

CENTRAL NORTHSIDE NEIGHBORHOOD COUNCIL



CNNC Branding Initiative Frequently Asked Questions

1. Why brand the neighborhood?

In 2009 the Central Northside Community Plan was completed. Pfaffmann and Associates, an urban design firm, was hired to do this plan. One of their recommendations was for CNNC to take on the task of rebranding the neighborhood, since to those outside the neighborhood, it was determined the Central Northside did not have a stellar reputation.

2. But does the Central Northside really have a branding problem?

Yes. Many outsiders still see this neighborhood as one that has large crime and safety issues. Our Garden Block developers have heard this from potential lessees to that area which has made their task of finding renters for those buildings harder. Many of us hear this when we talk to friends from outside the area. As was shown at the community meeting that introduced our potential new brand of Allegheny City Central our own neighbors don't know what our borders are. Currently no businesses use the Central Northside name to brand their own businesses however Allegheny and North Shore are often used.

3. I am not sold on the new name Allegheny City Central. Can we use something else?

North Star Destination Strategies, a branding consultant that only brands communities was hired by the CNNC and, after conducting much research, recommended Allegheny City Central as the name we should use to market our community. Many respondents from our Vision Survey recommended that Allegheny be incorporated into the new name, and since the community meeting, a number of other versions also incorporating Allegheny have been suggested. This speaks to the point – everyone has their preferences and it will be difficult to get 100% agreement. CNNC recommends that we accept our professional branding company's opinion since it is based on considerable research.

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4. Houses are selling around me and prices seem to be on the rise, so do we really have a problem?

There are areas in our neighborhood that are doing well, the Mexican War Street area and Federal Hill for instance. The majority of the people who are involved in the CNNC and who attended the community meeting regarding a potential new brand and marketing strategy for our neighborhood came from those two areas. It is the areas east of Federal St. and North of Jacksonia that still have a lot of blight and vacancy problems that can be most impacted by a new brand. These areas do not currently have a brand. They are not the MWS and not the North Shore. They don't have a cool micro-neighborhood name like Federal Hill. When businesses or realtors market in these areas they will choose what they feel will sell. It could be Upper North Shore, it could be Allegheny something, or something entirely new. By choosing to market the whole neighborhood under the Allegheny City Central brand, it unifies our disparate parts of the neighborhood and we believe all boats will rise in the positive tide.

5. How much would it cost and who would pay for it?

This would be addressed in the implementation phase. Some preliminary estimates have been looked at for things like banners, bill boards etc. First we would need a yes vote to proceed with the new brand and marketing strategy. Then the committee may seek the help of professionals to determine how to best roll out the new brand and start to prioritize what should be implemented first. We would then seek more accurate costs. The CNNC does have some money we could spend on branding, but we would seek sponsors and matching funds as much as possible so as to not to deplete our limited bank account.

6. What areas would encompass this new brand and marketing strategy?

We would launch the new brand in the current Central Nothside neighborhood as defined by the city. If the neighbors in the Commons area wanted to be included, we would extend the brand to those areas. This would connect the key assets north of the park – the Mexican War Streets, Garden Theater Block, Fed Hill, Mattress Factory, City of Asylum – with those in the Commons/Allegheny Center area – the Aviary, Children's Museum, Foster Square etc. Stakeholders that we talked to from the Allegheny Commons/Allegheny Center areas were enthusiastic and we believe there will be interest in being involved in this new brand strategy.

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7. Will the city maps reflect our new name?

Probably not, the city planning department already told us they are always very reluctant to change the city maps. However other neighborhoods such as Observatory Hill (Perry North) and Brightwood (Marshal/Shadeland) are referred to by their new names when the city references them on their web site and other materials but the maps still refer to them by their original names.

8. Who is allowed to vote?

You do not need to be a member of the Central Northside Neighborhood Council to vote. Any resident of the Central Northside or Allegheny Center neighborhoods may vote.

9. What exactly will I be voting on?

The motion that you will be voting on is the following:

A "yes" vote indicates your support for marketing the neighborhood as Allegheny City Central with the tagline: All Together. Different.

You are not voting on colors, logos, fonts, punctuation, etc. North Star Destination Strategies, our branding consultants, set us on a creative direction based on research and strategy. CNNC plans to work with local professional advertising agency to help us refine these aspects.

The ballot you will receive will have areas for comments. If you would like to see our neighborhood marketed under the *Allegheny City Central* name, with the tagline: *All Together. Different.* but you have a comment regarding colors, logos, punctuation, fonts, etc., please write it down we will take all comments and suggestions into account as we move forward. If you vote no, please tell us why so we can also use that important information as we move forward to better our community.

If you would like to contact us with comments or suggestion prior to the vote, please email us at branding@cncn-pgh.org.