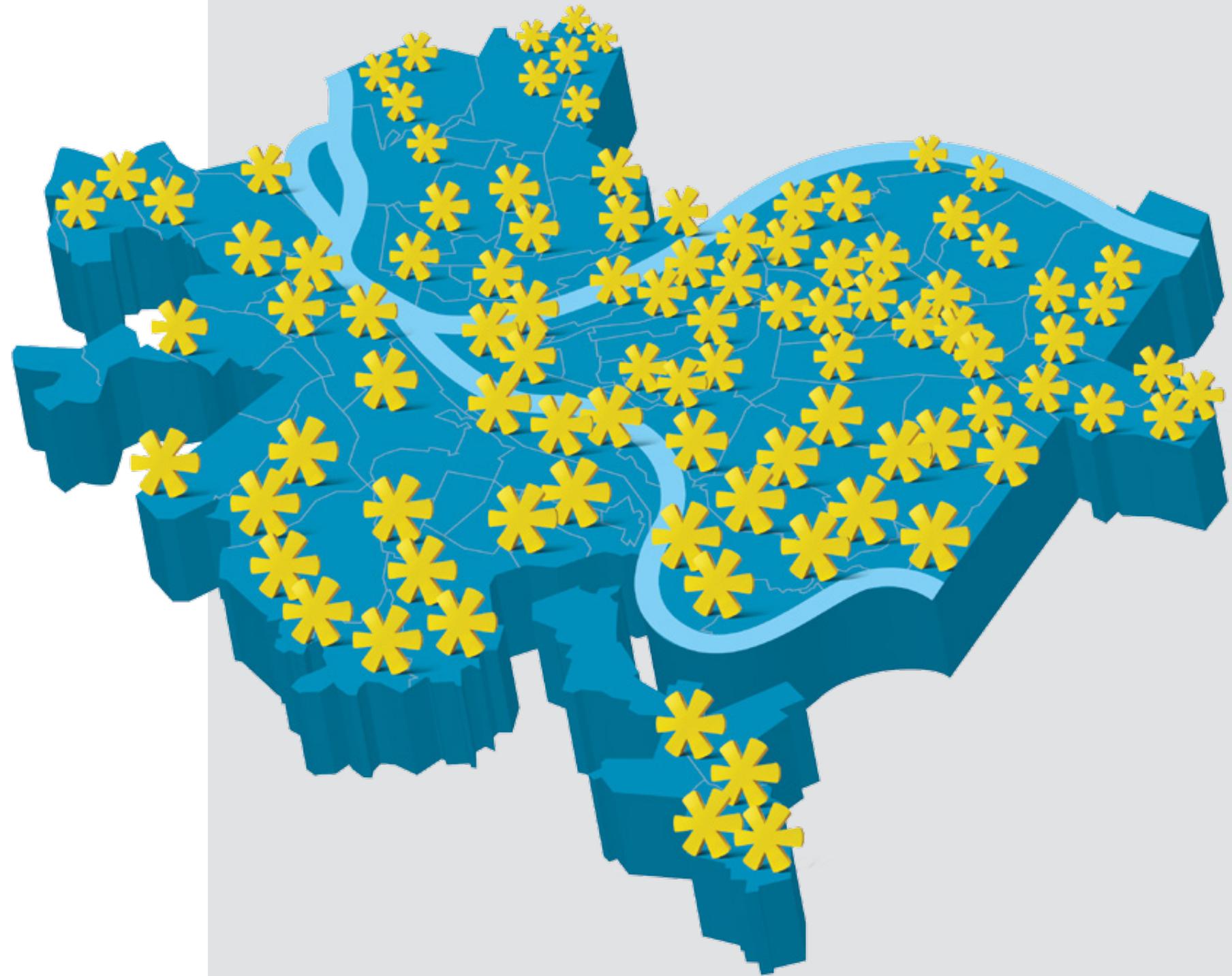




 Brought to you
by the URA

Wherever you are,
there's the URA.



**HERE
WE
ARE.**



* Allegheny Riverfront



**IN
HERE.**

BODYM

**OVER
HERE.**





WHO WE ARE

WHO WE ARE

The URA's Center for Innovation and Entrepreneurship provided **401 loans/grants** totaling **\$580 million** with **\$80 million** of URA investment.

(2006-March 2013)

\$348 million of direct investment in **economic development** projects leveraged over a **billion dollars** in total project costs that created or retained **6,589 jobs**.

(2006-2012)

Since 2006, the URA has leveraged **\$60 million** in **Tax Increment Financing** to create **\$520 million** in total investment. This has created or retained over **3,579 new jobs** in the City of Pittsburgh.

(2006-2012)

Housing development projects totaling **\$545 million** were initiated, creating **4,024 housing units** with **\$138 million** of URA investment.

(2006-2012)

URA-financed housing units will generate an estimated **\$170 million** or a **\$2.9 million** increase in **annual City/School District tax**.

(2006-2012)

URA provided approximately **\$9.4 million** in loans and grants to rehabilitate **611 housing units** and approximately **\$20.3 million** in mortgage loans for the purchase of **422 housing units**.

(2006-2012)

A bold new vision for Pittsburgh

Your neighborhood bistro.
Your favorite bike trail.
Your go-to shopping spot.
The roof over your head.
Everywhere you look,
the URA is a big part of the picture.

The Urban Redevelopment Authority of Pittsburgh (URA) is many things to many people. But most of all, we are a resource for getting things done. With an ethos of innovation and a strategic vision for Pittsburgh grounded in stability and sustainability, the URA's influence can be felt everywhere there's excitement, energy, growth, jobs and *people*.

SPARKING ECONOMIC AND HOUSING DEVELOPMENT

We understand how people want to live in today's cities and what makes a region grow. As times change and new challenges or opportunities arise, the URA is poised to move Pittsburgh forward in two areas:

economic development and *housing development*.

From funding basic home improvements to spiffing up storefronts to dramatically transforming entire neighborhoods, big things are happening. You can see them everywhere.

MISSION

The Urban Redevelopment Authority of Pittsburgh (URA) is the City of Pittsburgh's economic development agency, committed to creating jobs, expanding the City's tax base and improving the vitality of businesses and neighborhoods. The URA achieves this mission by assembling, preparing and conveying sites for major mixed-use developments; and by providing a portfolio of programs that include financing for business location, relocation and expansion, housing construction and rehabilitation, and home purchases and improvements.

*BIG ON THE ‘BURGH

BIG ON THE ‘BURGH

We make Pittsburgh livable

The time has come
for Pittsburgh to shine.

With main street
business districts booming,
“old” neighborhoods
like Lawrenceville,
East Liberty and the Strip
District are suddenly
new again. And “new”
neighborhoods like
Summerset at Frick Park,
Federal Hill and Crawford
Square are redefining
the modern, vibrant
urban lifestyle.

Making our City livable—not
just to the list-makers but to
the people who actually call it
home—is the goal of the URA.
And when a city is livable, good
things follow. Tax revenue
grows. Property value grows.

Pride grows.

GROWING OUR GREEN REPUTATION

With the URA’s Sustainability
and Green Design Policy, we
are keeping Pittsburgh front
and center when it comes to
environmentally responsible
planning and innovation.

From news stories touting
Pittsburgh’s embrace of green
technology and innovation to
its return appearance year after
year on just about everybody’s
list of best places to live, there’s
a new momentum you can see
and feel.

A SNAPSHOT OF PITTSBURGH

- TheAtlantic.com**
“Where the Brains
Are Going”
- Bicycling.com**
#28 among
America’s Top 50
Best Bike Cities
- Bloomberg
Businessweek**
#7 among Top 10
Cities for College
Grads
- The Business
Journals**
#23 in Top
100 National
Small-business
Vitality Rankings
- Career Bliss**
#5 Happiest City
for Workers
- #4 among
Happiest Cities
for Job-seeking
- Central
Connecticut
State University**
#4 Most Literate
City in the U.S.
- ChainLinks
Retail Advisors**
#10 in Top 10
Healthiest Retail
Markets in
America
- CNBC**
#1 Best City
to Relocate to
in America
- Forbes.com**
#1 Most Livable
City in America
- #3 Safest, Most
Secure Place to
Live in America
- HuffingtonPost.
com**
#20 among Top 43
Prettiest Cities in
the World
- Milken Institute**
Pittsburgh is
one of the Best
Performing
Cities 2012:
Where America’s
Jobs are Created
and Sustained
- Movoto.com**
Pittsburgh is
America’s
smartest city.
- National
Geographic
Traveler**
Best in the World:
One of the Top 20
Places to Visit in
2012
- New York Post**
“Springtime for
Pittsburgh: Old
and new blend
perfectly in an ever
more interesting
Steel City”
- Site Selection**
Pittsburgh among
top 10 for economic
development
projects
- Under30CEO.com**
One of Top 10
Cities for Young
Entrepreneurs
- USA Today /
Forbes**
One of the World’s
Top Ten Skylines
- U.S. Conference
of Mayors**
Pittsburgh:
World Economic
Powerhouse



BIG ON THE 'BURGH

* Market Square DOWNTOWN

Historic Market Square is located at the intersection of Market Street and Forbes Avenue in the core of Downtown Pittsburgh. It had been a familiar urban oasis for Pittsburghers of all generations, but in recent years, reviving the deteriorating thoroughfare to bring investment back to the area and attract more upper-floor tenants became a priority for the Ravenstahl administration. Since Market Square reopened in 2010, pedestrians now enjoy new street construction and aesthetic lighting, a new pedestrian-only center island and beautiful “Paris to Pittsburgh” landscaping and piazza. Downtown employees, residents and visitors flock to Market Square’s Farmers’ Market and unique restaurants, dine al fresco at the café tables and enjoy live music on the Market Square stage. With a rich history as an Abolitionist and Underground Railroad site, Market Square has regained its former glory. With a total public investment of \$3,750,000 and numerous URA and Pittsburgh Downtown Partnership storefront improvement grants, Market Square now boasts 33 opened and planned restaurants, more than 480 completed and planned residences and \$1.5 billion in investment.

“Market Square is the heart of Downtown. Renovating this historic space was an important milestone for the City. Now that it’s once again filled with restaurants, music, shopping and activity, **local residents and visitors can feel pride** in this special place that’s become not only a Downtown destination, but a regional one.”

Luke Ravenstahl

Mayor, City of Pittsburgh

“On the Market Square project, the URA functioned as the project manager. They were extremely invested in this project at every level and today, they still pay close attention to what’s going on in Market Square. **Making it a clean, safe, well-maintained place** where people have a great time encourages more Downtown jobs, residents and visitors. Today, Market Square is a major catalyst for private sector investment.”

Jeremy Waldrup

President and CEO

PITTSBURGH DOWNTOWN
PARTNERSHIP

ATTRACTING AND RETAINING A STRONG WORK FORCE

If Pittsburgh works, it’s because we keep enough of our young talent here and attract exceptional employees from other places. But we could do better. And we will.

From bike trails to coffee shops to popular retailers within walking distance of where you live and work...we’re working on it. Maintaining and improving the local flavor of Pittsburgh’s urban neighborhoods...we’re working on it. Helping small business owners take off and making sure big players get into the game...the URA is working on it. And that’s why Pittsburgh works.



FUNDING THE DREAM

FUNDING THE DREAM

Economic development that changes lives

All too often, developers and small businesses find themselves in an uphill battle trying to put together financing. So they decide it's easier to give up rather than tackle yet another hurdle or overcome still one more roadblock. And when projects stall out or go under, nobody benefits. That's not acceptable.

The URA is here to get things done. We are the bridge, the helping hand or the pedal to the metal for people who have a vision for improving our City.

WORKING IN PARTNERSHIP WITH LENDERS

Through strategic lending to developers and small businesses, we close the gap and bring projects to life.

First, we conduct a thorough analysis of a project's potential for success, its ability to make a positive impact on a neighborhood and its alignment with the goals and objectives of the community it will call home. If the project meets these objectives, the URA steps in to help out.

ACQUIRING AND PREPARING SITES FOR DEVELOPMENT

If we believe that developing a brownfield, abandoned or other underutilized site could positively transform a neighborhood, we may purchase that site ourselves and prepare it for development.

The URA is always ready to proactively acquire locations that could enhance a community's vision of where it wants to go.

TOP TEN TOTAL PROJECT COSTS FOR ECONOMIC DEVELOPMENT DEALS

(\$581 MILLION)

| | |
|--|--|
| Three PNC Plaza \$175 MIL | American Eagle \$21 MIL |
| Bakery Square \$130 MIL | Pittsburgh Technology Center Garage |
| Piatt Place \$83 MIL | \$17 MIL |
| Eastside V: Target \$46 MIL | Eastside II \$34 MIL |
| Bridgeside Point II \$46 MIL | South Shore Riverfront Park \$13 MIL |
| Market Square Place \$37 MIL | |

“We located in Garfield because that’s where we found the perfect space and the URA helped us every step of the way. We may have been pioneers when we first opened in Garfield, but today, it’s way beyond a renaissance. The streets are still packed with activity at 10:30 at night where there used to be only dark storefronts.

We’ve blown our initial projections out of the water by more than 50 percent.”

Kevin Sousa
Chef, Co-Owner

SALT OF THE EARTH
SALTPGH.COM

Employs: 20
Locally Owned
Opened September 2010

FUNDING THE DREAM

“The URA quarterbacked this entire project. Their involvement very early on made all the difference. When you look at the amount of public money spent, the return on investment is immeasurable. The effect of Google opening an office here and then doubling its space is already great, but it’s nothing compared to what it will be. Without the URA, this project would have been a shadow of what it is today.”

Todd Reidbord
President

WALNUT CAPITAL
MANAGEMENT, INC.

* Bakery Square

Bakery Square, in Pittsburgh’s heavily populated East End, is a trailblazing lifestyle center environment at the former Nabisco Bakery location. An abandoned industrial site designated “blighted” in 2006, Bakery Square today brings a unique urban aesthetic to the neighborhood by integrating historic architecture with sustainable new construction. It includes retail, dining, hotel, fitness and office space that has spurred new excitement and complements the more than \$500 million in investments in the East Liberty and Larimer neighborhoods. Bakery Square is also home to the newest offices of Google, a major employment magnet for young people graduating

from the nearby University of Pittsburgh and Carnegie Mellon University. Google currently employs 275.

Bakery Square is also home to UPMC Technology Development Center, CMU Software Engineering Institute, VA Human Engineering Research Laboratory and Pitt SHRS — bring high playing technology jobs to the area. Due to the overwhelming success of Bakery Square, the developers have embarked on Bakery Square 2.0 which will feature over 400 new apartment and townhomes and 400,000 square feet of new Class A office space.





AT HOME IN THE CITY

AT HOME IN THE CITY

Housing development strengthens neighborhoods

In addition to helping finance commercial development, the URA invests in places people want to live. In other words, high-quality, affordable housing.

Working with developers, we help bring residential properties to life that have a sense of place and belonging within the larger community. Whether for sale or rent, housing development is part of the URA's strategy to attract more people to the City and make them feel right at home.

TARGETING DEVELOPING NEIGHBORHOODS

The URA also invests in qualified homeowners who want to purchase or improve homes within the City limits. We fill the gaps between what the bank will lend and what the homeowner needs.

By focusing our resources on neighborhoods where the market could use a boost, the URA has been and will continue to be a valuable resource for countless homeowners who contribute so much to the fabric and character of the City of Pittsburgh.

“The URA has helped us have that critical conversation about what a sustainable community looks like—a community of tomorrow, not just of today. From our community garden, to a community oven through our projected new housing developments, we are allowing the residents to stake out an equity claim in their neighborhood.”

Malik Bankston
Executive Director

KINGSLEY ASSOCIATION

“In our neighborhood, URA funded development is contributing to the crime rates going down, the blighted properties disappearing and the feeling that together, we’re building a safer community. People should live with pride and dignity, and the URA is helping us ensure that. Success is gradual, but it is absolutely happening right before our very eyes.”

Aggie Brose
Deputy Director

BLOOMFIELD-GARFIELD CORP.

* **Community Development**

BLOOMFIELD, EAST LIBERTY, GARFIELD, LARIMER

Neighborhoods that have struggled in recent decades to attract and keep residents are once again attractive places to live. For the Bloomfield-Garfield Corporation, URA support has come in numerous ways, including the formation of its Homeownership Choice Project, which is creating demand for 50 new homes that are selling as quickly as they can be built. Bringing new, high-quality rental units to the area is also a priority, as is pushing the positive momentum of its recent North Fairmont home rehabs further into Garfield. For East Liberty Development, Inc. (ELDI), URA support has come in the form of helping ELDI take control of every abandoned or vacant property in the neighborhood, rescue 337 rental units from negligent landlords and strategically plan for the development of new construction that has seen the neighborhood's highest home price go from \$150,000 in 2002 to \$340,000 in 2011. For the Kingsley Association in Larimer, URA support has helped create a 20-year Vision & Land Use Plan that encompasses everything from infrastructure and housing to green space, density, stormwater management and neighborhood retail development.

“We thought we’d end up buying a classic old Pittsburgh house. But when we heard about the Garfield Homeownership Choice program through the Bloomfield-Garfield Corporation, we took a look. The home was brand new and beautiful. Given the amazing location just a block from my daughters’ Waldorf School, and with green space that you rarely find in Garfield, we were sold. The URA helped us get a second deferred mortgage and today, I feel so connected to this neighborhood and thrilled that we found this home.”

Zuleikha Bjork
Garfield Homeowner
Since August 2010





GREEN IS GOOD

GREEN IS GOOD

SELECT URA SUPPORTED LEED CERTIFIED PROJECTS

Bakery Square
LEED CS Platinum

Consol Energy Center
LEED NC Gold

David L. Lawrence Convention Center
LEED NC Gold
LEED EBOM Platinum

Market Square Place
LEED CS Gold

Phipps Conservatory Welcome Center
LEED NC Silver

Three PNC Plaza
LEED CS Gold

Harnessing Pittsburgh's green power

“Going green” has brought a lot of green to Pittsburgh. One of the URA’s top priorities is to keep the green money flowing in, in terms of investment capital and development.

Pittsburgh’s growing reputation for sustainable building and land use practices has garnered national and international press. The URA has played a large role in helping Pittsburgh pump up its green stats and, in 2011, had almost two-dozen green projects in the works.

Today, the URA’s Sustainability and Green Design Policy includes all aspects of our activities from day-to-day office operations to the development of large-scale

mixed-use developments. All new URA-funded residential construction must earn the ENERGY STAR® rating and the URA strives to include “green” aspects in every project and across all lines of our business.

GREEN GROWS OUR ECONOMY

An emphasis on sustainable practices has paid off for Pittsburgh and will continue to do so in a big way.

It makes good economic sense for businesses for so many reasons; it lowers operating costs, increases health and productivity, reduces absenteeism and brings higher rental and retail sales rates.

“Developing SouthSide Works on an old steel mill raised numerous issues like stormwater management and capping the slag under the site. But the extra money and effort paid off. To make it happen, we needed the URA and they needed us. **Ultimately, our joint vision came to life** with a truly unique shopping and entertainment destination, plenty of public access to the river and 35 acres of developed space that includes the global headquarters of American Eagle Outfitters.”

Mabon Lichtenfels
Former Vice President of Construction

SOFFER ORGANIZATION

SouthSide Works

Employs: 2,700
Opened 2002-2004
330,000 sq. ft. of specialty retail, restaurant, hotel and apartment space
700,000 sq. ft. of office space

GREEN IS GOOD

“Because of the sheer size and scope of this project, we worked with multiple mayoral administrations over more than a decade. The one constant was the URA. Of our 240 acres, we’ve remediated and returned 110 back to the City as parks, bike trails and stream crossings.”

Our standards for this project have even been adapted by the U.S. Green Building Council, a non-profit organization dedicated to sustainable building design and construction and developers of the LEED building rating system.”

Craig Dunham
President

DUNHAM REGROUP, LLC

* Nine Mile Run/ Summerset at Frick Park

SQUIRREL HILL

Nine Mile Run is a small stream that flows mostly underground through Pittsburgh’s East End. It is home to 250 plant species, 22 mammals and 189 types of birds. The Army Corps of Engineers completed a full-scale aquatic ecosystem restoration of Nine Mile Run in July 2006, making it the largest urban stream restoration in the United States at the time. It sits adjacent to Summerset at Frick Park, one of the first brownfield sites in the United States to be remediated for residential use. Today, the “new traditional” neighborhood embraces sustainable design, pedestrian-friendly living and energy-saving features that are 30-50 percent more efficient than the average home. When fully occupied, Summerset at Frick Park will have over 700 residences and annual property tax revenue is estimated to be in the range of \$5.7- 6.3 million.





“The URA partners with us to do the challenging deals that we could never do on our own—then we do the rest. Without the URA at the table, we would not be seeing the kind of transformation we have now in East Liberty.”

Maelene Myers
Executive Director

EAST LIBERTY DEVELOPMENT, INC.



“Working with the URA required continuing partnership to advance the Summerset at Frick Park project, secure financing and keep adjusting the scope to make it the best it could be.”

Craig Dunham
President

DUNHAM REGROUP, LLC



“Today’s URA is not our fathers’ URA. Today’s URA is not only interested in deals, but most importantly, in where and how the deal develops. They partner with us to support the growth of ideas at the neighborhood level in unique and special ways. They have put ‘community’ back into community development.”

Malik Bankston
Executive Director

KINGSLEY ASSOCIATION



“The URA is very forward-thinking and open minded. They introduced us to some great investment prospects. They are a great partner and are aligned with our goal of being a viable young tech company that is creating jobs and recruiting young people from the local university system.”

Tom Costa
Chief Operating Officer

SHOWCLIX, INC.

HOWDY, PARTNER

NOBODY SHOULD GO IT ALONE

The URA always works in partnership with other lenders and developers because we believe it’s through teamwork and shared ideals that the best things happen.

We don’t go it alone, and neither should you. When a developer, business owner or homeowner partners with the URA, we all work together and suddenly, it’s a go.

Developers get their financing. Families get their dream home. Small business owners set up shop. Large employers get the kind of building people want to work in and live near. And everybody shares in the pride of creating something special.



“The URA is a very responsive, professional and pragmatic partner. On our Federal Hill residential project, they had a ‘let’s get this done, let’s be flexible’ attitude, but they were still strong monitors of the funds. With them, it wasn’t an open checkbook. But they believed in our project and made it happen.”

Andy Haines
Vice President

S & A HOMES AFFORDABLE HOUSING DIVISION



“We have been partnering with the URA since Bob O’Connor was mayor. They went through their whole menu of what they could do for us and Bakery Square would never have achieved its full potential without the URA as partners. A public-private partnership is the only way this project could get done.”

Todd Reidbord
President

WALNUT CAPITAL MANAGEMENT GROUP, LLC



“The URA has partnered with us for decades. Together, we began the Manchester revitalization in the 1980s. Along with the Pittsburgh History and Landmarks Foundation, they literally saved the neighborhood. They are critical to any neighborhood development strategy and are one of the most respected public authorities in the country.”

Stanley Lowe
Former Managing Director

MANCHESTER CITIZENS CORP.



“The URA is basically our extended staff. That’s the kind of partner they are. Do we always agree? No. But without the staff at the URA, not one of our projects would have happened. They live and breathe ‘partnership’ and they have utterly transformed these neighborhoods.”

Aggie Brose
Deputy Director
BLOOMFIELD-GARFIELD CORPORATION



“The most impressive thing about the URA is that they are a strategy partner, not just a deal funder. They sit at the table and help us work through large strategic issues and are deeply invested all the way through the process.”

Steve Mosites
President
THE MOSITES COMPANY



“The URA was a very responsive partner. They guided us through the process of opening a Downtown business and at every step, when we’d submit something, they’d get back to us immediately and always keep us informed of where things stood.”

Alexis Shaffer
Co-Owner
21ST STREET COFFEE



“We have always had a very good, cooperative relationship with the URA. It’s a strong public-private partnership that also gives the local communities a voice in the process. In the end, the result is well worth the time it took to get there.”

Mabon Lichtenfels
Former Vice President of Construction
SOFFER ORGANIZATION



“In the past, it has been challenging to develop Downtown, but it’s turning around thanks to the URA. They were the common denominator to the success of all our projects in the City.”

Lucas Piatt
Chief Operating Officer
MILLCRAFT INDUSTRIES, INC.



“The URA lent us money to build it out, helped me develop the business plan and gave us leeway on our payments in the early days, as we started up. They had faith in me and what we wanted to do. There is so much energy in the area now and the URA partnership is the only reason it’s happening.”

Kevin Sousa
Chef & Co-Owner
SALT OF THE EARTH

MEET THE BOARD

URA BOARD OF DIRECTORS



Yarone S. Zober, Esq.
CHAIRMAN
Chief of Staff to Mayor Luke Ravenstahl



The Honorable R. Daniel Lavelle
VICE CHAIRMAN
Pittsburgh City Councilman, District 6



The Honorable Jim Ferlo
TREASURER
Pennsylvania State Senator,
38th Senatorial District



James T. Kunz, Jr.
Business Manger, International Union
of Operating Engineers Local 66



Bill Rudolph
Principal, McKnight Realty Parnters



Robert Rubinstein
Acting Executive Director, URA

You are the URA.

If you live, work or play in Pittsburgh,
the URA touches your life.

By giving shape and form to the
collective vision of everyday people,
in proud urban neighborhoods,
the URA is your voice.

By transforming Downtown and giving
rise to a bold new vision for Pittsburgh,
the URA is your catalyst.

By working to protect the environment
we all share and holding ourselves to
a high standard of sustainability and
stewardship, the URA is your resource.

To learn more about the URA,
visit [URA.org/everywhere](https://ura.org/everywhere)



ura |

Urban
Redevelopment
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