

Contact: Amy Camp  
South Side Local Development Company  
(412) 481-0651, ext. 17  
[arc@southsidepgh.com](mailto:arc@southsidepgh.com)

## **FOR IMMEDIATE RELEASE**

### **South Side's Main Street program receives Urban Pioneer Award in New Orleans**

June 15, 2006 – South Side was one of three communities nationwide to receive an Urban Pioneer Award at the National Trust for Historic Preservation's annual Main Street conference in New Orleans on June 5. The others were Dubuque, IA, and Roslindale Village, MA. All three communities were among the first seven urban Main Streets established in 1985 as part of the Trust's Urban Demonstration Program. Megan Stearman, South Side Local Development Company's Manager of Business Development, accepted the award.

Also in New Orleans, South Side was presented as a case study in revitalization during a session called *Transforming a Local Neighborhood into a Regional Destination*. Presenters were Cathy McCollom (Pittsburgh History & Landmarks Foundation), John A. Martine, AIA (Strada Architecture, and who was personally involved in South Side's early Main Street efforts), and Tom Hardy (Manchester Citizens Corporation, and previously of South Side Local Development Company).

"East Carson Street is one of the most compelling examples of linking historic preservation and economic development," states Hardy. "The district has been transformed to one in which 40 percent of the storefronts were vacant to one of the most popular retail and restaurant districts in the Pittsburgh region."

-more-

## **About Main Street on East Carson**

South Side's earliest revitalization efforts were led by Pittsburgh History & Landmarks Foundation beginning in the mid-1960s. In 1976, local residents and preservationists formed the Birmingham Union, bringing more attention to preservation in the late 1970s. The South Side Chamber of Commerce, also involved in local preservation efforts, helped found South Side Local Development Company (SSLDC), a local community development corporation committed to the historic preservation and economic revitalization of Pittsburgh's South Side. Established in 1982, SSLDC was formed in response to high vacancy rates after the decline of the steel industry.

One of SSLDC's earliest successes was in 1984, when East Carson Street was added to the National Register of Historic Places. Then, Main Street on East Carson was established in 1985 as one of the first Urban Demonstration communities. In 1996, East Carson was named a Great American Main Street.

Main Street on East Carson still operates today as South Side continues to grow and evolve. Program components include Design, Economic Restructuring, Organization, and Promotion.

###