

# EAST CARSON STREET STREETFACE PROGRAM



**BEFORE**

**Address:** East Carson Street  
between 10th & 25th streets

**Neighborhood:** South Side

**Council District:** 3

**Project Type:** Façade  
Improvements

**Total URA Financing:**  
\$2,069,139

**Total Cost:**  
\$5,852,060



**AFTER**

# EAST CARSON STREET STREETFACE PROGRAM

## **Project Brief**

The Streetface program is a component of Mainstreets Pittsburgh, a program that strives to ensure the health of the City's traditional neighborhood commercial districts by stimulating economic revitalization within the context of neighborhood preservation and stakeholder engagement.

The Streetface program is a 0% loan program for up to 40% of construction costs (\$30,000 max) and 50% of architectural fees (up to \$1,500). The loan becomes forgivable if the improvements are maintained for seven years. Boundaries apply in each designated community.

Since the programs inception in 1986, almost 200 storefronts along East Carson Street have been renovated with Streetface, generating \$5.5 million of investment in facades alone.

A local historic district, East Carson Street has been able to be mostly preserved, using Streetface as a primary tool for preservation projects. The South Side Local Development Company has managed the Mainstreet program for East Carson Street since 1985, and credits Streetface as one of the catalysts to revitalization.

The preservation of East Carson Street has spurred investment throughout the community, which is currently out performing the average Pittsburgh housing market by 200%, and the commercial market by 60%.

**Jobs (Projected) Created:** N/A

**Units Constructed:** 234

**Delivery:** 2008

**Project Status:** Completed

**Developer:** Various

**Architect:** Various

**Contractor:** Various

**Partners:** South Side Local Development Company

**Funding Sources:**

Urban Redevelopment Authority of Pittsburgh loan/grant  
Private financing