

Say



To Higher Property Values

A proposal for property owners that will improve downtown business conditions, provide advocacy for property owners and improve the image of Downtown Pittsburgh.

**Pittsburgh Downtown
Partnership**



The value of your property is not determined solely by the investments you've made to your property. Rather, a major portion of your property value is derived based on how investors, businesses and visitors view the entire downtown as a business, retail and cultural center.

Why Downtown Pittsburgh NEEDS A Business Improvement District

Overall Attitudes

- ▼ 29% of property owners and businesses believe that downtown has changed for the worse.
- ▼ 65% of all property owners and businesses believe that downtown needs to act more like a suburban shopping mall to better manage downtown and to provide services that address clean and safe issues.
- ▼ Businesses and property owners don't know who to turn to for action and results from the City.

People perceive downtown to be unsafe.

- ▼ Property and business owners believe that police presence downtown is good. However, they still perceive crime to be a problem, particularly after dark and where youth congregate.
- ▼ Approximately 70% of shoppers thought downtown was less safe than other places where they traditionally shop.

Downtown is perceived to be dirty.

- ▼ 71% of property and business owners stated that the cleanliness of sidewalks and streets was fair to poor.
- ▼ Approximately 45% of shoppers believe downtown was worse or much worse than other areas where they shop.

Parking is a major problem.

- ▼ 61% of all shoppers complained about the price of parking.
- ▼ 59% complained about the availability of metered parking spaces.

These conclusions were reached by surveys and studies undertaken over the past four years by the Pennsylvania Economy League, Pittsburgh Downtown Partnership and the City of Pittsburgh.

Goals/Benefits Of A Business Improvement District For Downtown Pittsburgh

GOAL 1: Downtown Pittsburgh will have a unified voice that will advocate on issues impacting downtown and the value of your property.

Benefits to Downtown Property Owners

- ▼ Advocate downtown capital improvements; renovation loan programs, increased parking, reduced taxes and better coordination of City permitting, zoning and other services including street cleaning and trash container emptying.
- ▼ Monitor performance of current City services (Public Works, Public Safety, Parks).
- ▼ Enter into an agreement that commits the City to a minimum level of service - except for any major budget reductions on a City-wide basis.
- ▼ Serve as a single point of contact for business complaints and concerns.
- ▼ Encourage the City to further reduce the Business Privilege Tax.
- ▼ Work with City to produce a Downtown Development Plan to guide future public and private development.

GOAL 2: The image of Downtown Pittsburgh will change.

Benefits to Downtown Property Owners

Downtown Pittsburgh will be perceived as safe.

- ▼ A vendor will be hired to provide ambassadors to serve as a visible presence on downtown sidewalks five days per week.
- ▼ Expand the Business Watch Program and Downtown Safety Network to other areas of downtown.
- ▼ Coordinate and support efforts to minimize congestion, panhandling and youth problems.

Downtown will be marketed to businesses.

- ▼ Establish a marketing campaign that will promote downtown as the premier business address in the region.
- ▼ Work with businesses and the City to minimize the impact of street reconstruction projects.
- ▼ Examine options for improving parking pricing and availability.

More people will come downtown.

- ▼ Promote downtown events and encourage parades, celebrations and other events to be held downtown.
- ▼ Provide leadership for the preparation and implementation of a retail strategy that will attract unique retail, entertainment and restaurant uses.
- ▼ Develop promotions to encourage Thursday evening and Saturday shopping.

Downtown will be perceived as clean and attractive.

- ▼ A vendor will be hired to provide cleaners who will sweep sidewalks of litter seven days a week from April 1st through January 1st.
- ▼ Explore the feasibility of coordinated trash hauling services.
- ▼ Advocate for low interest sidewalk and facade renovation loan programs.
- ▼ Promote the Pittsburgh's Picking Up! Campaign to discourage littering.
- ▼ Push for enforcement of fines for littering.