



Allegheny City Central



C O M M U N I T Y A S V E R B



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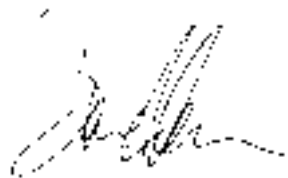
What's in a name? Everything! The Central Northside has a rich history, but the name carried a reputation that no longer fit. The evolution of the community called for a new story to be told. And that suggested a new name.

Welcome from Allegheny City Central Association (ACCA), If you've been watching the evolution of the Central Northside, then you understand what we mean by **community as verb**. You know it is people coming together, facing challenges, listening to each other – even when we don't agree – finding solutions and common ground, then building on that ground. The results are breathtaking.

ACCA and our development partners are reclaiming empty lots for new housing. New townhomes on Federal Street have attracted people from around the city and the country. Businesses breathe new life into Federal Street and North Avenue. And, very soon, the long awaited Garden Theater block development will change the face of that intersection.

This has been a year that brings together our vision and efforts. And what is emerging is a new sense of who we are as a community and a clear vision of who we are becoming.

With this report, we are pleased to illustrate these accomplishments and provide a vision for the future of our community. We think you will be inspired to find a place for yourself here, whether as a community partner, funder, developer, business owner, resident or visitor. Allegheny City Central Association welcomes you all.



Steven Adams
President
Allegheny City Central Association

A community isn't just a collection of buildings or a monument to history. At its best, it is a living, breathing experience. A verb. Action. Change. Evolution. Our community's new name – Allegheny City Central – is one result.



Since our founding in 1970 we shifted from being primarily a community benefits organization to one whose focus is primarily community development. The current ACCA board is comprised of 13 committed neighborhood volunteers with backgrounds that include banking, small business, information technology, strategic development and planning, and engineering. We also have two paid part-time consultants who focus on communications and real-estate development. Our financials are strong. Our board represents stability, and is committed to inclusiveness, and good governance. Our recent accomplishments exemplify a key organizational strength: we work well with partners.

In 2009, we changed our vision statement to read: "By the end of 2015, ACCA will transform all of our neighborhood's vacant lots and empty storefronts by filling them with thriving individuals, commerce and families of all kinds."

That same year, we identified during the community master planning process with Pfaffmann + Associates, that, among other things, image and lack of brand identity are a barrier to our desired neighborhood repopulation.



To address those barriers, we hired a marketing consultant who developed a 5-year marketing and communication plan, and we began our rebranding process. After three years of research and consultation, the team proposed a new identity to neighborhood residents, who voted overwhelmingly to brand and market the community as Allegheny City Central with a tagline that celebrates the community's diversity while providing a unifying message: All Together. Different.



ACHIEVE

Development

Watch what a community focuses on and you'll know its heart. Observe its accomplishments and you'll know its commitment and strength.

2010

ACCA Development Committee selects Zukin Development Corporation as Garden Theater Block developer. ACCA is the designated community partner in this project with the URA.

2010

Crazy Mocha coffee shop opens. ACCA convinces developer Bill Barron to incorporate windows along Federal Street, filling the space with light while facilitating more 'eyes on the street'.



2012

El Burro Comedor taco shop opens to rave reviews in the former Toula's location.



2013

City of Asylum/Pittsburgh becomes the anchor tenant of the Masonic Temple in the Garden Theater block. Their space, called "Alphabet City", will include a literary center, a performance space with broadcast and recording capabilities, areas for workshops and classes, and a bar and restaurant.



2013

With partner October Development, we break ground on six new townhomes on Jacksonia Street.

2009

Federal Hill Townhomes project begins, in partnership with builder S&A Homes. All 42 units will have been sold before construction completed in 2013.



2011

ACCA saves former Toula's Federal Street restaurant from demolition by acquiring it; raising \$20k equity from the URA; securing donation of lien from Duquesne Light; and negotiating removal of IRS lien.

2012
Deli on North opens; ACCA provides a grant to assist with signage.



2012

With partners Kaboom!, Highmark, the Grable Foundation, the City of Pittsburgh and others, we build a beautiful new playground in Allegheny Commons Park



2013
Another major tenant, Domenic Branduzzi, owner of Piccolo Forno, will open a new restaurant called Il Giardino in the Garden Theater.

2013

With a grant from Pittsburgh Partnership for Neighborhood Development, we launch the Great House Sale, a project targeting persons that may have previously been priced out of the market.



Safety

Achieving a safer neighborhood is a goal in every neighborhood. In Allegheny City Central, our residents take responsibility in meeting that goal. Whether it is hosting National Night Out for the entire community to form tighter bonds, installing security cameras in known trouble spots, working with the police, or hosting safety walks and safety "stoop" gatherings, ACC residents and the ACCA Safety Committee are having a positive impact on the neighborhood.

Community Engagement

Every community benefits when residents are engaged. But achieving that is often a challenge. ACCA found the answer – provide real opportunities for residents to be involved in matters that impact their quality of life, keep lines of communication flowing, and be transparent in decision making. The results – Allegheny City Central residents came out in force to participate in multiple meetings for the community master planning process, in focus groups and a vision survey to help steer the branding process, to serve on the ACCA Board of Directors to guide business decisions, point the way for development and attain fiscal responsibility, and to build a new playground with KaBOOM!



Welcoming Neighborhood

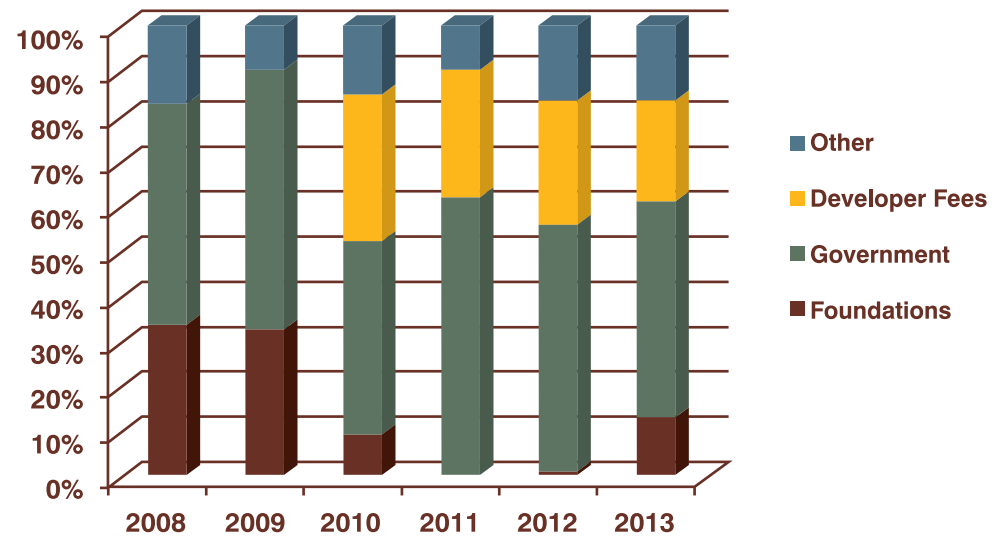
Allegheny City Central is a welcoming community. To help orient newcomers, in May 2012 ACCA launched Welcome, Neighbor to Neighbor. In this program, neighborhood ambassadors greet new residents, give them an overview of life in Allegheny City Central, and supply them with materials donated by local businesses and cultural organizations. A special website link provides details about area resources, recycling and street sweeping dates, and FAQs that even address "stoop sitting".



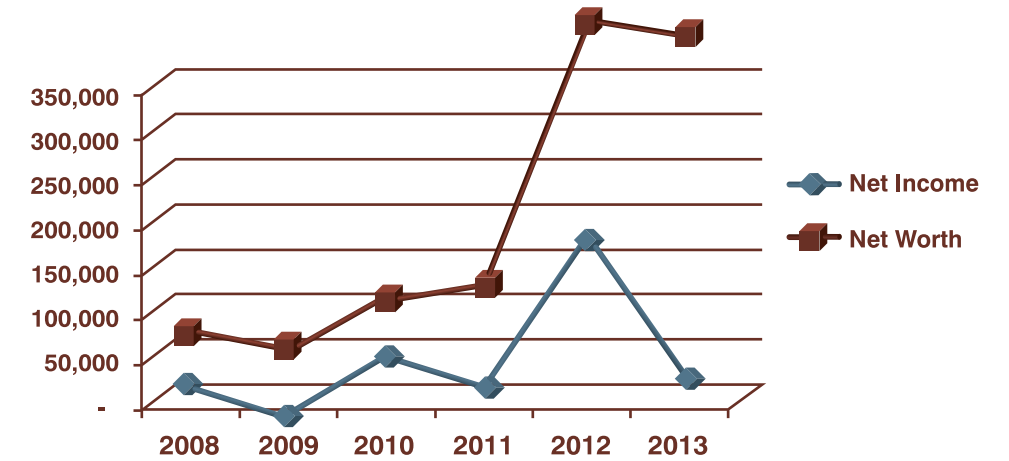
*Plant a seed. Provide sunlight and water. Pull weeds.
Use resources wisely. Watch it grow. Reap the outcome.
This could describe our community gardens.
It also describes our fiscal vision.*

GROW

Income



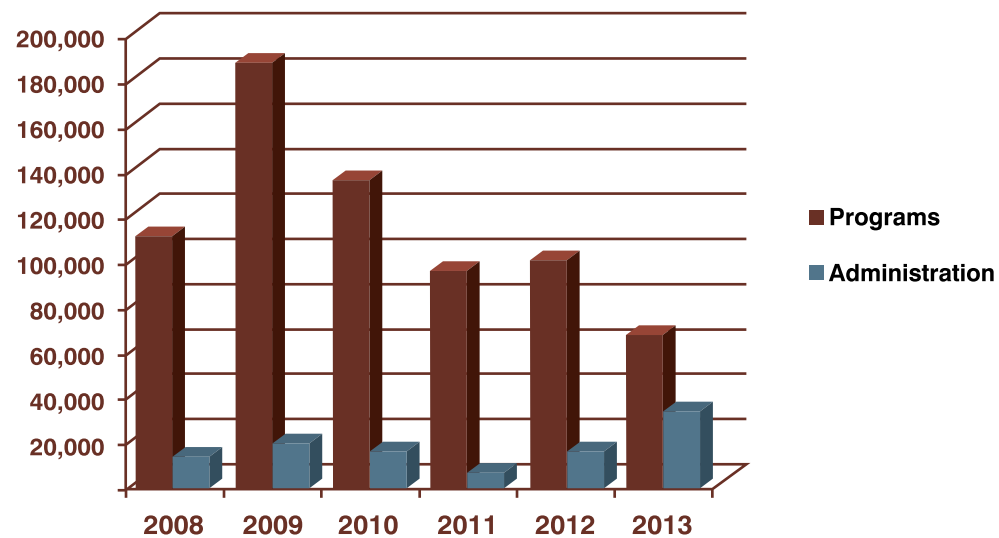
Net Income, Net Worth



As we continue to strengthen our financial position, our goal is to continue the trend of having more of our income come from developer fees and less from grants. We have broadened our income sources by offering products for sale like Allegheny City flags, and participating in The Pittsburgh Foundation's annual Day of Giving.

Funds will continue to be spent on acquiring and installing security cameras in targeted locations, as well as purchasing blighted and tax delinquent properties to redevelop and return to the tax rolls.

Expenses



all figures are as of our May 31 fiscal year end



*What transforms individuals, houses and businesses into a community?
What connects the dots on a map? Breathes life into structures?
It's the connections we create and the willingness to participate
in this verb called community.*

We welcome you all to connect with Allegheny City Central – an evolving community full of individuals and families of all kinds, thriving commerce, cutting edge cultural institutions, unique and historical housing, all just a short walk to the North Shore and downtown Pittsburgh.

- **Individuals and families of all kinds** – consider living here.
- **Residents** – join ACCA and get involved.
- **Developers** – pitch us ideas for unique housing and business opportunities.
- **Funders** – invest in Allegheny City Central.
- **Retail and food service establishments** – move here and become part of a vibrant and evolving business district.
- **Cultural institutions** – partner with ACCA to raise awareness of the outstanding offerings in our community.

Contact Allegheny City Central Association and we'll help you find your connection.

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CONNECT





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The background of the lower half of the page is a photograph of a historic, multi-story brick building with a prominent corner tower. The image is overlaid with a dark blue, semi-transparent filter. The building has several windows and a gabled roof. Bare trees are visible in the foreground, and a street with utility poles is on the right.

ALLEGHENY
CITY
CENTRAL

ALL TOGETHER. DIFFERENT.