

LAWRENCEVILLE CORPORATION

To act as a catalyst and conduit for responsible growth and reinvestment in the Lawrenceville Community

The Lawrenceville Corporation was formed in January 2000 as a merger of the Lawrenceville Development Corporation (LDC) and the Lawrenceville Business Association (LBA). Both the LBA and LDC had been in existence since the mid-1980s and were formed in response to neighborhood decline following Pittsburgh's economic crisis during the 1970s and 1980s.

The merger yielded a new organization with a strong combined board of directors. The organizational mission, membership, and much of the programming trace back to the original two entities. Since the merger, the LC has gained local and national recognition for its innovative niche marketing programs like the 16:62 Design Zone and the

Doughboy branding campaign, recruitment efforts that have yielded numerous destination-type retail and restaurant businesses, and the commercial and residential efforts throughout the neighborhood.

VISION

Lawrenceville Corporation's vision for the community includes the following elements:

- ▶ A diverse community that embraces newcomers and long-time residents, homeowners and renters, children and senior citizens, low-income and middle-class families alike.
- ▶ A thriving and competitive business district that attracts customers from around the region with unique stores and products, while continuing to

meet the day-to-day needs of community residents.

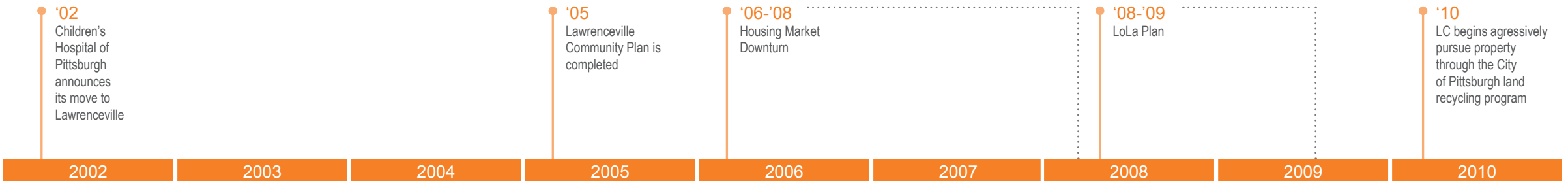
- ▶ A safe, healthy, and clean community free from crime, drugs, prostitution, violence, and litter.
- ▶ An attractive neighborhood full of amenities including shopping, restaurants, green space, parks, and recreational facilities.

PRINCIPLES

The Lawrenceville Corporation is guided in its work by five main principles:

- ▶ **Preserve Authenticity:** preserve community diversity and working class heritage; and build on existing architectural assets.

Lawrenceville Timeline



(PRINCIPLES CONT.)

- ▶ **Strategically Target Development Efforts:** geographically concentrate development to maximize impact in targeted areas that have been identified as priorities by strategic or community planning processes.
- ▶ **Market Our Assets:** understand the neighborhood’s assets and its potential role in the city or regional marketplace; target regional and local customers that will advance our neighborhood’s revitalization; and develop lines of business that promote the neighborhood’s assets.
- ▶ **Support High Quality Design:** insist on top-notch design standards for all development and projects in the community.

- ▶ **Engage in Visionary and Participatory Planning:** work with local stakeholders to creatively envision the future potential of the neighborhood while keeping an eye on national and regional trends and local opportunities

BOARD OF DIRECTORS

- | | |
|------------------|----------------------|
| George Arendas | Owen Lampe |
| Will Bernstein | Allison McGeary |
| Lauren Byrne | Juliette Murcko |
| Stephen Casey | Kento Ohmori |
| Bernadette Gerbe | Brooks Robinson, Jr. |
| David Green | David Tobiczky |
| Joseph Kelly | Tiffany Wilhelm |

STAFF

- Matthew Galluzzo**
Executive Director
- Valerie Fleisher**
Director of Operations
- Ed Nusser**
Real Estate and Planning Manager
- Genevieve Barbee**
Marketing and Communications Coordinator

