by the Ordinance creating the District. Each time, the rate may not be increased by more than five (5) percent. Any rate increase must not exceed the rate of inflation, as determined by the Federal Reserve’s annual change in the PCE (Personal Consumption Expenditures) Price Index.

FIRST YEAR BUDGET

NID Function or Service	% of Budget	Estimated Initial Cost
Program Management & Administration	31%	\$152,500
Public Space Maintenance & Improvements	25%	\$127,500
Branding & Image Development	22%	\$110,000
Events & Marketing	19%	\$95,000
Economic Vitality & Storefront Activation	3%	\$15,000
Total	100%	\$500,000

ESTIMATED TIME FOR IMPLEMENTATION AND COMPLETION OF ALL PROPOSED PROGRAMS AND SERVICES

Programs and services identified in this Plan Description will commence in 2027, during the first proposed year of East Carson Street Improvement District activity. All activities will be ongoing throughout the five-year time period authorized by the Ordinance. **Re-authorization for the East Carson Street Improvement District is required every five (5) years. In the event that the East Carson Street Improvement District is not**

reauthorized then all programs and services would be completed at the end of the five (5) year period.

BYLAWS OF THE EAST CARSON STREET DISTRICT MANAGEMENT, INC.

The East Carson Street District Management, Inc., will provide a copy of its bylaws available upon request. In accordance with 73 P.S. § 835(c)(2)(ix), these bylaws shall be distributed as part of the notice that is to be provided to all property owners and lessees of property owners prior to the first public hearing regarding this ordinance.

AGREEMENT WITH CITY OF PITTSBURGH

Following the enactment by City Council of an Ordinance establishing the District, the East Carson Street District Management, Inc. and the City of Pittsburgh shall enter into an agreement (“Agreement”) which shall detail the respective duties and responsibilities of each party and which shall require that the City of Pittsburgh shall maintain the current level of programs and services that it currently provides within the District during the existence of the District.

East Carson Street District Management, Inc. shall be responsible for collecting all Improvement District Assessment fees levied within the District. However, the Agreement may include that the City of Pittsburgh shall be responsible for the collection of all property assessment fees levied within the District if so desired by East Carson Street District Management, Inc. The City of Pittsburgh possesses the right to include in the Agreement and in its authorizing Ordinance establishing the District, a sunset provision of no less than five years for renewal of the Agreement.

NEGATIVE VOTE

A negative vote of at least forty (40) percent of the property owners within the proposed District shall be required to defeat the establishment of the District by filing objections with the City Clerk within forty-five (45) days of presentation of the final Plan.

The City of Pittsburgh shall include a sunset provision in its authorizing Ordinance and in the Agreement of not less than five (5) years for the renewal of the District.

Any and all single-family, owner-occupied residential properties and tax-exempt properties within these boundaries are exempt from paying into the District and therefore do not have a vote in the formation of the District.

EXHIBIT A

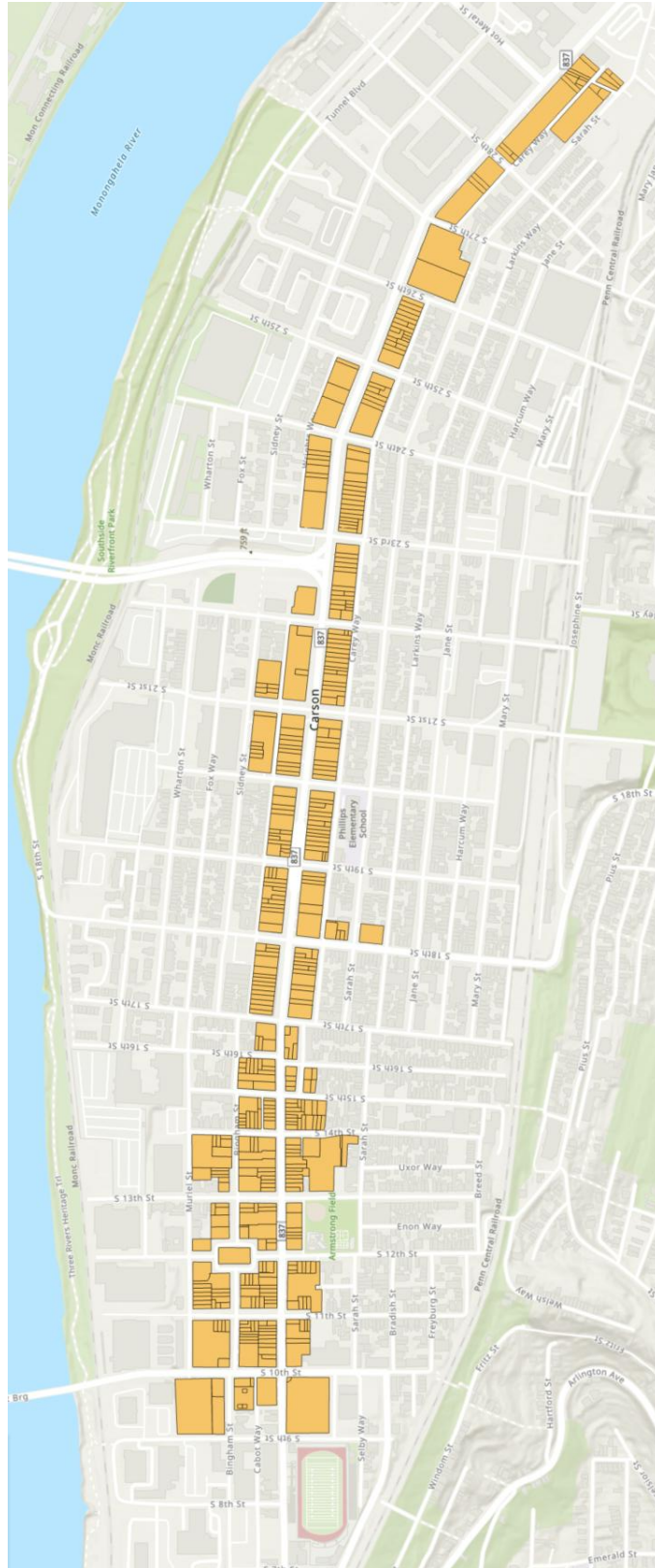


EXHIBIT B

LIST OF PROPERTIES

(BEGINS ON NEXT PAGE)

EXHIBIT C

SINGLE-FAMILY, OWNER-OCCUPIED RESIDENTIAL PROPERTIES CLASSIFICATION METHOD USED

Using the **Allegheny County Property Database** at <https://experience.arcgis.com/experience/68f5e4ae2f5b47b78cefcdf019e154bd/> allows for a high degree of accuracy when cross-referencing mailing versus physical addresses.

To determine single-family, owner-occupied properties within the business district, four key pieces of information were reviewed for each parcel:

- Owner Name
- Property Address
- Owner Mailing Address
- Presence of Homestead Exemption (Allegheny County)

Indicator	Probability of Rental	Typical Reasoning
LLC/Corp Name	Very High	Liability protection for investment assets.
Mailing is not Physical Address	High	Owner resides elsewhere.
Out-of-State Mailing	Very High	Often indicates passive investment.

A residential property was determined residential rental or non-owner-occupied property when one or more of the following conditions were present:

- **The owner is listed as an LLC, corporation, partnership, or other business entity rather than an individual.**
- **The owner's mailing address differs from the property address, implying the owner does not reside at the property.**

Appeals of the single-family, owner-occupied property classification may be received annually between June 1 and July 31 each year to the Board of Directors. This must include two of the three following documents:

- Personal Vehicle Registration (with Property Address Listed)
- Personal Driver's License (with Property Address Listed)
- Gas or Electric Utility Bills in Owner's name

All Appeals will be reviewed between September 1 and October 31 each year, to be applied in the fiscal year to follow.

EXHIBIT D

LINEAR FEET OF STREET FRONTAGE CALCULATION METHOD USED

Using the Allegheny County Real Estate Portal at <https://realestate.alleghenycounty.us/search>
This method was used to find the **official assessed dimensions** (e.g., "50 x 100") recorded in the county database.

1. **Search the Property:** Navigate to the Allegheny County Real Estate Portal and search by **Address** or **Parcel ID**.
2. **Access Property Details:** Once the property appears, click on the **Parcel ID** to open the full record.
3. **Find Lot Data:** Look for the "**General Information**" or "**Building Information**" tabs.
 - The **Lot Area** (in square feet or acres) is usually listed here.
 - The **Lot Dimensions** (Frontage x Depth) are often listed in the "Lot" or "Land" section. For example, a "50 x 120" entry indicates a **50-foot linear frontage**.
4. **Check the Map:** Click the "**Map**" tab within the portal to see a visual overlay of the property boundaries.
5. **Linear Feet of Street Frontage:** Determined by the measurement on the property boundary side of the Address.

NOTE: Measurements have not been confirmed with Deeds, which Allegheny County defers to as the manual process for verified legal accuracy, as GIS maps are graphical representations and not legal descriptions.