

East Liberty  
DEVELOPMENT, INC.

Partnering  
with our community

2010 ANNUAL REPORT



# Table of Contents

Reflections	1
Accomplishments	2
Guiding Principles & Mission	3
Planning	4
Advocacy	5
Facilitation	6
Investment	7
Development	8
Financial Statements & Overview	9
We Can't Do This Alone	10



Thank you Dollar Bank for serving as our partner in the Neighborhood Assistance Program.



6101 Penn Avenue, Suite 201, Pittsburgh, PA 15206  
(412) 361-8061

[www.eastlibertypost.com](http://www.eastlibertypost.com)

## REFLECTIONS FROM OUR BOARD & EXECUTIVE DIRECTORS

Dear Community Partners,

**As we look back on 2010, it's exciting to see how East Liberty has grown and evolved through ELDI's collaboration and investment in the community. From the construction of Target to the continued progress of making Penn Circle bi-directional, our neighborhood continues to become a unique destination for residents of not only the East End and the City of Pittsburgh, but for the region as a whole.**

These exciting developments would not be possible without the partnership of countless East Liberty residents, business owners, and other neighborhood stakeholders. The release of the Community Plan in May 2010 highlighted and celebrated our community's consensus-building efforts.

This living, breathing document is an update to the neighborhood's first Community Plan in 1999 and will continue to be ELDI's roadmap as we work to bring about the development requested by those who see the change the most--our residents and stakeholders.

Partnering with the surrounding communities of Bloomfield, Friendship, Garfield, Highland Park, Lawrenceville, Larimer, and Shadyside created opportunities to strengthen the entire East End. In particular, working with the Larimer Consensus Group to develop the Larimer Avenue corridor ensures the continued vitality of our neighborhoods.

**We thank you for your interest in our organization, and for your efforts to make East Liberty a great place to live, work, shop, and play.**

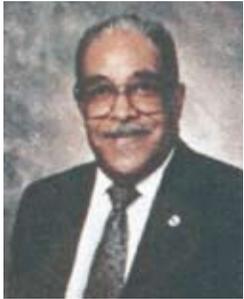


Pamela Collier  
Board President



Maelene J. Myers  
Executive Director

## A Tribute to Mr. Floyd Coles



In February of 2010, the East Liberty community suffered a great loss at the passing of Mr. Floyd Coles.

Dedicated to his neighborhood, Mr. Coles served both as a member of the Board of Directors at East Liberty Development, Inc. and the President of the Board at East Liberty Gardens.

Mr. Coles was involved in several organizations, including the Pittsburgh Council of Men, East End Male Chorus, Area Agency on Aging Advisory Council, Quaker State Funeral Directors

Association, President of the St. James Chapter of the AARP, and Faculty Member of the Pittsburgh Institute of Mortuary Science. Mr. Coles was a retired Chief Deputy Coroner of Allegheny County, a licensed funeral director, and supervisor of the Samuel J. Jones Funeral Home of Wilkinsburg.

**Mr. Coles is greatly missed by the board and staff at ELDI, East Liberty Gardens and the entire East Liberty community.**

## Board Members

Pamela Collier, President

Rev. Patrice Fowler-Searcy, Vice President

James W. Wallace, ESQ., Secretary

Malik G. Bankston, Treasurer

Jack Pelles

Darlene Henderson

Nora Sullivan

Sallyann Kluz

Renee Knox

Sarah Arnold

Charles Peterson

## ACCOMPLISHMENTS FROM 2010

ELDI acts as a catalyst for positive change by providing leadership in the areas of planning, advocacy, facilitation, and investment. Listed below are some of the most exciting development and planning efforts of 2010.

Over **75** small business owners have inquired about technical and business planning

The release of the updated **Community Plan**

The release of the **Larimer Vision Plan**

The completion of **Operation Resident Engagement**, a project focused on resident and stakeholder feedback

Awarded an **\$800,000 grant** from the US Department of Health and Human Services, one of only two in the state of Pennsylvania

The completion and dedication of **MOMS Green** play yard

**\$20,000 grant** from the Sprout Fund for a green roof bus shelter

Facilitated the beginning of the **bi-directional conversion** on Penn Circle South

**141** volunteers cleaned the hillside along Negley Run Boulevard

**130** VOLUNTEERS PLANTED  
TREES AT 2 PLANTINGS

## Community Profile

### CAROLYN PEEKS

---



**“ELDI HAS GIVEN THEIR TIME, TALENT AND EXPERTISE IN HELPING TO SEE THE VISION PLAN COME TO LIGHT.”**

Carolyn Peeks has been a resident of Larimer for 18 years. As a member of the Consensus Group and the Green Team, she has been a voice for her neighborhood as residents and other stakeholders came together to create the Vision Plan.

**“THE RESIDENTS OF LARIMER WANT A CHANGE; I FEEL REALLY GOOD ABOUT OUR FUTURE.”**

Larimer is on the move, and Peeks expects to see a significant change in the next 3 to 5 years.

"Part of that change is due to ELDI's role as a member of the consensus group. ELDI has given their time, talent and expertise in helping to see the Vision Plan come to light."

## GUIDING PRINCIPLES

For many years, success for a Community Development Corporation (CDC) was measured through real estate development. Bricks and mortar developments are easy to see, and ribbon cuttings are easy to celebrate.

But this definition of progress lacks comprehensiveness. Over time, we have learned that far more than construction leads to successful neighborhoods. There are many steps in the process of building a better community and while development is one, other steps must happen first. Furthermore, ELDI recognizes its role in partnering with other organizations to bring about the revitalization of East Liberty.

## MISSION

In light of these realizations, ELDI now identifies itself as a Community Based Organization (CBO). As a CBO, we have four distinct and important roles to play, in addition to our role as a development corporation:

### PLANNING

Stakeholder engagement processes that set priorities for the neighborhood and serve as the support for development and change that follows. Examples include community plans, land use plans, traffic studies, business plans for service organizations, and outreach strategies that prioritize community goals.

### ADVOCACY

ELDI advocates for stakeholders and issues both within East Liberty and regionally, working to further the goals laid out in our community plan and in other planning documents. Internal (East Liberty) advocacy includes taking a stance on behalf of stakeholders when projects or changes are proposed or underway. External, or regional advocacy, includes serving on county-wide task forces such as working for change to the transit system or stormwater guidelines.

### FACILITATION

Supporting other entities working in conformance with community plans in our neighborhood. This could include cutting red tape for developers, supporting funding applications of nonprofit partners, or serving as a liaison between the government and our stakeholders. Examples include our role in the Eastside development, our role in Penn Circle 2-way conversion, our role in most tree plantings, and our role in the affordable housing built at Fairfield.

### INVESTMENT

Literally investing dollars into projects that provide a return in order to bring greater value to the projects and providing long-term financial stability to the CBO. Examples include our investments in the Staples site, Eastside 1 and 2, Target, and recent loans made to restaurants in our commercial core.

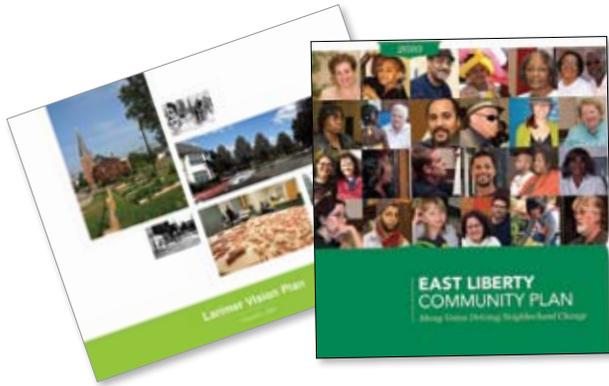


## PLANNING

Through documents like the Community Plan and the Larimer Vision Plan, ELDI enables stakeholders to build consensus, data, and processes that lead to neighborhood change.

The entire neighborhood celebrated the publication of a 10-year update to the Community Plan in May. East Liberty stakeholders served on eight topic-focused task forces and attended dozens of meetings to capture the community's vision for the future. The 1999 Community Plan was largely responsible for East Liberty's incredible change over the past decade. This new plan identifies community priorities for the next decade of change.

The Larimer Consensus Group has been working since 2008 to develop a community vision and land use plan for the Larimer neighborhood. ELDI has served as a member of the group, collaborating with other members and providing project management. The Larimer Vision Plan will guide the development of the neighborhood and strengthen the connections between Larimer and East Liberty.



# 213

NUMBER OF TREES ELDI PARTNERS HELPED PLANT IN EAST LIBERTY DURING THE PAST YEAR.





## Community Profile

### JANIE FRENCH



HELPING TO GUIDE OUR REGIONAL ADVOCATE VOICE IS JANIE FRENCH OF THE PENNSYLVANIA ENVIRONMENTAL COUNCIL.

## ADVOCACY

**ELDI advocates within East Liberty and on a regional level to further the goals created by neighborhood stakeholders.**

By communicating with and for the residents of East Liberty, ELDI serves as an advocate for the community. The East Liberty Post and East Liberty Happenings are updated with an increasing frequency, providing all stakeholders with information about new businesses, community meetings and updates on projects throughout the neighborhood.

Recently, ELDI has served as a means of communication between contractors and the City of Pittsburgh, and business owners on Penn Circle South and Penn Avenue as the Penn Circle bi-directional conversion continues.

Over the past four years, ELDI had worked on plans for new plazas, street designs, homes, and landscapes that mitigate stormwater runoff on-site.

For instance, rain gardens, rain barrels and bioswales take the rain water from residential roofs and allow that water to sink back naturally into landscaping or be used for watering.

Additionally, ELDI collaborates on plans to remove impervious surfaces from our commercial core, replacing them with trees; and works on engineered designs to mitigate huge amounts of stormwater in underground retention structures.

With local foundation support and encouragement from regional partners, ELDI is now an advocate at the regional level for green infrastructure as a leading element to solving our combined sewer overflow crisis. Our local projects have given us a regional voice to change policy and prioritize best management practices from across the country.

For the past four years, Janie, first at 3Rivers Wet Weather, Inc., and now at PEC, has supported our efforts by building connections with partners.

She has introduced us to funding opportunities, and advocated for our cause in larger forums like the region's Green Infrastructure Task Force, of which ELDI is a member.

**AS EAST LIBERTY CONTINUES TO BECOME MORE SUSTAINABLE, ADVOCATES LIKE JANIE WILL CONTINUE TO PAVE (IN PERMEABLE PAVEMENT) THE WAY!**



## FACILITATION

As facilitators in the neighborhood, ELDI works to build relationships, navigate public processes, and raise resources for partners to achieve their missions for East Liberty.

ELDI partnered with other community members and groups in 2010 to bring more trees to the neighborhood. TreeVitalize, Tree Pittsburgh, and the City all managed tree planting projects in East Liberty, with ELDI rounding up volunteers, finding appropriate sites, and raising resources. Through the management of four TreeVitalize plantings, as well as other projects, ELDI partners helped plant 213 trees this past year. Planting trees not only adds to the beauty of the neighborhood and raises property values, but also builds community by encouraging neighbors to work alongside one another. Trees were planted on Highland, Negley, Penn, Sheridan, and Stanton Avenues.

A key goal from both the 1999 Community Plan and the 2010 Community Plan is to change Penn Circle back to two-way traffic. Created during Urban Renewal, Penn Circle is a four-lane ring road that has caused confusion for drivers and cut off East Liberty's commercial core on Penn Avenue from major investments. Part of Penn Circle South was reconfigured in 2002 during the construction of part of the EastSide development. In 2010, construction began to reconfigure the rest of Penn Circle South and all of Penn Circle East into bidirectional streets. Penn Circle East and South are bi-directional as of May 2011.



# 5

NUMBER OF RAIN GARDENS BROUGHT TO THE NEIGHBORHOOD BY THE RESIDENTIAL STORM WATER MITIGATION PROJECT



## Community Profile GARY CIRINNCIONE



PHOTOS L TO R: JOHN COLOMBO, ELDI

Gary Cirinnione, Vice President of the Negley Place Neighborhood Alliance, has partnered with ELDI many times over the years. In 2010, we celebrated the opening of the MOMS Green play yard, on which Gary worked tirelessly pairing volunteers and neighborhood organizations together to change a few vacant lots into a play space for children of Sojourner House MOMS.

Gary also worked with ELDI on a residential storm water mitigation project, bringing 12 rain barrels to the neighborhood.

**“WE COULDN’T ACCOMPLISH WHAT WE’VE DONE WITHOUT HELP FROM OUTSIDE ORGANIZATIONS, ONE OF THE BIGGEST BEING ELDI.”**

**“THE EFFORT AND TIME GIVEN FROM ELDI STAFF GOT THE BALL ROLLING; IT HELPED A LOT.”**

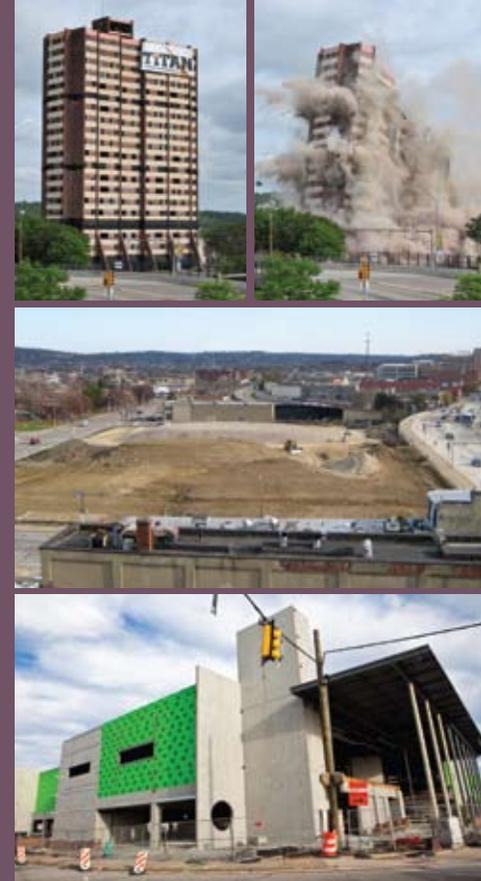
# INVESTMENT

**ELDI invests directly into other entities' development deals and businesses in order to support partners' projects, encourage good practices, and have a seat in project planning.**

ELDI was awarded in 2010 one of only two grants given in Pennsylvania by the U.S. Department of Health and Human Services. This grant, under the Community Economic Development Program, was used to support the development of the Target store in East Liberty with a below-market rate loan. In return, the store developer agreed to incorporate some additional green building practices. Target also agreed to local hiring preferences for the construction and permanent in-store jobs. ELDI will use the loan repayments from this investment to supplement marketing and promotional support of the East Liberty business district.

Small businesses in East Liberty have also benefitted from ELDI investments. Spoon, a new high-profile restaurant and Shadow Lounge, a presence in the business district for 10 years, both benefitted from resources ELDI previously received from the Richard King Mellon Foundation.

Also receiving financial support from ELDI was the Waffle Shop project, an interactive social experiment set in a waffle shop. By serving waffles and hosting live-streaming talk shows, the Waffle Shop brings together students and community members across diverse socio-economic and racial backgrounds in the core of East Liberty.



## Community Profile TIM GUTHRIE & JUSTIN STRONG



PHOTOS L TO R: MOSITES, ELDI

Shadow Lounge & AVA co-owners Tim Guthrie and Justin Strong have benefitted from ELDI's investment in their business ventures for many years, both through vocal support and direct lending.

**“IT'S REALLY IMPORTANT THAT CDCS LIKE ELDI ARE THERE.”**

In 2003, ELDI signed as a de facto guarantor on a loan from Bridgeway Capital. As Shadow Lounge acquired a loan from Bridgeway again in 2005, ELDI was a vocal supporter. A microloan in 2007 marked the first time the duo received support from ELDI through direct financing, and they received a larger loan in 2010.

The support Guthrie and Strong have received from ELDI in the past seven years has kept their unique venues in East Liberty, and they continue to define the neighborhood's nightlife.

## DEVELOPMENT

ELDI is working to ensure that all residences in East Liberty bring the community's vision of a stable, sustainable, mixed-income neighborhood to life.

The development of the Boulevard Apartments on East Liberty Boulevard and North Saint Clair Street will provide 14 affordable housing rental options. This development continues a long-term strategy of replacing blighted properties and absentee landlords with high quality rental units managed by responsive, attentive management that is sensitive to the mission of our organization and needs of our community. Boulevard Apartments will begin leasing in the Summer of 2011.

The Mellon Orchard Apartments stem from another effort of ELDI to turn several rental properties with poor property management into safe, affordable housing for the neighborhood. ELDI has acquired and is renovating 124 units, with funding from Bridgeway Capital, Dollar Bank, and Fidelity Bank.

ELDI facilitates housing "flips" in the neighborhood, providing more affordable housing to residents. ELDI allows private developers to sign option contracts for vacant housing in East Liberty. All construction is funded and performed by the developers, but ELDI is able to maintain control of properties until the projects sell. This strategy attracts small-scale private developers to the market to do affordable rehabs of houses.

## Community Profile JULIA & CHUCK REYNOLDS



PHOTOS L TO R: JULIA REYNOLDS, JOHN COLOMBO

New East Liberty homeowners Julia and Chuck Reynolds purchased the first of ELDI's new energy efficient homes. The homes combine traditional and modern design elements and have a higher energy efficiency rating than any other homes in the neighborhood.

"We have a decent-sized home that is really well laid out and bright inside," Julia said.

**"WE STILL HAVE THE FEELING OF BEING IN A CITY, IN AN OLDER NEIGHBORHOOD. RIGHT WHEN WE MOVED IN, WE FELT LIKE WE WERE WELCOMED."**

Her husband Chuck agreed. "I love the high ceilings and the openness you feel."



# 70

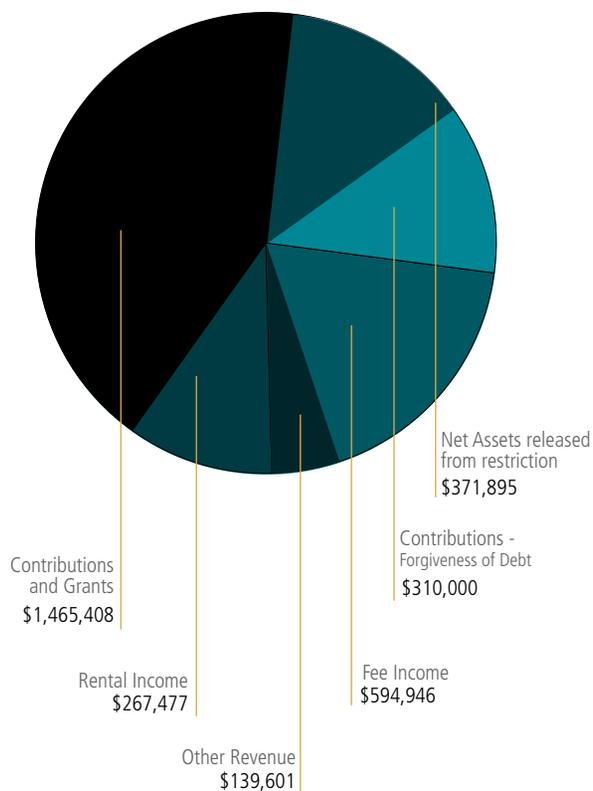
HERS (HOME ENERGY RATING SYSTEM) SCORE FOR  
THE BOULEVARD APARTMENTS IN EAST LIBERTY



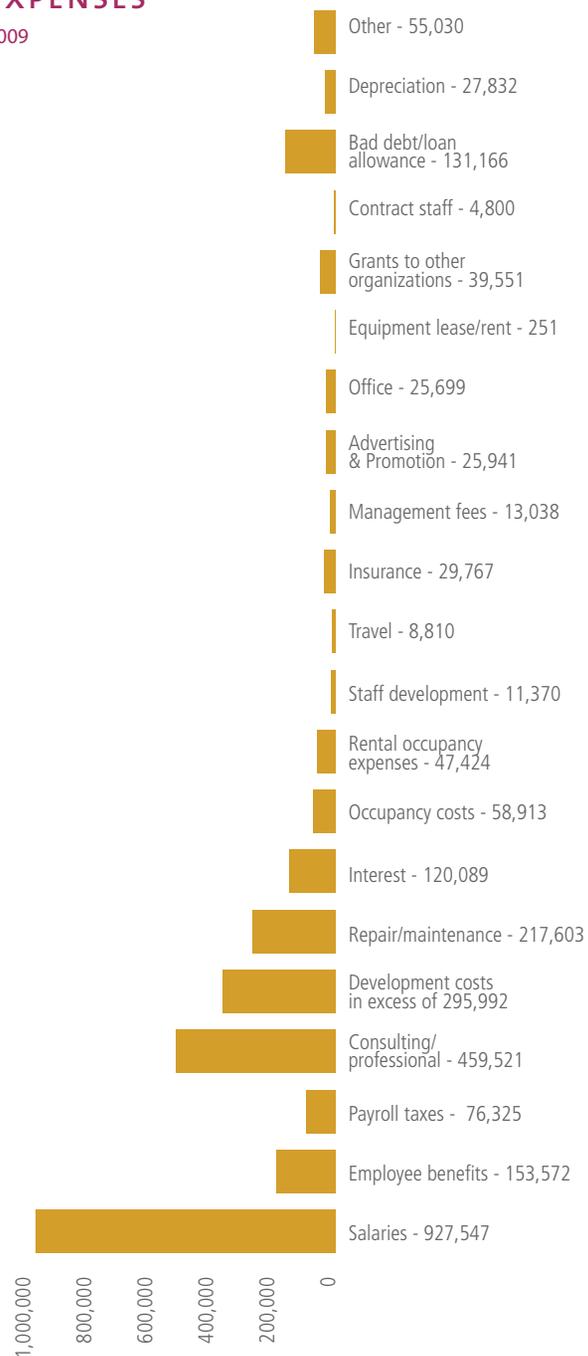
## STATEMENT OF ACTIVITIES & CHANGES IN NET ASSETS 2009

Total Revenue	\$3,747,447
Total Expenses	2,730,241
Increase/(Decrease) in Net Assets	1,017,206
Net Assets - Beginning of the Year	2,180,433
<b>Net Assets - End of the Year</b>	<b>\$3,687,415</b>

## REVENUE 2009



## EXPENSES 2009



## ASSETS 2009

<b>Current Assets</b>	
Cash & Cash Equivalents	\$ 283,969
Grants & Accounts Receivable	675,458
Loans receivable - current portion	57,519
Rent receivable	11,000
Advances to related entities	4,827
Prepaid Items	15,985
Other current assets	8,368
	<b>1,057,126</b>
<b>Fixed Assets</b>	
Buildings	565,951
Property, Plant & Equipment	234,297
Accumulated Depreciation	(200,588)
<b>Other Assets</b>	
Project Development Costs	9,629,874
Deposit for Purchase of Real Estate	10,860
Loan Receivable	3,235,023
Other Receivables	422,687
Investment in Unconsolidated Entities	176,446
	<b>13,474,890</b>
<b>Total Assets</b>	<b>\$15,131,676</b>

## LIABILITIES & NET ASSETS 2009

<b>Current Liabilities</b>	
Accounts Payable & Accrued Expenses	\$ 281,846
Lines of credit - current	1,407,361
Notes Payable	4,993,229
Escrow Deposits	53,110
	<b>6,735,546</b>
<b>Long-Term Liabilities</b>	
Lines of Credit	665,630
Notes Payable & Due to Funding Sources	4,043,085
	<b>4,708,715</b>
<b>Net Assets</b>	
Unrestricted	2,522,648
Temporarily restricted	1,164,767
	<b>3,687,415</b>
<b>Total Liabilities and Net Assets</b>	<b>\$15,131,676</b>

# WE CAN'T DO THIS ALONE

## Community Partners

100s of dedicated individuals, volunteers, and contributors

Alpha Terrace Preservation Society

Americorps/National Civilian Community Corps

Bloomfield Development

Bloomfield-Garfield Corporation

Carnegie Library, East Liberty Branch

Coalition of Organized Residents of East Liberty (COR)

Community Plan Commercial Core Planning Task Force

Community Plan Healthy Community Members Task Force

Community Plan Housing Task Force

Community Plan Parks & Rec Task Force

Community Plan Safe Neighborhoods Task Force

Community Plan Small Business Task Force

Community Plan Workforce Task Force

Community Plan Youth Engagement Task Force

Coro Center for Civic Leadership

Crossroads Church

East End Cooperative Ministry

East End Partnership

East Liberty Concerned Citizens Corporation

East Liberty Lutheran Church

East Liberty Presbyterian Church

Eastminster Presbyterian Church

Eastside Neighborhood Employment Center

Family Resources

Friendship Development Associates

Garfield Jubilee Association

Giant Eagle

Growth Through Energy and Community Health (GTECH) Strategies, Inc.

Heinz School, Carnegie Mellon University

IdeaMill

Kelly-Strayhorn Theater

Kingsley Association

Larimer Consensus Group

Larimer Green Team

Lawrenceville Corporation

Lawrenceville United

Mellon's Orchard Neighborhood Association

Mellon Street Block Group

Mt. Ararat Baptist Church Community Tithe Ministry

Negley Place Neighborhood Alliance

Neighborhood Housing Services (NHS)

PA Cleanways

Peabody High School

Pentecostal Temple

Phase 4 Learning Center

Pittsburgh Community Reinvestment Group

Pittsburgh Parks Conservancy

Pittsburgh Theological Seminary

Regional Housing Legal Services

Rodman Street Baptist Church

Shadyside Action Coalition

Sojourner House

Student Conservation Association

Tree Pittsburgh

Union Project

United Way of Allegheny County

Wireless Neighborhoods

## Development & Initiative Partners

3 Rivers Rain Garden Alliance

100 Sheridan Square Association

AAA

ALCOSAN

Bally Money City of Pittsburgh

Big Brothers Big Sisters

Charles J. Greve and Company

City of Pittsburgh, Bureau of Building Inspection

City of Pittsburgh, Dept of City Planning

City of Pittsburgh, Dept of Engineering/Construction

City of Pittsburgh, Dept of Public Works

City of Pittsburgh, Office of Councilman Bill Peduto

City of Pittsburgh, Office of Councilman Patrick Dowd

City of Pittsburgh, Office of Councilman Reverend Ricky Burgess

City of Pittsburgh, Office of Mayor Luke Ravenstahl

City of Pittsburgh, Operation Weed & Seed

City of Pittsburgh, Parking Authority

City of Pittsburgh, Parks & Recreation Dept

Coldwell Banker

The Community Builders

Community Design Center of Pittsburgh

East Liberty Quarter Chamber of Commerce

East Liberty Station Associates

ECHO Development, LLC

ECOSEEDS

edile, LLC

Green Infrastructure Task Force

Green Vision Steering Committee

Highland Park Community Development Corporation

The Home Depot

Hosanna Industries

Housing Authority, City of Pittsburgh

Imagebox

La Quantra Bonci

Landmarks Community Capital Corporation

McCormack Baron Salazar

Meiz Development

Mellon Bank Community Development Corporation

Morgan Development, LLC

The Mosites Company

National City Community Development Corporation

National Development Council no wall productions

Office of County Executive Dan Onorato

Office of State Governor Ed Rendell

Office of State Representative Joe Preston Jr.

Office of State Senator Jim Ferlo

Office of US Congressman Mike Doyle

Office of US Senator Arlen Specter

Office of US Senator Bob Casey

Open Hand Ministries

Pennsylvania Elm Street Program

The Pittsburgh Pirates

Pittsburgh TreeVitalize

Pittsburgh Urban Leadership Service Experience

Pittsburgh Water and Sewer Authority

Port Authority of Allegheny County

S & A Homes

SEEDS

Student Conservation Association

Target Corporation

University of Pittsburgh School of Geology

Urban Design Associates

Urban Ecology Collaborative

Urban Partners II

Urban Redevelopment Authority of Pittsburgh (URA)

Walnut Capital

West Penn Energy Solutions

Whole Foods Market

## Funders

3 Rivers Wet Weather Inc.

Allegheny Foundation

Allegheny Valley Bank

BNY Mellon Foundation

Bridgeway Capital

Citizens Bank

Dollar Bank

East End Growth Fund

East Liberty Development Fund

East Liberty Presbyterian Church

ESB Bank

Fannie Mae

Federal Home Loan Bank

Fidelity Bank

Fine Foundation

Fifth Third Bank

Forbes Fund

Heinz Endowments

Hillman Foundation

Hunt Foundation

Huntington National Bank

Laurel Foundation

Local Initiatives Support Corporation (LISC)

Maurice Falk Fund

McCune Foundation

Mellon Bank

National City Bank

Pennsylvania DCED Elm Street Program

Pennsylvania DCED Industrial Sites Reuse Program

Pennsylvania DCED Neighborhood Assistance Program

Pennsylvania Housing Finance Agency (PHFA)

Pittsburgh Community Reinvestment Group (PCRG)

Pittsburgh Foundation

Pittsburgh History & Landmarks Foundation (PHLF)

Pittsburgh Partnership for Neighborhood Development (PPND)

PNC Bank

R.K. Mellon Foundation

Roy A. Hunt Foundation

Sarah Heinz House

Sprout Fund

State of Pennsylvania

Strategic Investment Fund

Surdna Foundation

US Department of Health & Human Services (HHS)

US Department of Housing and Urban Development (HUD)

Whole Foods Market



# East Liberty DEVELOPMENT, INC.

East Liberty Development, Inc.  
6101 Penn Avenue Suite 201, Pittsburgh, PA 15206  
412-361-8061 [www.eastlibertypost.com](http://www.eastlibertypost.com)

**Acknowledgments**  
ELDI extends a special thank you to Maggie Graham, Nathan Wildfire, Skip Schwab, Katherine Camp, and Loralyn Fabian for copy-writing and editing, as well as Dollar Bank for sponsoring our efforts.



© 2011 East Liberty Development, Inc. All rights reserved.

