

The Central Northside Community Branding Initiative



A collaboration between
Members of the CNNC
Karen Bryant & Associates
North Star Destination Strategies, Inc.

Where Do You Live?

Where the world
thinks I live



Where my parents
think I live



Where suburbanites
think I live

Where I Live!



How This Project Came to Be



In 2009, the Central Northside Neighborhood Council (CNNC) led a community effort that resulted in a master plan. One recommendation was a review of our community's perceived identity to find a way to tell a more compelling and accurate story of who we are.

Envisioning Our Community's Future

A strong vision evolved from the master planning process:

By the end of 2015, CNNC will transform all our neighborhood's vacant lots and empty storefronts by filling them with thriving individuals, commerce and families of all kinds.

This vision aligns with our mission to enhance the lives of all Central Northside residents.



Community Engagement – The Process

Spring 2010

Research

CNNC engaged Karen Bryant & Associates to conduct research to better understand residents' perceptions of and aspirations for the community. Bryant conducted six focus groups involving 46 participants representing a wide spectrum of the community.



Community Engagement – The Process

Fall/Winter 2010

Marketing and Communications Plan

Bryant led CNNC in developing a five-year marketing and communications plan using focus group results and other research as the foundation.

Request for Proposals

CNNC created the Branding Committee and, with Bryant, developed an RFP to secure an outside branding firm to assist with community branding.



Community Engagement – The Process

Summer 2011

The Agency

- CNNC selects North Star Destinations Strategies.
- North Star gathers info from community members and stakeholders
- North Star holds community meeting August 2011



Community Engagement – The Process

Fall/Winter 2011

Creative Strategy

North Star presents findings and first draft of creative suggestions to CNNC Branding Committee. Branding Committee participation results in review, collaboration and, finally, a finished creative strategy

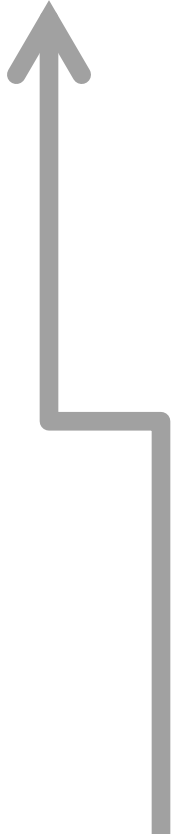


Stakeholder / Community Partner Engagement Process

Spring/Summer 2012

Branding Committee presents creative findings to key stakeholders and the community for consideration.

- Political (Mayor's Office, Councilman & URA)
- Funders
- Business Community
- Cultural Institutions



Where Do You Live?



Jeanette Evans (center) and friends
Alpine Avenue
"I live in Central Northside."

Where Do You Live?

Jack Hatley and
Amy Schultz
North Taylor Avenue

*"We live in the Mexican
War Streets."*



Where Do You Live?



Adel Fougnes and
Richard Thomas
N. Taylor Avenue

*"We live in the Mexican
War Streets."*

Where Do You Live?

Brent Boss, owner of
Buena Vista Coffee Buena
Vista Street

*"My business is in the
Mexican War Streets, but I
refer to it as the North Side
when talking to people from
outside this area."*



Where Do You Live?



James Hoback
Buena Vista Street

*"I live on the Mexican
War Streets on the
North Side/Shore."*

Where Do You Live?



George Wilson, owner of
Wilson's Barbeque
N. Taylor Avenue and Buena
Vista Streets

*"I've had my business in the
Mexican War Streets for 53
years."*

Where Do You Live?

Kathleen Gerace

The Allegheny on West
Commons Drive

*"I live in The Allegheny,
Apartments for seniors, on
the North Shore, or is it the
North Side? I'm not really
sure."*



Where Do You Live?

Eric Rankin
Buena Vista Street

*"I'm from New Mexico and
am visiting the Mexican
War Streets."*



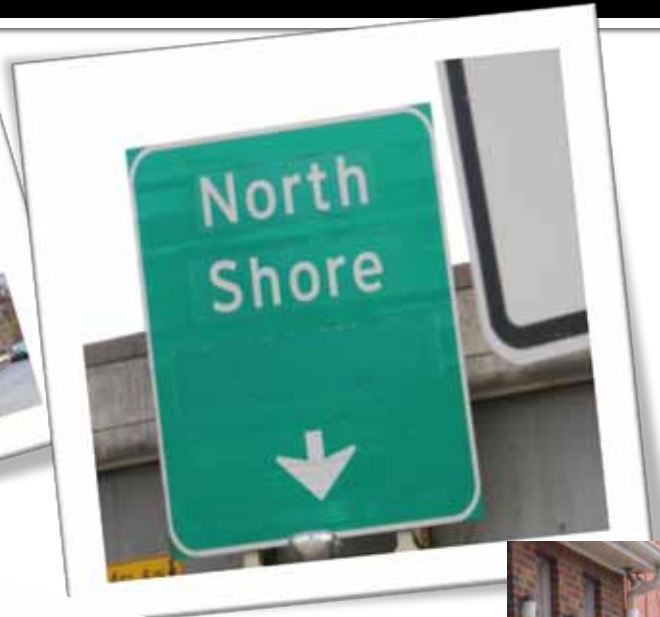
Where Do You Live?



Janet and Robert
Colville
Foster Square

*"We live on the North
Side."*

Some Want to Call Us North Shore



Kindred  Hospital
Pittsburgh North Shore



Media Matters



**Pittsburgh Post-Gazette Places
Allegheny General Hospital on the North Shore**

More Media Matters

In an interview with KDKA's Jon Delano, he asks CNNC's Chris D'Addario about Garden Theater Block Development and struggles with how to refer to where the Garden Theater is located:

“For those of us following the work on the Upper North Side - I'm not sure what the proper terminology is. Is it the Upper North Shore? I guess North Siders just say, 'the North Side,' right?”

When Inaccurate Perceptions Define a Community . . .



A resident mentioned in our Vision Survey:

When bad things happen in the North Side, the media refers to it as Central Northside, but positive news stories reference the North Shore.

Wikipedia on "North Side"

The term "North Side" does not refer to a specific neighborhood, but rather to a disparate collection of contiguous neighborhoods. The neighborhoods that make up the North Side of Pittsburgh include:

Allegheny Commons - Allegheny West - Allegheny East/Deushtown
Brighton Heights - California-Kirkbride - Central Northside - Chateau
Fineview - Manchester - Brightwood - North Shore - Northview Hts
Perry North/Observatory Hill - Perry South - Spring Garden
Spring Hill-City View - Summer Hill and Troy Hill

Residents from all of these communities can and do say they are from the
"North Side"



Community in Search of a Sustainable Identity

With the North Shore brand encroaching on prime areas of the Central Northside without any input or guidance from the community, we're in a rather uncomfortable position.



Community in Search of a Sustainable Identity

The Mexican War Streets is a strong and valuable identity, but it doesn't accurately reflect all of the disparate parts of the community.

And, the unspecific name of "North Side" does not tell our unique story.



Stuck Between Two Brands

That leaves the Central North Side stuck between two strong brands.



An Opportunity - Abandoned Buildings / Empty Lots



CNNC Is Making Strides



Glimpse From Vision Survey

What did residents who responded to the Vision Survey say about the name *Central Northside*?



Glimpse From Vision Survey

20% of respondents had positive comments about the name *Central Northside*. Comments ranged from:

- “Perfect”
- “Fine. It’s location based.”
- “Good”
- “I like it. It’s where I live. I prefer it to Mexican War Streets”
- “It’s OK.”

Glimpse From Vision Survey

80% of respondents had negative comments about the name *Central Northside*. Comments ranged from:

- “Boring, bland, generic”
- “It’s pablum; does not link to anything.”
- “Yuck.”
- “My experience is that outside of the area, no one knows that the Central Northside is the name of a neighborhood.”
- “Accurate geographically, but boring.”
- “Awkward, especially with how the news always throws around the term North Side to describe anything bad happening on other North Side neighborhoods.”

CNNC's Commitment to the Community

As the stewards of our mission and vision, CNNC is committed to . . .

- Celebrating our diversity
- Preserving our history
- Shaping our future by telling our unique and compelling story
- Attracting new businesses, investors and individuals and families of all kinds



Objectives from Marketing & Communications Plan

Five Year Marketing Plan

- Marketing infrastructure
- Communication channels
- Effective branding
- Materials to attract businesses & people
- Signature event to bring people to the community



Other Communities Have Recognized the Value of a Strong Brand



North Shore



REGENT SQUARE

A resource for those who live, play and work in Regent Square



Website sponsored and maintained by the Regent Square Civic Association,
7804 Charleston Avenue, Pittsburgh, PA 15218-1285



RSCA
REGENT SQUARE CIVIC ASSOCIATION

Our Identity Should Reveal the Heart and Soul of Our Community



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Ciudad de Asilo
CITY of ASYLUM Pittsburgh
不才洋殿北地



**What is the Central Northside's
current logo**



We don't have one!

Here's the CNNC logo



**Where does
the Central Northside name appear
within our community**



Only one place.



We Need Something . . .

- **That reflects our history**
- **Honors our values**
- **Captures our vision**

We Need Something . . .

ALL TOGETHER. DIFFERENT.

ALLEGHENY
CITY
CENTRAL

ALL TOGETHER. DIFFERENT.

It Starts With the Name

Allegheny
already has a strong
foothold in our
consciousness.



Allegheny is Rooted in Our History



Glimpse From Vision Survey

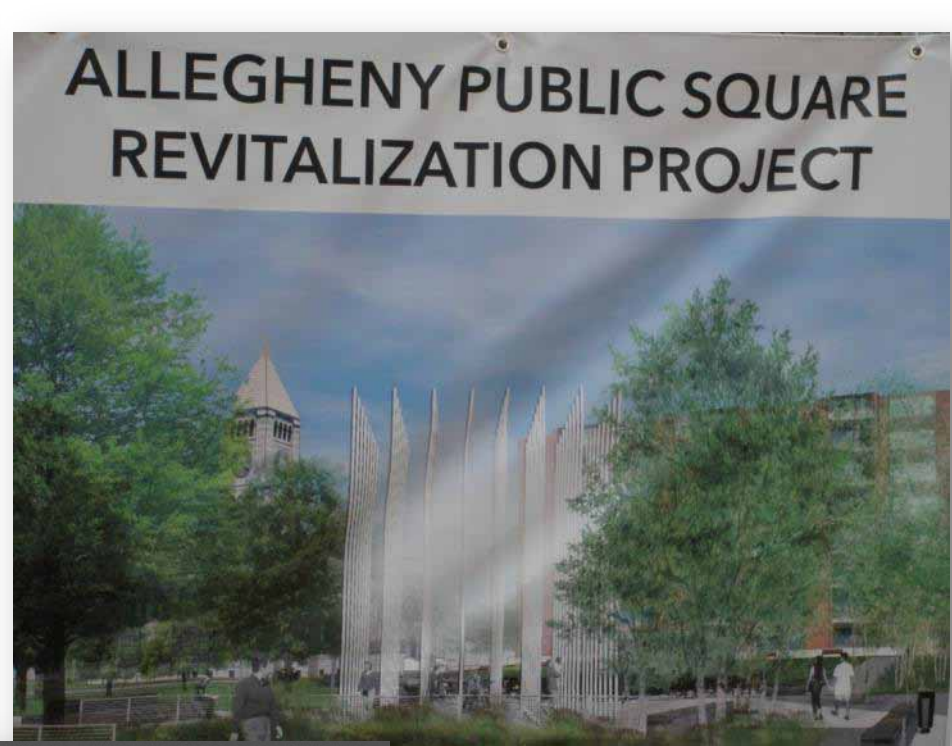
When asked for an alternative, what name came up most often?



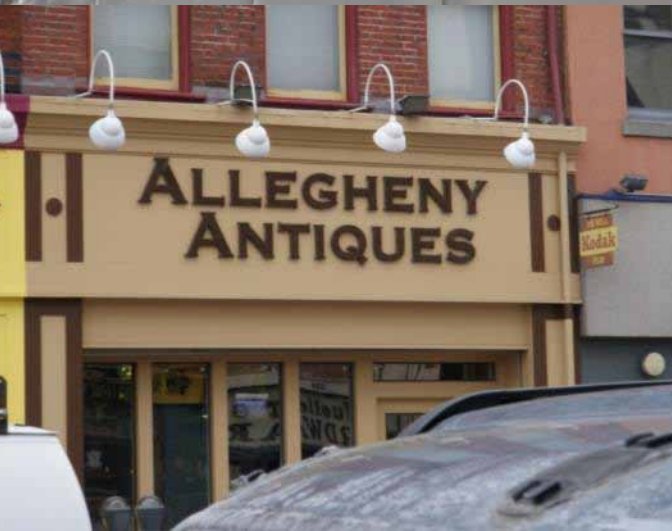
Glimpse From Vision Survey

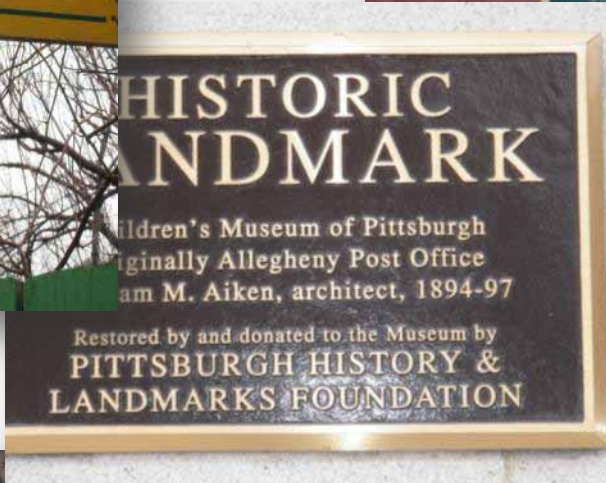
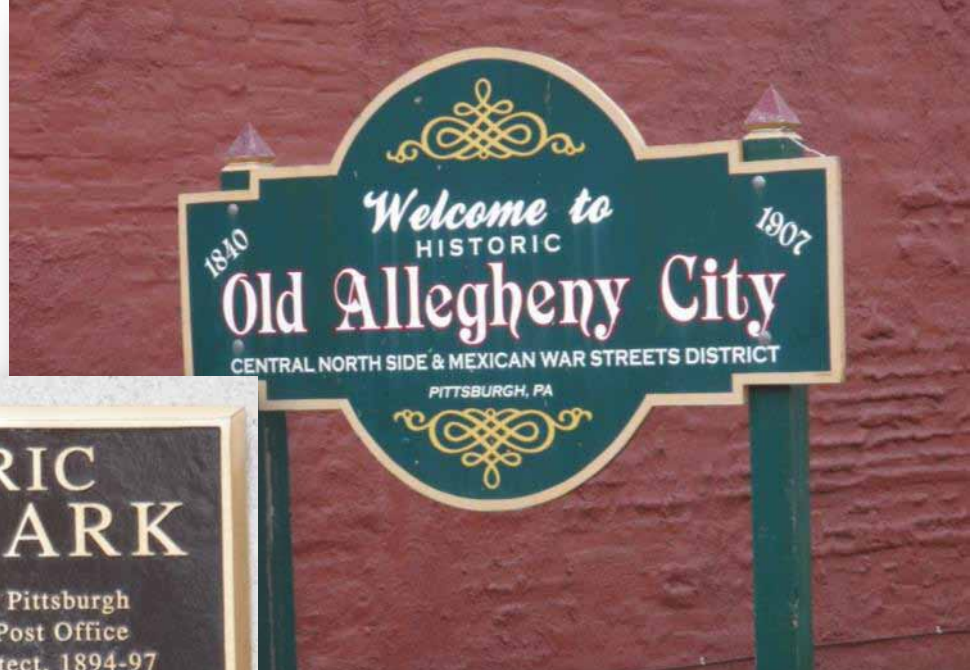
By far, the name *Allegheny*, in one form or another, was the clear leader:

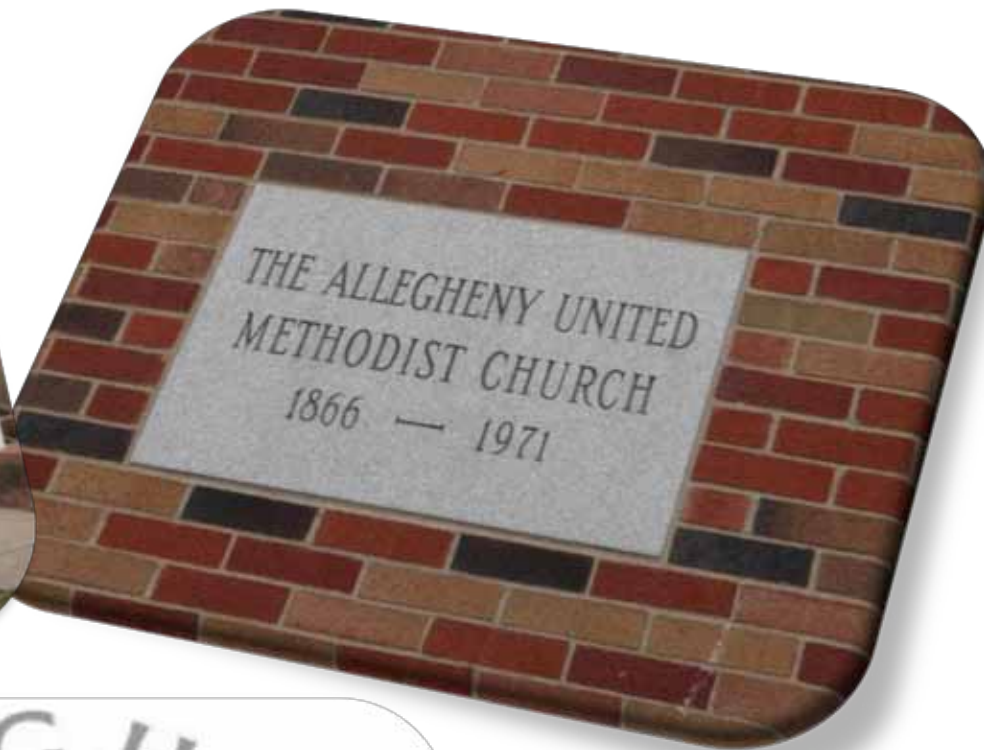
- **Allegheny City** (of all the “Allegheny” names, this was suggested most often)
- Old Allegheny
- New Allegheny City
- Central Allegheny











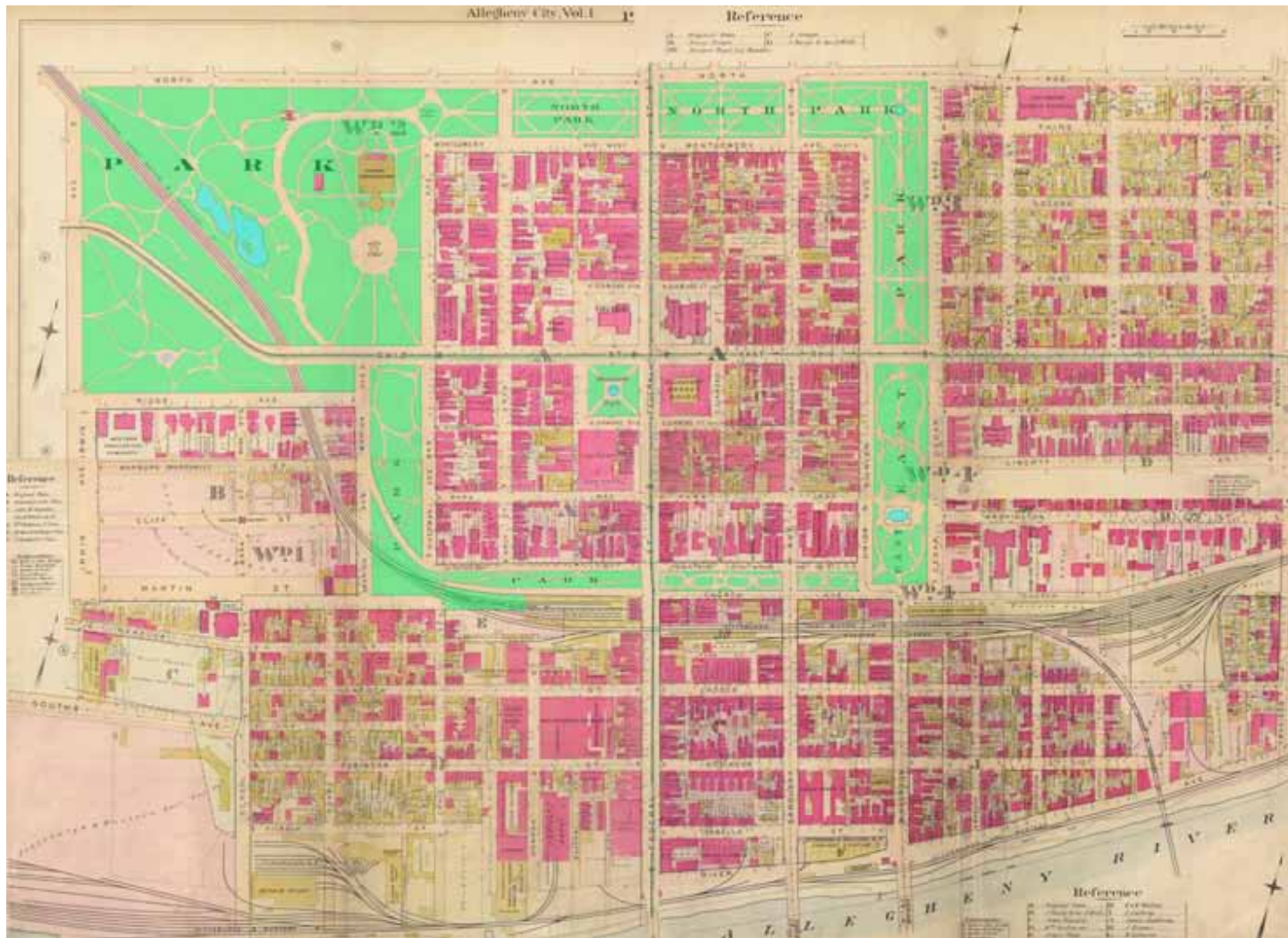
Our Developers Speak of “Allegheny”



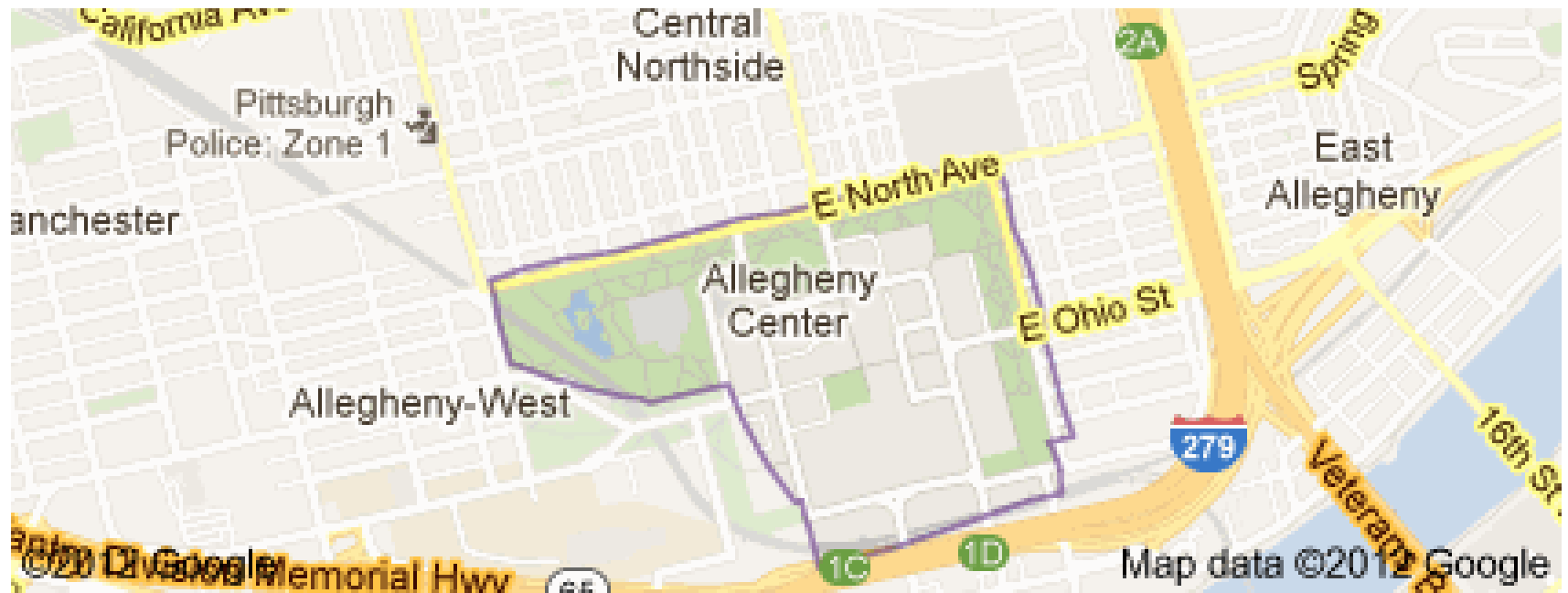
Wayne Zukin, developer of the Garden Theater Block, explains why “Allegheny” is part of the name of his development firm.

We choose Allegheny City Development Group because there was a desire to bring back memories/energy of the vibrant commercial district in the Federal and North corridor from the days when the area was called Allegheny City.

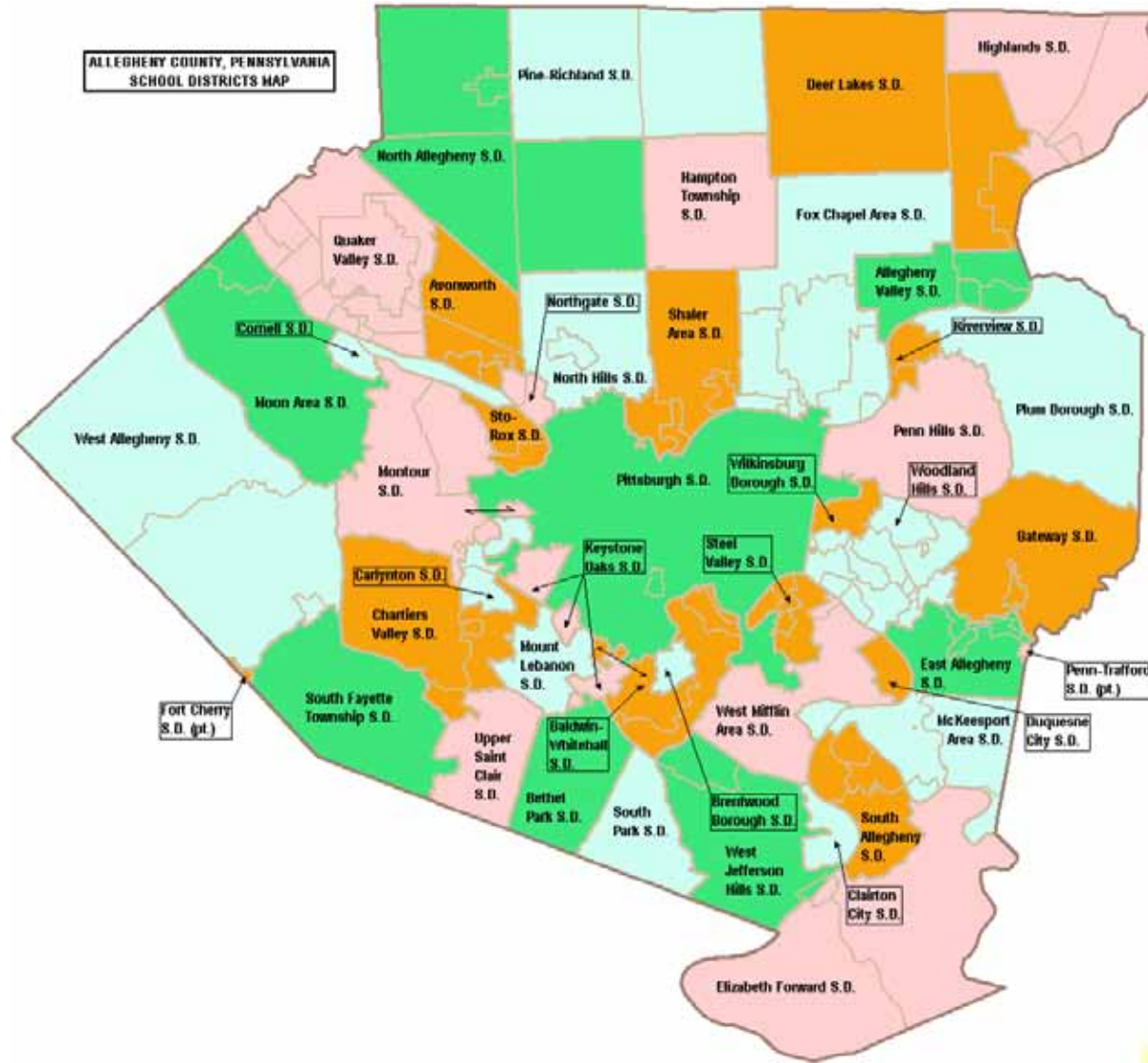
Why NOT Allegheny City?



Why NOT Allegheny Center?



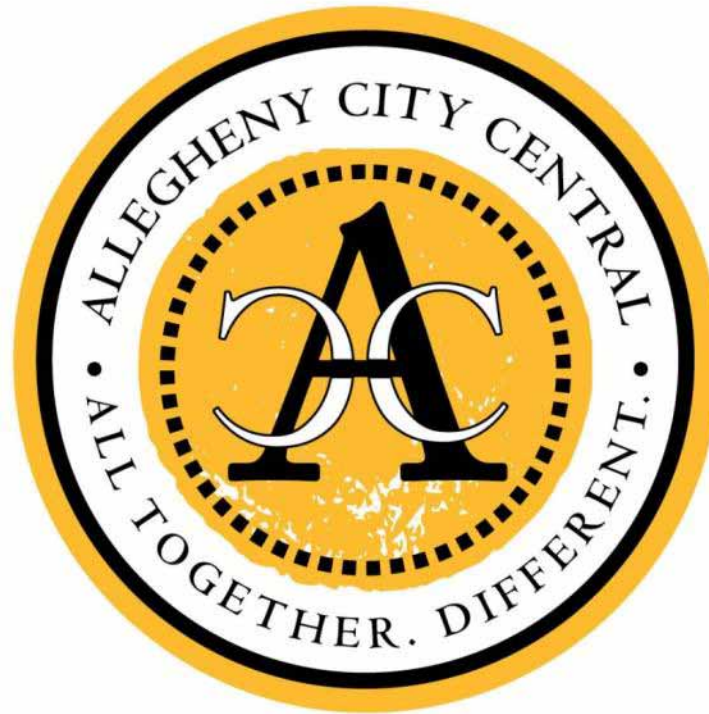
Why NOT Central Allegheny?



ALLEGHENY
CITY
CENTRAL

ALL TOGETHER. DIFFERENT.

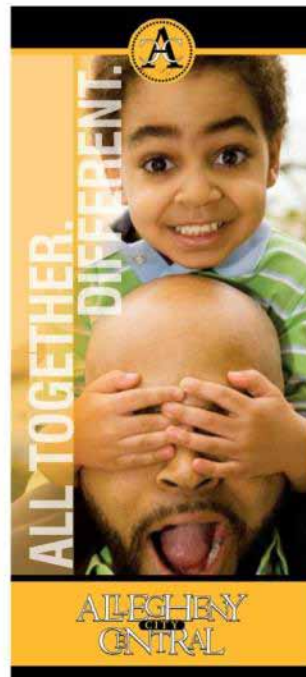
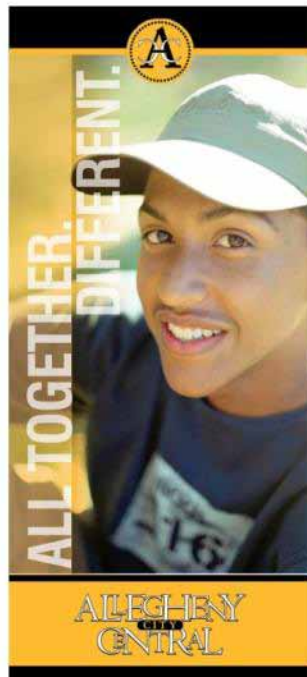
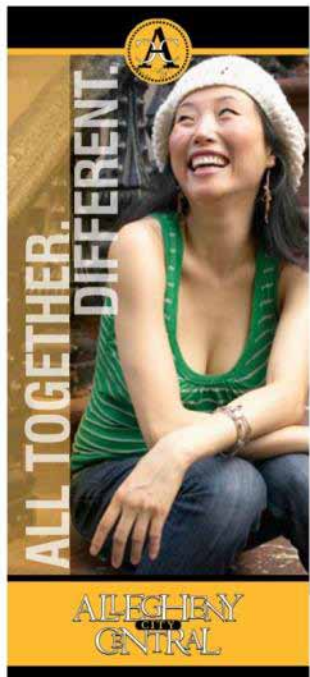
Allegheny City Central Seal



Entry Point Signs



Pole Banners



Website

ALLEGHENY CITY CENTRAL



ALLEGHENY CITY CENTRAL ASSOCIATION

About Us Visit Shop Dine   

Donate

 **Become a Member Today**

 **ALL TOGETHER. DIFFERENT NEWS.**

Sign Up for E-News

FEATURED ATTRACTION



CHILDREN'S MUSEUM OF PITTSBURGH

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UPCOMING EVENTS

MEXICAN WAR STREETS TOUR OF HOMES
JULY 10TH-12TH

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SECOND TUESDAY FLY FOR FREE AT THE AVIARY
SECOND TUESDAYS MAY-SEPTEMBER

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 **MEXICAN WAR STREETS HOUSE TOUR A HUGE SUCCESS**

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 **NEW HAZLETT THEATER TO HOST SONGWRITER SPOTLIGHT IN JUNE**

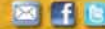
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E-Newsletter

ALLEGHENY
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ALL TOGETHER. DIFFERENT.



ALL TOGETHER. DIFFERENT NEWS.

SUMMER 2012



MEXICAN WAR STREETS HOUSE TOUR A HUGE SUCCESS IN ALLEGHENY CITY CENTRAL

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NEW HAZLETT THEATER TO HOST SONGWRITER SPOTLIGHT IN JUNE 2012

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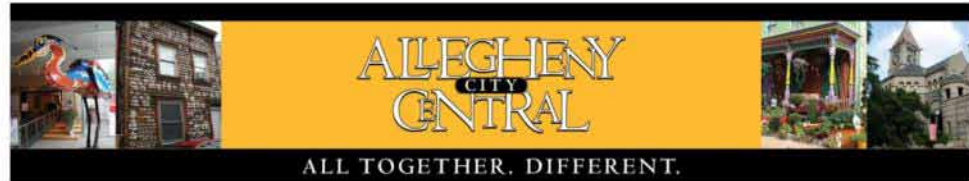


CITY OF ASYLUM POETRY JAZZ EVENT FILLS TO CAPACITY

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Flyer Template



NATIONAL AVIARY
let your spirit soar

SECOND TUESDAY FLY FREE DAY

**FREE ADMISSION TO THE NATIONAL AVIARY
FROM 2P.M. TO 5P.M. THE SECOND TUESDAY
OF EVERY MONTH THIS SUMMER**

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Brought to you by the Allegheny City Central Association and the National Aviary

ALLEGHENY CITY CENTRAL



ASSOCIATION

Resource Guide

ALLEGHENY CITY CENTRAL

RESOURCE GUIDE

2012



ALL TOGETHER. DIFFERENT.



Brochure

ALEGHENY CITY CENTRAL

ALL TOGETHER. DIFFERENT.



Decals and Stickers



All Together. Ad Concepts

Dan West, Lead Designer

ALL TOGETHER. DEVELOPING.

Sure. O.K., We're a little proud to be the neighborhood with a lot of new growth and development like the restaurants and shops in the Garden Theater district or the new townhomes on Federal Hill. People have noticed and we're saying "hey" to a lot of new neighbors these days.

But in Allegheny City Central, we are even more proud of the safe, nurturing and diverse community that helps our children grow and develop. We don't know about other neighborhoods, but the future looks pretty bright here. Why don't you join us?

Contact families@acca.org for information on living and raising children in Allegheny City Central.



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ALL TOGETHER. DIFFERENT.

ALL TOGETHER. DEVELOPING.

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ALEGHENY CITY CENTRAL

ALL TOGETHER. SAFE.



piccolo
FORNO


nakama
Japanese Small Plates and Sake Bar


Monterey
Pub

ALL TOGETHER. TASTY.

IF YOU THOUGHT OUR BEAUTIFUL VICTORIAN TOWNHOMES AND AWARD WINNING COMMUNITY GARDENS WERE TASTEFUL, WAIT UNTIL YOU TRY THE FOOD AT OUR RESTAURANTS!

ALEGHENY
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ALL TOGETHER. DIFFERENT.

Take Exit 7B to North Shore



ALL TOGETHER. SAFE.

In Pittsburgh, there's a lot of safe neighborhoods to live, work, play and raise a family. But, there's one neighborhood in the city that the whole world knows is safe - Allegheny City Central. Here, citizens of the world like Khet Mar and her family can escape persecution through City of Asylum's resident program for dissident writers. City of Asylum has hosted many artists who live, work and walk around in our community. They're our neighbors.

So, if your looking for a safe place to live, look here in Allegheny City Central and, while you're at it, make friends with people who've risked everything to be your neighbor.

ALLEGHENY
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ALL TOGETHER. DIFFERENT.

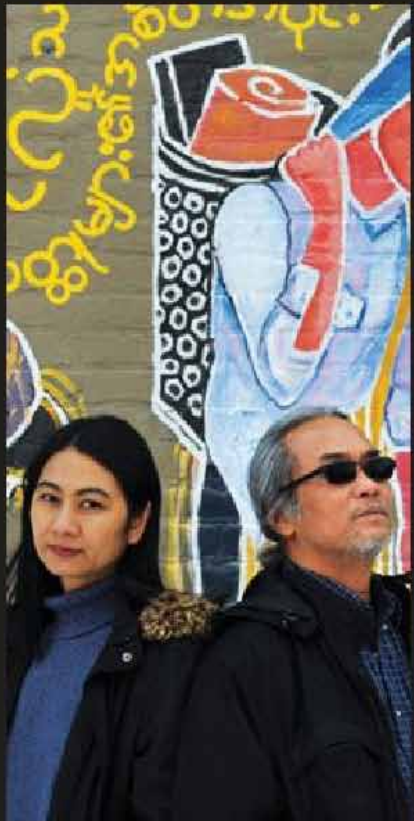
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ALLEGHENY
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ALL TOGETHER. DIFFERENT.



ALL TOGETHER. SAFE.

Once each year during National Night Out, Americans from coast to coast turn on their porch lights, grab some snacks and drinks and come out of their homes to greet old neighbors and meet new ones around the front stoop.

In Allegheny City Central, we're a little puzzled by this. We like to think we've made an art of out "stooping" with our neighbors. It's the kind of place where "community policing" has always meant watching out for each other while enjoying a delicious snack or refreshing beverage.

So, join us this National Night Out but you'll have to forgive us if we act like all the fun is, more or less, business as usual.

ALEGHENY
CITY
CENTRAL

ALL TOGETHER. DIFFERENT.



NATIONAL
NIGHT
OUT

America's Night Out Against Crime

Next Steps

September 10, 2012: community votes on new brand direction
A “yes” vote indicates your support for marketing the neighborhood as Allegheny City Central with the tagline: All Together. Different.

Where Do You Live?



Buena Vista Street



Alpine Avenue



N. Taylor Avenue



North Taylor Avenue



N. Taylor Avenue /
Buena Vista Streets



Foster Square



West Commons Drive



Buena Vista Street

ALLEGHENY
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CENTRAL

ALL TOGETHER. DIFFERENT.

In the heart of Pittsburgh's
Historic North Side

Questions, Comments, Concerns

branding@cnn-c-pgh.org