

DORMONT, PENNSYLVANIA



STRATEGIC PLANNING DOCUMENTS

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DORMONT STRATEGIC PLAN

TABLE OF CONTENTS

EXECUTIVE SUMMARY	PAGE 1
EXISTING CONDITIONS	PAGE 2
BUSINESS ASSESSMENT	PAGE 6
MARKET POTENTIAL	PAGE 7
REVITALIZATION STRATEGIES	PAGE 11
TRAFFIC & PARKING	PAGE 15
TRAFFIC FLOW & MOBILITY	
PARKING	
APPENDIX A:	PAGE 17
DORMONT MARKET RESEARCH ANALYSIS	
INTRODUCTION	
METHODOLOGY	
RESULTS	
APPENDIX B: ZONING & CODE REVIEW	PAGE 31



Plat map of Dormont, 1934 (Courtesy of PHLF)

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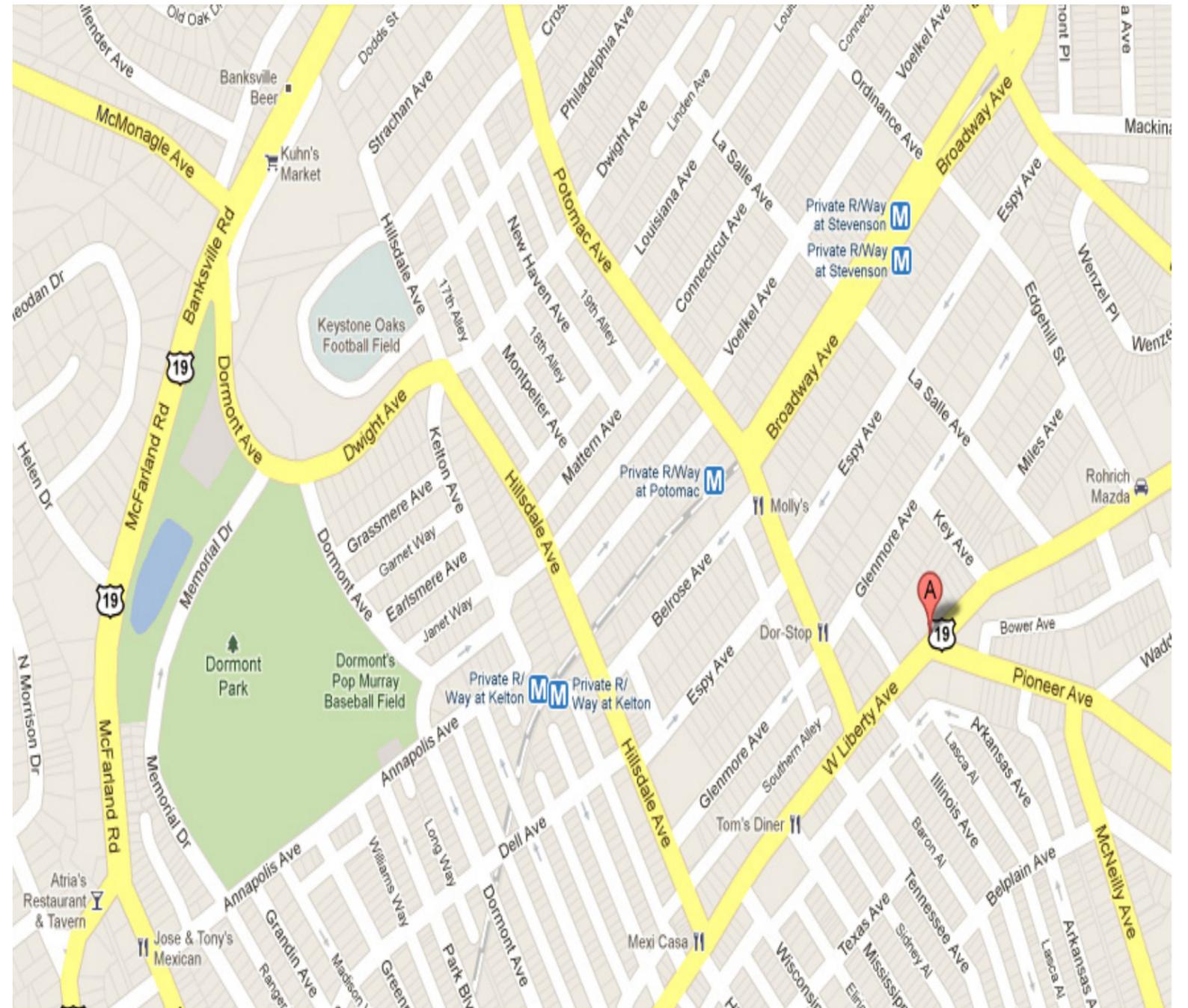
Executive Summary

The borough of Dormont is located 4 miles south/southwest of downtown Pittsburgh. West Liberty Avenue, a major regional connector, runs directly through the borough, making the trip from Dormont to downtown Pittsburgh convenient and quick (approximately 10-15 minutes depending on traffic).

The central business districts are located along both West Liberty Ave. and Potomac Avenue; however, these areas feel distinctly different from each other.

Potomac Avenue looks and feels like a traditional Main Street, with a variety of shops, restaurants, and service related businesses intermixing to create a good feeling along the street. This traditional look and feel is augmented by decorative streetlights, planters, and benches.

West Liberty Avenue looks, feels, and functions entirely different from Potomac. The storefronts along West Liberty are generally in poorer condition than those along Potomac, and there are no decorative streetscape elements as are found on Potomac. The business mix is not as diverse, with fewer restaurants and retail, and more service-related businesses.



Existing Conditions

Potomac Avenue:

The Potomac Avenue business district feels like a traditional downtown commercial district. It features decorative streetlights, limited street furniture, mature shade trees, and parallel parking along both sides of the street. Many of the businesses feature traditional facades that include details such as canvas awnings, hanging signs, and a few good examples of storefront window merchandising.

Potomac Avenue also benefits by being the location of some of the key businesses, both destination and those that serve mainly the local market. The Hollywood Theatre is a key business that serves not only local residents, but that has the potential to draw in customers from a broad area, particularly with the addition of a higher end restaurant. Breaker's, a traditional pool hall, provides another entertainment option in the downtown area.

Potomac Avenue is also home to the majority of dining options in Dormont's central business district. From casual options like the Dor-Stop Restaurant, Fredo's Deli, and Dormont Dogs to the slightly more upscale Sugar Café, there are good dining options along Potomac Ave.



Potomac Avenue



Potomac Avenue (continued):

Just off the Potomac business district are a number of residential streets that feature a diverse mix of architectural styles and housing types. From attractive, older single-family homes to an impressive array of small-scale apartment buildings, these buildings add to the character and charm of Dormont's central business district and foster a diverse community of renters and homeowners.

Finally, the Potomac Avenue "T" stop at the top of Potomac Avenue makes the central business district easy to access via public transportation, and also provides efficient and direct service to downtown Pittsburgh as well as neighboring communities in the South Hills and the South Hills Village Mall area. There are three other T stations that serve the residential areas of Dormont, located at Stevenson St., Kelton Ave., and Dormont Junction.



West Liberty Avenue:

The Core: West Liberty Ave. between Pioneer and Mississippi, and Potomac Ave. between W. Liberty and Belrose Ave.

The CBD along W. Liberty Ave. is located between Pioneer Ave. and Hillsdale Ave. This 4 block area consists of a moderately intact street-wall, representing a mixture of buildings similar in age to ones along Potomac Ave. and newer in-fill development. The vacancy rate is low in this section, but there is a lack of diversity of businesses compared to those found along Potomac Ave. Many of the businesses here are service-oriented or office space. The W. Liberty section of the Dormont business district would benefit from a healthier diversity of businesses, including retail, to entice customers to stop and shop.



West Liberty Avenue



West Liberty Ave. (continued):

To the Southwest: W. Liberty between Mississippi Ave. and Wisconsin Ave.

This section of the W. Liberty business district differs in a number of ways from the core along W. Liberty. First, the street wall breaks down significantly in this section. Newer buildings that dramatically stand out, replace traditional downtown buildings. Despite the breakdown of traditional architecture, a number of important businesses and community gathering places can be found in this section, including the Dormont Public Library.

The Dormont Village shopping plaza presents a challenge to us. As a suburban-style shopping mall, it does not fit with the character of lower W. Liberty Avenue and Potomac Avenue. However, there are a number of businesses located in the plaza that serve local residents and that draw customers from outside the area such, as Dormont Lanes, a destination business and important entertainment option. The plaza also provides parking to access the CBDs. We suggest maintaining the plaza in its current form, and to consider improvements to it that could augment its Art Deco character. There are a number of ways to achieve this, including the businesses utilizing Art Deco-style signage and lighting, particularly neon.



Dormont Village Shopping Center



Dormont Public Library



Business Assessment

The Dormont central business district has a good mix of retail and service offerings. The commercial vacancy rate is a relatively low 12%, representing 12 actual commercial units out of 104 total. There are traditional businesses that are doing well, such as the Potomac Bakery, and a new food market that offers delivery. There are also a number of solid entertainment businesses including The Hollywood Theatre, Dormont Lanes, and Breaker's billiard hall.

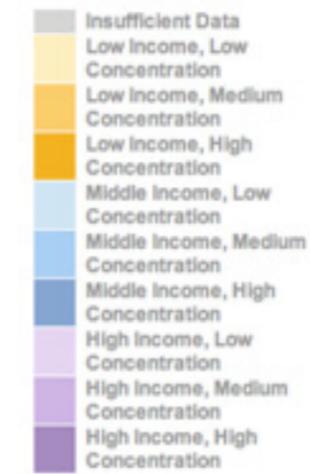
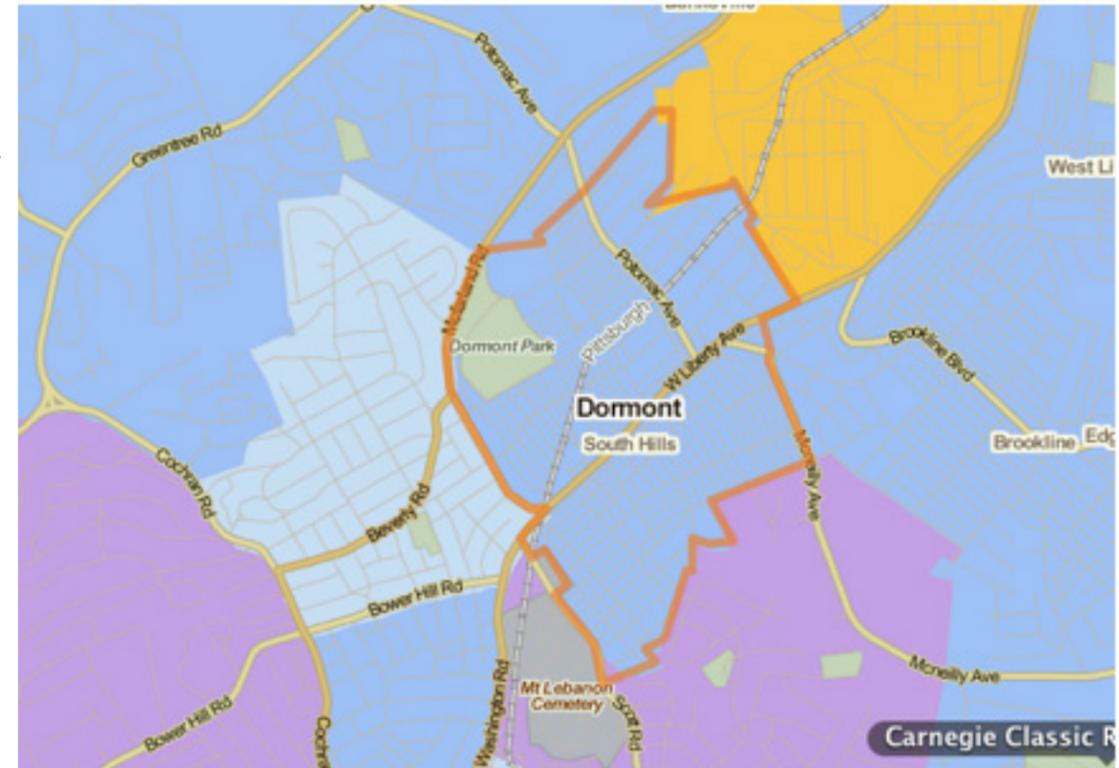
There are a number of quality casual dining options in Bellevue, including Dormont Dogs, Sugar Cafe, and the Dor-Stop Restaurant. The menus are creative and are attracting people that might not otherwise come to Dormont. We think Dormont can support higher end dining option(s), due in part to the success of these other restaurants. Through Allegheny Together, there are incentives for business owners such as the Allegheny Restores facade grant program, and a comprehensive property database to aid in identifying locations for a restaurant. Attracting a new upscale restaurant should be a priority in business recruitment efforts.

Finally, we think that an emphasis should be placed on recruiting more retail businesses to the central business district. Currently, 38% of the available commercial units are occupied by service-related businesses, compared to only 28% retail. An ideal downtown ratio is approximately 60% retail, 25% service, and 15% restaurant.



Market Potential

Dormont is bordered by the affluent community of Mt. Lebanon to the southwest, Beechview to the northeast, and Brookline to the east. Dormont’s business district has a medium concentration of middle-income population. Much of the surrounding areas have a similar income concentration with the exception of a low concentration of middle-income population to the near southwest, high concentration of high-income population to the far southwest and a high concentration of low-income population to the northeast. The map at right shows concentrations of low, middle, and high-income populations in Dormont and its surroundings.



Income levels in and around Dormont 2005-2009 (Courtesy of Policy Map)

¹ The map shows The Reinvestment Fund’s 2007 Neighborhood Income Distribution Analysis which indicate typical income in a place, including low income (oranges), medium income (blues), and high incomes (purples) while the saturation of the color indicated the concentration of those income types.



Drive time research was conducted for Dormont's main street business district. The area of analysis is shown in the map at right. The 2010 estimated average household income in the 1-minute drive time is a relatively modest \$49,794. This is the lowest household income of all the Allegheny Together and benchmark communities except for Lawrenceville and Coraopolis. In the 5-minute drive time the estimated average household income increases 26% to \$62,915, comparable to Brentwood, Etna, Oakmont, Regent Square, and Carnegie. In the 10-minute drive time it is \$65,774, which is similar to the other Allegheny Together and benchmark communities with the exception of Brookline and Mt. Lebanon.

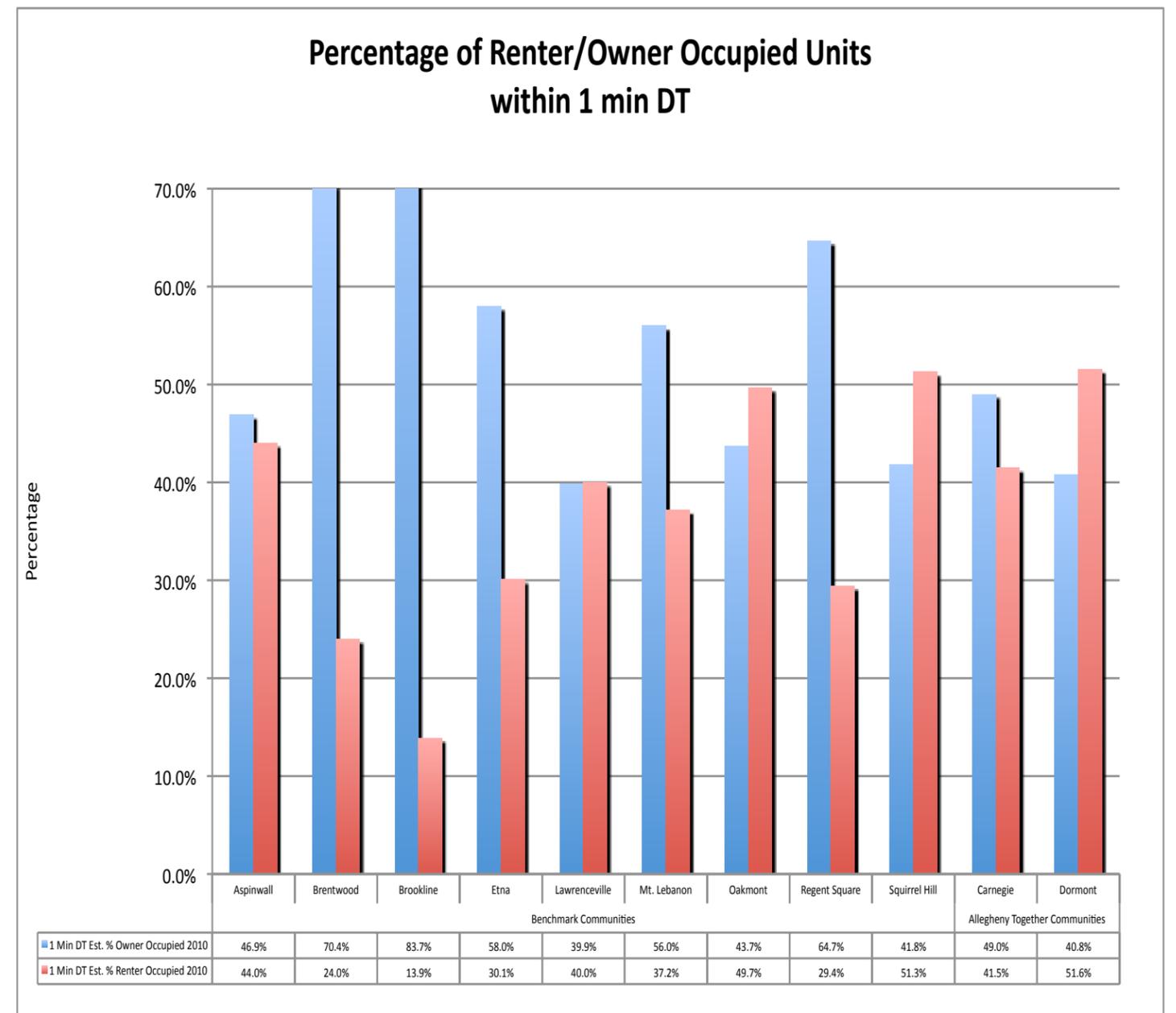


1, 5, 10 minute drive time



Dormont lost almost 11% of its population within the 1-minute drive time from 2000 to 2010 and slightly more than 8% of its population in the 5 and 10-minute drive times. This population change is comparable to Brentwood and Mt. Lebanon, but greater than the population changes for Aspinwall, Brookline, Coraopolis, Lawrenceville, Oakmont, Regent Square, and Squirrel Hill.

At the 1-minute drive time, an estimated 51.6% of housing units are renter occupied, which is the highest percentage of renter occupied units of all the Allegheny Together and benchmark communities and significantly higher than the benchmark community average of 36%. At the 5-minute drive time 31.8% of housing units are renter-occupied and 28.9% of housing units within the 10-minute drive time area are renter-occupied. At the 5-minute drive time the benchmark average is 33% and at the 10-minute drive time the benchmark average is 32%, which means that Dormont's percentage of renter-occupied units is comparable to or less than the benchmark average within these drive times. Dormont's percentage of owner occupied units is 40.8% in the 1-minute drive time, 61.2% in the 5-minute drive time, and 62% in the 10-minute drive time. The benchmark community averages for owner-occupied units in each of the drive times are 56%, 58% and 56% respectively. This shows that Dormont has a lower than average percentage of owner-occupied units in the 1-minute drive time and higher than average percentages of owner-occupied units in the 5 and 10-minute drive times.



The 1-minute drive time population of Dormont is 1,586. The 5-minute drive time population is 38,159 and the 10-minute drive time population is 136,383. The 1-minute drive time population is comparable to Oakmont and Carnegie, with Lawrenceville and Squirrel Hill as the only benchmark communities that surpass it in population. Dormont's 5-minute drive time population is comparable to Lawrenceville and Squirrel Hill. The 10-minute drive time population is comparable to Lawrenceville, Mt. Lebanon, Regent Square, Squirrel Hill, and Carnegie. The age group that makes up the highest percentage of the population in the 1-minute drive time is those between the ages of 35 to 44. Within the 5 and 10-minute drive times the highest percentage of the population can be found in the 45 to 54 age group.

Dormont's 2010 estimated average home value is \$92,148 in the 1-minute drive time, \$139,251 in the 5-minute drive time and \$194,215 in the 10-minute drive time. The value increases noticeably from the central business district into the surrounding areas. Dormont's average home value within the 1-minute drive time is one of the lowest of all the benchmark and Allegheny Together communities in this comparison. Coraopolis, Etna, and Lawrenceville also have lower average home values in their 1-minute drive time areas.

The commercial enterprises that have the most opportunity in Dormont's central business district are within the categories of electronics and appliances, building and garden equipment, and retailers such as florists and office supply shops. Currently there is a good mix of motor vehicle and parts dealers, food and beverage services, health and personal care businesses, and hobby-type shops.

Dormont's central business district stands to benefit from the higher income areas to its south, including Mt. Lebanon. Retail opportunity data shows that the current business district mix needs minor additions to better establish its offerings.

A detailed explanation and results of the market research analysis for Dormont are given in Appendix A.



Revitalization Strategies

The following recommendations are based on our observations/impressions and feedback from three public meetings on the topics of Architecture and Design, Community Life, and Business Development.

Potomac Avenue:

Consider eliminating parking bump-outs

Parking along Potomac Avenue can be difficult due to several factors. First, the steady flow of vehicular traffic makes it difficult to parallel park, as drivers tend to follow other motorists closely. This means that when there is an available parking space, the car attempting to park holds up traffic and creates a bottleneck effect. Secondly, the parking bump outs along the eastern side of Potomac Ave. result in the street being very narrow. This creates a traffic problem as Potomac is utilized by both cars and large trucks. Eliminating the bump outs would ease traffic congestion and create more room for drivers trying to parallel park.

Relocate some of the decorative streetlights on Potomac Ave. to West Liberty Ave.

The decorative streetlights along Potomac Avenue give the street a nice, historic look and feel. However, there are too many of them, which results in a congested feeling along the street. Relocating a number of these to West Liberty Avenue would have the two-fold benefit of creating a lower density along Potomac Ave., and providing better and more attractive lighting to West Liberty Ave. which currently does not have any decorative street lighting.



Decorative street lights are attractive, but there are too many along Potomac Avenue



Potomac Avenue (continued):

Improve area around T station

The “T” is a major asset for Dormont that presents strong opportunities for real estate development in and around the Potomac and Dormont Junction stops. However, the current station and its surroundings could be improved in several ways. These suggestions are meant to improve the pedestrian experience and encourage T riders to patronize businesses in Dormont. First, the area around the T stop is a high activity area with many cars and heavy pedestrian foot traffic. There need to be more visual buffers and improved landscaping to make the stop more visually appealing. This can be achieved through strategically landscaping the areas around the stop. The area would also benefit from more ADA curb cuts and pedestrian crosswalks. These additions would make pedestrians and T riders feel more secure in crossing the intersection to patronize the Dormont business districts.



The LRT is a great asset that could be improved by making the area around the station more attractive with landscaping and crosswalks



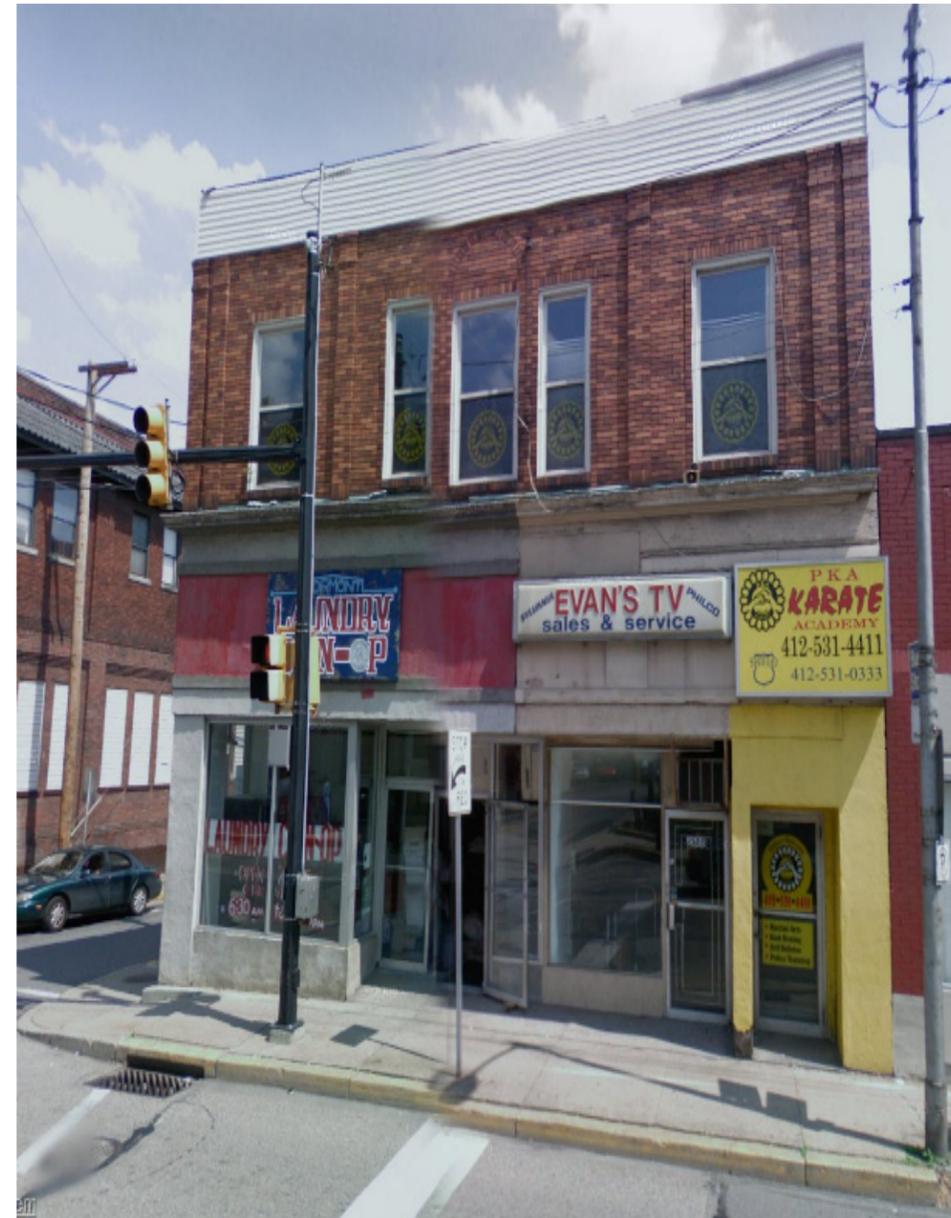
West Liberty Avenue:

Commercial building facade improvements

Many of the building facades along West Liberty Avenue have been altered over the years. The result is a hodgepodge of building materials and poorly designed storefronts. These include 2883-2885, 2908-2910 W. Liberty Ave, and others. The building and business owners of these and other buildings should be encouraged to invest in their facades, either through the Allegheny Restores facade grant program and/or on their own. The Dormont Design Guidelines should be consulted for ideas about the types of recommended improvements. PHLF staff is also available to provide recommendations and guidance to building and business owners. Special attention should be placed on improving business signage along W. Liberty. There is currently no congruity or harmony among them.

Create a visual buffer along the sidewalks to improve pedestrian safety.

The sidewalks along W. Liberty are extremely narrow and vehicular traffic travels at a high rate of speed. These two conditions result in a poor/unsafe pedestrian experience along the street. Creating a visual buffer between the sidewalk and the street will result in pedestrians feeling more safe, and improving the aesthetics of the streetscape. This could be achieved by placing planters with flowers along the edge of the sidewalk and planting colorful flowers in them. The planter boxes should be long and narrow to minimize their footprint and retain as much of the sidewalk for pedestrian traffic. This would improve the feeling of security, pedestrian comfort, and separation from the vehicular traffic.



Many of the storefronts along W. Liberty would benefit from facade improvements



Dormont Traffic Analysis

Existing Conditions

West Liberty Avenue: West Liberty Avenue is the main thoroughfare through Dormont, and is a primary artery used to travel between downtown Pittsburgh and the South Hills. According to iTMS traffic data compiled by PennDOT, the average daily traffic on West Liberty Ave. between Scott Rd. and Saw Mill Run Rd. is 9,496 (north bound) and 12,000 (south bound). The high volume of vehicular traffic presents both challenges and opportunities.

The benefit of a high volume of vehicular traffic is that many people are passing through Dormont on a daily basis. These are all potential customers, clients, and consumers. Thus, it is critical that strategies be developed to draw this traffic in, and encourage people to park and visit the downtown area. Some strategies that could promote this include sidewalk sales, eye-catching window displays, and clearly marked and navigable parking lots.

In its current condition, the pedestrian experience along West Liberty Avenue is poor, due to a number of factors. These include the relatively high rate of speed at which vehicles travel along the road and the lack of pedestrian crosswalks. It is our recommendation that crosswalks be installed along West Liberty Avenue at each cross street, especially West Liberty and Mississippi Ave. This would have the dual benefit of slowing traffic and increasing the pedestrian's sense of safety. Another idea is to incorporate a natural border with plants and flowers between the edge of the sidewalk along West Liberty Avenue.

Another issue is that traffic backs up along West Liberty when drivers attempt to parallel park along the road, effectively reducing the road to a single lane. There are also many one-way streets that intersect West Liberty Avenue, leading away from Potomac Avenue. We think that one-way streets disrupt the natural traffic flow around a commercial district, and recommend that further investigation be done to determine the feasibility of converting the one-way streets to two-way.

Potomac Avenue: Compared to West Liberty Avenue, Potomac Avenue feels like a traditional main street. Good elements of the street include decorative streetlights, some street furniture including benches and planters, and a good use of canvas awnings. The overall effect is good, and with some focused emphasis on facade improvements, Potomac Avenue could become a destination shopping corridor.

Although the decorative streetlights are a good element of the street, there are too many of them. Consideration should be given to relocating some of the streetlights and/or posts to West Liberty Avenue, where there are no decorative streetlights, and where they would make a bigger visual impact.



Dormont Parking Analysis

To better understand any parking issues that might exist in the CBD, PHLF staff spent a weekday in Dormont. The purpose was to identify all the areas where a customer would park to patronize the CBD, and then determine each of these areas' occupation rates throughout the day, from 8:00 a.m to 5:00 p.m. Our results are tabulated in the chart below.

	Esav Lot	Illinois Lot	Dormont Plaza	First Commonwealth lot	Boro #1	Glenmore lot	West Liberty Avenue*	Potomac Ave.	Glenmore Ave.	Arkansas Av	Tennessee Ave.	Mississippi Ave.	Espy Ave.	Broadway Ave.	Voelkel Ave.	Belrose Ave.	Totals
8:00 AM																	
#Occupied	2	4	14	5	3	16	1	13	5	3	1	1	1	2	0	1	72
%Occupied	7	40	32	45	15	43	1	33	36	75	33	50	25	25	0	20	22%
#Free	26	6	30	6	17	21	86	26	9	1	2	1	3	6	5	4	249
%Free	93	60	68	55	85	57	99	77	64	25	66	50	75	75	100	80	78%
9:00 AM																	
#Occupied	14	4	15	9	11	13	4	16	2	2	0	2	3	3	0	2	100
%Occupied	0.5	40	34	82	55	35	5	41	14	50	0	100	75	37.5	0	40	31%
#Free	14	6	29	2	9	24	83	23	12	2	3	0	1	5	5	3	221
%Free	50%	60	66	18	45	65	95	59	86	50	100	0	25	62.5	100	60	69%
10:00 AM																	
#Occupied	17	4	19	7	16	15	22	25	7	0	1	1	2	5	1	2	144
%Occupied	61	40	43	64	80	41	25	64	50	0	33	50	50	62.5	20	40	45%
#Free	11	6	25	4	4	22	65	14	14	4	2	1	2	3	4	3	177
%Free	39	60	57	36	20	59	75	36	50	100	66	50	50	37.5	80	60	55%
11:00 AM																	
#Occupied	21	5 21 (+3 permit)		7	17	18	17	26	10	1	0	0	2	2	2	3	131
%Occupied	75	50	48	64	85	49	20	66	71	25	0	0	50	25	40	60	41%
#Free	7	5	23	4	3	19	70	13	4	3	3	2	2	6	3	2	190
%Free	25	50	52	36	15	51	80	44	29	75	100	100	50	75	60	40	59%
12:00 PM																	
#Occupied	11	6 18(+4 permit)		8	19	23	28	25	12	1	1	0	2	1	0	5	142
%Occupied	39	60	41	73	95	62	32	64	86	25	33	0	50	12.5	0	100	44%
#Free	17	4	26	3	1	14	59	14	2	3	2	2	2	7	5	0	179
%Free	61	40	59	27	5	38	68	36	14	75	66	100	50	87.5	100	0	56%
1:00 PM																	
#Occupied	13	6 17(+4 permit)		7	17	17	16	23	9	0	1	0	2	1	1	4	117
%Occupied	46	60	39	64	85	46	18	59	64	0	33	0	50	12.5	20	80	36%
#Free	15	4	27	4	3	20	71	16	5	4	2	2	2	7	4	1	204
%Free	54	40	61	36	15	54	82	41	36	100	66	100	50	87.5	80	20	64%
2:00 PM																	
#Occupied	10	6 23(+4 permit)		9	19	19	25	14	8	0	0	0	0	0	0	4	114
%Occupied	36	60	52	82	95	51	75	36	57	0	0	0	0	0	0	80	36%
#Free	18	4	21	2	1	18	62	25	6	4	3	2	4	8	5	1	207
%Free	64	40	48	18	5	49	25	64	43	100	100	100	100	100	100	20	64%
3:00 PM																	
#Occupied	9	4 15(+3 permit)		8	17	17	15	20	9	0	2	0	0	2	1	3	107
%Occupied	32	40	34	73	85	46	17	51	64	0	66	0	0	25	20	60	33%
#Free	19	6	29	3	3	20	72	19	5	4	1	2	4	6	4	2	214
%Free	68	60	66	27	15	54	83	49	36	100	33	100	100	75	80	40	66%
4:00 PM																	
#Occupied	6	6 22(+3 permit)		6	20	15	20	17	8	0	2	0	0	5	1	5	111
%Occupied	21	60	50	55	100	41	23	44	57	0	66	0	0	62.5	20	100	35%
#Free	22	4	22	5	0	22	67	22	6	4	1	2	4	3	4	0	210
%Free	79	40	50	45	0	59	77	66	43	100	33	100	100	37.5	80	0	65%
5:00 PM																	
#Occupied	8	6 23(+3 permit)		6	10	15	12	23	7	1	1	2	1	7	0	5	104
%Occupied	29	60	52	55	50	41	14	59	50	25	33	100	25	87.5	0	100	32%
#Free	20	4	21	5	10	22	75	16	7	3	2	0	3	1	5	0	217
%Free	71	40	48	45	50	59	86	41	50	75	66	0	75	12.5	100	0	68%

Methodology:

During the series of Community Workshops held in the spring of 2011, Dormont residents, business owners, and property owners met with TCA and PHLF to learn about the core Allegheny Together organizing principles. Separate workshops were held to discuss Architecture & Design, Business Development, and Community Life. At each of these workshops, attendees expressed the opinion that parking in and around the CBD was an issue, mentioning that it was difficult for customers to park close to their destination in the CBD. In order to understand what parking issues exist, PHLF conducted a parking inventory and analysis.

PHLF spent the day in Dormont on Wednesday, June 15th, 2011, conducting a parking inventory and analysis. We identified all of the areas in and around the CBD where someone would park to access the CBD. We then counted the number of available parking spaces in each location, and visited each area hourly from 8:00 am-5:00 pm to count the number of vehicles located in each.

Conclusions:

Based on our analysis, we can conclude that there is an ample supply of parking in and around the central business districts. The highest occupancy rate at any time was 45% at 10:00 am, the lowest was 22% at 8:00 am. This means that the busiest time of day for parking is around 10:00-11:00 am, but even in that time period 55% of available parking spaces were free. Thus, we can conclude that there are sufficient spaces to serve demand.

We did note that signage for the borough parking lots is small and difficult to see, particularly signage on West Liberty Avenue (due to the high rate of speed that cars travel). We recommend increasing the amount of signage, and placing signs well before the parking areas to allow drivers time to prepare to turn into the lots. Another issue is the feasibility of parallel parking along West Liberty Avenue or Potomac Avenue. On West Liberty, traffic flows at a sufficiently fast rate of speed that it is difficult for someone to safely parallel park. When a driver does attempt to parallel park, it causes traffic to back up and leads to cars blocking intersections, and gridlock. The same is true for drivers parking along Potomac Avenue, with the added challenge that Potomac Avenue is very narrow, leaving little space for drivers to parallel park.



Appendix A

Dormont Market Research Analysis

Introduction

Pittsburgh History & Landmarks Foundation (PHLF) conducted the market research portion of the overall strategic plan to provide an in-depth, systematic and objective analysis of demographic, retail and real estate specific data for each of the Allegheny Together communities. This quantitative approach, combined with the information collected through many months of working in the target community, helps to broaden and deepen the understanding of the marketplace that exists in each community.

Partnerships

CB Richard Ellis (CBRE) is the leading commercial real estate service provider in the tri-state area and one of the largest commercial real estate companies in the world. They provided custom packaged census data for PHLF's analysis of each Allegheny Together community. The detailed market analysis was made possible in large part because of CBRE's contribution.

Benchmark Communities

Ten benchmark communities were used as a comparison group for the Allegheny Together communities. The ten benchmark communities are:

- Aspinwall
- Brentwood
- Brookline
- Dormont
- Etna
- Lawrenceville
- Mt. Lebanon
- Oakmont
- Regent Square
- Squirrel Hill

Below is a map of the 10 benchmark communities and the most recent Allegheny Together communities, Dormont and Carnegie.



The 10 benchmark communities were chosen because they possess the elements PHLF believes make up a healthy Main Street community. Each community has a Main Street with a mix of uses (e.g., retail, services, dining, housing). This variety of uses helps keep the Main Street busy day and night, adding an increased perception of safety even during evening hours. Each benchmark community varies in its mix of uses and each has its own distinct feel and character.

Because the benchmark communities vary widely in nearly every way including income, population, housing mix and retail opportunities, they are meant to represent a range of acceptable data points to be used in comparison to Dormont.



Methodology

Before census data were gathered and analyzed, PHLF considered both drive time (DT) and radii analyses to evaluate the Allegheny Together communities. A DT analysis was chosen because it gives a more realistic depiction of the trade areas that exist for smaller mainstreet communities.

Census information was used to provide much of the data for the market research analysis. CBRE, which has proprietary software that can cluster census data in a variety of ways, provided the census data to PHLF in 1, 5 and 10 minute DT segments. Below is a map of the 1, 5 and 10 minute DT areas from the Dormont central business district (CBD).



1, 5 and 10 minute DT map from the Dormont CBD.

The specific census datasets that were analyzed in this study are as follows:

- 1990 and 2000 census population
- 2010 estimated population
- 2015 projected population
- Population growth 2000-2010 and 2010-2015
- 1990 and 2000 average household income
- 2010 estimated average household income
- 2010 estimated average home values
- 2010 estimated number of housing units
- 2010 estimated number of occupied housing units
- 2010 estimated number of vacant housing units
- 2010 estimated owner-occupied housing units
- 2010 estimated renter-occupied housing units
- 2010 estimated educational attainment for population aged 25 years +
- 2010 estimated consumer expenditures
- 2010 estimated retail sales

Lastly, CBRE provided data on shopping centers near Dormont.

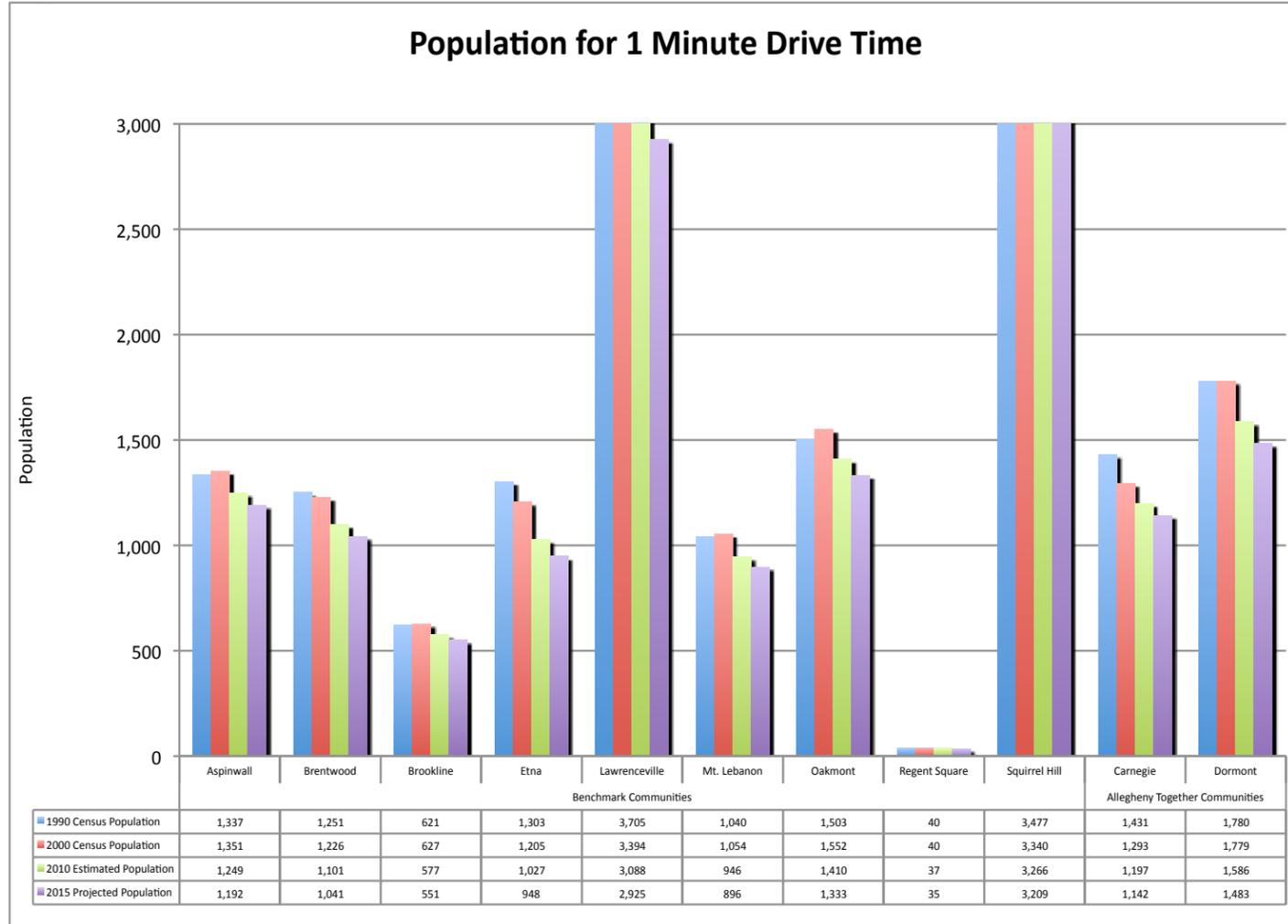
It should be noted that PHLF's analysis uses various datasets, in addition to site visits, to understand market conditions for Dormont. While census data are the best source of detailed information and is widely available, it does have limitations in its accuracy.

The retail opportunities information provided in the results section reflects supply and demand information that is derived from consumer expenditures and retail sales. These statistics can be a helpful guide for potential and existing business owners to determine if expansion or the opening of a new business is a realistic option. Like most census data, however, these statistics are not hard facts, and this should be taken into consideration when reviewing the analysis.

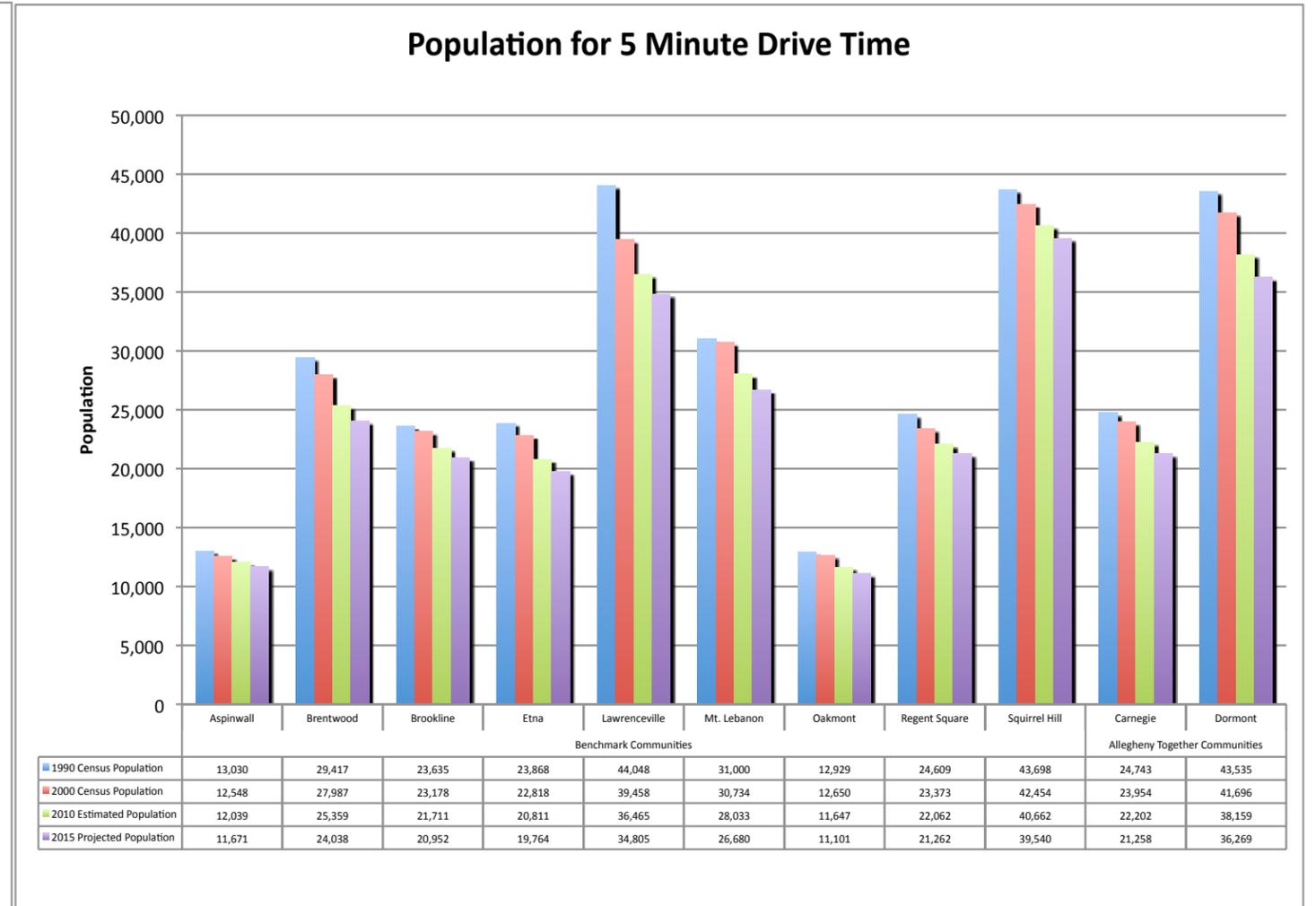


Results

Population



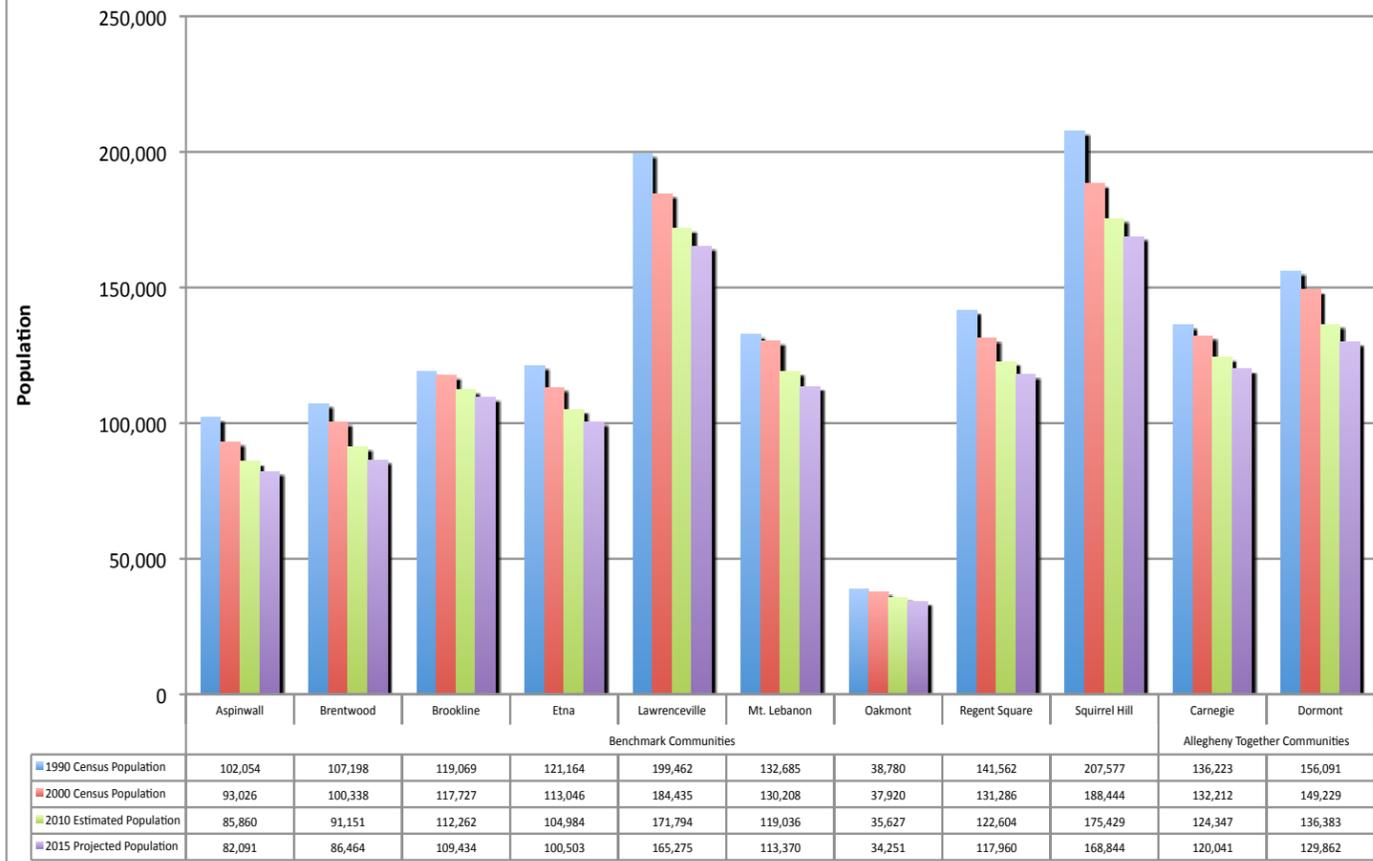
Above is a graph of population data within a 1 minute DT of the benchmark and 2011 Allegheny Together communities. The Dormont 2000 census population is over 1700 within a 1 minute DT from the central business district (CBD). The benchmark average is approximately 1500 for the 2000 census population, putting Dormont slightly lower than the average. Dormont's 2010 population estimate is slightly less than 1600, making it the fourth most populated of the benchmark and Allegheny Together communities.



Above is a graph of population data within a 5 minute DT of the benchmark and 2011 Allegheny Together communities. According to 2000 census data, within the 5 minute DT Dormont's population is approximately 42,000. Dormont's population is second only to Squirrel Hill and also comparable to Lawrenceville. The benchmark community average is approximately 26,100, which is slightly higher than half of Dormont's census population for 2000.

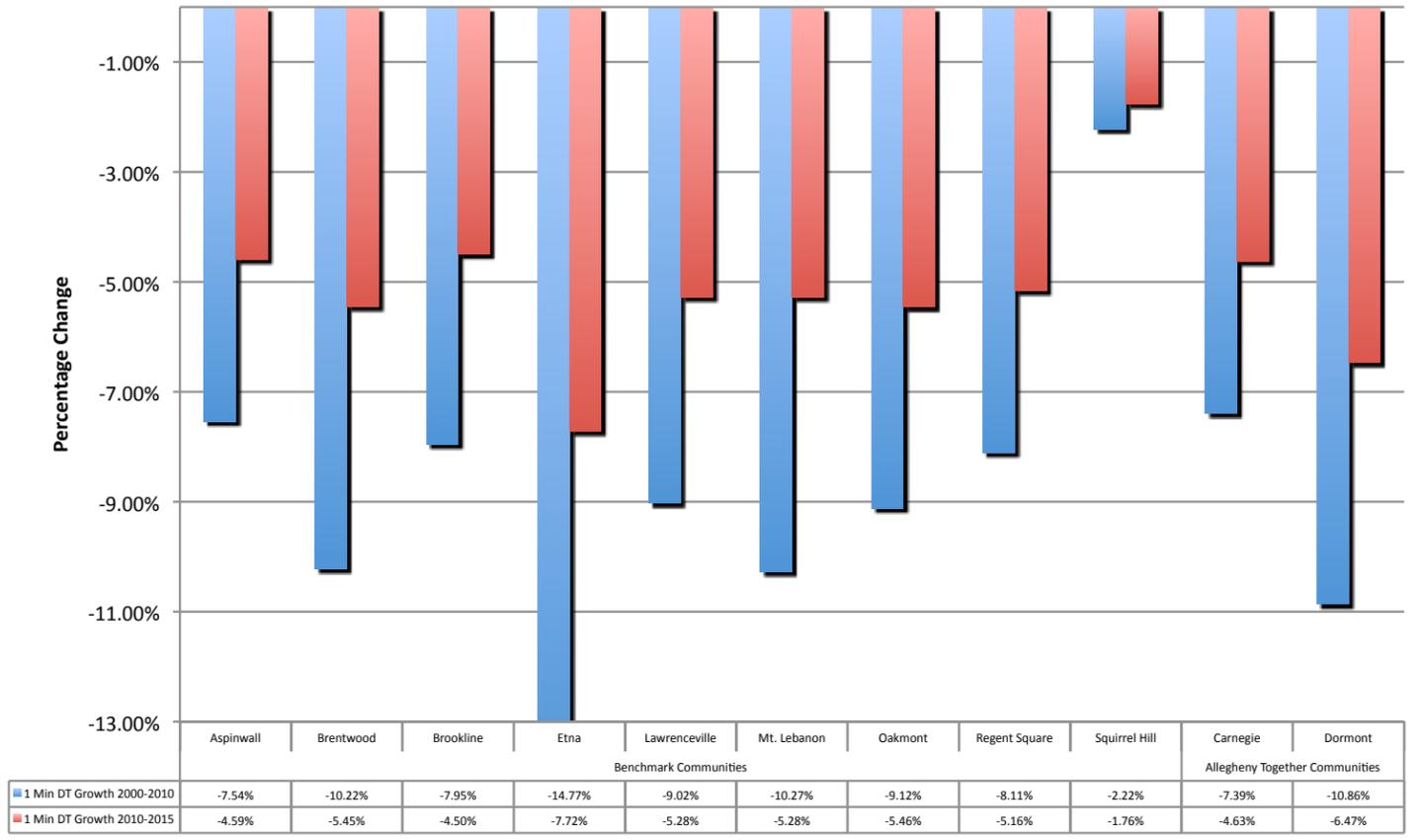


Population for 10 Minute Drive Time



Above is a graph of population data within a 10 minute DT of the benchmark and 2011 Allegheny Together communities. In 2000, the Dormont's population was 149,229 within a 10 minute DT. This is higher than most of the benchmark communities and third in population compared to Squirrel Hill and Lawrenceville. Within a 10 minute DT, the benchmark community average 2010 estimated population is just over 142,000, a little lower than the population of Dormont.

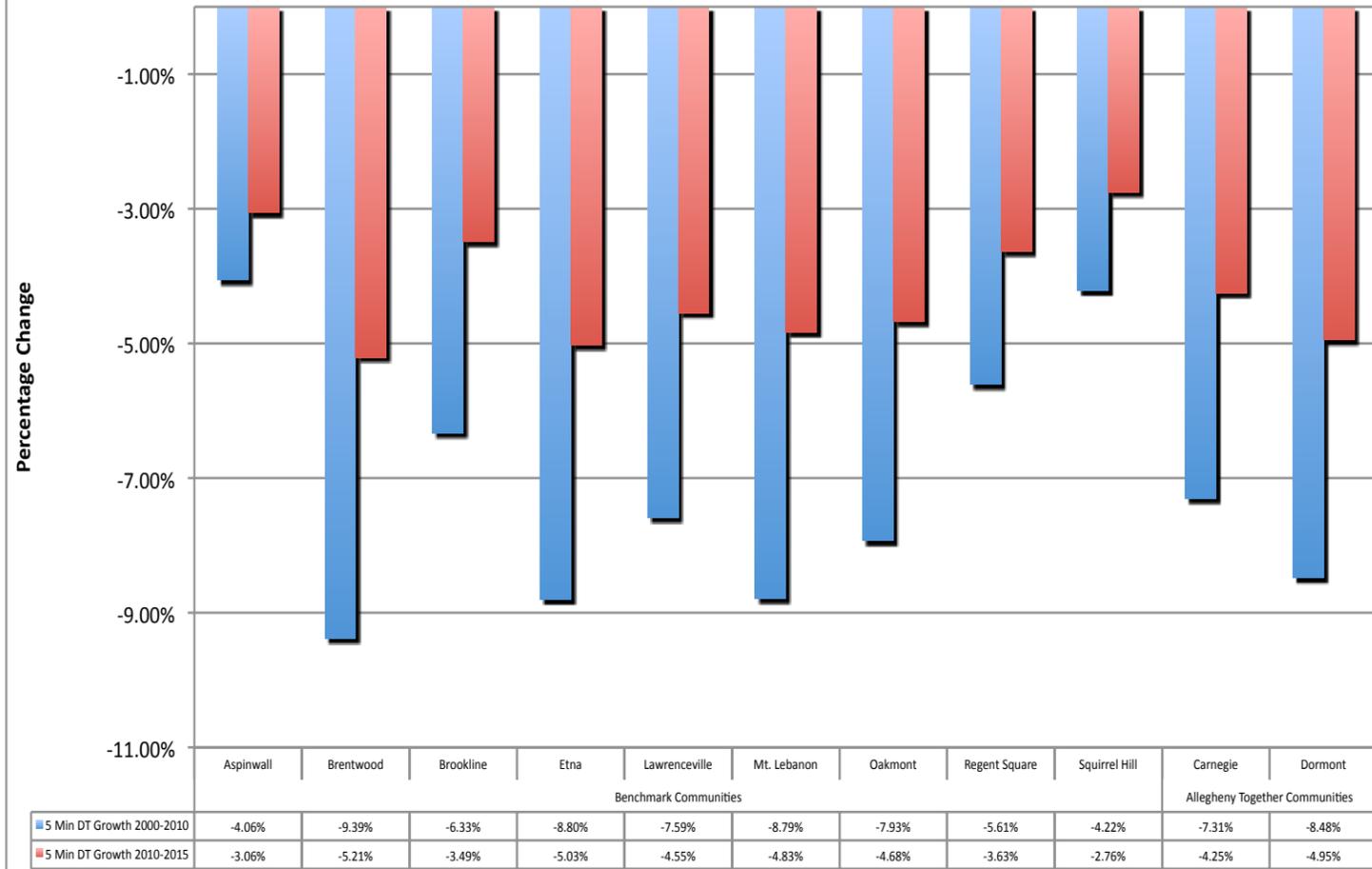
Percentage Change in Population from 2000-2010 & 2010-2015 within 1 min DT



Above is a graph of the population change data within a 1 minute DT of the benchmark and 2011 Allegheny Together communities. Within the 1 minute DT, the percentage decrease in population from 2000-2010 is 10.86% for Dormont, while the percentage decrease in population from 2010-2015 is 6.47%. Both of these values are comparable to the percentage decrease in population for Brentwood and Mount Lebanon. The percentage change in population decreases by 4.39% from 2000-2010 to 2010-2015.

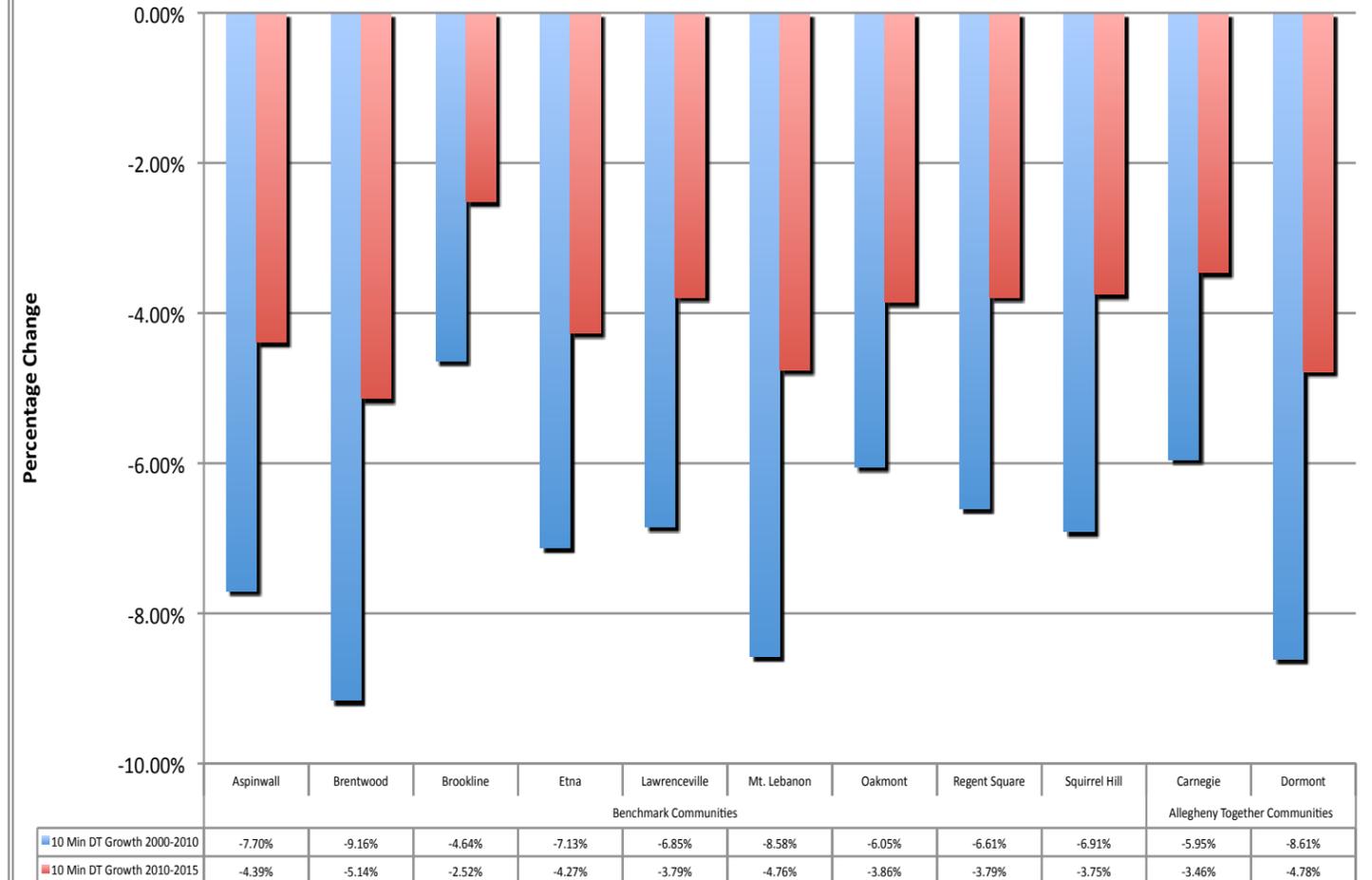


**Percentage Change in Population from 2000-2010
& 2010-2015 within 5 min DT**



Above is a graph of the population change data within a 5 minute DT of the benchmark and 2011 Allegheny Together communities. From 2000-2010, Dormont's population decreases 8.48%, which is similar to the population decrease experienced in Etna and Mount Lebanon. The 2010-2015 population decreases 4.95%, almost half the population decrease experienced in the past 10 years. The benchmark community average population decrease from 2010-2015 is 4.14%, putting Dormont's population decrease during this same time frame at a percentage comparable to the benchmark average.

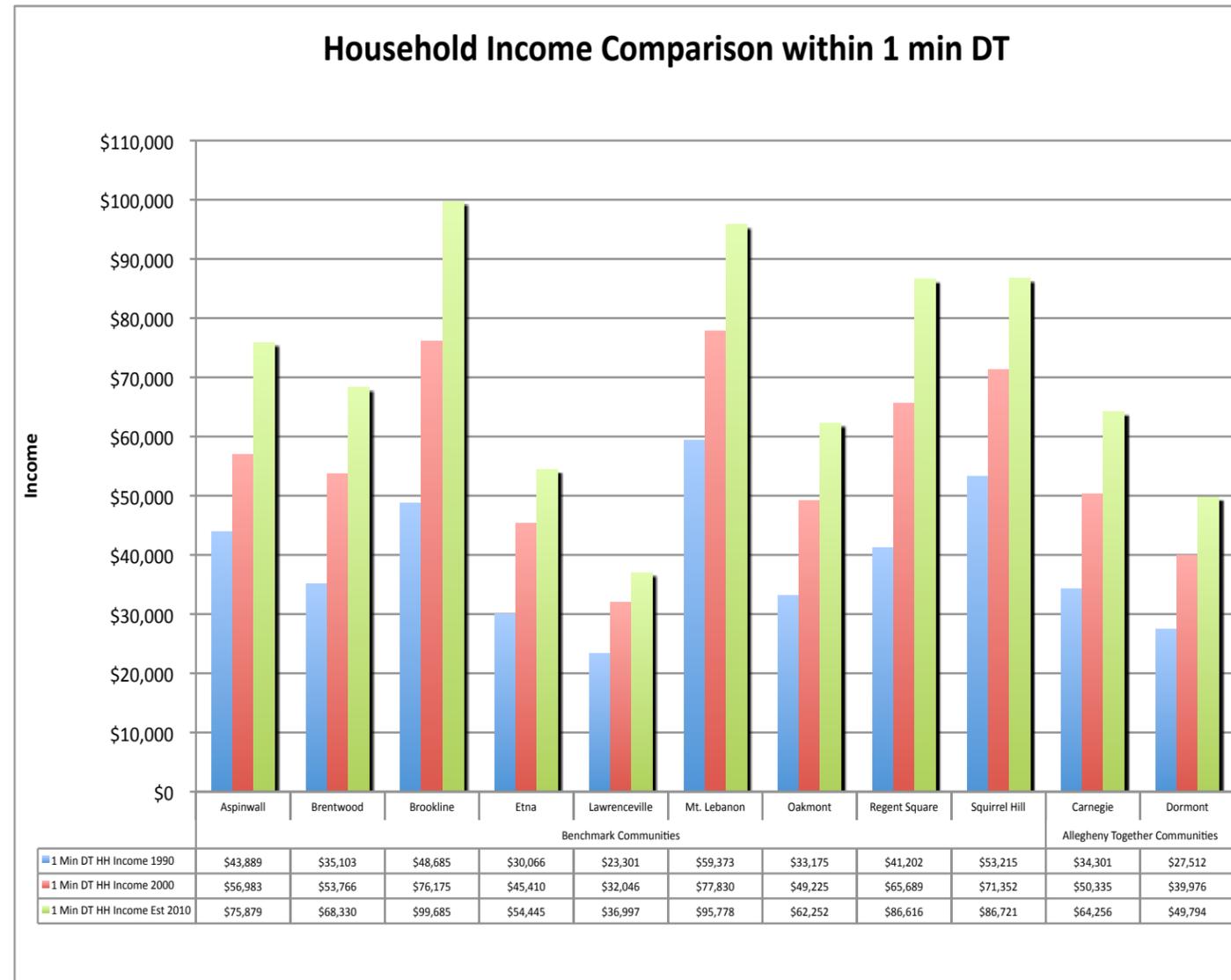
**Percentage Change in Population from 2000-2010
& 2010-2015 within 10 min DT**



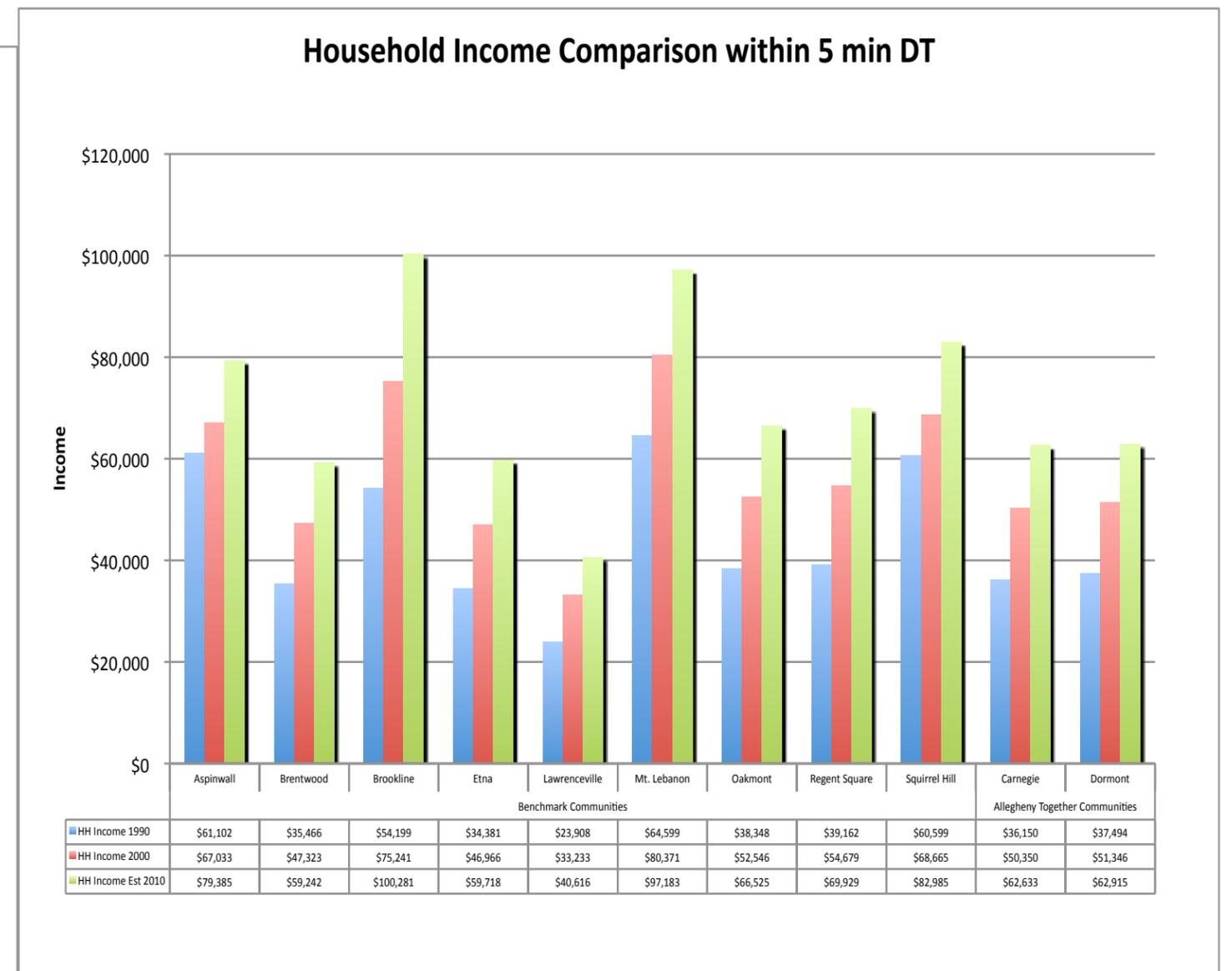
Above is a graph of the population change data within a 10 minute DT of the benchmark and 2011 Allegheny Together communities. From 2000-2010, the Dormont population decrease is second highest compared only to Brentwood at a rate of 8.61%. From 2000-2010, the population decrease is comparable to Aspinwall, Brentwood, Etna, and Mount Lebanon.

From 2000-2010 the population of Dormont at the 1 minute DT decreases the most, whereas the population decrease at the 5 minute and 10 minute DT are relatively close at 8.48% and 8.61% respectively.





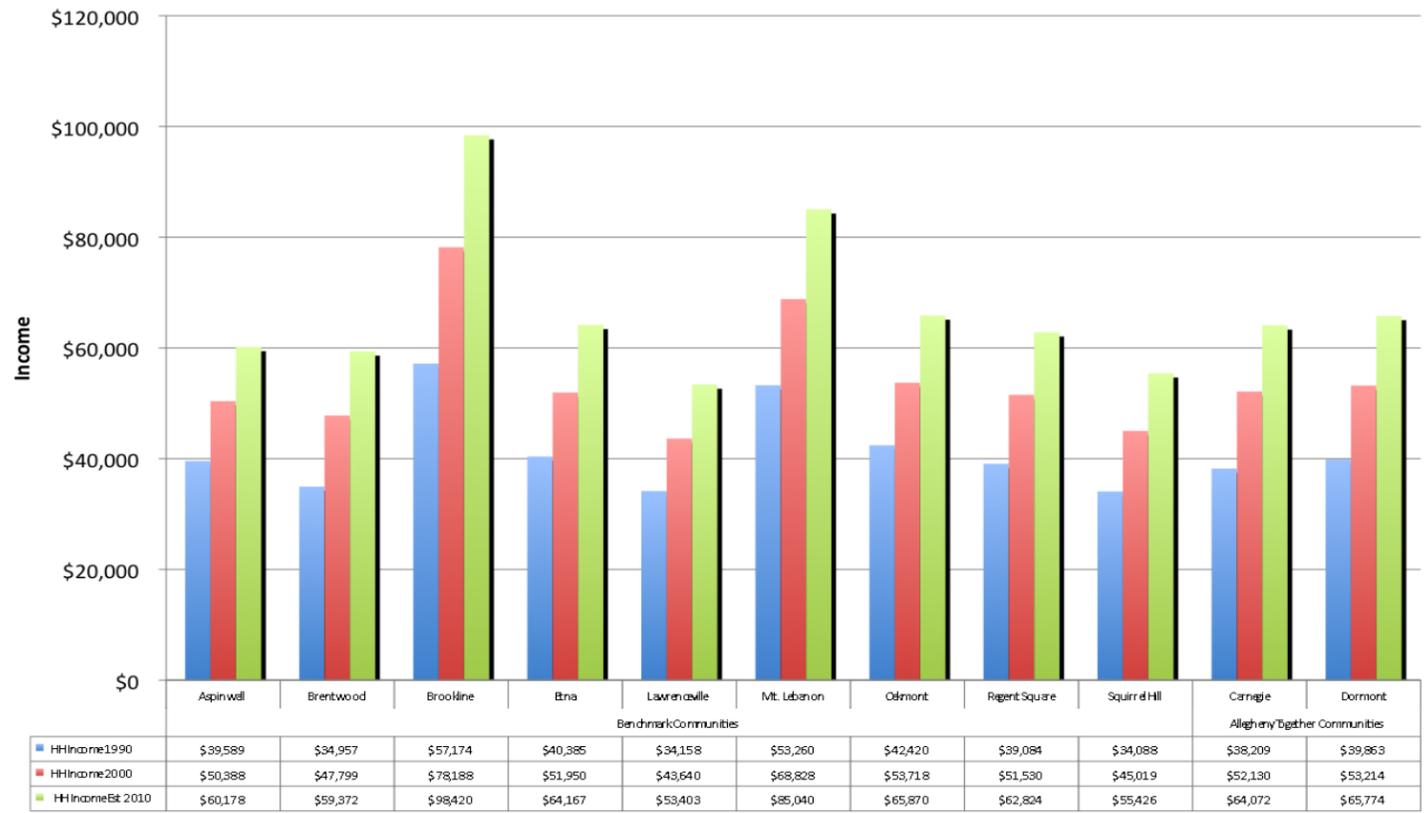
Above is a graph of average household income data within a 1 minute DT of the benchmark and 2011 Allegheny Together communities. The average household income in Dormont in 2000 was \$39,976. Dormont has the second lowest household income of all the benchmark and 2011 Allegheny Together communities. Lawrenceville is the only community with a household income that is less at \$32,046. However the household income increased approximately \$10,000 from 1990 to 2000 and from 2000 to 2010.



Above is a graph of average household income data within a 5 minute DT of the benchmark and 2011 Allegheny Together communities. According to 2000 data, average household income within a 5 minute DT of Carnegie is approximately \$51,346, which is greater than the average household income within the 1 minute DT of Dormont. The estimated average household income almost doubled from 1990 to 2010. Dormont's average household income in 2000 is similar to Brentwood, Etna, Oakmont, Regent Square, and Carnegie.



Household Income Comparison within 10 min DT

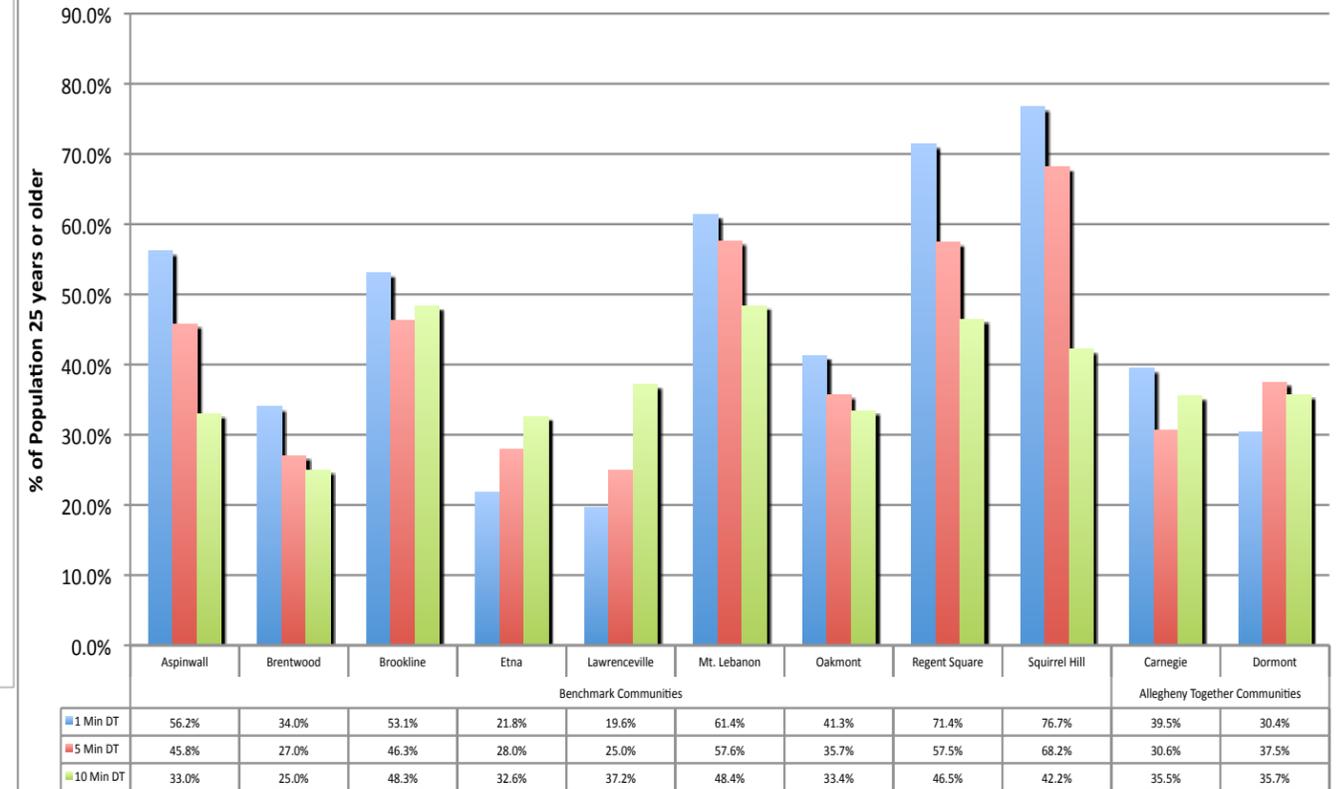


Above is a graph of average household income data within a 10 minute DT of the benchmark and 2011 Allegheny Together communities. Within a 10 minute DT, the 2000 average household income for Dormont is \$53,214. The average household income from 2000 for all of the benchmark and 2011 Allegheny Together communities is \$54,218, putting Dormont close to the average for this scope of communities.

The 2010 estimated average household income data for the benchmark and 2011 Allegheny Together communities varies widely at the 1 minute DT with a low of approximately \$37,000 for Lawrenceville and a high of approximately \$100,000 for Brookline. In the 1 minute, 5 minute, and 10 minute drive times Lawrenceville, and Squirrel Hill consistently ranked as the lowest for average household income, while Mount Lebanon, and Brookline consistently ranked highest. Carnegie's average household income stays at a steady rate throughout the 1 minute, 5 minute, and 10 minute DT's, whereas Dormont's average household income increases from the 1 minute, 5 minute, and 10 minute DT's.

Educational Attainment

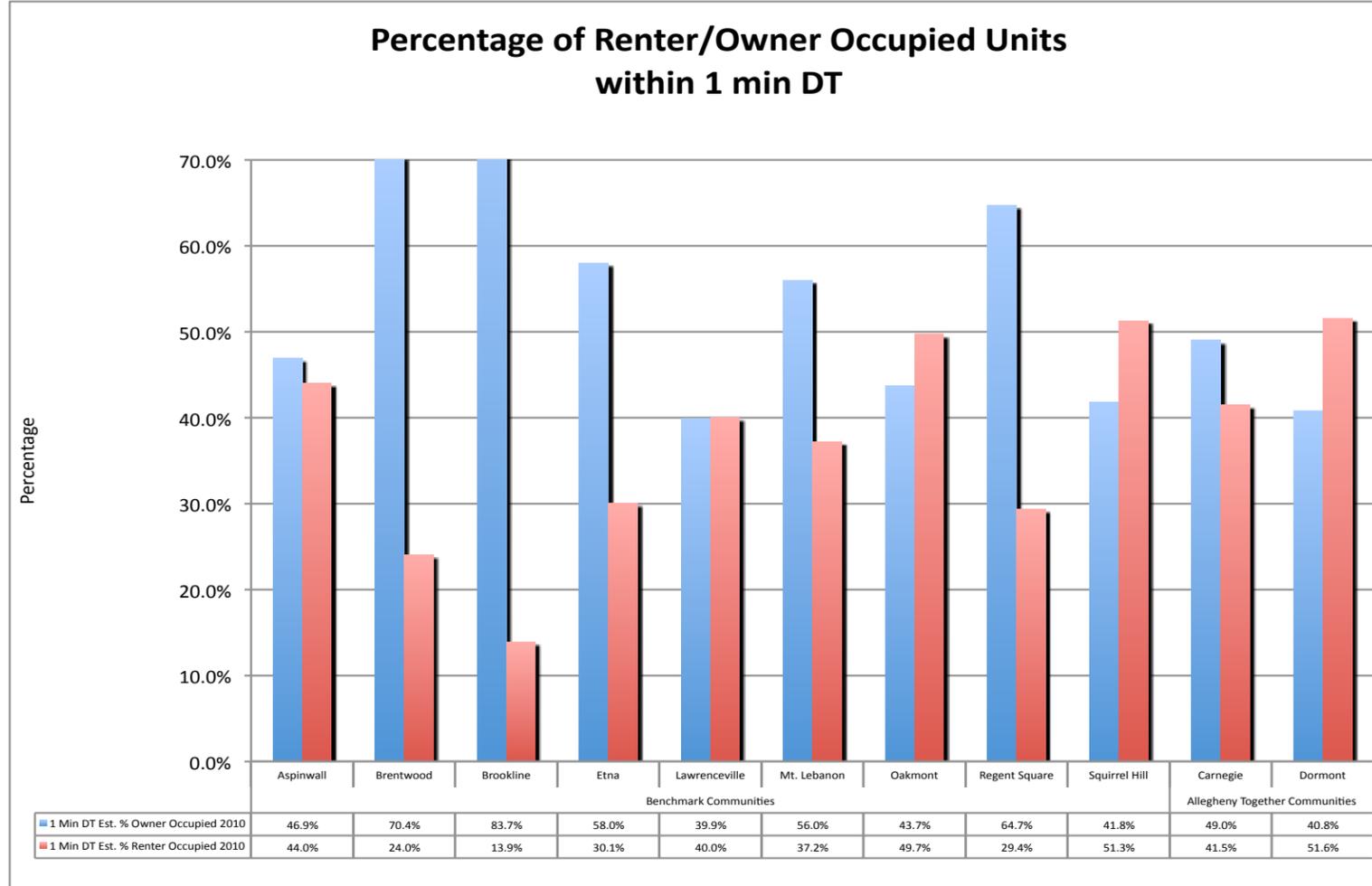
Percentage of Population over 25 Whose Highest Degree Earned was a Bachelor's Degree or Higher



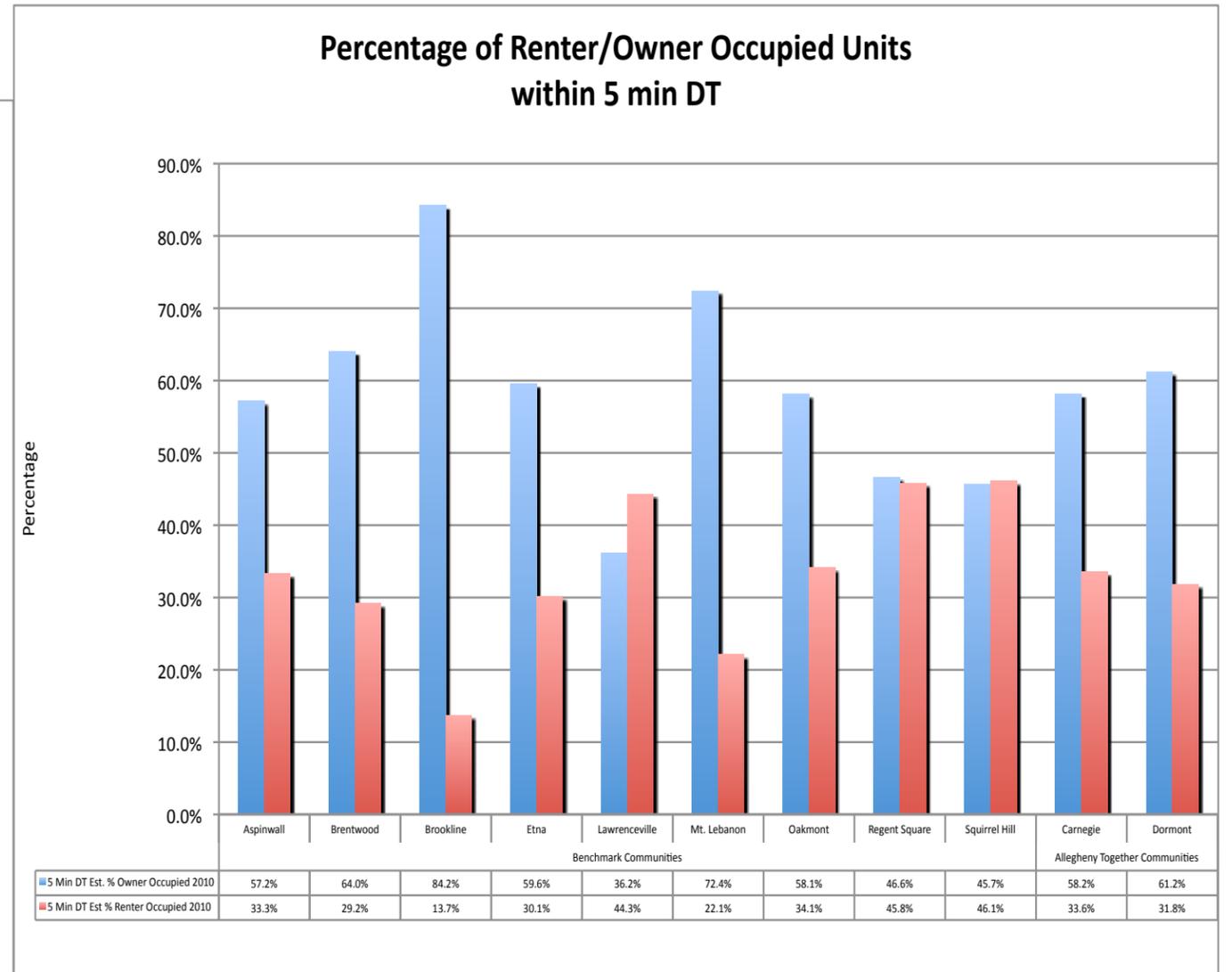
Above is a graph of 2010 educational attainment data within 1, 5 and 10 minute DT's of the benchmark and 2011 Allegheny Together communities. Specifically, this figure illustrates the percentage of each community's population 25 years and older that have earned a bachelor's degree or higher. At the 1 minute DT, 30.4% of Dormont's residents achieved at least a bachelor's degree. The percentage increases to 37.5% at the 5 minute DT, but within the 10 minute DT, the percentage decreases to 35.7%. The educational attainment figures for Dormont are low range at the 1-minute and 5-minute DT and in the middle range for the 10-minute drive time.



Renter/Owner Occupied Housing Units



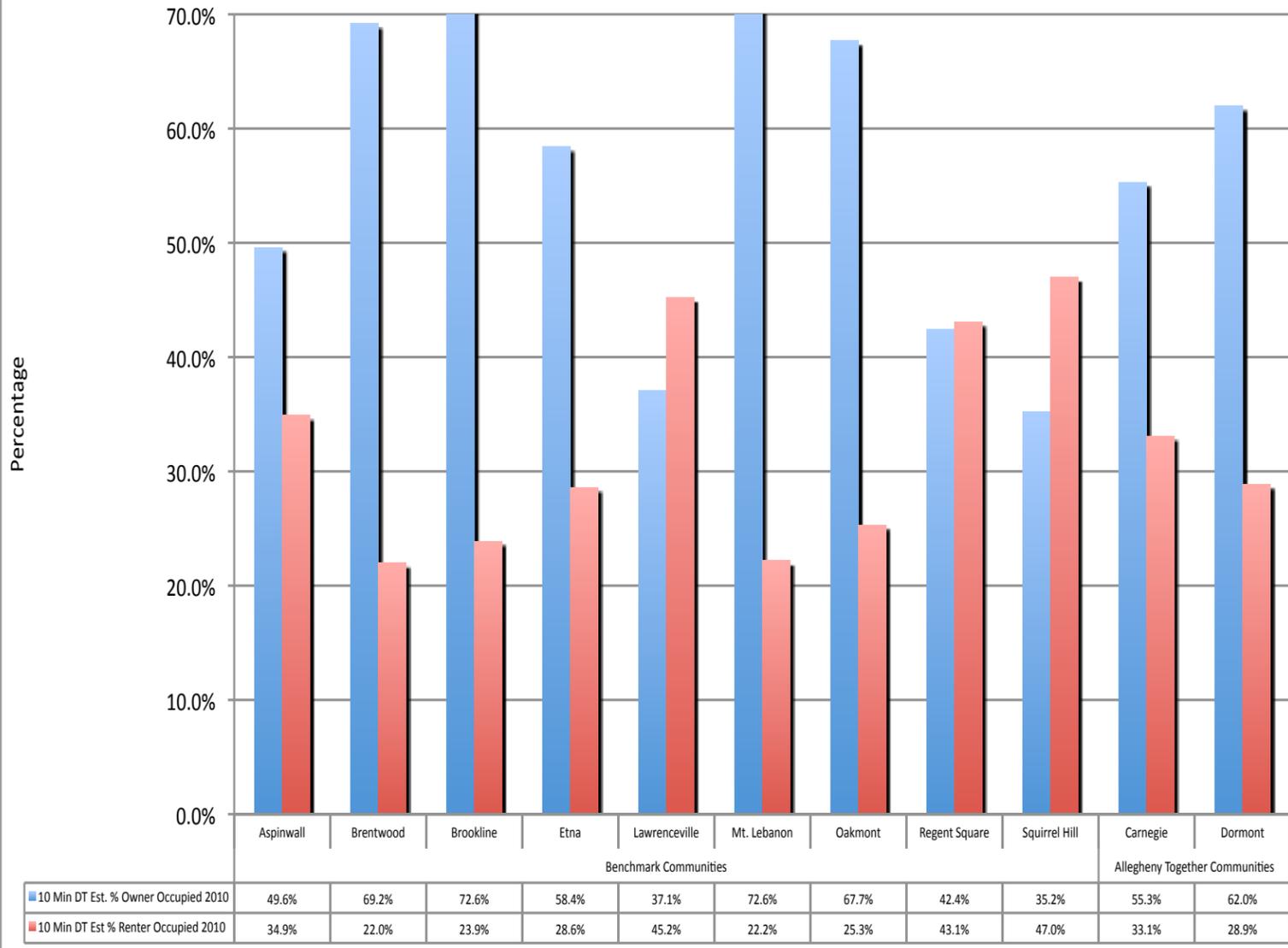
Above is a graph of 2010 percentages of owner and renter occupied housing units within a 1 minute DT of the benchmark and 2011 Allegheny Together communities. Dormont has an estimated 770 housing units at the 1 minute DT, and an estimated 51.6% are renter occupied while 40.8% of housing units are owner occupied. Dormont has percentages of renter/owner occupied units that are similar in value and in ratio to those of Lawrenceville, Squirrel Hill, and Carnegie. The benchmark averages are 56.1% for owner occupied housing and 35.5% for renter occupied housing.



Above is a graph of the 2010 percentages of owner and renter occupied housing units within a 5 minute DT of the benchmark and 2011 Allegheny Together communities. There are 17,277 housing units at the 5-minute DT from Dormont. The percentage of owner occupied housing is 61.2% at the 5 minute DT, which is an increase of over 20% from the 1-minute DT percentage. The benchmark community average is 58.2% for owner occupied housing and 33.2% for renter occupied housing. Therefore Dormont is only a little higher than the benchmark average for owner occupied housing. The percentage of renter occupied housing in Dormont is middle range.



Percentage of Renter/Owner Occupied Units within 10 min DT

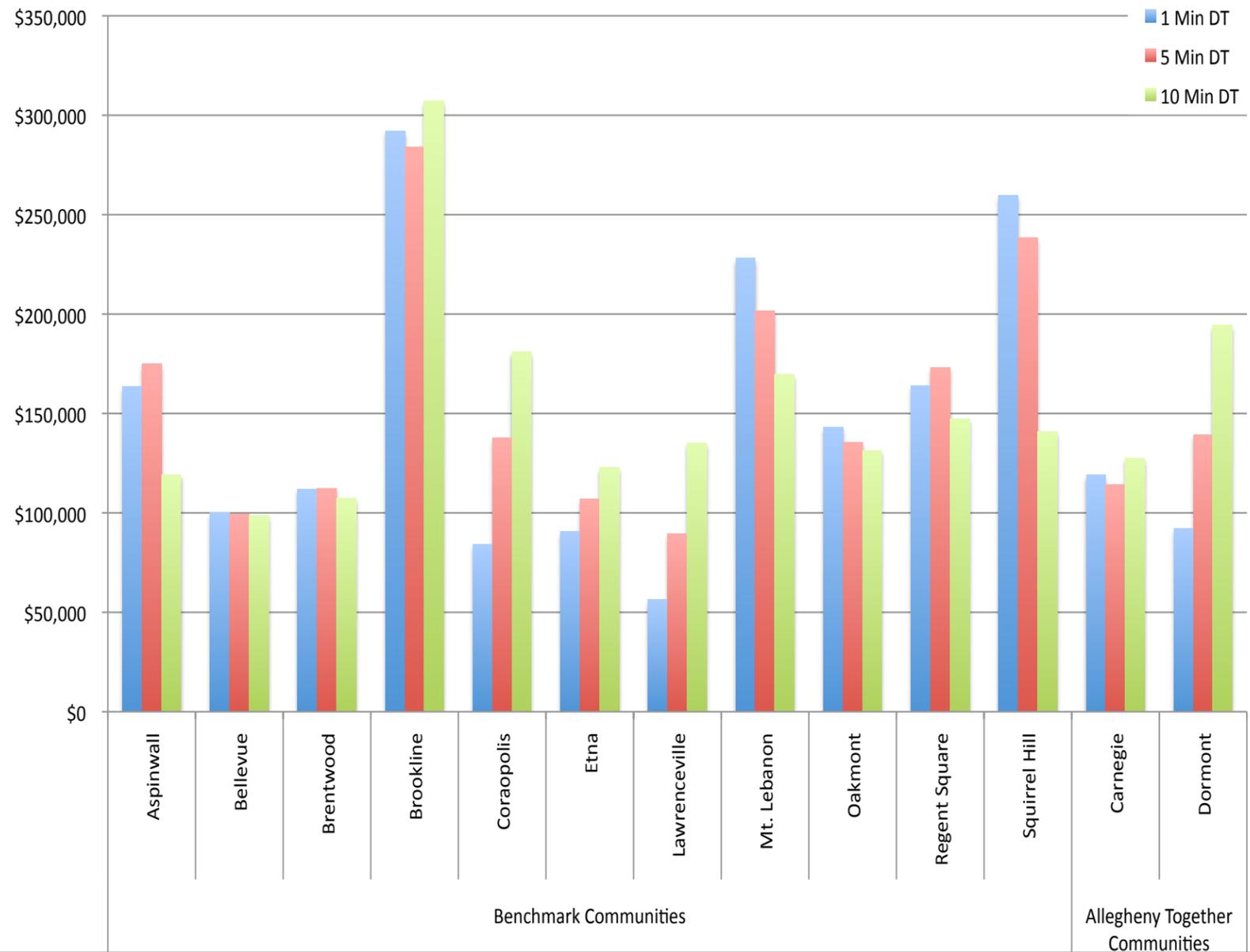


To the left is a graph of the 2010 percentages of owner and renter occupied housing units within a 10 minute DT of the benchmark and 2011 Allegheny Together communities. Dormont has 59,366 housing units at the 10 minute DT, and the percent of owner occupied housing is 62.0%, a decrease from the 5 minute DT, but an increase over the 1-minute DT. At this DT, the percentage of owner occupied housing is higher than Aspinwall, Etna, Lawrenceville, Regent Square, Squirrel Hill, and Carnegie.

Owner occupancy of housing is high within the 1 minute DT, mid-range within the 5-minute and 10-minute from Dormont. At the 1 minute DT Dormont has the highest percentage of renter occupied housing out of the benchmark and 2011 Allegheny Together communities. It is mid-range in the 5-minute and 10-minute DT.



Average Home Values 2010



To the left is a graph of 2010 estimated average home value data for single family homes within a 1, 5 and 10 minute DT of the benchmark and 2011 Allegheny Together communities. The average value for homes within a 1 minute DT of Dormont is \$92,148 and increases to \$194,215 at the 10 minute DT. At the 1 minute DT, Dormont's average home value is similar to Bellevue, Coraopolis, and Etna. At the 5 minute DT, average home value increases significantly to \$139,251 and is similar to Coraopolis and Oakmont. At the 10 minute DT, Dormont's average home value is the second highest of all the comparison communities.



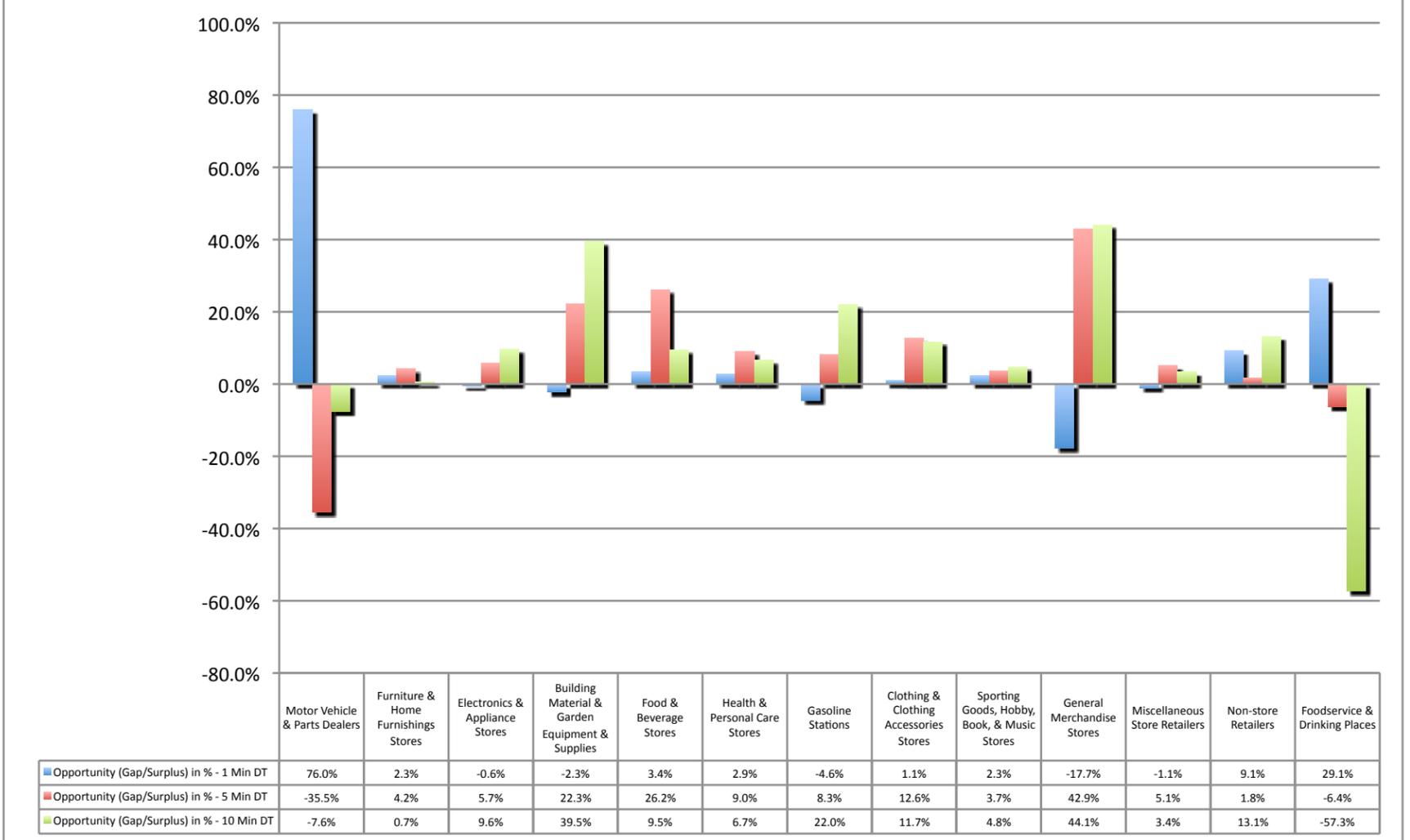
Business Analysis

To the right is a graph of retail opportunities by percentage and store type for the Dormont CBD. The graph depicts opportunities for business expansion or the creation of new businesses by comparing supply and demand data to identify gaps and surpluses in the 1, 5 and 10 minute DT markets. Demand data is defined as consumer expenditures or estimated dollar amount spent by a household residing in the analysis area in a specified retail store type. Supply data is defined as retail sales, which is derived from the total retail sales for a retail store type in the analysis area.

If there is a negative gap then there is a surplus (supply, or retail sales, is higher than demand, or consumer expenditures). A negative gap means that for the area of analysis, the retail outlets are selling more than the resident households are willing to buy. This occurs in situations where households who reside outside of the area of analysis travel into the area to buy from retail stores located there.

If there is a positive gap, then this is an opportunity gap. This means that the demand (consumer expenditures) is higher than the supply (retail sales). This gap suggests that for the area of analysis, the resident households are buying more than the retail outlets can provide. This is possible because the resident households are traveling outside the area of analysis to purchase goods. This gap is an opportunity for retailers to increase sales either by increasing or modifying their product lines. It is also an opportunity for new businesses to fill in the gap and provide a product or service in the area of analysis.

Dormont Retail Opportunities (Gap/Surplus) by Percentage and Store Type



It is important to note that these figures are census 2010 estimates. These statistics can be a guide to help potential and existing business owners determine if expansion or the opening of a new business may be a realistic option. These statistics are not hard facts, however, as they are estimates made by the Census Bureau.

To better interpret the retail opportunities data, the chart below lists a detailed breakdown of the categories listed on the retail opportunities graph.

Category Breakdown of Store Types for Retail Opportunity Analysis

Motor Vehicle & Parts Dealers

- Automotive Dealers
- Other Motor Vehicle Dealers
- Automotive Parts, Accessories, & Tires

Furniture & Home Furnishings Stores

- Furniture Stores
- Home Furnishing Stores

Electronics & Appliance Stores

- Appliance, Television, and Other Electronics
- Computer and Software Stores
- Camera & Photographic Equipment Stores

Building Material & Garden Equipment & Supplies

- Building Material & Supply Dealers
- Lawn and Garden Equipment and Supplies

Food & Beverage Stores

- Grocery Stores
- Specialty Food Stores
- Beer, Wine, & Liquor Stores

Health & Personal Care Stores

- Pharmacies and Drug Stores
- Cosmetics, Beauty Supplies and Perfume
- Optical Goods Stores
- Other Health and Personal Care Stores

Gasoline Stations

- Gasoline Stations with Convenience Stores
- Other Gasoline Stations

Clothing & Clothing Accessories Stores

- Clothing Stores
- Shoe Stores
- Jewelry, Luggage, & Leather Goods Stores

Sporting Goods, Hobby, Book, & Music Stores

- Sporting Goods, Hobby, & Musical Instruments
- Book, Periodical, & Music Stores
- Pre-recorded Tape, Compact Disc, and Record Stores

General Merchandise Stores

- Department Stores Excluding Leased Departments
- Other General Merchandise Stores
- Warehouse Clubs and Super Stores

Miscellaneous Store Retailers

- Florists
- Office Supplies, Stationery, & Gift Stores
- Used Merchandise Stores
- Other Miscellaneous Store Retailers

Non-store Retailers

- Electronic Shopping and Mail Order Stores
- Vending Machine Operators
- Direct Selling Establishments

Foodservice & Drinking Places

- Full-Service Restaurants
- Limited-service Eating Places
- Special Foodservices
- Drinking Places - Alcoholic Beverages

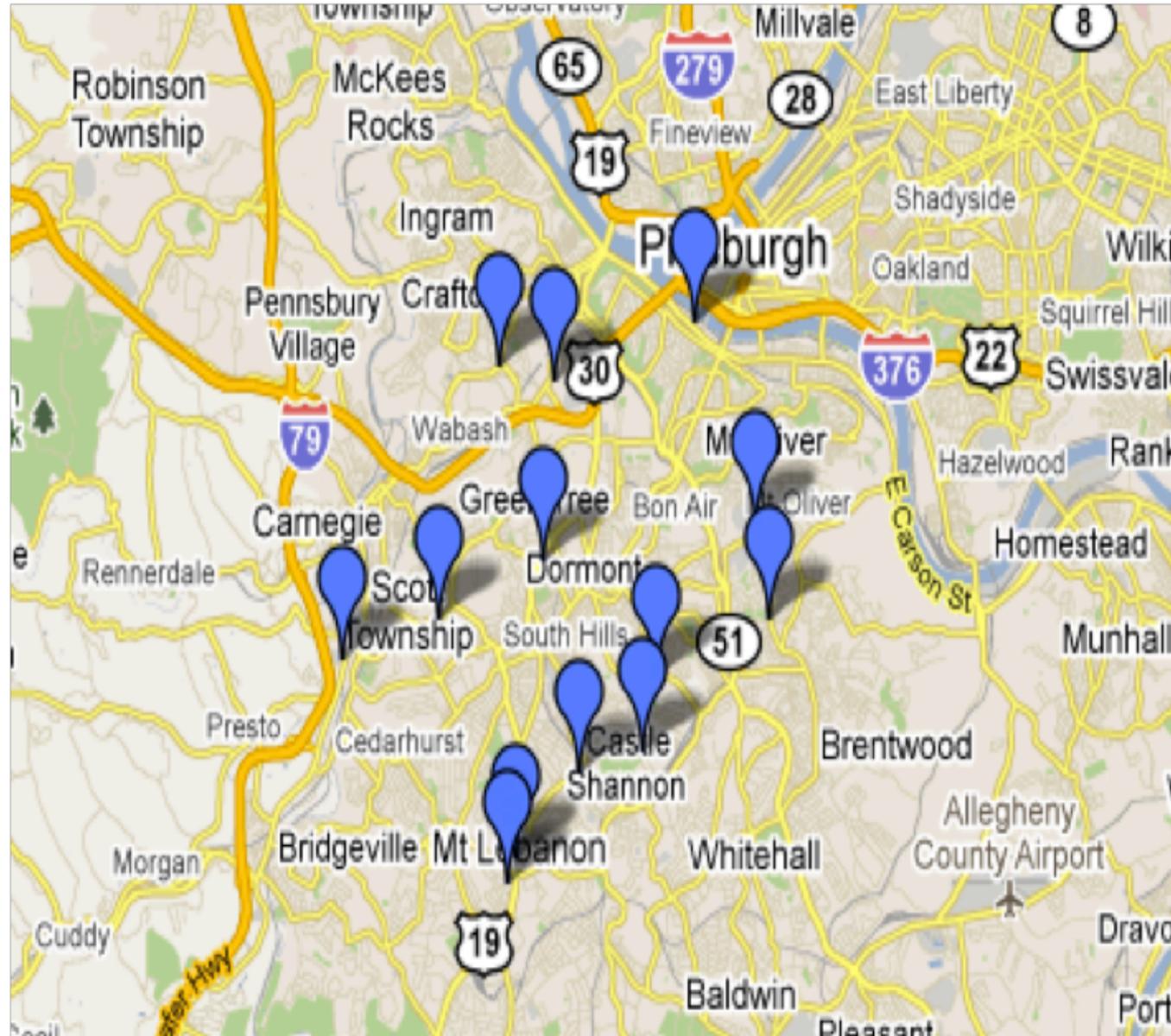
From the retail opportunities graph, there is one retail opportunity in the 1, 5 and 10 minute DT from Dormont. In order to identify the areas that have the greatest unmet need, areas that show a gap at all three DTs should be closely examined.

When analyzing the Dormont retail opportunities data, some categories such as gasoline stations show a substantial percentage opportunity gap in the 1, 5 and 10 minute DTs but may not be the most realistic business enterprises to start. The other opportunity gap, however, is worth mentioning.

The **General Merchandise Stores** category shows a 42.9% opportunity gap (\$80.6 million in consumer expenditures and \$5.8 retail sales) at the 5 minute DT and a 44.1% opportunity gap (\$280 million in consumer expenditures and \$159.4 in retail sales) at the 10 minute DT.



Notable Shopping Centers Near Dormont



The map above displays the retail competition of the Dormont CBD within a 10 minute DT. The shopping centers shown on the map range from smaller strip malls to larger neighborhood and community centers.

General information about these shopping centers, including address and tenants, is detailed below.

- Banksville Plaza, 3101-3149 Banksville Rd., Pittsburgh, PA 15216; All Tan; Brusters Old Fashioned Ice Cream & Yogurt; For Rent Magazine; Good Life Market, Inc.; H&R Block; Kohli's Indian Emporium; Kuhn's; Ledonne Electrolysis; Lenore Reges; McGee & Maruca, CPA; McGee, Maruca, & Associates PC; Medfast Pharmacy, Inc.; PNC Bank; Public Financial Management; Radioshack; Starbucks Coffee; State Farm Insurance; Subway; Supercuts; Telecheck; Telecheck International, Inc.; U.S Army Recruiting; Whisky Hollow Grill
- Carrick Shopping Center, 2134-2158 Brownsville Rd., Pittsburgh, PA 15210; Rite Aid; Cost Cutters; Future Nails; Hunon Wok; Pizza Hut; PNC Bank; Subway; Wingstreet
- Lebanon Shops, 300 Mt. Lebanon Blvd., Pittsburgh, PA 15234; PLCB Wine & Spirits Store; 4 PC Help, Inc.; Adhoc Services, LTD.; Achitectural Sign Associates, Inc.; Ardaugh Design, LTD.; Atac Engineering, Inc.; Back to Basics, Inc.; Baldwin-Whitehall Food Market, Inc.; Barber Colman Co. Instruments; Bash, J. A. & Company; Bell Landscaping; Blackburn Claim Services, Inc.; Brody Abstract, Inc.; Burns, Donald P.; Caring Touch by Rose; Child Family & Community, Inc.; Clare Agency, Inc.; Cordova Management; Curves; D'Alessandro & Associates, Inc.; Dormont Chiropractic; Dot's Dollar More or Less; Envy Nail Spa; Equis Financial, Inc.; Family Hair Care; Framesmith; Frank, Thomas J. CFP; Freeman Realty; Gallagher-Delestienne, Inc.; Global Rehabilitation Services; Gordon Travel Agency; Graham's Bakery; Greenberg, Lois ACSW; Hallmark; Harris Financial Management; Image Associates, Inc.; Infobate, Inc.; J M Sales & Marketing, Inc.; Jas Tech; Jim Berardis Coins & Cars; KAH Architects; Kassalen Meetings & Events; Kerygma, Inc.; Knight Athletics, Inc.; Koinz Collectors Shop; KST Industries, Inc.; Kulzer & Company; Leader Professional Services, Inc.; Lebanon Shops Property; Liberty Parking, Inc.; Lifestyles Magazine; Lighthouse Medical Staffing; Liquor Store; Little, Claire Communications; M Morris Agency; Meyers Management; Michael J's Foods, Inc.; Milestone Mortgage Corporation; Miller Appraisal; Mislum Publishing; NAMFI; Notary & Office Support Services; Onmark, Inc.; Penn State Wine & Spirits; Pennsylvania Rehab Group LLC; Photographic Trends of Pittsburgh; Pine Madden Insurance Agency, Inc.; PNC Bank; Process Products & Instruments; Raeder Landree, Inc.; Raspanti, Anthony J.; Reflex Staffing Solutions, Inc.; Rexnord LLC; S & B Trucking Services; Sammy's Shoe Service; Selario Agency, Inc.; Shannon Construction, Inc.; Skarlis, Robert P & Co.; Slogan Engineering Co., Inc.; Solitare Jewelers & Diamond; Sonny's Arcade Shoe Repair; Steel Sales M. A. Inc.; Stein, R. K. & Co.; Stoner, Mari D; Subway; Tailor on Premises; The Nature Conservancy; Tri-State Hearing Aid Dispensory; Truclose Financial Services LLC; Tunnel Comics; W F Minnick And Associates, Inc.; We Sell Mortgages Corp; Weber, Joan MED; West Penn Healthcare Solutions LLC



- McNeilly-Sussex Shopping Center, 431 McNeilly Rd. Pittsburgh, PA 15234; All Ladies Fitness of McNeilly Road; Amel's; Bellisario's Pizza Place; Classic Hall; Felice Perri & Sons; Mane Event Styling Salon; McNeilly Auto Body Supply
- Mitchell Shopping Center, 1786 N. Highland Rd., Pittsburgh, PA 15241; A Touch Above Beauty Shop; Anthony Lenor Barber Shop; CP Food Stores, Inc.; Uncommon Market, Inc.
- Mt. Oliver-Carrick Shopping Center, 1100 Brownsville Rd., Pittsburgh, PA 15210; Kroger; Autenreith's; Beauty Salon; Citizens Bank; Foodland; KFC; No. 1 Kitchen Chinese Restaurant; Pink Poodle; Red Quill Cards and Gifts; Taco Bell; Tobacco Outlet
- Noble Manor Shopping Center, 2350 Noblestown Rd., Pittsburgh, PA 15205; 3 B's Tobacco, Inc.; Angkor Restaurant; Beverly's Flowers; Blinkys Noble Grill & Bar; Bob's Place Restaurant; Deli; Eggs-R-Us Diner; Eye to Eye Optical, Inc.; Hunt, Robert W. Company; Mineo's Pizza; Neat & Clean Carpet & Upholstery Cleaning; Noble Manor Deli; Noble News; PLCB Wine & Spirits Store; PNC Bank; Ras Noble Restaurant, Inc.; Red Cap Cleaners; Robert Hunt Co.; Shannon's Scoop of the Day and More; Step into Style Hair Salon; Sunny Dayz Tanning Studio; Wiggy's
- Parkway Center Mall, 1165- Mckinney Ln., Pittsburgh, PA 15220; Giant Eagle; 5 7 9 Shops; 90's Nails; Baio Enterprises, Inc.; Big Kmart; Bikers Den; Bradley's Books; Dalmo Optical Corporation; DSC Wireless World; EFT, Inc.; Fusion; King's of New Castle, Inc.; Kossman, Paul; M & R Jewelers; Main Street Deli; Manhattan Glory; Miki JS; Movie Gallery; Mr. Pockets Pool & Pub; Rosalene Kenneth Professional Dance Studio; Shaffer Distributing Company; United Mortgage Lenders; Waldrun Street Book Company, Inc.
- Raceway Plaza, 2100-2200 Washington Rd., Carnegie, PA 15106; Shop 'n Save; Walmart; Advance America; Eastern Savings Bank FSB; H&R Block; HR Block Management, Inc.; King's Restaurant; Kings Country Shoppes, Inc.; Long John Silver's; Mamma Pina; McDonald's; PNC Bank; Radioshack; Subway; Unique Boutique
- Scott Towne Center, 2101 Greentree Rd., Pittsburgh, PA 15220; Mad Mex; Alaxandra's Hair Design, Inc.; Alexander Chang, MD; Applebee's; Arthur Thomas Florist, Inc.; Catz Consulting Associates, Inc.; Cecilia's; Chameleon Consignment; Consign it with Wendy; E Z Tanning & Nails; E2 Toys 2 Try; Extreme Fitness II, LP; Flannery Reese; Freeman Realty; Gioffre, Joseph, DPM PC; Great American Travel; Great Dames; Grodin, M Financial Services; Hands for Health; Healthcare Solutions, USA, LLC; Hickman, Carol F CPA; Il Burloni La Pizza E Cucina; India Grocer; John Casablanca's Modeling and Career Center, Inc.; Kaley, Patricia A Secretarial & Word Processing SE; Little Snips; Marco Paper Supply; The Pet Salon; Physical Rehab, Inc.; Physical Rehabilitation Enterprises; Preferred Veterinary Care; RRM Diversified Services, Inc.; Salon Garganis; Salon Iaomo LLC; Southwinds LLC; Subway; T&T Telecom, Inc.; Tai Pei Chinese Greentree; Tamarind Savoring India; TMA Foods, Inc.; Traditional Karate; Travel Connections, Inc.; Vautid; Western Pennsylvania Adventure Capital Fund, LLC; Weyerhaeuser Company; Wing Zone; Wolstoncroft, R Insurance; Woodlipp, B T Inc.
- Sleepy Hollow Shopping Center, 844-862 Sleepy Hollow Rd., Pittsburgh, PA 15234; Giant Eagle; Applause Hair Designs; Duke's Station II
- Station Square, 125 W Station Square Dr., Pittsburgh, PA 15219; Accentricity Fashion Jewelry; American Country Collection; Bar Louie; Bradford School; Bradley's Books; Buca di Beppo; Burlmont, Inc.; Cool Beans Coffee Co.; Custom Art; Debwal; Dippin' Dots; Disanto Pizza; Exxact! Hair Cutting; Forest City Ratner Companies; Funny Bone Comedy Club; Future Rides, Inc.; Game Room; Gandy Dancer; Gateway Clipper Fleet; Grand Concourse; Great Steak & Potato Company; Green Room; H&R Block; Hard Rock Café; Heinz Healeys Chaz Inc.; Hometown Sports; Hooters; Houlihan's Restaurant & Bar; Island Café; Jezebel; Joe's Crab Shack; Just Ducky Tours, Inc.; Kiku Japanese Restaurant; Live Nation; Loova; Margarita Mama's; Mobili Office LLC; PNC Bank; New York New York; PA Wine Cellars; Pittsburgh Rare; Pittsburgh Scenes; Poor Richard's Tobacco Shop; Pro Image; Red Star Tavern; Refs Sports Bar; Sam Thong Portrait Artist; Sesame Inn Restaurant; Sheraton Hotels & Resorts; Soxx Shop; St. Brendan's Crossing; Starbucks; The Green Room; The Matrix; The Melting Pot; Three Rivers Candy; Val's Pizza; Yellow Submarine; Zen Social Club
- The Galleria of Mt. Lebanon, 1500- Washington Rd., Pittsburgh, PA 15228; Carmike Cinemas; Galleria Cinemas, Inc.; Talbots; A T Cross Company; Altman, L S Haberdashery, Inc.; Ann Taylor, Inc.; Anthropologie; Ben & Jerry's Bravo; Bravo Cucina IT; Cache; Calendar Club; Chico's; Coldwater Creek; Commercial Contractors, Inc.; Covelli Enterprises, Inc.; Crabtree & Evelyn; Fitness Performance; Gap; Gap Kids; Godiva Chocolatier; Gymboree; H. Baskin Clothier; Houlihan's Restaurant & Bar; IPC International Corporation; Jake's Beef & Barbeque, Inc.; Janie & Jack; Jernigan's Tobacco Village; Jezebel; Juliette; L & B Southpointe Galleria; Larrimor's, Inc.; Learning Express; LS Altman; Haberdashery, Inc.; Mark Pi's China Gate; Mimi Maternity; Mitchell's Fish Market; Panera Bread; Pottery Barn Kids; Restoration Hardware; Richard's Footware, Inc.; Signatures; South Hills Tavern, Inc.; Starbucks; Synergy Fitness & Spa; Today's Tiffany Lamp Co.; Toni & Guy; Toy Gallery, Inc.; Track 'N Trail; Trombino Piano & Organ; Valor Security; Williams-Sonoma



Code and Zoning Review

ZONING ORDINANCE

The Dormont Borough Zoning Ordinance (the “Ordinance”) was adopted, as part of the Borough of Dormont’s (the “Borough”) Code of Ordinances, by the Borough Council by Ordinance No. 1433 on August 2, 1994, and supplemented and revised through July 7, 2008. The Ordinance sets forth several community development objectives that are consistent with the Main Street program and its objectives. The objectives relating to Main Street principles include: (1) to encourage and facilitate orderly community growth and development; (2) to protect the character and maintain the stability of the residential and commercial areas within the Borough; and (3) to promote conservation of the environment and other natural and historic features. Other objectives are specified in the 1995 Comprehensive Plan Update, which was not reviewed as part of this document.

These listed objectives should make further reference to the Borough’s historic resources. An additional objective should be to encourage the preservation and reuse of historic structures. Other additional objectives that could be added are: to discourage the demolition or improper use of historic properties; to provide opportunities for the reuse of and encourage the maintenance of historic structures; to encourage proper remodeling of historic structures; and to protect the Borough’s rich architectural and historical heritage and to recognize these structures as assets for future revitalization.

The boundaries of the Allegheny Together Main Street central business district are Potomac Avenue between W. Liberty and Voelkel Avenues, and W. Liberty Avenue between Pioneer and Hillsdale Avenues (the “CBD”). This CBD is defined in the Ordinances as a C General Commercial District (the “C District”). The purpose of the C District is defined in § 210-44 as “to preserve the existing commercial corridors in the borough, to provide additional opportunities for the growth of small businesses in the borough and to protect residential neighborhoods from intrusion by commercial uses.”

Article VIII, § 210-45(A)(1) lists the twenty-three (23) principal uses in the C District. This list includes a plethora of retail and service provider uses that are permitted in the district, such as artist’s and photographer’s studios, financial institutions, retail stores, public buildings, etc. Accessory uses permitted in the C District are signs, off-street parking and loading, accessory uses customarily incidental to and on the same lot with any permitted use, fences, and satellite dish antennas, and radio and television antennas.

Permitted uses and accessory uses allowed as either conditional uses or uses by special exception are set forth in § 210-45(B) – (C). These include garden apartments, planned mixed use developments, apartments above office or retail, drive-in business and others. Apartments above office or retail are a principal use permitted by special exception. It is suggested that apartments above office or retail be a permitted use, not requiring a special exemption, as they provide clientele and liveliness to a commercial district.

Overall, the C District zoning designation is appropriate and supportive for the Borough’s Main Street district. Specific considerations of aspects of the Ordinance are discussed below.

New Construction and Additions: The Ordinance does not include a specific section on new construction and additions in the C District, but outlines area and bulk regulations to be complied with in § 210-46 and other general standards specific to use types in § 210-62.

The area and bulk regulations include a maximum lot coverage of ninety percent (90%), minimum front yard of ten (10) feet and minimum rear yard of twenty-five (25) feet for principal structures, no minimum side yards for interior lots, and a twenty-five (25) foot side yard for principal structures on corner lots and adjoining residential zoning districts. Generally, the maximum height permitted in the district is three (3) stories and forty-five (45) feet. Exceptions to this, however, are provided to mid- and high-rise apartments and a structure in a planned mixed-use development. High-rise apartments and a structure in a planned mixed-use development may be up to ten (10) stories and 150 feet high. The three (3) story and forty-five (45) feet maximum height requirements are appropriate for the CBD, but a ten (10) story building in the CBD would be inappropriate in scale to the other buildings.

The general regulations for specific uses include minimum lot area, location of entrances, ingress and egress requirements, minimum gross floor area square footage, among others. For example, apartments above office or retail must comply with the following regulations: (1) dwelling units may not be on the street floor of any commercial building, (2) dwelling units must have a minimum habitable floor area of 800 square feet, (3) dwelling units in basements or accessory garages are not permitted, (4) each dwelling unit must have a separate entrance which does not require passing through any area devoted to office or retail use, and (5) one and one-half off-street parking spaces are to be provided for each dwelling unit with a minimum of two spaces and shared parking for residential and commercial uses shall not be permitted.

There are a number of areas where the Ordinance relating to new construction and additions could be updated to strengthen the character of the C District. The Ordinance should:

- Limit the height of new buildings in the C District to no more than three (3) stories;
- Include a specific section on new construction and additions that requires that design for new construction and additions should be compatible in detail, style and scale to the historic character of the CBD;
- Make clear that new buildings should face a street or other public space, and that buildings should not front directly onto a parking lot;
- Discourage large setbacks by establishing a build to line at the sidewalk with a possible exception for outdoor seating;
- Promote maximum flexibility to allow for and encourage outdoor seating;



- Make clear that new buildings situated on street corners should have two facades;
- Discourage the use of blank, windowless walls; and
- Encourage retention and repetition of architectural motifs and features of original buildings in the design of new additions.

Signage: Article XIII of the Ordinance outlines the Borough's sign regulations. This section includes general requirements for all signs and specific requirements for signs located in certain districts. This section also includes limitations on size and placement, illumination of signs, and sign maintenance and removal. All signs are required to be constructed of durable material and maintained in good condition. The Zoning Officer may declare signs in an unsafe condition a public nuisance, and signs must be removed within thirty (30) days of a business being discontinued or vacated.

The following signs are permitted in all districts in the Borough: bulletin signs, real estate signs, development signs, construction signs, temporary special event signs, home occupation identification signs, political signs, off-premises directional signs, on-premises directional signs, and residential identification signs.

Other signs that are authorized for the C District include: temporary special event display, changeable copy signs, and business identification signs, such as wall signs, window signs, ground signs, pole signs, and canopy signs. These provisions should be modified to permit projecting/hanging signs if certain specifications are met and to disallow the use of changeable copy signs. Proper projecting/hanging signs can enhance a historic Main Street district, while changeable copy signs detract from the historic character.

Signs are to be placed on the building which they are intended to serve, and buildings with multiple street frontages may have a sign on each street frontage provided it does not face a residential area. Illumination of certain types of signs is permitted. The illumination can be internal or indirect. If indirect, the illumination is to be directed upon the sign and not towards adjoining properties or streets. Flashing or oscillating signs are prohibited.

Requirements and restrictions on the size, sign area, illumination and placement are based on the type of sign being installed. For example, wall signs are not to exceed an aggregate area of two square feet for each linear foot of width of the front wall of the building or portion of the building occupied by the business or a maximum of 100 square feet for all signs, whichever is less, and may be illuminated or nonilluminated. Window signs are permitted for businesses on the upper floors of a building and may not exceed twelve (12) square feet.

The Ordinance includes some signage provisions that aim to complement the C District's historic and Main Street character. These sign regulations should be augmented to include more of Pittsburgh History & Landmarks Foundation's recommended design guidelines on Main Street signage.

To further encourage the use of signs that complement the historic character of the C District, future revisions to the Ordinance might include the following changes and/or additions:

- Prohibiting changeable copy signs;
- Permit pole signs and ground signs only when there is an existing setback of at least ten (10) feet;
- Permit the use of neon signs as a conditional use only and prohibit neon signs that are provided by national distributors;
- Permit A-frame or sandwich board signs as temporary signs provided that they do not remain outside a building after hours and do not block sidewalks;
- Permitting projecting/hanging signs;
- Prohibiting internally illuminated signs, including internally lit plastic signs, which do not enhance the character of the historic C District;
- Encourage the preservation and restoration of any historic signs, including ghost signs, in the C District;
- Providing additional guidance on installing signs on historic buildings so that holes from sign mounts can be easily patched. Where possible, holes should be made in mortar joints, not directly into masonry units;

- Augmenting the design criteria to include language on: (1) color coordination of signage with the color and character of the building, (2) discouraging too much clutter and detail so that the basics are clear, particularly to vehicular traffic, and (3) limiting the quantity of signage on the storefront, windows and doors to make sure it is scaled appropriately to the size of the building;
- Sound design criteria, including language discouraging signage from covering up significant or traditional architectural features of the building; and
- A limit of window signs not to exceed about fifteen to twenty percent (15 - 20%) of a window's area on all building levels.

Parking: The minimum parking requirements are set forth in Article XII of the Ordinance. The off-street parking requirements for the C District are very beneficial to the CBD as they do not restrict development or rehabilitation through strict parking requirements since the Ordinance provides an exemption for businesses located in existing buildings in the C District since on-street parking provided by the Borough is available. This exemption may be extended to expansion or alteration of existing structures by the Borough Council upon recommendation of the Planning Commission and if certain conditions are met.

To further encourage reuse and rehabilitation of historic structures located in the C District, the Ordinance may include a provision, similar to the following, exempting designated historic structures from off-street parking requirements:



•No additional parking spaces shall be required for a historic landmark or a building or structure located in a historic district that is certified by the Pennsylvania Historical & Museum Commission as a contributing structure to the character of that historic district.

Non-Conformities: The Ordinance’s treatment of non-conforming uses in Article XIV allows generally for the continuance all non-conforming uses, structures and lots. Non-conforming uses may continue so long as it remains otherwise lawful, and a non-conforming use of a lot or structure may be sold or otherwise transferred to other owners. Non-conforming uses may not be enlarged, increased or extended to occupy a greater area unless it is interpreted by the Zoning Hearing Board to be necessary by the natural expansion and growth of the non-conforming use. Non-conforming uses are not to be changed to any use other than a conforming use unless authorized by the Zoning Hearing Board as a special exception and the new non-conforming use is equal to or better than the existing non-conforming use and fulfills other criteria.

If a non-conforming use is discontinued or abandoned for six (6) consecutive months, then the new use must conform. Non-conforming uses that suffer damage of less than fifty percent (50%) of the gross floor area of the structure may be repaired or restored if the work is done with a valid building permit within eighteen months of the date of such damage or destruction. If more than fifty percent (50%) of the gross floor area is damaged, then repairs and reconstruction to the original footprint may be authorized by the Zoning Officer.

New construction or alteration of the existing footprint may be authorized as a use by special exception by the Zoning Hearing Board if certain standards and criteria are met.

Non-conforming structures may not be enlarged or structurally altered in a way that increases the non-conformation except if the Zoning Hearing Board determines an undue hardship exists. Repairs and restoration may be made to the existing foundation if done with a valid building permit within eighteen (18) months of the date that the original structure was damaged or destroyed.

Non-conforming signs may be repaired or reconstructed so long as no alterations are made which increase the gross sign area. If more than fifty percent (50%) of the area of the sign is damaged, then the sign must conform to the Ordinance. If less than fifty percent (50%) of the area is damaged, then it may be repaired or restored if done so within thirty (30) days of the damage.

Generally, the Ordinance is flexible to allow for the continuation, sale and transfer, and repairs of non-conforming uses and structures. To strengthen the protection of the historic character of the CBD, the Ordinance may be amended to include an exception for nonconforming structures that are federal, state or locally designated historic structures or contributing structures to the historic CBD to allow restoration or reconstruction regardless of the extent of destruction of the structure and does not place a time limit or provides for extensions to accomplish the reconstruction.

Variations: According to the Ordinance, a variance is “a departure from the strict letter of the Zoning Ordinance, as it applies to specific properties, as authorized by the Zoning Hearing Board in accordance with the terms of this chapter and the Pennsylvania Municipalities Planning Code.” The Zoning Hearing Board may grant variances as it deems necessary if all of the five findings are met in § 210-101 and may attach reasonable conditions and safeguards to a variance. The Ordinance should also permit the issuance of variances for the repair or rehabilitation of historic buildings or structures individually designated or that are contributing structures to historic districts certified by the Pennsylvania Historical and Museum Commission (“PHMC”). For these variances, the burden is usually placed on the property owner to show that the variance, at a minimum, is necessary to reuse or preserve the historic character of a building or structure and will not have an adverse impact.

Local Historic Districts/Historic Overlay

Zones: To further protect the historic character of the C District, the Borough’s Ordinance may include a local historic district or a historic overlay zone. The Local Historic District Act, Act 167 of 1961 authorizes municipalities to designate local historic districts, which are then subject to local regulation and protection by ordinances. These historic districts or historic preservation ordinances usually regulate exterior alteration, demolition and new construction of buildings within a district. A board of historical architectural review or a historic review commission must be established to review changes and make recommendations to the governing body.

The process for designating a local historic district begins with a survey of historic resources to determine the boundaries of a district. PHMC, Pennsylvania’s state historic preservation office, must certify the survey. If approved, a historic preservation ordinance is drafted and then reviewed by the Bureau of Historic Preservation of PHMC. The historic preservation ordinance must then go through a public participation process and be passed by the municipality’s council or governing body.

There are several advantages to designating local historic districts. First, locally designated historic districts have more power than historic districts listed on the National Register of Historic Places since local ordinances have the power to delay or deny demolition and review new construction and exterior alterations. Listing on the National Register does not protect historic resources, it only provides for historic preservation incentives, such as the federal Historic Rehabilitation Tax Credit and charitable contribution deductions for the donation of preservation easements.

Another advantage is that municipalities with historic preservation ordinances may be eligible to apply for Certified Local Government (CLG) status under the National Historic Preservation Act. CLGs are able to apply to PHMC for funding to assist in preservation activities. For more information, see Historic Designation in Pennsylvania by Michael R. Lefevre, which is available for download on PHMC’s website.



“Euclidean” vs. “Form Based” Zoning: The Borough’s Zoning Ordinance is “Euclidean,” characterized by the segregation of land uses into specified geographic districts and dimensional standards stipulating limitations on the magnitude of development activity that is allowed to take place on lots within each type of district. Euclidean zoning is currently the most common form of zoning in the U.S. It is utilized by municipalities because of its relative effectiveness, ease of implementation, long established legal precedent, and familiarity to planners and design professionals. However, Euclidean zoning has received strong criticism for its lack of flexibility and institutionalization of now-outdated planning theory. It is geared toward suburban development and ill equipped to address traditional downtown based communities, which grew organically with an intermixing of uses.

In response to this, a new approach to zoning seems to be taking hold. Known as “Form Based” zoning, this approach relies on rules applied to zoning sites according to both prescriptive and potentially discretionary criteria, which are typically dependent on lot size, location, proximity and other various site and use specific characteristics. Form based codes commonly include the following elements:

- Regulating Plan: A plan or map of the regulated area designating the locations where different building form standards apply, based on clear community intentions regarding the physical character of the area.
- Public Space Standards: Specifications for the elements within the public realm, such as sidewalks, travel lanes, on-street parking, and street trees.
- Building Form Standards: Regulations controlling the configuration, features, and functions of buildings that define and shape the public realm.
- Architectural Standards: Regulations controlling external architectural materials and quality.
- Landscaping Standards: Regulations controlling landscape design and plant materials on private property as they impact public spaces.
- Signage Standards: Regulations controlling allowable signage sizes, materials, illumination and placement.
- Environmental Resource Standards: Regulations controlling issues such as storm water drainage and infiltration, development on slopes, tree protection, solar access, etc.

Louisville, Kentucky, adopted a form based zoning code in 2003. This code created “form districts” for the metro area that recognized that some areas of the city are more suburban in nature, while others are more urban and traditional. Building setbacks, heights, and design features vary according to the form district. As an example, in a traditional form district, a maximum setback may be 15 feet from the property line, while in a suburban form district there may be no maximum setback.

Updating the Borough’s Zoning Ordinance: The Commonwealth, through its Department of Community and Economic Development’s Land Use Planning and Technical Assistance Program (LUPTAP), provides grant funds for the preparation of community comprehensive plans and the ordinances to implement them. This can be an important source of funding to help communities update their zoning ordinances to better address the goals of downtown revitalization. Priority is given to any county government acting on behalf of its municipalities, any group of two or more municipalities, or a body authorized to act on behalf of two or more municipalities. Eligible uses include preparing and updating comprehensive community development plans, policies and implementing mechanisms such as zoning ordinances, subdivision regulations, functional plans such as downtown revitalization, water resource plans and land development regulations.

Code Enforcement

The Commonwealth of Pennsylvania has a Uniform Construction Code (UCC), which municipalities can adopt as their building code. The Borough adopted the UCC.

The 1999 BOCA National Building Code and Main Street

The Uniform Construction Code (UCC) provides uniform construction standards and regulations in participating municipalities throughout the State of Pennsylvania “to provide for

the protection of life, health, property and environment and for the safety and welfare of the consumer, general public and the owners and occupants of buildings and structures.” Governor Tom Ridge signed Act 45 in November 1999, which established the use of the UCC throughout the Commonwealth. Pennsylvania uses the 2006 International Code issued by the International Code Council (formerly known as the Building Officials and Code Administrators International, Inc. (“BOCA”) as its code.

The UCC applies to the construction, alteration, repair, demolition, maintenance, occupancy or change of occupancy of every building or structure, which occurs on or after April 9, 2004. New construction or the restoration of existing buildings that are not designated as “historic” within the CBD must comply with UCC codes. As such, they will have to meet UCC requirements for energy conservation, maximum storey height, means of egress; fire safety, including fire resistance rated corridors and barriers; and accessibility. The UCC provides a “quasi-exclusion” from the code’s requirements for buildings deemed historic.

In Pennsylvania, the UCC provides important exclusions for the renovation, alteration or addition to buildings that are designated “historic” by government entities. These exemptions do not include accessibility, and depend on the building’s date of construction and type of change being made to the historic building.



If the historic building was built prior to April 27, 1927, the building is deemed to be legally occupied under the UCC, and no occupancy permit is required as long as the building has not been altered or that no change in its use and occupancy has occurred. For buildings built after April 27, 1927 or built prior to that date and have been altered or its use changed, the UCC regulations require that the Department of Labor & Industry (“Department”) or municipality determine what code requirements might have to be complied with. This is done through an application process, and a building owner can seek relief from any UCC requirements that may result in changes to the historic features or that are technically infeasible from the appropriate appeals board.

When making changes and or alterations to a historic building, the UCC requirements that must be met under the UCC depend on the type of change. No permit is required for legally occupied historic buildings that undergo Level-1 alterations. A building permit is required, however, for legally occupied historic buildings that undergo Level-2 or Level-3 changes or a change in the use and occupancy. This is also done through an application process that requires a report prepared by a licensed architect or engineer.

New, non-residential buildings constructed on an historic site or additions may also qualify for a UCC exemption, but a building permit is required.

Generally, a building code official may exclude all or part of an historic building or structure from compliance with the UCC if it meets all of the following conditions:

- The building or structure is an existing building or structure, or a new building or structure that is not intended for residential use on an historic site;
- The building or structure is identified and classified by Federal or local government authority or the Historical and Museum Commission as an historic building site; and
- A building code official judges the building or structure as safe and the exclusion to be in the best interest of public health, safety or welfare. The building code official shall apply the UCC to parts of the building or structure where its exclusion is not within the interest of the public health, safety and welfare. A building code official may not waive the UCC’s accessibility requirements.

Many buildings within Main Street districts in southwestern Pennsylvania were built before modern codes and zoning. Many of them are also in need of significant repair and restoration work. The cost of complying with the code can be very high and can discourage property owners from investing in property repairs and maintenance.

The Americans with Disabilities Act’s accessibility requirements can be particularly difficult to meet in older buildings and can add significant cost to the project. This creates a very real barrier to economic development and revitalization efforts. Life safety requirements, particularly for high density residential, are strict. Means of egress, sprinklers, and firewalls are all possible requirements that can add significant cost. A number of states, including

New Jersey, Maryland, Massachusetts, California and Wisconsin, have amended their codes to include additional provisions to encourage the rehabilitation of older buildings. For example, New Jersey adopted a user-friendly rehabilitation sub-code in 1998 that is credited with cutting the cost of rehabilitation projects by twenty-five percent and fostering a growth in rehabilitation activity in New Jersey’s sixteen largest cities by over forty percent. Under this sub-code, not all renovation projects of older buildings are required to meet modern code requirements. Rehabilitation work fall into one of six categories, ranging from “repair,” which require almost no code compliance requirements, to “addition,” which requires the most stringent code requirements.

