

MIDTOWN TOWERS

LIVEVIEW SECURITY CAMERA INSTALLATION

643 Liberty Avenue
Pittsburgh, PA 15222

Dan Steele
Beacon Communities, LLC

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AGENDA

- Background and Goals
- Security - Strategy and Implementation
- LiveWire Security Camera
- Property Location / Photos
- LiveWire Camera Install Photos

BACKGROUND & GOALS

Midtown Towers Apartments is a 96-unit Affordable Housing complex with commercial space leased to 7-11 Convenience Store #36145 on the corner of 7th avenue and Liberty Avenue.

March 2023, 7-11 corporate removed the franchise owner and awarded the store to a new franchisee. The goal of both corporate 7-11 and the new franchisee was to bring the store back within standards. This included shutting the store down for a month to clean, organize and assess best practices. A very high priority was placed on security both within the store and outside the storefront with the goal of reducing and/or eliminating crime activities.

BACKGROUND & GOALS

March 9th, 2023 – 7-11 corporate requested permission to install a security camera on the outside storefront:

- “we are dealing with a lot of crime and drugs at this location, and we are trying to make it safer for the guests and our team”

April 27th, 2023 – Beacon Communities provided permission for the installation of the security camera system.

July 12th, 2023 – Security Camera installed on corner storefront of 7th avenue and Liberty avenue.

July 20th, 2023 – Security Camera fully functional

SECURITY

STRATEGY AND IMPLEMENTATION

- Reduced Store Operating Hours
- Full-time armed security within the store during all operating hours
- Installation of a highly sophisticated security camera system to monitor the entire storefront

LIVEWIRE SECURITY CAMERA

Total cost including hardware and software:
\$2,300 / month (Total cost = \$55,200)

Camera Installation – 7-11 corporate technicians (7/12/2023)

- Mounting brackets installed on corner façade
- (4) – 3/8" x 4" masonry anchors

Software Installation – LiveWire Technologies (7/20/2023)



PROPERTY LOCATION AERIAL



CAMERA INSTALL LOCATION

Aerial view:

Camera Installation Location



BEFORE / AFTER PHOTOS



CLOSE UP PHOTOS



THANK YOU

Dan Steele
Regional Maintenance Director
Beacon Communities, LLC

