

233 Merchant Street Ambridge, PA 15003
724-385-0862 | trish@paparamount.com | marcos@paparamount.com

PARAMOUNT ENTERPRISES

Paramount Enterprises is a consulting firm and small business incubator based in Ambridge, PA. In January 2017, Paramount was awarded the Beaver County Main Street Consultant Contract. Within the parameters of that contract, we work with seven riverfront communities throughout the County (Ambridge, Aliquippa, Beaver Falls, Freedom, Midland, Rochester, and New Brighton) in an effort to help them revitalize their Main Streets. We are passionate about working with Main Street Revitalization Groups to help them achieve success, and we hope you will work with us in bringing new interests to these river towns. Thank you for your time and effort, and feel free to contact us at anytime.

AMBRIDGE



This Streetscape Project, located on Merchant Street between 4th and 8th Streets, has been designed to restore Ambridge's rich history while also addressing current and future needs. Much needed upgrades to the streetlighting, sidewalks, curbs, wheelchair accessible curb-cuts, and street trees will be performed as well as providing amenities such as benches, bicycle racks, and a park plaza. State of the art lighting with low glare fixtures will provide improved visibility while highlighting seasonal displays and landscaping.



Borough officials and residents placed a high priority on making the streetscape friendly for pedestrians, bicyclists, and motorists alike. The architects responded by designing traffic calming measures, in the form of raised and clearly marked crosswalks, to help slow motorists and thereby improve safety and accessibility for all groups. Additionally, bicycle racks, curb ramps, and handicap accessible public parking is also being provided while most of the parking meters have been converted to encourage patronage at the main street businesses.



Merchant Street has long been the setting for large public festivals and gatherings. In order to continue this tradition a handicap accessible plaza has been designed utilizing existing vacant lots. This plaza is in the center of the district and will include special lighting, security fencing, and electrical outlets for use by the Borough, performance artists, and vendors.



The new Streetscape frames the entrance to the business district and has design elements that can be easily replicated for future projects in the Borough. Of note, the light poles are uniquely branded as "Old Economy" as they were custom designed originally for the Old Economy Historic District. The trees along the project area frame the main street buildings allowing for high visibility of storefronts and business signage. This pattern can be easily used elsewhere on the central business district.



Merchant Street Streetscape Artist's Rendering

Merchant Street Update

With the input of Ambridge Citizens and Business Owners, plans were developed in 2017 to revitalize Downtown Ambridge between 4th and 8th Streets. The Borough's design team, led by the firm Hancock Architecture created the necessary survey, construction drawings and bid documents to make construction possible this year.

Also in 2017, the Borough Council was able to secure, with the support of the County Commissioners, \$1,514,000 in grant funds for this project. It is planned for this project be constructed in 2018, with construction to last approximately six months. A construction manager will be on site to help manage the project and coordinate the work with the contractor and affected property owners. A letter will be delivered soon to each property owner giving these details and introducing them to the project's construction manager from Hancock Architecture.

To review the Merchant St. Streetscape Project, it will improve the atmosphere on Merchant Street by completing sidewalk and curb replacements, removal of the current utility poles and existing overhead electrical wiring, new ornamental street lanterns that will have electrical outlets, electric connections in strategic locations to energize holiday displays and community events, new street trees, tree pits and landscaping, improved ADA sidewalk ramps, new street amenities such as benches, trash cans, bicycle racks, planters, and decorative crosswalks.

The project is also planning to create a new public park in the vacant lots in the mid-500 block. Total project budgets \$2.5 million. There will be possibilities for additional public partnership of the project with the sale of commemorative plaques that will be on light poles, benches and trees. The sale of these plaques will help fund the purchase of the street amenities.

Once the streetscape project is completed, the street and public parking lots will be resurfaced and paved. Strategic efforts by the Downtown Development Council continue to attract new business to available properties within this area, and Code Enforcement is actively bringing blighted properties into code compliance. Commercial demolition and mitigation projects are also underway and will continue for many years to follow.

AMBRIDGE

What's New in the Historic District?



MLPM Studio, 273 14th Street is always offering interesting classes and exhibits from soap making, painting to jewelry design. Need a sophisticated space for an intimate event? Rent the gallery! Full kitchen and sound system available for a few hours or a weekend. Check out upcoming events at FaceBook: MLPM Studio Gallery



David's Barber Shop & Salon, newly opened at 317 14th Street. Offering full-service hair services for men, women, and children. Plus manicure, pedicure and wax services. David Sabol has been a barber for 10 years, and Lorie Jeskey has 30 years of stylist experience. "I couldn't be happier being in the Historic District," says David. Visit "David's Barbershop" Facebook page.



Rivertown Antiques, 1307 Merchant Street, is a massive shop with something for everyone. Unique collectibles and vintage items. Be sure to see how they transformed the former Economy Bowling Lanes into a special shopping experience. Open daily and often later than posted hours. Stop by or call ahead to inquire for extended hours. (412) 337-5796. Facebook: Rivertown Antiques



Old Economy Village offers Ambridge Borough Resident Passes to any Ambridge resident with a valid, current form of ID for FREE. Passes provide unlimited admission to the Old Economy grounds.

Current Borough Initiatives

- Received a \$174,000 grant to fund borough parks projects.
- New playground equipment including handicap accessible equipment, as well as a new picnic shelter will be installed at 8th Street Park.
- Rehabilitation of basketball courts at Walter Panek Park.
- Since 2015 the Borough of Ambridge has received in excess of \$2.48 million in grant funding that is being invested in community revitalization efforts throughout the community.
- Emphasizing the presence of Old Economy Village State Historic Site as an asset for the community; Old Economy has become a launching pad for revitalization projects and new business in the Ambridge Historic District.
- In 2017 Go Net Speed brought high speed fiber internet service to Ambridge.

ALIQUIPPA

- Aliquippa will receive \$3.3 million in funds over the next 6 years through a Neighborhood Partnership Program (NPP) grant. During the first year funds will be used for demolition of blighted properties, a digital media lab at the B.F. Jones Library, and workforce development.
- Will also receive a \$365,000 grant from the State of Pennsylvania to assist with the acquiring and demolition of blighted properties.
- Paramount works with the Franklin Avenue Development Committee (FADC) in their revitalization efforts for downtown Aliquippa. The focus of FADC is to conduct publicly visible events that bring people to downtown Aliquippa, and identify new businesses for the Franklin Avenue Corridor.
- Future restoration of the former Pittsburgh & Lake Erie RR Train Station. Eventual plans call for a Metro Consulting regional office, local job training program, and an outdoor pavilion as a public use space.
- Initial development of Franklin Avenue Park; property has already been acquired, and work is underway to remediate the site before construction can begin

BEAVER FALLS

- **Growing Business Community:** Nearly 30 new businesses added in the last 5 years including manufacturing, restaurants, arts-related businesses, consignment shops, and auction houses
- **Welcoming Neighbors:** Multiple block parties and community events to attend with fellow Beaver Falls residents
- **Neighborhoods of Hope Program:** a city council-sponsored initiative to organize residents in a square block radius (11th Street-16th Street, 1st Avenue-6th Avenue) to address blight, land maintenance, and neighborly initiatives such as block parties and clean up days.
- **Comprehensive Revitalization Plan & Updated Zoning Effort:** Years of planning have gone into designing the city to foster concentrated growth and to combat aging infrastructure and homes
- **New Branding Campaign:** working to create fresh, innovative branding for Beaver Falls to help marketing of events, information, and city-wide identity
- **Aligned Local Government:** City departments work to streamline interactions to minimize time spent dealing with “red tape,”
- **Creation of Department of Community Development** to fill in gaps of local government and to pro-actively pursue asset based community development initiatives
- **Healthy Recreation Programs:** Beaver Falls Recreation Board puts on a diverse list of recreation programs, from children’s sports to concerts in the park. Efforts are also being made to improve existing amenities including sports fields, and the rails to trails bike path.
- **Geneva College:** The college is newly engaged in the downtown revitalization effort in both the residential and commercial corridors; source of great sports and performing arts events

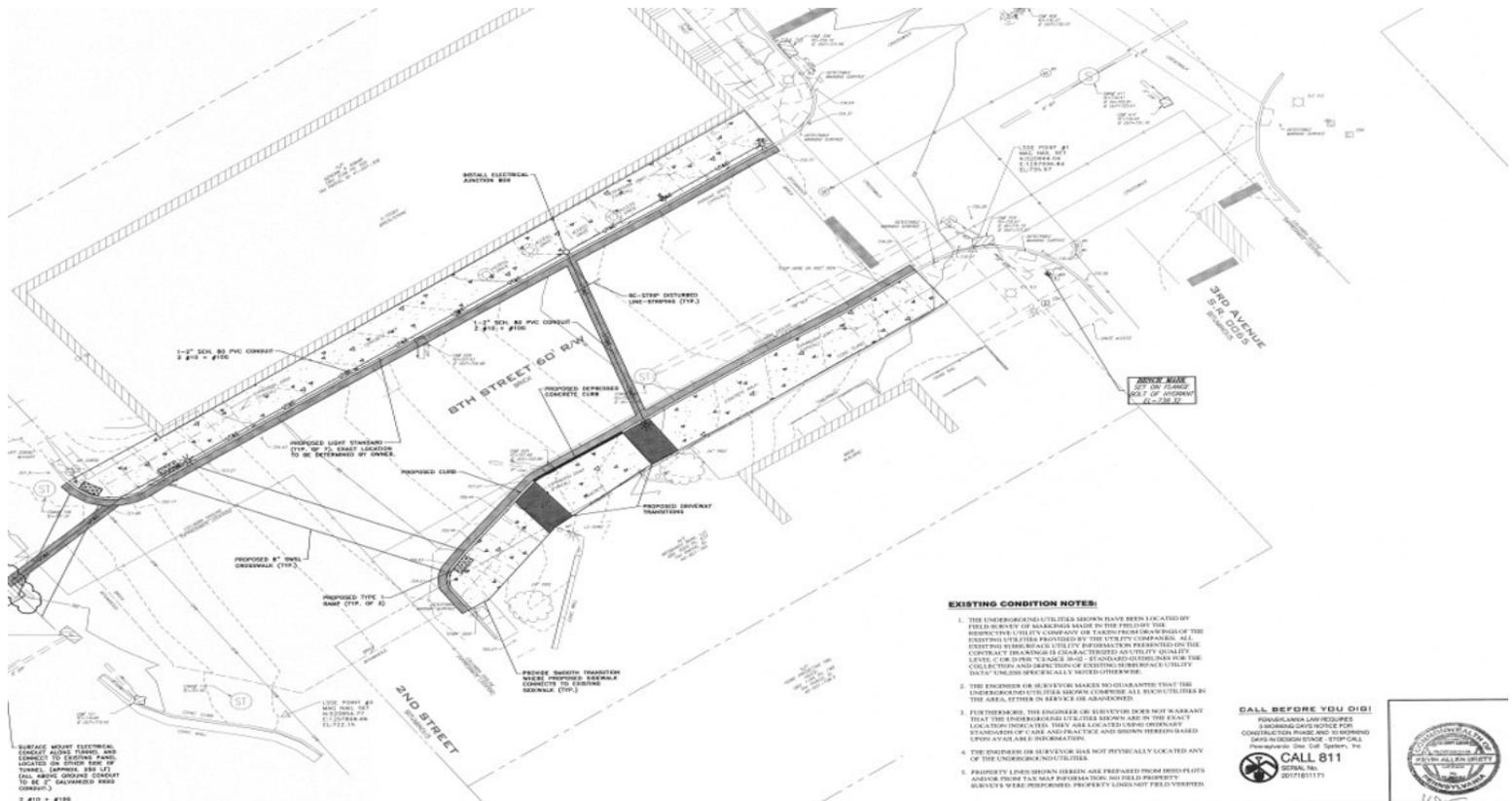
BEAVER FALLS

- Grassroots Arts and Cultural Scene: Home to many arts-related businesses, organizations and initiatives. These include: Beaver Falls Arts Council, Stray Cat Studio, 37th St Park Committee, Vintage Reborn, Hutch & Home Interior Design, Center for Creative Arts Expression, Geneva College theater and performing arts programs, mural projects, Spaces in Between vacant lot beautification program, and the Artfest in the Falls arts festival.
- Community Events: Including Recreation Board Easter Egg Hunt, SpringFest, Beaver Falls Car Cruise, Community Crime Watch Day, Artfest in the Falls/Business District Trick or Treat, Small Business Saturday, and the Beaver Falls Lighted Christmas Parade.
- New building projects: 1410 7th Ave., Mycelia Development is building a sustainable building for Stray Cat Studio's gift shop, studio, a cafe, black box theater, and co-working space. Junction Properties is building a 30,000 sq. ft. office at 11th St. & 1st Ave. taking advantage of Beaver Falls' designation as a Federal HUBZone (historically underutilized business zone). Office will have 200-300 jobs, with plans for an additional building to be built once leases are signed; both to be fully completed by 2020
- Building Revitalization Projects: 1100 7th Avenue, Angeles Apartment Building, News Tribune Building
- City Council to introduce tax incentives for residential and commercial renovation projects (LERTA, tax abatement program, etc.)

MIDLAND

- New 7,500 sq. ft. Dollar General store coming to the 1100 block of Midland Ave., on the site of the former Riviera Lanes & Lounge bowling alley
- Midland 4th of July Festival
 - Originally organized by Crucible Steel, Midland 4th of July is now celebrating its 37th year
 - Brings in visitors from across the area with an unofficial kick off in restaurants and taverns along Midland Avenue to reconnect with old friends
 - 4th of July Parade Features floats, high school bands, vintage tractors and cars, clowns, and so much more, and is an annual tradition for many local residents
- Lincoln Park Performing Arts Center
 - The Center's mission of is to strengthen the cultural, educational, and economic vitality of the communities it serves by making high-quality arts and education programs available, accessible, and affordable for everyone.
 - Looks to continue to attract broad-based participation and support, enjoy long-term financial stability, and make the Center and the community of Midland a destination – a place where the lights are always on.
 - Upcoming performances include:
 - Sleeping Beauty - Dance Upon A Dream (March 16-25, 2018)
 - 2018 One Act Festival (April 6-7, 2018)
 - Big Fish (April 20-May 6, 2018)
 - Ragtime: The Musical (June 15-24, 2018)

NEW BRIGHTON



New Brighton Eighth Street Streetscape Project, will connect Third Avenue to the Beaver Riverfront with new sidewalks, handicap accessible curbs, and new LED street lighting. (Under construction now)

NEW BRIGHTON

- In 2017, New Brighton Borough achieved certification through Sustainable Pennsylvania as a sustainable community, one of only five in Beaver County, and was featured in the June 2017 edition of the Sustainable Community Development Network newsletter.
- On February 22, representatives from the National Weather Service and the Pennsylvania Emergency Management Agency will be making their final site visit to New Brighton before awarding designation as a Storm Ready Community, to recognize New Brighton's proactive approach to emergency planning.
- New Brighton Borough is nearing completion of a fire department merger between the New Brighton Volunteer Fire Department and Fallston Volunteer Fire Department to deliver more cost effective and efficient services to both communities by eliminating duplicate resources.
- Expansion of the Merrick Art Gallery to incorporate Beaver County's first green parking lot through the construction of a porous paving parking lot that accommodates 22 vehicles and bus parking. (Anticipated 2018 construction)

NEW BRIGHTON

- Development of a new 28,000 square foot grocery store at 800 Fifth Avenue to include a bakery and pharmacy. Project includes the renovation of a portion of an existing structure and new construction. (Under construction now)
- New construction of a 3,897 square foot multi-use commercial structure at 1030 Third Avenue to be occupied as a doctor's office. (Projected March 2018 groundbreaking)
- New construction of a 4,000 square foot Par Mar convenience store/restaurant with vehicle fueling stations at Fifth Avenue and Fifth Street. (Ready to break ground pending PennDOT approvals.)
- New construction of a 3,936 square foot Speedway convenience store/restaurant with vehicle fueling stations at the 410 Fifth Street. Projected March groundbreaking.
- Expansion of Brighton Health Mart Pharmacy into the adjacent 517 Fifth Avenue. Project includes beautifying the structure's façade by replacing the existing overhead door with a man door, installing a smaller overhead door, painting the building, installing lighting, and installing awnings over the doors. (Under construction now)