



CENTRE AVENUE CORRIDOR REDEVELOPMENT AND DESIGN PLAN

JUNE 2015

prepared for
The Hill Community Development Corporation
powered by
evolveEA and **4ward Planning**



LETTER FROM MARIMBA MILLIONES



June 20, 2015

The redevelopment of the Centre Avenue business corridor has been a long-held aspiration of residents and business owners in the Hill District community. With the support of the residents, stakeholders, and a technical support grant from the Design Center of Pittsburgh, the Hill District is now one step closer to fulfilling that aspiration.

In July of 2014, a Steering Committee made up of residents, community groups, business owners and public agencies was formed to select a consultant that would help to create a design plan to revitalize the Centre Avenue business corridor. The design firm, evolveEA, was selected and a series of community meetings, identity workshops, market analysis and other activities were undertaken to identify what the community wanted the redeveloped Centre Avenue to be. As always, the Hill District community stepped up and provided input and feedback throughout the process. Before long, the vision of the community was outlined along Centre Avenue from Crawford to Dinwiddie Street for streetscapes, and Dinwiddie to Reed Street for redevelopment. The Hill CDC is pleased to present the Centre Avenue Redevelopment and Design Plan, which is your plan for revitalizing Centre Avenue.

This plan carries along the whirlwind of activities that have begun at the Lower Hill and brings them through the heart of the Hill District's business corridor. Elements of placemaking and streetscaping are addressed in the plan. Designed to address economic development, residential development and a sense of community, the plan identifies three areas with distinct uses and energies. The plan also covers phased activation and interim strategies to ensure smooth and balanced development.

The Centre of Culture, near Centre Avenue and Dinwiddie Street, the Centre of Opportunity, near Centre Avenue and Kirkpatrick Street, and the Centre of Cultivation, near Centre Avenue and Reed Street now have an exciting future planned. The development is different at each Centre, yet they all tie in together to serve the community, attract visitors and foster economic growth.

The Hill CDC encourages everyone to review this plan to see how they can become involved in bringing the new Centre Avenue vision to life. During the planning process, it was repeatedly asked, "What would you do on Centre Avenue?" Now is the time to take your place in history and reinvent "The Ave".

We thank the residents, business owners, faith-based institutions, community leaders, elected officials and other stakeholders for the time and effort that was devoted to this plan. This Centre Avenue Redevelopment and Design Plan is an exciting first step toward reshaping and revitalizing of Centre Avenue and the Hill District community!

Sincerely,

Marimba Milliones
President and CEO

Your front door to the Hill District. hilldistrict.org

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LETTER FROM COUNCILMAN LAVELLE



R. DANIEL LAVELLE

Councilman, City of Pittsburgh-District 6

Chair, Public Safety



A vision for the redevelopment of the Centre Avenue Business corridor was the goal of a process that has involved input from residents and community stakeholders in the Hill District.

Residents, business owners, representatives from various community groups and other stakeholders formed a Steering Committee to help facilitate this process. With the design firm of evolve EA, and the Design Center of Pittsburgh, the Steering Committee reviewed the results of previous plans, analyzed data from workshops presented at community meetings and discussed at great length what elements would be needed to create an exciting and dynamic business corridor. It is with great pleasure that I present the Centre Avenue Redevelopment and Design Plan, which is a blueprint for moving forward to create a vibrant business corridor along Centre Avenue.

With the bustle of activities surrounding the new development in the Lower Hill, there has been increased interest in carrying this momentum further down Centre Avenue. This plan covers Centre Avenue from Dinwiddie Street to Reed Street, and offers, through streetscaping and placemaking elements, deliberate and carefully phased redevelopment, designed to promote growth in the community. The plan introduces three distinct areas – The Centre of Culture, near the intersection of Centre Avenue and Dinwiddie Street, The Centre of Opportunity, near the intersection of Centre Avenue and Kirkpatrick Street, and the Centre of Cultivation, near the intersection of Centre Avenue and Reed Street. Each of these Centres has a different purpose, and are all designed to cater to the needs of the community, and also attract visitors to the area, while promoting local and small businesses.

While this plan is an excellent first step is designing what the business corridor can be, there is much to be done to ensure that it does happen. I urge everyone that has diligently participated in the process and eagerly awaited the unveiling of this plan, to review the “Moving Forward On Centre Avenue” section outlined in the plan to see where they can become engaged in the activation of the plan.

Finally, I would like to take this opportunity to thank all of the residents, business owners, community leaders, churches and other stakeholders for their time, energy, input and commitment to the creation of this redevelopment and design plan. This collaboration has resulted in a plan forward that will shape and reinvigorate Centre Avenue and the entire Hill District community.

Sincerely,

R. Daniel Lavelle

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ACKNOWLEDGMENTS

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EXECUTIVE SUMMARY

Centre of Culture | Centre of Opportunity | Centre of Cultivation

WHAT WOULD YOU
COME TO DO

*
ON CENTRE
AVE

WE
EXCHANGE

IDEAS
RESOURCES
GOODS
SERVICES

EXECUTIVE SUMMARY

The Centre Avenue Redevelopment and Design Plan will showcase this spirit as Centre Avenue is reborn as a place of exchange—where residents come to meet, visitors are welcomed, institutions share their resources, and businesses showcase their offerings. It will be reborn as a place for the exchange with “Centres” of Culture, Opportunity, and Cultivation.

The Centre Avenue Corridor Redevelopment and Design Plan is a chance for the community to write the next chapter in the Hill District’s rich and storied history. From its earliest history as a multicultural neighborhood, to its national prominence as a hub for African American culture, the Hill’s story has always been remarkable. Despite the difficulties of population loss, economic disinvestment, and the destabilization of the social fabric, the community has proved resilient and tireless in its desire for an empowered future.

The Corridor Plan establishes strategies for rebirth by identifying programmatic uses that are supported by the community and by the emerging market. The Plan sets guidelines for the design of the places that will be the heart of the rebirth. Lastly, the Plan discusses programs and policies that would be important to support it.

The Corridor is envisioned to become fertile ground for businesses and can allow for entrepreneurship and economic development in the growing community. The corridor’s winding path will be developed as a memorable visual narrative of the new and historical assets of the community, inviting people to explore the hidden gems of the neighborhood. Lastly, the Centre Avenue Corridor is imagined to be the thread that weaves Hill District residents, businesses and institutions into the region by importing and exporting resources, ideas, and activities.

The establishment of a rich and welcoming identity for the Centre Avenue Corridor has only just begun. It will be unique within the region and will need to be creatively and continuously cultivated by the community. It’s redevelopment must be intentional.

Centre of Culture

The Centre of Culture is the front door to the Hill District, highly visible and with unique attractions and amenities that bring visitors from the two rapidly growing neighborhoods next door and from the region. It is a place where people come to sample, produce, and enjoy the unique culture of the Hill.

Centre of Opportunity

The Centre of Opportunity is the heart of the entrepreneurial community in the Hill. Its strong character is built on the historic buildings that invite small businesses, shops, cafes, galleries, and others to own or rent space. The Centre of Opportunity establishes the Kirkpatrick corridor as another connection to the region and is an eclectic combination of creative enterprise and industry.

Centre of Cultivation

The Centre of Cultivation is the place where things are grown, restored, and made. It is a place of interaction and production, where the DIY (do it yourself) spirit reigns. It is the crossroads of interaction, where “trading trades” takes root and becomes the center to cultivate teaching and learning in an apprenticeship culture.

CENTRE OF CULTURE

Intersection of Centre & Dinwiddie

The Centre of Culture is the **front door to the Hill**, highly visible and with both **unique attractions and daily amenities**. It brings visitors in the day and the evening from the Hill, the two rapidly growing adjacent neighborhoods, and from the region. It is home to heritage structures and institutions that have been rejuvenated and reinvented to create a unique and signature identity for the Hill's offerings. **It is a place to bring together old and new**—a place to partake in cultural offerings, but also a place where people can create and reinvent culture.

It's lunchtime on a Wednesday afternoon in May.

Heritage Square is buzzing with activity in anticipation of the start of a lunchtime jazz performance at the Stage on the Square. The New Granada Shops are having a sidewalk sale, making the atmosphere especially festive. Anticipation is high for evening performances.

The office staff from the nearby non-profit offices pull two tables together and buy their lunches from the Café. Residents of the tower trickle onto the porch and sit at the chess tables.

A bus load of school children on an end-of-year field trip to the Teeny Harris Archives sit on the wall eating their lunches.



HERITAGE WALK

THE HERITAGE WALK IS A SERIES OF SMALL OPEN SPACES AND HERITAGE SITES THAT CELEBRATE HILL DISTRICT HISTORY. EACH OPEN SPACE HAS COMMON SIGNAGE AND AMENITIES TO CREATE AN IDENTITY.

NEW GRANADA THEATER & SHOPS & RESIDENCES

CULTURAL INSTITUTIONS & AMENITIES CELEBRATE CENTRE AVENUE AT THE HEART OF THE HILL AND REPRESENT THE RICH CULTURAL LEGACY OF PITTSBURGH.

CATALYTIC PROJECT

HERITAGE SQUARE

CULTURAL INSTITUTIONS (SUCH AS A LIVING MUSEUM AND CAFE) AND AMENITIES THAT ACTIVATE A PUBLIC PLAZA. A HIGHLY VISIBLE FIRST STOP FOR VISITORS WHO WANT TO KNOW MORE ABOUT THE HILL

CATALYTIC PROJECT



URBANIZED EXISTING BUILDINGS

LOW RISE OR BUILDINGS WITH SIGNIFICANT SETBACKS CAN BE RENOVATED TO INCLUDE UPPER LEVELS OR ADDITIONS THAT MEET THE STREET, BRINGING ACTIVITY TO THE STREET AND ATTRACTING VISITORS TO FIRST FLOOR USES.

COMMERCIAL PLAZA REDEVELOPMENT

A RECONFIGURED COMMERCIAL PLAZA PUTS BUSINESSES ON THE AVENUE WITH DESTINATION BUSINESSES ON THE LOWER LEVEL. FUTURE DEVELOPMENT COULD INCLUDE A SIGNATURE TOWER AS A BOUTIQUE HOTEL OR OFFICE. HISTORIC SCULPTURE CAN BE RELOCATED.

INFILL MIXED USE BUILDINGS & PARKING PLAZAS

MIXED USE BUILDINGS WITH COMMERCIAL ON THE AVE AND RESIDENTIAL OR COMMERCIAL ON THE UPPER FLOORS. A PUBLIC PARKING PASSAGE IN THE REAR CONNECTS TO UPPER FLOOR TENANTS AND TO CENTRE AVENUE.

CENTRE OF OPPORTUNITY

Intersection of Centre & Kirkpatrick

The Centre of Opportunity is the **heart of the entrepreneurial community** in the Hill. Its strong character is built on the **historic buildings that invite small businesses, shops, cafes, galleries**, and others to own or rent space. The Centre of Opportunity establishes the Kirkpatrick corridor as another connection to the region and is a place where people come to **sample the unique culture** of the Hill.

It's 10am on a Saturday in August.

The farmer's market booths in Opportunity Square are in full swing. Fresh berries and the season's first greens are in and lines are forming. The longest line is in front of a booth selling sweet potato pies from a recently opened small batch bakery on Centre Avenue.

The booths border the tree-lined Mahon Passage, a former street that was closed to create a pedestrian connection to the neighborhoods above. Gospel music spills onto the square from rehearsal in the lower level of the recently renovated Central Baptist church. The Carnegie Library is holding their annual Jazz event tonight as well.



GREENSPACE WALK

SMALL GREENSPACES ALONG KIRKPATRICK THAT ACT AS A STEPPING STONE FROM BEDFORD AVE TO THE BOTTOM OF KIRKPATRICK.

OPPORTUNITY SQUARE

A NEW PUBLIC SPACE, ACTIVATED BY A NEW MIXED USE BUILDING AND PEDESTRIAN PASSAGE, FRAMED BY TWO HISTORIC STRUCTURES, CENTRAL BAPTIST CHURCH AND THEIR VICTORY SQUARE BUILDING.

CATALYTIC PROJECT

INFILL MULTI-USE BUILDINGS

TWO TO FOUR STORY BUILDINGS WITH COMMERCIAL ON CENTRE AVENUE AND RESIDENTIAL OR COMMERCIAL ON THE UPPER FLOORS.



HERITAGE WALK

THE HERITAGE WALK IS A SERIES OF SMALL OPEN SPACES AND HERITAGE SITES THAT CELEBRATE HILL DISTRICT HISTORY. EACH OPEN SPACE HAS COMMON SIGNAGE AND AMENITIES TO CREATE AN IDENTITY.

EXISTING BUILDING RENOVATION

RENOVATING HISTORIC STOREFRONTS AND EXISTING STRUCTURES CAN JUMP START ENTREPRENEURIAL INVESTMENT AND GIVE UNIQUE CHARACTER TO THE NEIGHBORHOOD.

PUBLIC SAFETY MIXED USE BUILDING

RELOCATING THE POLICE STATION COULD ENCOURAGE HEALTHIER COMMUNITY RELATIONS WITH THE POLICE. THE NEW LOCATION WOULD REQUIRE AMPLE REAR PARKING.

CENTRE OF CULTIVATION

Intersection of Centre & Reed

The Centre of Cultivation is the place where things are **grown, restored and made**. It is a place of interaction and production, where the **DIY (do it yourself) spirit** reigns. It is the crossroads of interaction, where “trading trades” takes root and becomes the center to **cultivate teaching and learning** in an apprenticeship culture.

It's 5pm on a weekday in July.

A family is leaving the FOCUS Wellness Center where they receive family medical services. They begin walking to the Kennard Playground's pop-up mini golf. They pass some older neighbors who are looking for ripe tomatoes in their gardens at the bottom of the recently redone Chauncey Steps.

Others are sharing news of their day while sitting on the benches of the Cultivation Deck, a small plaza surrounded by the stormwater park. It rained a few days before and the storm has given new life to the parklet.



GREENSPACE & HERITAGE WALK

THE GREENSPACE WALK AT CENTRE-REED FOLLOWS THE HISTORIC FLOW OF WATER THROUGH THE VALLEY. THE HERITAGE WALK CONTINUES THROUGH THE AREA BY ACKNOWLEDGING HISTORIC STRUCTURES AND HERITAGE SITES.

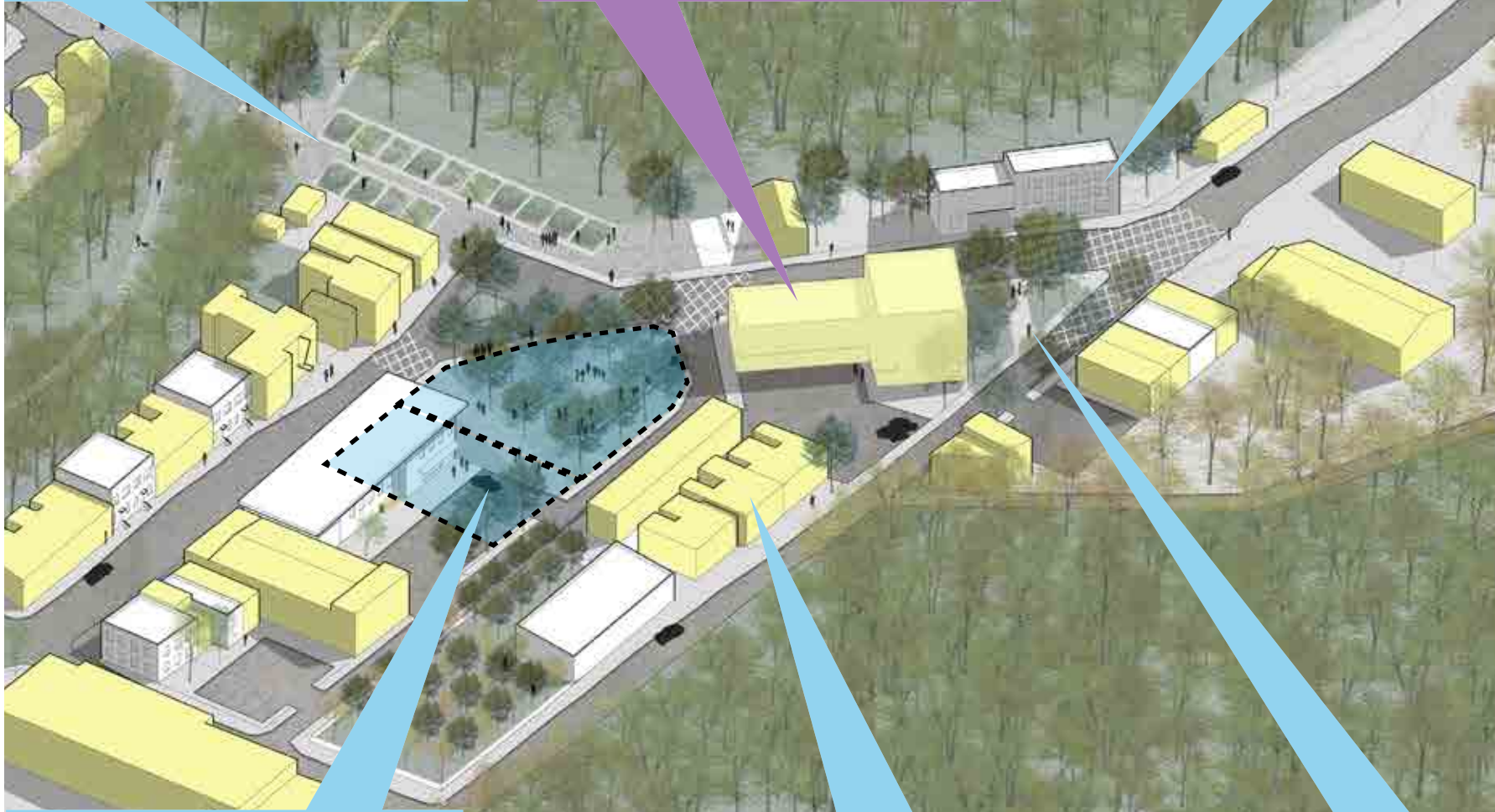
COMMUNITY GARAGE

THE COMMUNITY GARAGE IS A "MAKE SHOP" FOR AUTOMOBILE REPAIR. IT CAN HAVE MINOR RETAIL, EDUCATIONAL AND TRAINING SPACES, AND HANDS-ON ACTIVITY AREAS.

FOCUS WELLNESS CENTER

A HEALTH AND WELLNESS CENTER WITH STREAMLINED RETAIL TO SUPPORT WORKFORCE DEVELOPMENT.

CATALYTIC PROJECT



MANY FUTURES

THE CENTRE-REED AREA COULD EVOLVE IN A VARIETY OF WAYS BASED ON PLACEMAKING POTENTIAL AND THE MARKET. POSSIBILITIES INCLUDE A STREAM PARK AND DIY STORE, WHICH COULD HAPPEN TOGETHER OR INDEPENDENT OF ONE ANOTHER.

EXISTING BUILDING RENOVATION

RENOVATING HISTORIC BUILDINGS WILL ALLOW THIS AREA TO RETAIN ITS UNIQUE CHARACTER. MANY OF THE EXISTING BUILDINGS ARE RESIDENTIAL.

CENTRE-REED GATEWAY

GATEWAY CREATED BY RENOVATED BUILDINGS, INTERSECTION IMPROVEMENTS, SMALL BUT HIGHLY VISIBLE PARKLET, AND A SIGNATURE USE, THE COMMUNITY GARAGE. THIS AREA COULD ACT AS AN AUTOMOTIVE SHOWPLACE OR HOST OTHER PROGRAMS.

“At one time, you could walk down
Centre Avenue and hear the
bands playing
blocks away.”



Quote: Sandy Hamm,
“Hill District Jazz Culture Revisited,”
New Pittsburgh-Courier, 9 June 1993.

Photo: Pittsburgh City Photographer Collection

CENTRE AVENUE CORRIDOR OVERVIEW

HISTORY OF “THE AVE”

Centre Avenue is a unique business district, winding through the Hill with quirky twists and turns that speak more about the erosive flow of water and 18th century horse and carriage travel than the needs of modern businesses. The valley provided a route for Mellon to develop his farmland into small lots for the “well to do.” Later waves of immigrants, including the Jews, Greeks, Syrians, and Poles who arrived in the mid 1800’s, maintained Centre Avenue as the place for gathering and exchange. As it was being developed, Centre Avenue offered the lowest slope route for trolley lines through the Hill, further reinforcing the Avenue as a great place to do business. It became a center for the Hill community, but also served as a conduit, connecting to adjacent communities. It was a great linear civic space organizing culture and business throughout the neighborhood.

The most significant migration into the Hill was the influx of African Americans, beginning in the 1880’s and continuing for almost a century. By the 1930s, the majority of residents in the Hill were African American. The African American community occupied the existing commercial building fabric by opening shops and businesses and in doing so, created the most vibrant chapter of Centre Avenue’s history.

Businesses and institutions grew, spurred by the need for a parallel economy required by segregation and Jim Crow laws. However, the Hill did not just serve the African American community. It was able to draw in visitors from

other neighborhoods who came to see world class athletes, performers, and musicians like Dizzy Gillespie, Lena Horne, Satchel Paige and may others. Centre Ave was also home to local businesses such as Hick’s Grocery Store, the Original Hot Dog Shoppe, Triangle Auto Supply Store, Lee’s Flower Shop, Wolfe’s Shoes, and others. The Avenue was a lively place of exchange.

Like many urban neighborhoods, brick and frame mixed use commercial buildings began a cycle of decay and deterioration, accelerated by the relatively low levels of owner occupied properties. Because African Americans were excluded from obtaining mortgages and other financing, they were less likely to have means to improve their homes and businesses. The suburbs were drawing businesses out of urban communities and new business types like supermarkets found the old buildings unworkable. Lastly, the outmigration from cities was exacerbated in the Hill. Many people left for better housing in the suburbs. Others could not afford to leave. Combined with large scale urban redevelopment projects that concentrated poverty, the business district on Centre was destined to decline.

Today the scenario has changed. New development in the Hill is bringing in mixed incomes. Adjacent neighborhoods are growing as people move downtown and to Uptown. The Hill is poised for more organic growth and this study is the community’s plan to write the next chapter of Centre Avenue’s history.



Photo: Teeny Harris, Carnegie Museum of Art

OVERVIEW

THE EVOLUTION OF CENTRE & DINWIDDIE

In **1835***, Dinwiddie is a small stream valley, where a lawyer named Wilkins lives near a spring. (now near the tower).



In **1872***, Centre Avenue has large houses set back from the street (near current Hill House.)



1800

1850



By **1862***, the street grid is established and a rail car line follows Centre Avenue.

NOTE: All timeline dates with an asterick [*] refer to map dates, not dates of photographs or referenced buildings.



By **1890***, Centre Avenue is lined with brick commercial buildings, some of which remain today.

1900



By **1882***, pink colors on the map show many brick houses. Small wood frame houses (yellow) are built south of Centre.



In **1900***, the Miller mansion is demolished to make way for more commercial buildings. The Jones property is subdivided for smaller buildings

OVERVIEW

THE EVOLUTION OF CENTRE & DINWIDDIE

By **1910***, the Zone 2 police station is expanded in its current location, where it is next to an engine house.



By **1939***, early aerial images show that the Ave is densely packed with buildings. Addison Terrace is being prepared for construction. The Irma Kaufmann Center and the New Granada Theater are now visible.



1950



By **1925***, the African M.E. Church of Pittsburgh and the Ebenezer Baptist Church own property on the Ave between Grove and Addison.



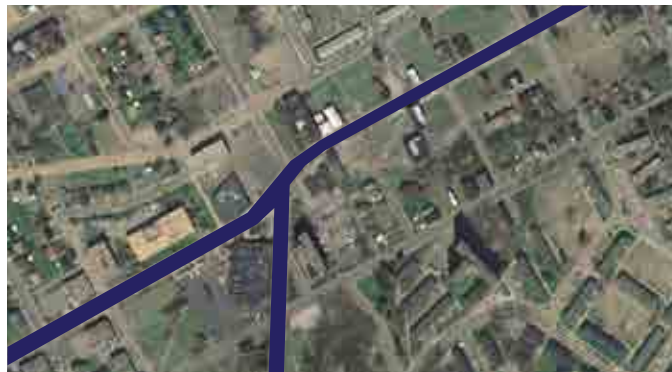
By **1957***, Addison Terrace is built and Centre Avenue is the major shopping area for the district.

Crawford Square, a housing community that offers a mix of rental and for-sale apartments, townhomes, and single-family homes was constructed in the **1990s**.



2000

2015



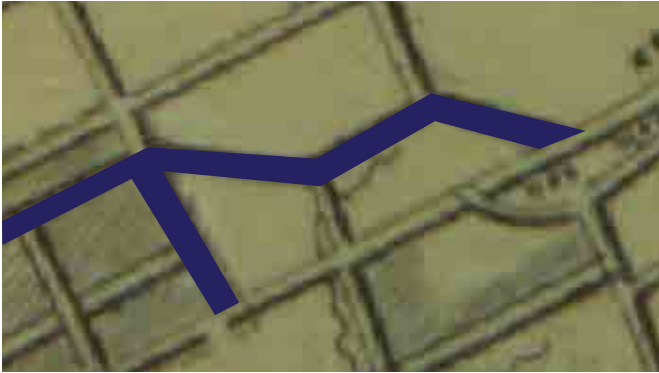
By **2005***, much of Centre Avenue has been torn down, with more open space than during the Civil War period.



OVERVIEW

THE EVOLUTION OF CENTRE - KIRKPATRICK & REED

In **1851***, there are very few structures east of Kirkpatrick. Centre Ave follows the valley and is the natural connector to the eastern communities.



By **1872***, Mahon Street is established and the former large lot has been subdivided into narrow lots, some less than 16' wide. The stream follows Centre from Herron Ave. The Centenary Methodist Church appears on the site of Central Baptist.



1850



By **1862***, a rail car line follows Centre Avenue and small buildings begin to appear. The area near Mahon Street is owned by J.D. Mahon.



By **1890***, the corner buildings at Kirkpatrick and Centre are built, defining much of the intersection we know today.

1900



By **1882***, the stream at Soho has been buried. E.P... Jones expands his "Manor Place" south of Reed Street.



By **1900***, the Manor House property has been subdivided. Dense row housing and alley housing on the north side of Centre adds residential.

OVERVIEW

THE EVOLUTION OF CENTRE - KIRKPATRICK & REED

By **1910*** most of the lots are occupied, many with wood frame houses. Soho is still the main path out of the Hill (until the 1950's).



Centre & Soho (1922)

By **1939***, early aerial images show that the main route to the river is still Soho Street in a narrow valley. Weil School has not yet been built.



Centre & Reed (1930)



SAVOY



Centre & Kirkpatrick (1937)

By **1925***, many frame buildings have been replaced with brick buildings, including the Savoy (now Olivet Baptist Church) and the Reed row houses that remain today. Larger commercial buildings occupy the current gas station site.

By **2005***, many of the contiguous row houses have been torn down, leaving a few scattered institutional and residential buildings.



Centre & Kirkpatrick (1967)



1950

2015



By **1957***, The Soho Street valley has been filled and Kennard Playground sits atop the flattened area. Weil School has been built.



The Victory Centre building was remodeled in the early **2000s**, and is now home to a number of businesses.



OVERVIEW

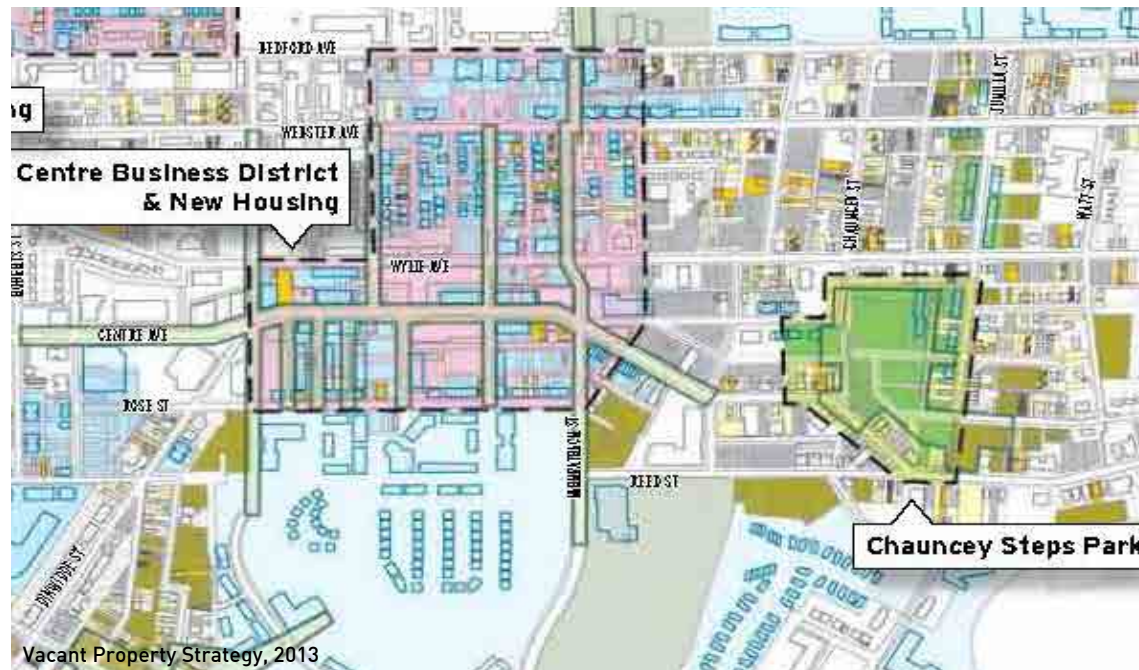
PREVIOUS REPORTS SUMMARY

The Hill District has been the subject of many masterplanning efforts and studies. The chart on the opposite page lists some of the more recent studies and their content areas. Three of these plans were referenced heavily in this study.




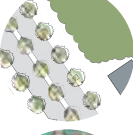
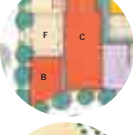



The **Hill District Masterplan** is the most comprehensive in geography and in content. It examines all areas of the Hill, including some portions of Uptown, and gave urban design proposals and broad recommendations for redevelopment. It also lists Hill programs and initiatives. [Intersection of Kirkpatrick and Centre, upper right.]

The **Green Print - The Village in the Woods** is a study where greenspace drives the identity of the Hill as a village within connected greenspaces. The study addresses the hillsides and parks, as well as streetscape improvements and landscape integration. [Chauncey Street steps proposal, lower right]

The **Hill District Vacant Property Strategy** is an in depth study on the short and long term futures for vacant land. It does not offer design proposals but rather an effective inventory, disposition, and redevelopment process for dealing strategically with vacant lots. [Centre Avenue excerpt, lower left]



The following illustration highlights the content included in each of the previous plans.

REPORT	GREENSPACE	HOUSING	ECONOMY	TRANSPORT	HISTORY	ARTS	CULTURE
 <p>Greater Hill District Master Plan Sasaki and Stull & Lee, Sept 2009</p>	Dark Maroon	Dark Maroon	Dark Maroon	Dark Maroon	Light Maroon	Very Light Maroon	Dark Maroon
 <p>Greenprint- The Hill: A Village in the Woods HOOD Design Studios, Sept 2009</p>	Dark Maroon	Light Maroon	White	Light Maroon	White	Light Maroon	White
 <p>ARCENA Connections Klavon Design Associates, [date unknown]</p>	Dark Maroon	White	White	White	Light Maroon	Light Maroon	White
 <p>Herron Avenue Corridor Coalition Design Group Klavon Design Associates, 2008</p>	Light Maroon	White	Light Maroon	White	White	White	White
 <p>Centre Avenue Mixed-use Feasibility Study Urban Design Associates, Jan 2005</p>	White	White	Light Maroon	Light Maroon	Light Maroon	White	Light Maroon
 <p>Lower Hill Predevelopment Plan Urban Design Associates+ LaQuatra Bonci Associates Sept 2012</p>	Dark Maroon	Light Maroon	White	Dark Maroon	White	Light Maroon	White
 <p>Hill District Vacant Property Strategy Studio for Spatial Prctice, 2013</p>	Dark Maroon	Light Maroon	Light Maroon	White	White	White	White
 <p>UDREAM Centre Avenue Projects CMU UDREAM Students, July 2014</p>	Light Maroon	Dark Maroon	Dark Maroon	Light Maroon	White	Dark Maroon	Dark Maroon

MORE CONTENT  LESS CONTENT

OVERVIEW MOBILITY

The **topography** of the Hill District is challenging for pedestrians and bikers. The elevations for Centre Avenue (within our Project Area) range from 950 feet to 1040 feet above sea level, with a fairly consistent slope that made it a preferred route for historic trolley lines.

Currently there are three **bus lines** that serve the Hill, all of which serve the Centre Ave corridor, with the greatest density of routes between Dinwiddie and Kirkpatrick. Bus stops are fairly frequent and found at most major intersections. The bus stops are not well accommodated with street amenities and the frequent stops made by buses can disturb traffic. The most used bus stops are on Centre at Dinwiddie, on Centre at Erin, and on Centre at Kirkpatrick.

Vehicular traffic is most intense at the intersection of Reed and Centre, Kirkpatrick and Centre, and Dinwiddie and Centre. Reed is often used as a direct path to Kirkpatrick, rerouting traffic from Centre.

Bicycling is difficult due to the terrain in the Hill. The street width does not allow for a dedicated lane without traffic restrictions. However, there is potential to connect to a future riverfront bike trail spurred in Uptown (at the base of Kirkpatrick Street).

There is no **signage** identifying the Hill District or the Centre Avenue destinations at major entry points in Uptown (at Dinwiddie St. or Kirkpatrick St.) signaling an entry to the Hill. There is no signage in the Lower Hill signaling any business in the Middle Hill study area. There is no signage at Reed indicating the name of the neighborhood, or amenities and destinations within.

GAPS

Transportation and bike-related issues need further study, especially with regard to emerging development patterns.



VERY WALKABLE

Most errands can be accomplished on foot.



EXCELLENT TRANSIT

Transit is convenient for most trips.



SOMEWHAT BIKEABLE

Steep hills, minimal bike lanes.

www.walkscore.com



OVERVIEW

ZONING & LAND USE

Currently the district is zoned Local Neighborhood Commercial and Multi-unit Residential, Moderate Density.

The current designations may not support all the desired changes, especially along Centre between Soho and Reed (see the Proposal section for more information).

Currently, the corridor is not considered a linear LNC district. Our recommendation is to align the concept of a continuous corridor with the LNC zoning distinction. Please see the Centre of Cultivation section for more information regarding these recommendations.

GAPS

The community plan needs to be more formally connected to land use development regulation and controls. More investigation is needed to find the most effective route, and may include adoption or acknowledgement of the plan by City Planning, or through the creation of an Interim Overlay Planning District (IPOD).



Local Neighborhood Commercial
Commercial Planned Unit Development
Multi-Unit Residential Moderate Density
Single Unit Detached Residential Low Density
Residential Planned Unit Development
Parks + Open Space

OVERVIEW OWNERSHIP

The Hill District has a very high level of public agency ownership of properties, especially along Centre Avenue. Properties have been aggregated into larger vacant lots along Centre between Dinwiddie and Kirkpatrick and are largely held by government agencies (URA or City of Pittsburgh) or by nonprofits (Hill CDC, Hill House, Central Baptist, etc.).

Between Kirkpatrick and Reed, agencies own many properties but there are fewer areas of aggregated parcels. Many of the existing structures as well as vacant lots are still privately owned. It is unclear how many are owner-occupied versus investor owned. See the Hill District Vacant Property Strategy Report for more information, including public ownership, homeownership, undermining risk, etc.

GAPS

Publicly owned land presents both an opportunity and challenge for the community group. In the best case, public control can assist with development per the community plan. It can also be a challenge due to lack of communication regarding status (lack of maintenance, unexpected demolition, etc.). More work is needed to create an open and ongoing dialogue for collaborative action between the community and public agencies.



Urban Redevelopment Authority
Reentry Authority
City of Pittsburgh
Hill House Economic Development Corporation
Hill Community Development Corporation
Central Baptist Church
Ebenezer Baptist Church

OVERVIEW

STAND ALONE PROPERTIES

A property is considered stand alone if:

- it is unoccupied or vacant
- it has outstanding taxes or liens
- it is in need of significant maintenance (from exterior assessment)
- it is in an area that may not support its use (a store in a remote area, or a residence in an industrial area)

A stand alone property needs to be monitored for further decline or given assistance to remedy the issues. See the Hill District Vacant Property Strategy Report for more information regarding recommendations for vacant stand alone properties.

GAPS

Many stand alone properties might still be owned or occupied and thus are not addressed in the previously completed Vacant Property Strategy Report. These property owners should be targeted for ongoing engagement by the community development organization to connect their interests to the long term vision of the community plan.



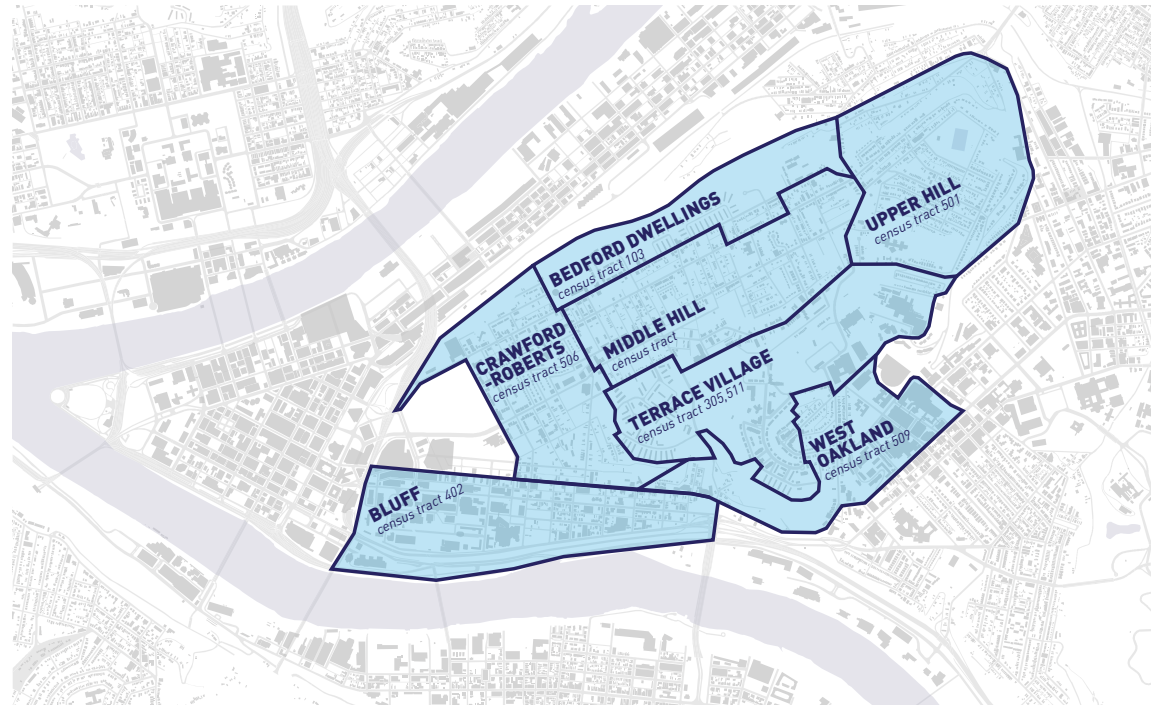
Urban Redevelopment Authority
Heritage Buildings-Occupied
Heritage Buildings
Vulnerable Structures
Vacant Land

OVERVIEW

POPULATION, HOUSING & THE MARKET

Population, Housing, and overall market trends are key to understanding how, when and where the Centre Avenue Corridor will grow. What follows is a general summary of the population, housing and overall market trends identified within the **Commercial Potential Analysis** study. The following sections then evaluate the extent to which proposed mixed-use commercial projects recommended in this **study** are responsive to these trends.

Neighborhoods and associated census tracts analyzed in the CMA



METHODS & SOURCES

In order to evaluate prospective commercial development/redevelopment opportunities along the Centre Avenue corridor, 4ward Planning reviewed a number of background planning and market studies, with focus on the 2014 market study, **Commercial Potential Analysis: Centre Avenue Corridor/ New Granada Theater**, developed by Griffin Consultants (Griffin) and Development Economics (DE), on behalf of the Hill Community Development Corporation.

In turn, Griffin and DE, relied upon the market study developed by Urban Partners (UP), **New Granada Square Market Analysis: Retail and Commercial Market Analysis Memorandum**. The Urban Partners study assessed the potential for commercial development along

Centre Avenue in the near term, given the current market opportunities and constraints.

The **Commercial Potential Analysis study provided material to help evaluate** the market receptivity for mixed use construction. In particular, what types and scale of mixed-used commercial development might be viable and what market conditions would need to be present to support it. This helps to better understand the viability of the development types in this study. Particular attention was paid to population and household trend data, as these trend factors are the principal demand drivers for housing and consumer services (retail and personal services). For consumer services, households drive demand.

ADJACENT MARKETS

Development pressure has increased city-wide over the duration of this project and this evolution was not necessarily accounted for in the market studies. The Project Team noted that three Adjacent Development Districts (ADD) that will affect the development of Centre Avenue. The anticipated development in the Lower Hill has begun and a significant planning project has launched in Uptown through the creation of an Ecolnnovation district. ADD communities are of note (as opposed to other adjacent neighborhoods like Oakland) because both serve as a “front door” to the Hill District and anticipate great relative increases in construction or population in the near future. Development in these communities must be closely tracked, as they will change the supply of and demand for commercial goods and services.

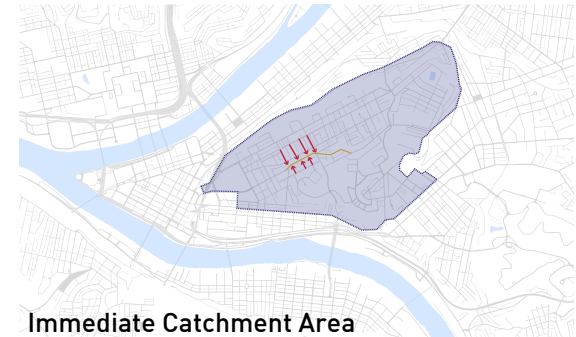
The Adjacent Development Districts and established districts like Oakland already capture regional dollars—strong physical and programmatic connections to these areas can also boost Centre Avenue.

The projects outlined in this report are in line with strategies to attract and retain locally serving retail, office, and hospitality activity, as well as uses that would be attractive to the two Adjacent Development Districts and their regional visitors.

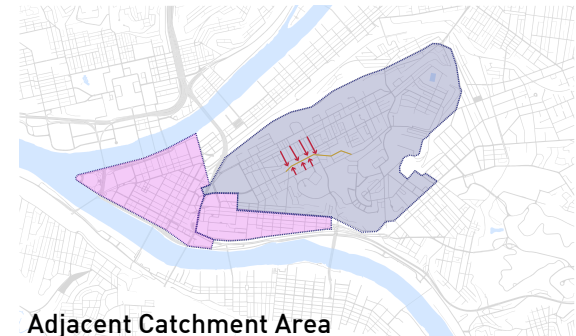
POPULATION

The estimated 2014 population of the Commercial Market Area (CMA) was 19,876. This was approximately 1,839 persons greater than total population (18,037) in 2000 and 222 persons greater than the population (19,654) in 2010. The 2019 CMA projected population, according to the study, is 20,185 (an increase of 309 persons). **Though the population growth rate based on the above projections is relatively low, the trend is favorable for new housing and commercial services demand within the CMA.**

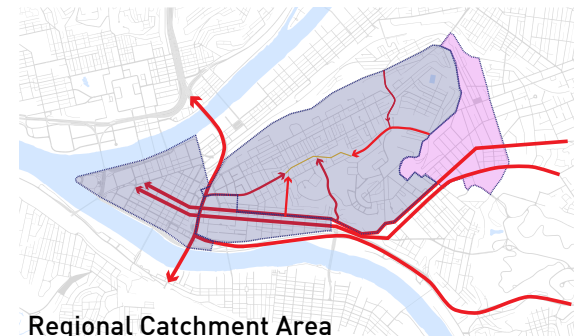
Unlike population, the **Commercial Potential Analysis** study identifies no growth in the creation of new households (household formation) within the CMA. Specifically, total households decreased from 6,625 in 2000 to 5,883 in 2010 (a loss of 742 households or an 11.2 percent decline). The study projects a very slight increase in the number of CMA households by 2014 (5,915) which is projected to hold steady through 2019. As a consequence of the projected increase in population and decline in the number of households within the CMA, **the average household size is expected to grow over the 2000 to 2019 time span, suggesting an increase in persons living together and in the size of family households, in particular.**



Immediate Catchment Area
(Middle & Upper Hill)



Adjacent Catchment Area
(Adjacent Developing Districts - Downtown, Uptown)



Regional Catchment Area
(in relation to major access points)

HOUSING

The **Commercial Potential Analysis** study identifies a relatively sharp decline (11 percent) in the total number of housing units between 2000 (8,194) and 2010 (7,293). As much of the housing within the CMA dates back to the early 20th century, a number of housing units were taken down due to physical obsolescence and/or deterioration (due to vacancy, owner absenteeism, etc.). However, the **Commercial Potential Analysis** study identifies increases in housing values throughout a majority of CMA neighborhoods, since 2010, with the average housing value growth rate in the CMA being comparable to that of the city of Pittsburgh.

This improving CMA housing market climate, as identified in the study, is **favorable to the mixed-use development opportunities recommended within this report**. Further, and as identified within the **Commercial Potential Analysis** study, an increasing trend in population, particularly in light of many physically obsolescent housing units within the CMA, **will increase local housing demand for a variety of housing types (e.g., renter- and owner-occupied; townhouses and garden apartments; live-work lofts, etc.)**.

Indeed, the housing recommendations found within the Hill District Centre Avenue Corridor Redevelopment study are reflective of the recommendations within the residential development section of the Commercial Potential Analysis study:

“Attract new residential consumers by offering urban oriented, amenities, and largely owner-occupied housing...”

An in-depth understanding of these trends will come from the recently commissioned Housing Market Study, expected to be completed in late 2015.

COMMERCIAL

An increase in population and new housing development will drive an increase in demand for local goods and services. The **Commercial and Potential Analysis** study identifies the need for a variety of retail and personal service businesses currently lacking within the Hill District (only recently did the Hill District get its first supermarket in more than fifty years). Many of the building types and scale of structures recommended within the **Hill District Centre Avenue Corridor Redevelopment study** are appropriate to accommodate the varied types of businesses identified by residents of the Hill District in an earlier performed survey. For example, the desire by Hill District residents to have more cafés, fitness studios, a bakery, and boutique clothing shops are well suited to the small retail spaces contemplated within a number of the recommended mixed-use building types identified within the **Hill District Centre Avenue Corridor Redevelopment study**.

Further, and as identified within the Commercial Potential Analysis study, “A sustaining force supporting both retail and commercial development in the Hill District will be the growth in and changing characteristics of residents over the short term. Reversing years of decline, recent data indicate positive growth in housing units and, therefore, population. This important change has been accompanied by additional spending power from the recently added residents.”



19,876
people (est. 2014)



7,293
household units (2010)



5,915
households (est. 2014)

Housing typologies from the Corridor Redevelopment and Design Plan were modeled to better understand the preliminary financial conditions that would have to be in place for their success. The Design Team has projected that the shifting regional real estate market and the changing local real estate conditions will create a constantly evolving development environment within the Hill District. Both time and location will determine the viability of these models as the neighborhood develops.

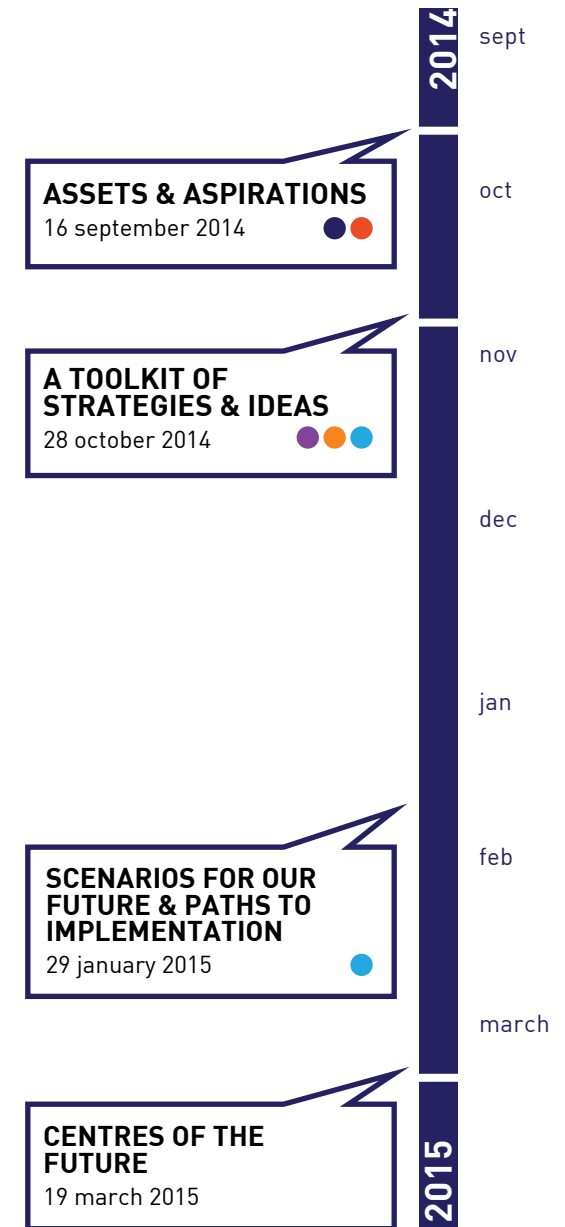
These models are most useful when used for purposes of comparison of configuration and uses. Development decisions should be made based on site specific conditions.

	Three Story Mixed Use RESIDENTIAL-RETAIL	Three Story Mixed Use RESIDENTIAL-RETAIL-OFFICE	Three Story Mixed Use RESIDENTIAL - OFFICE	Four Story Mixed Use RESIDENTIAL-RETAIL-OFFICE
CENTRE OF CULTURE	Dwelling Units - 8 Dwelling Units/Acre - 32 Retail Square Footage - 1,500 sf Commercial FAR - 0.14 Parking Spaces Required - 21	Dwelling Units - 4 Dwelling Units/Acre - 16 Retail Square Footage - 1,500 sf Office Square Footage - 1,600 sf Commercial FAR - 0.28 Parking Spaces Required - 17	Dwelling Units - 6 Dwelling Units/Acre - 24 Office Square Footage - 2,400 sf Commercial FAR - 0.22 Parking Spaces Required - 19	Dwelling Units - 8 Dwelling Units/Acre - 32 Retail Square Footage - 1,500 sf Office Square Footage - 3,200 sf Commercial FAR - 0.39 Parking Spaces Required - 29
	Cash-on-Cash Rate of Return 4.28%	Cash-on-Cash Rate of Return 4.76%	Cash-on-Cash Rate of Return 3.53%	Cash-on-Cash Rate of Return 4.76%
	Internal Rate of Return 3.35%	Internal Rate of Return 4.38%	Internal Rate of Return 2.02%	Internal Rate of Return 3.98%
	Total Project Cost \$1,414,604	Total Project Cost \$1,115,004	Total Project Cost \$1,306,200	Total Project Cost \$1,914,404
CENTRE OF OPPORTUNITY	Two Story Mixed Use RESIDENTIAL-RETAIL REHAB	Three Story Mixed Use RESIDENTIAL-RETAIL REHAB	Three Story Mixed Use RESIDENTIAL-RETAIL- OFFICE REHAB	Three Story Mixed Use OFFICE REHAB
	Dwelling Units - 6 Dwelling Units/Acre - 32 Retail Square Footage - 1,200 sf Commercial FAR - 0.39 Parking Spaces Required - 29	Dwelling Units - 12 Dwelling Units/Acre - 122 Retail Square Footage - 1,200 sf Commercial FAR - 0.28 Parking Spaces Required - 28	Dwelling Units - 6 Dwelling Units/Acre - 60 Retail Square Footage - 1,200 sf Office Square Footage - 1,200 sf Commercial FAR - 0.55 Parking Spaces Required - 19	Office Square Footage - 3,600 sf Commercial FAR - 0.55 Parking Spaces Required - 19
	Cash-on-Cash Rate of Return 2.77%	Cash-on-Cash Rate of Return 2.60%	Cash-on-Cash Rate of Return 3.36%	Cash-on-Cash Rate of Return 8.05%
	Internal Rate of Return 0.17%	Internal Rate of Return (1.11)%	Internal Rate of Return 1.37%	Internal Rate of Return 9.29%
	Total Project Cost \$1,914,404	Total Project Cost \$3,070,935	Total Project Cost \$1,655,640	Total Project Cost \$271,215



ENGAGEMENT PROCESS

The success of any commercial district hinges on the support of its home community. In addition, commercial districts need to have the support of the region to support unique destinations. The community engagement process for the Centre Avenue Plan focused on understanding the community perceptions of the Avenue (both past and present) and understanding community aspirations for the future. Through a series of open invitation meetings, over 300 community members, city and regional stakeholders, and the design team shared their ideas and informed the project through discussions and activities surrounding these themes:



Tell us about places that are important to **YOU**, important to the **COMMUNITY**, and places that could be **IMPROVED**...

DEVILLERS ST

New Granada Theater

ERIN STREET

Legacy



Public art & gathering space

Arts Center

Historically significant. Should be restored as live music venue or movie theater or both. Could be like Manchester Craftsman Guild.

Cultural activities and housing and maybe a culinary school and demonstrations and food for public.

Make this building the centerpiece of the Hill Shows, theater, return it to its jazz/musical MECCA.

Movie theater

Across town

Bowling Alley

Dance studio for seniors

Dry cleaning

Studio 2100 (see Thor)

Urban parklet

Open market

Nightlife to begin here! (continues below)

Theory pulse begins

Artist supply store

Restaurant

Second that (above comment)

Music (instruments) store

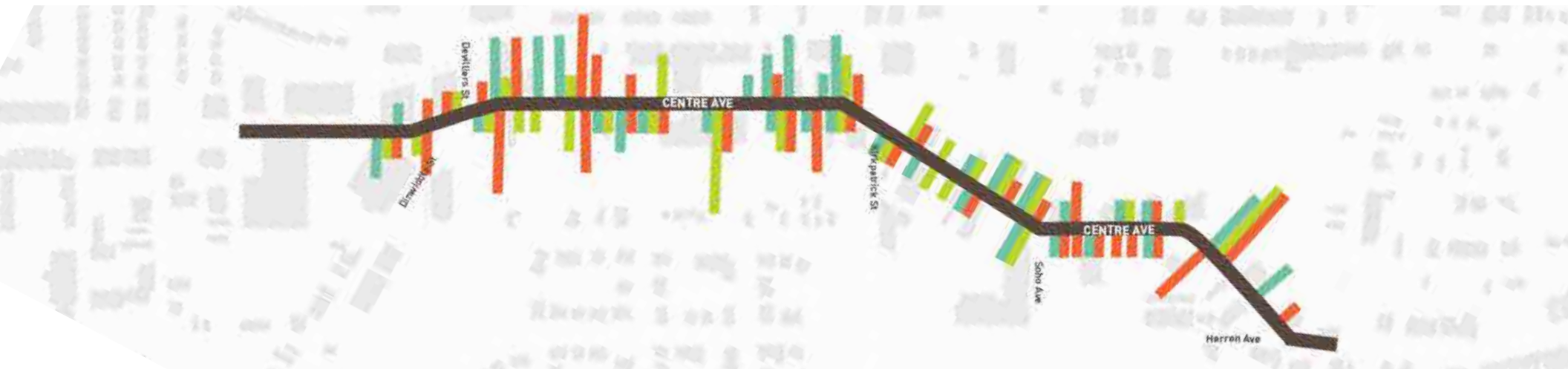
REMOVE - Does not benefit community at a positive light

Modify

Needs to be removed

Restaurant (not pizza)

Hardware store, local gas station, playground



PHYSICAL & FUNCTIONAL ASSETS

ELEVATION MAPPING

The community's perception of assets and liabilities helps us understand what parts of the Avenue need to be enhanced, maintained, or improved. The community comments are summarized in these spatial graphs. Longer lines indicate a higher number of people who commented on that property or site.

Like much of the Hill District, Centre Avenue has lost much of its building stock over the years. What remains is scattered along the Avenue and, without a strong physical or economic context, is vulnerable to continued loss. The study area as originally defined has two distinct districts. Dinwiddie to Kirkpatrick (the western area) was the historic commercial core and the remaining buildings are 2-3 story brick with commercial on the ground floor and residential or office on the upper floors. This pattern is reinforced by the straight alignment of the Avenue as well as the consistent slope. The vacant lots in this area are aggregated and largely owned by the URA. In the past, the area was more robust, as Wylie Avenue also had significant commercial activity. Today, most of the Wylie Avenue buildings have been demolished, with a few remaining historic structures.

The second area stretches from Kirkpatrick to Reed (eastern area). Located in a valley, this area is defined by topography and a curving road alignment. There are more existing residents and businesses in this area and more properties are privately owned, though

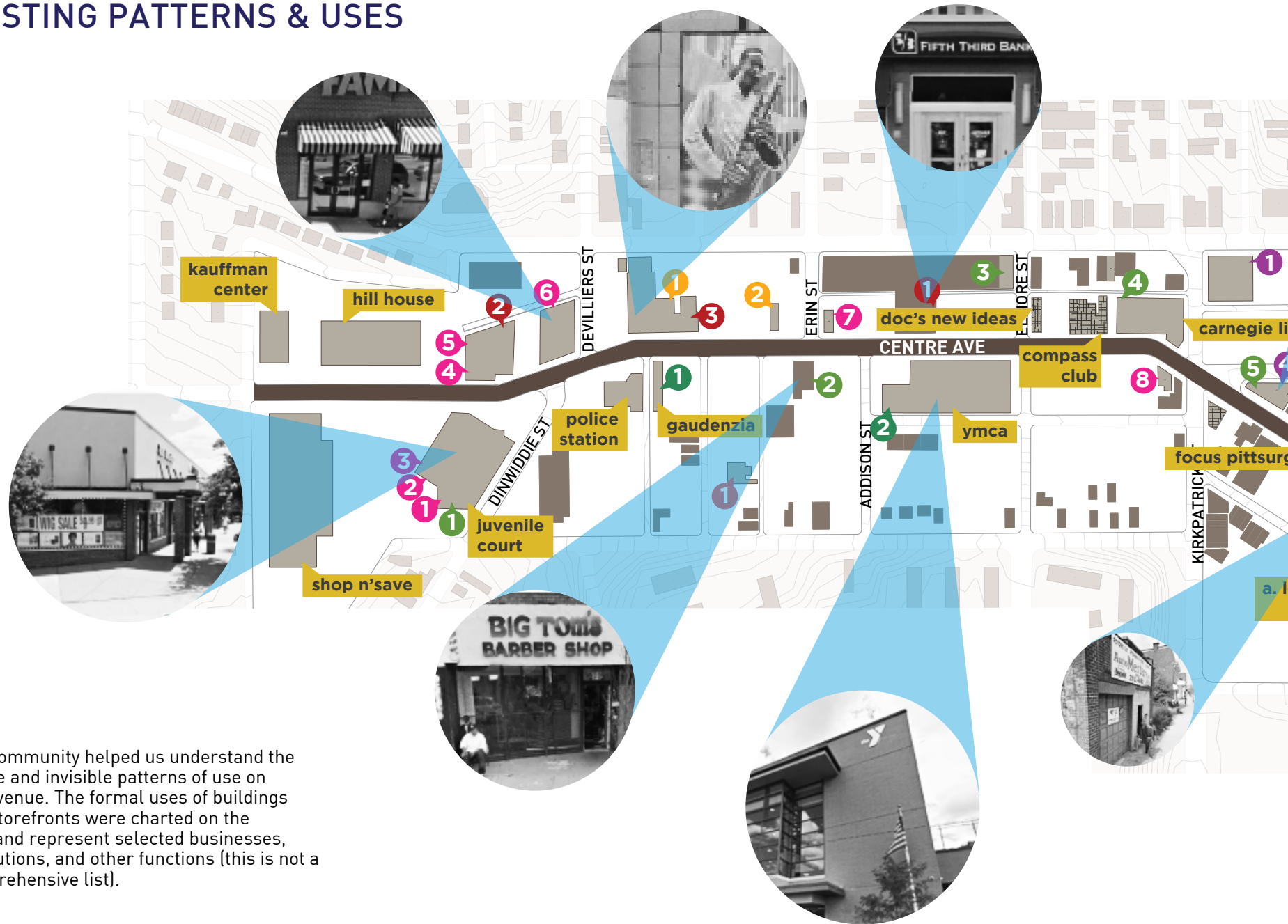
some are owned by absentee landlords. The buildings that remain are largely turn-of-the-century commercial structures or are warehouse/garage open areas. The vacant lots in this area are more scattered but there are a few areas of adjacent vacant lots.

As the project progressed, it became apparent that the original two areas are actually held together by a series of intersections that function as centers of activity. This realization became a driving force in the later proposals. The intersection of Centre and Dinwiddie is the gateway of the western commercial stretch, but it also organizes the commercial and institutional activity around the shopping center and the Kaufmann and Hill House properties. The intersection of Centre and Kirkpatrick is another threshold into the community and pulls together both ends of the commercial district. The Centre-Reed intersection is a gateway, marking entry into the commercial area of Centre and pulling together the churches and institutions that stretch to Herron Avenue.

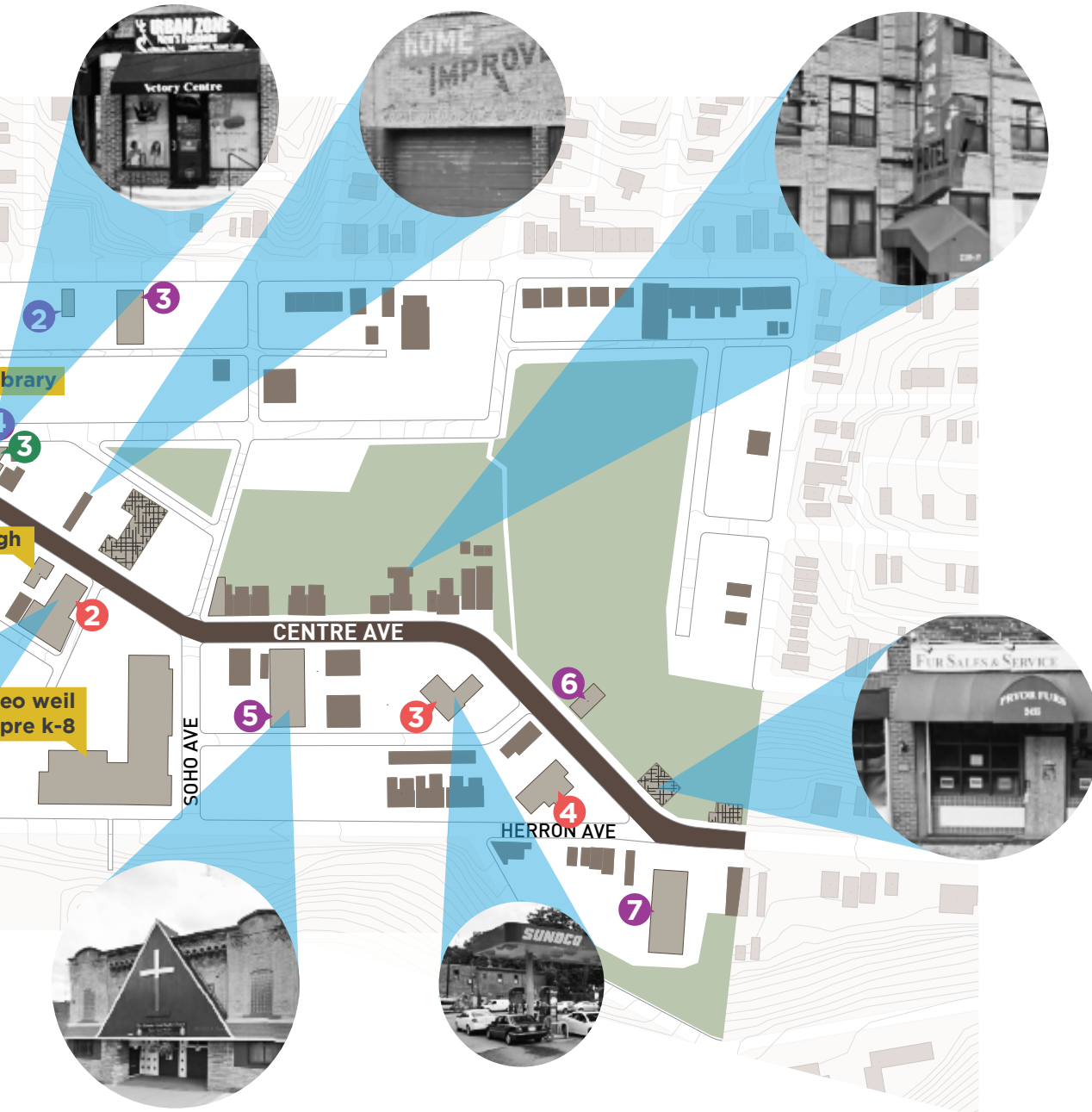
Maintain historic look and feel.

Uses supporting family and the community.

EXISTING PATTERNS & USES



The community helped us understand the visible and invisible patterns of use on the Avenue. The formal uses of buildings and storefronts were charted on the map and represent selected businesses, institutions, and other functions (this is not a comprehensive list).



SELECTED BUSINESSES, INSTITUTIONS AND OTHER USES

financial institution

1. Fifth Third Bank
2. PNC Bank
3. Hill District Federal Credit Union

auto-related

1. Center Ave Hall
2. Mester Auto Parts
3. Sunoco

cultural

1. New Granada Theater
2. Black Beauty Lounge
3. Kaufmann Center

health+wellness

1. House of Crossroads/Gaudenzia
2. Thelma Lovette YMCA
3. Vision Towards Peace Counselling

religious institutions

1. Central Baptist Church
2. Monumental Mission Ministries Inc.
3. Monumental Baptist Church
4. Divine Interventions
5. The Historic Olivet Baptist Church
6. FHB Church
7. First Church of God in Christ

groceries+retail stores

1. Abe's Market
2. Pharmacy
3. Mr. D's
4. Ujamaa Collective
5. Cricket
6. Family Dollar
7. Juel's Joint
8. Wong's Market

beauty salon

1. Two Cousins
2. African Queens Beauty Supply
3. Elegant Beauty Supply
4. Shear Delight
5. Big Tom's Barber Shop

other

1. Allegheny County Juvenile Court
2. Pittsburgh Police Department-Zone 2
3. Legacy Apartments
4. Docs New Ideas
5. The Compass Club
6. Carnegie Library
7. Focus Pittsburgh
8. Pittsburgh Weil K-5
9. Hill House

CENTRE AVENUE - NORTH

CULTURAL ACTIVITIES AND HOUSING AND MAYBE A CULINARY SCHOOL AND DEMONSTRATIONS AND FOOD FOR THE PUBLIC.

REDESIGN BUILDING

MORE TREES WOULD BE NICE FOR SHOPS

This has potential to be an arts & cultural center.

ARTS CENTER

DANCE CENTER FOR SENIORS



CENTRE AVENUE - SOUTH

SUPPORT OUR SCHOOL. CHILDREN ARE OUR FUTURE!

Less desired uses and vacancy.

MOVE THE CHURCH

WE NEED A GAS STATION; HOWEVER, ONE THAT RESPECTS AND HONORS COMMUNITY

Uses supporting family and the community.

RESTORE THIS TO BUSINESS, FOOD, AND RESOURCE CENTER

KEEP... BUT RESTORE

A CAFE WHERE I CAN READ MY LIBRARY BOOKS



RENOVATE THESE BUILDINGS

Maintain historic look and feel.

THE LIBRARY HAS BECOME A MAGNET FOR CHILDREN: PROVIDES A SAFE ENVIRONMENT WITH UNLIMITED LEARNING OPPORTUNITIES

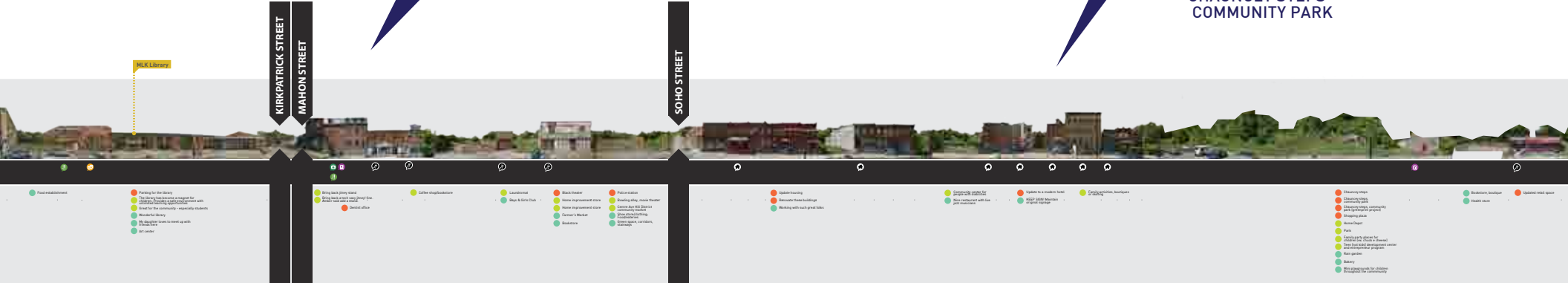
Need places to support our DIY energy.

BRING BACK JITNEY STAND.

HOME IMPROVEMENT STORE

CHAUNCEY STEPS - COMMUNITY PARK

HOME DEPOT



BUY LOCAL! MARKETPLACE FOR LOCAL ENTREPRENEURS

Enhance the commercial district.

RENOVATION INTO OUTDOOR AMPHITHEATER

NEW POLICE STATION WITH A SPORT CENTER FOR ELEMENTARY YOUTH

NEW ADDITION... JEWELRY STORE

SHOP 'N SAVE UPGRADE

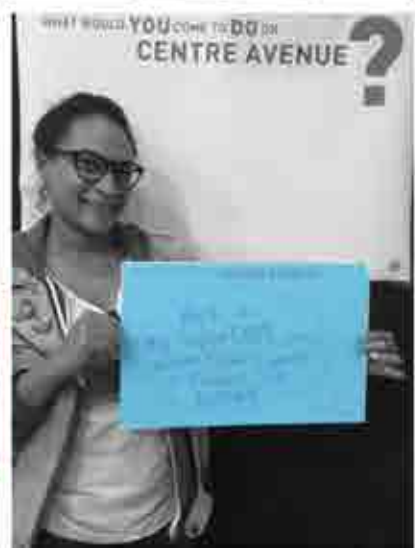
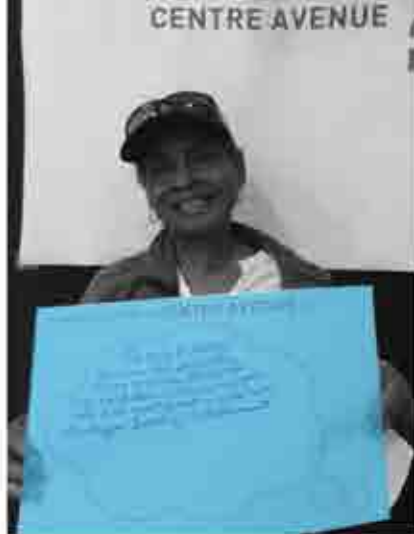
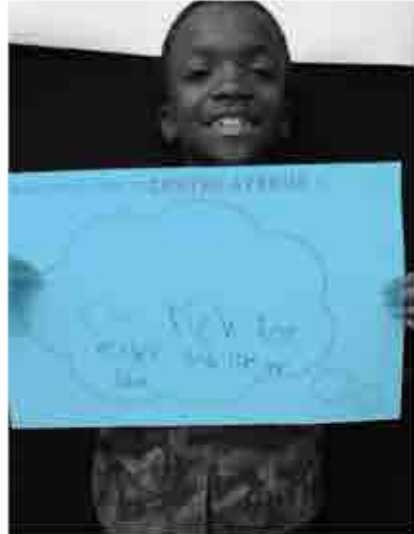
NEW STORES

BETTER LIGHTING

OUTDOOR TENNIS, HANDBALL, AND BASKETBALL COURT

TREMENDOUS ANCHOR





DESIRED USES & QUALITIES

When thinking about their own wishes, in 2020 most people said they would come to Centre Ave to shop or do business, in some cases opening a business.

They also thought they would come to the Ave for entertainment, including art galleries and performances.

Lastly, the community desired a public space or streetscape where friends can say hello and social life can be public - a sidewalk culture to bring vibrancy to the Ave.

Successful business districts are well tuned to the needs and desires of their neighborhoods. In turn, the community's influence is what gives different business districts their unique qualities. The business districts in Squirrel Hill, Lawrenceville, Bloomfield and other Pittsburgh neighborhoods are expressions of the business owners and patrons of the community.

Well loved business districts also reflect the makeup of the community they serve, in age and inclination. The community spoke out - they would like Centre Avenue to serve a diversity of ages, giving life to the Avenue throughout the day.

At meeting two, the community shared what they would come to do on Centre Avenue. They also put themselves in another's shoes... and imagined what a 10 year old, 25 year old, 40 year old, or 75 year old might find of interest on the Ave.

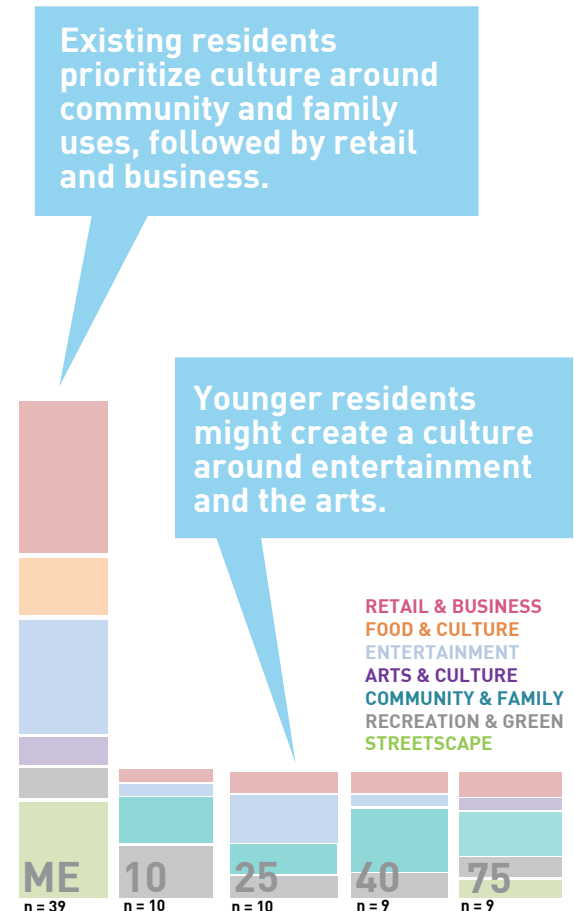
When thinking about the wishes of others, the community projected that:

Preteens and teens (10+ years) would use the avenue with their families for daily business and for community activities like festivals. They would also use the Ave to connect to recreation and green space.

Young adults (25+ years) would want to find entertainment opportunities on the Avenue, including opportunities to perform or exhibit as well as opportunities to see the work of others.

Middle year adults (40+ years) would bring their families to do business and to participate in family friendly events.

Older adults (75+ years) would use the Ave to participate in community events, but would also rely on Centre Ave as their primary place of shopping and to meet their needs. Streetscape and places to meet would also be important to this group.





CENTRE AVENUE is...

an African American cultural center (entertainment & arts)

innovative & entrepreneurial

diverse and welcoming

LAWRENCEVILLE is...

artsy, funky, friendly

BLOOMFIELD is...

Pittsburgh's Little Italy

SQUIRREL HILL is...

a Jewish neighborhood -
Good for students & families

A community's identity is defined by its unique places and landmarks, the activities and events happening at the neighborhood's public places and the values that residents appreciate the most. Communities hold multifaceted identities as a result of their history and ongoing transformation.

CRAFTING AN IDENTITY

A community's identity can consist of a combination of things, but often it is distilled to one or two characteristics when viewed by non residents. For example, in Pittsburgh, Oakland is often known as an "academic, cultural & healthcare center," Mount Washington as a "scenic view with elegant restaurants," Lawrenceville as "artsy, funky & friendly," and Bloomfield as "Pittsburgh's Little Italy." Communities are often defined by unique characteristics in comparison to other communities, it becomes their competitive advantage.

The defining identity needs to arise from a community's internal narrative. Feedback from the meetings informed our understanding of the continued impact of the Hill's past identity as a gathering place and center of African American culture. Major themes emphasized the **entertainment, business and the production of black culture**. The community shared memories of Centre Avenue as a place where a broader audience came to **enjoy and consume black culture**, most often drawn by informal networks and not through a concerted identity strategy or advertising campaign.

The community also speculated on what might be most appealing for Centre Avenue's future identity. These largely focused on **regaining former glories**, with a strong theme on entertainment and becoming a center for the production of black culture once again. Others in the community wanted to make

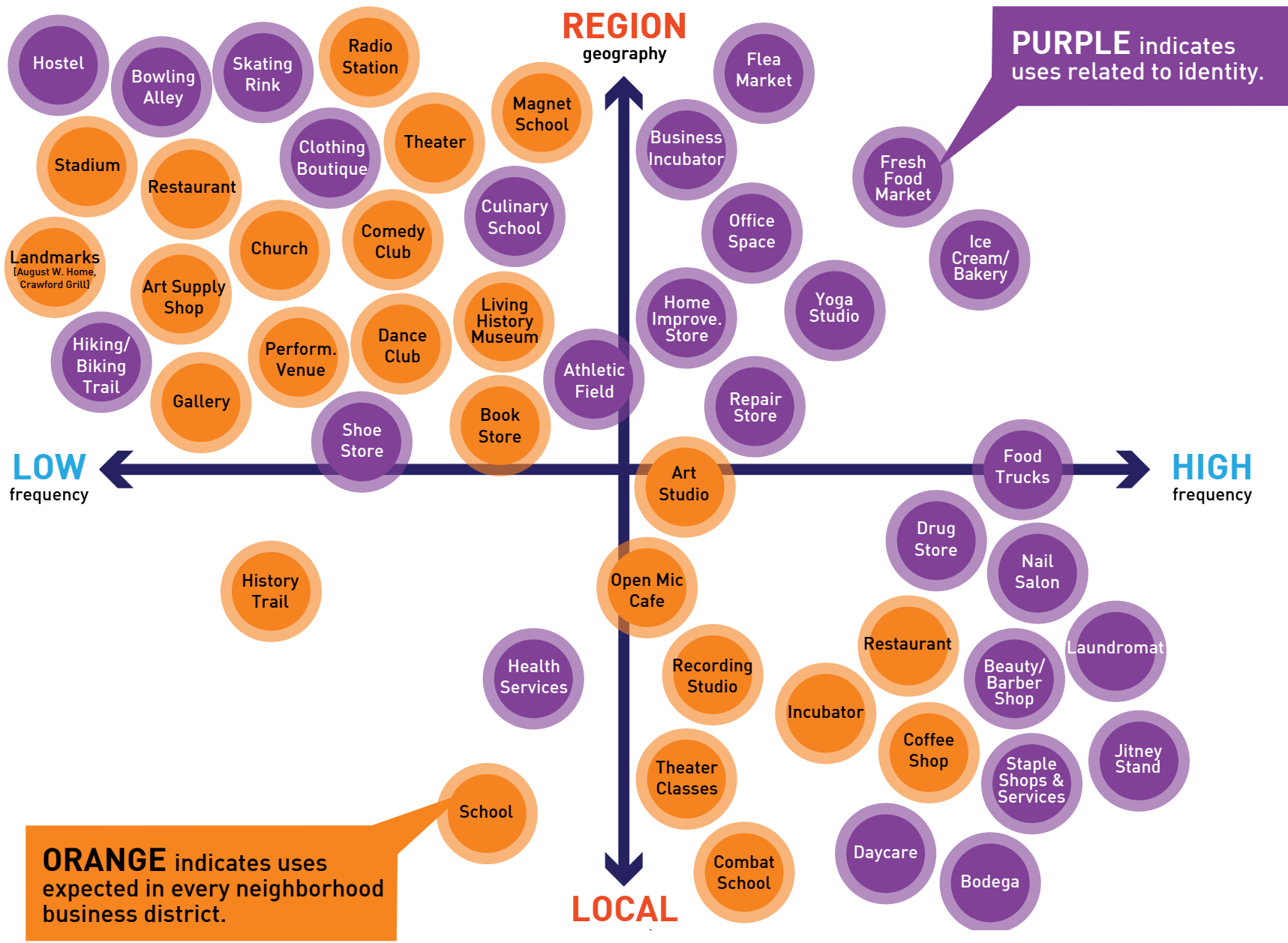
Centre Avenue a **home for the innovation and entrepreneurship of the dispersed African American community and to create a critical mass of activity**. Another strong theme was the desire to connect to economic opportunity and to become a destination.

Another theme throughout our conversations was the need to **add diversity** to the community, whether it be through **economic diversity, business diversity, or racial diversity**. There was an acknowledgment of the need to welcome others but a fear of losing control of the community narrative. This is not uncommon in communities that are transitioning from weak markets to strong markets. The establishment of a strong yet invitational identity will help the community direct the evolution of the Centre Avenue narrative.

"The Rich History of Centre Avenue, City in the City"

"Hill District Residents are Given Opportunity to Develop Businesses and Own Property in the District"

"The Rebirth of the Crossroads of the Center of the World"



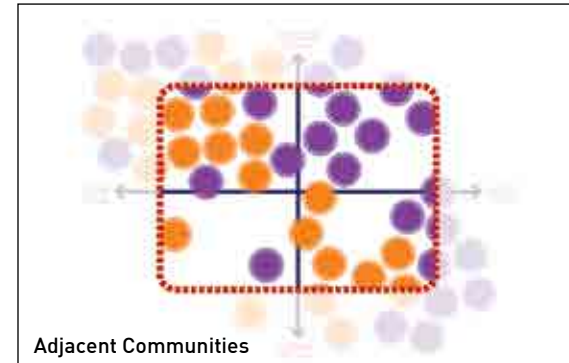
CRAFTING AN IDENTITY WITH ACTIVITY ON THE AVE

Identity on Centre Avenue will be determined by the businesses and institutions that draw people and activity to the Avenue. The community identified uses that they would like to see, as well as uses that they felt would be invitational to others. For example, cultural uses like theaters, entertainment uses like a bowling alley, or educational uses like a training center need more than one neighborhood to support them. These uses would need to rely on the adjacent neighborhoods and perhaps the region to support them. Other uses, like a nail salon or daycare center are more likely to appeal to the immediate neighbors and not attract people from outside the community.

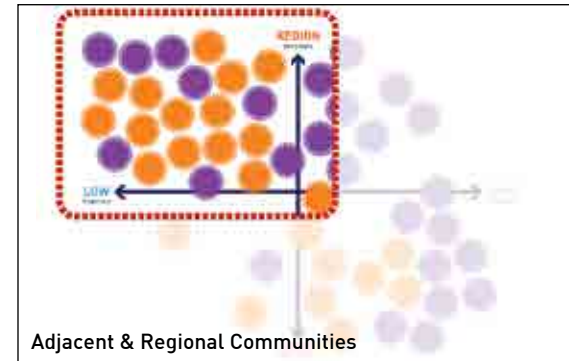
The community also identified uses that would heavily contribute to a desired Centre Avenue identity (see purple on the chart). Many were related to the cultural and entertainment legacy of the Hill (theaters, living history museum); others were about the emerging identities of innovation and entrepreneurship (incubator, training school) or about uniquely positioned businesses (wax museums, bookstores, etc.).

Lastly, we assisted the community in viewing these uses by their potential contributions to Centre Avenue activity. Community serving businesses that often attract frequent and repeat visits have potential for active and consistent street life. Destination businesses attract visitors and tend to have more unique visits and can be driven by events or by group activities. Street life outside of these places can still be vibrant, but have a different character. The resulting chart was shared with the community to create a mix of desired uses that meets the community's goals for a vibrant, living avenue.

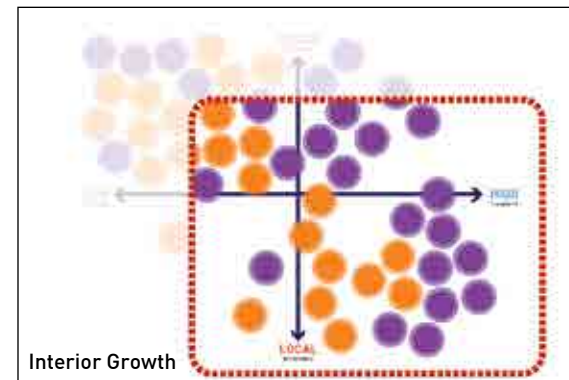
Many of the uses are currently viable or with projected growth will soon be viable. Others will thrive as the Hill and the surrounding communities develop. Others are less market driven and could actually help drive the Centre Avenue market by establishing unique destination uses that could bring others to the Ave.



Adjacent Communities



Adjacent & Regional Communities



Interior Growth

We wanted to understand the path that others have taken...

MERIDIAN, MS

TULSA, OK

DENVER, CO

JONESBORO, AK

DANVILLE, KY

SEATTLE, WA

OAKLAND, CA

ROCK HILL, SC

DURHAM, NC

RICHMOND, VA

WASHINGTON, DC

“The community developed with segregation forcing the community into confined areas and offerings. Beginning around the turn of the 20th century, pioneering African-American business people stepped forward to fill the needs of their community.” [Meridian, MS]

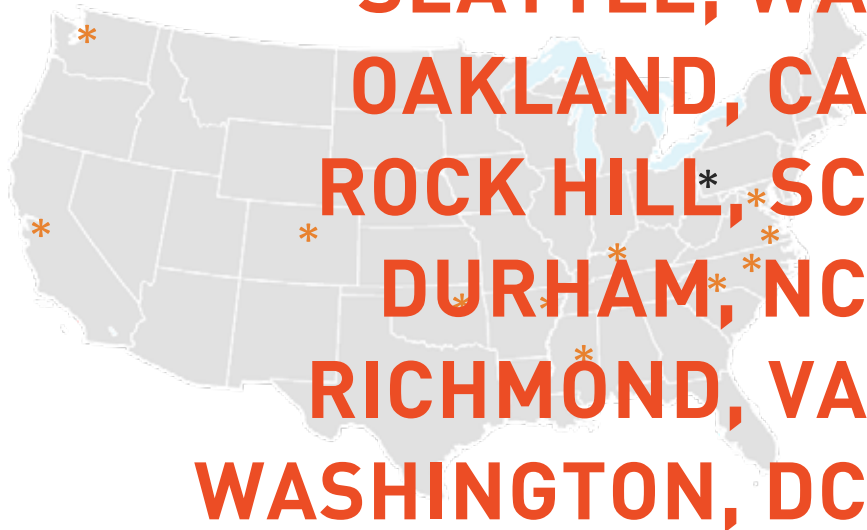
“As a result, the African-American community developed a profoundly successful and enviable infrastructure.” [Tulsa, OK]

“The community was home to over fifty bars and clubs, where some of the greatest jazz musicians performed.” [Denver, CO]

“Over fifty thriving and successful businesses served the African American community from approximately the 1920s to the 1960s. During this period, many African American-owned businesses opened, changed ownership, relocated, and closed.” [Jonesboro, AK]

“Following World War II, the City revoked the laws banning Black citizens from shopping (in white only stores). This shift in commerce led to a drastic depletion of circulating currency. The community has struggled ever since to recover from the loss of capital investment and expenditure in the area.” [Tulsa, OK]

“Equally important, the Black community lost tangible public places representing the breadth of their successful lives despite the restrictions of segregation.” [Danville, KY]



BENCHMARKING

Together with the Advisory Committee, we identified three commercial districts that could inform the Centre Avenue redevelopment. The benchmarking districts were selected because they were similar in size, shared cultural heritage, had proximity to large anchors or institutions, had a healthy mix of local and national businesses, and successfully served the local community while welcoming visitors. Federal Street North and Forbes Avenue in Squirrel Hill were chosen as regional examples. U Street in Washington, DC was chosen as a national example, primarily for its African American historical identity.

U Street, Washington, D.C.

The U Street Corridor represents a Living History of the African American community, which is articulated spatially through Place. U Street is the backdrop for a diverse exchange of experiences and dialogue.

This community was benchmarked because it represents a national example of a historically African American community that went through a period of decline, but has since reinvented itself while retaining the Living History of its past.

Federal & North, Pittsburgh, PA

The Federal and North Street district acts as a regional attraction and locally serving business district. Home to hospitals, museums, cultural venues, and more, the community has evolved to appeal to a diversity of incomes.

This community was benchmarked due to the similarity in demographics compared to the Hill District, it's proximity to regional attractions, and it's mix of local and national businesses.

Forbes & Murray, Pittsburgh, PA

The Forbes and Murray corridor contains a high density of businesses and services, and acts as the heart of the greater Squirrel Hill business district. Most businesses are locally-owned, which recirculates wealth within the community.

This community was benchmarked because of its strong identity and the success of its high density of locally-owned businesses.



U Street
<https://a1.muscache.com>



Federal & North
<https://theburghermag.files.wordpress.com>



Forbes & Murray
<http://nakyououtcdn.wpengine.netdna-cdn.com/>

EASE OF ACCESS TO JOB CENTERS

1862: The U street corridor, during that time, was supported by a streetcar line that allowed residents to commute for work and recreation.

HISTORIC HOUSING STOCK WITH COMPARATIVELY LOW MARKET VALUES

1865: Post-Civil War there was a large influx of government employees and speculative development in efforts to separate themselves from newly free African slaves.

INCREASING LEVELS OF METROPOLITAN CONGESTION

1866: The transition occurred from a predominantly white and middle class population to the city's most important concentration of leading African American citizens.

HIGH PROPORTION OF RENTERS

1968: Following the assassination of Martin Luther King Jr., U Street became an epicenter of violence and vacancy, and the African American middle class relocates to Maryland.

CITY-WIDE COMMITMENT TO REHABILITATION

1997: After decades of negligence and delinquency, a wave of new urbanism had begun to take hold.

Although the communities are geographically separate, there is a shared history of events that had national impacts. The timeline focuses on U Street in the Shaw Metro Area of Washington DC, but these circumstances closely resemble the Centre Avenue corridor in the Hill District. It suggests that the conditions of this and other corridors were the result of larger forces that calls for a comprehensive network, both within and outside of the immediate community, to overcome.

U STREET, WASHINGTON, D.C.

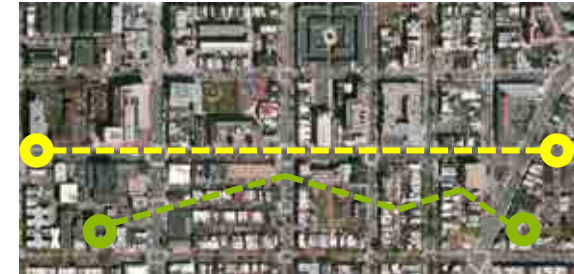
The U Street corridor, “Why does the Black community come back for more?” The Living History.

There is an intangible Living History that is shared and embraced through Storytelling. African Americans in this community have carried on the oral tradition of translating their history, where older generations pass on their experiences to the younger generations through storytelling. Visitors then enrich the living history by producing and contributing their own experience on the corridor. The potential is created for long-term stakeholders and visitors to share in the living history by swapping stories.

The intangible Living History is then articulated spatially through Place. U Street sets itself up as the backdrop where there is a diverse exchange of experiences and dialogue. Most of the U Street Corridor lies within the larger Shaw neighborhood that converges into the 9 block stretch between

9th and 18th street along U Street, for which the corridor is named after. U Street does not have a key place or anchored structure; the corridor is the experience; all social amenities work together to enrich the experience. Some historic buildings include: Ben’s Chili Bowl, The Bohemian Cavern, Bus Boys and Poets, and Lincoln Theater. Through these historic spaces there is a physical link to the history that adds depth to its experience. U Street continues to thrive because of its ability to draw a diverse group of people, comparable to the South Side in Pittsburgh.

Despite being well known for its rich African American cultural history, most of it’s new residents and business owners are non-African American young professionals. Its business district has a gap of young black business owners which has led to a change in the perception of ownership of some of its stakeholder residents.¹



CORRIDOR/DISTRICT
ANCHORS RESTAURANTS & ENTERTAINMENT

IDENTITY ARCHITECTURAL, CULTURAL, & INSTITUTIONAL LANDMARKS

INCOME DIVERSE BUYING POWER AUGMENTED BY REGIONAL VISITORS

BUSINESS TYPES NATIONAL & LOCAL

CAPTIVE COMMUNITIES UNIVERSITY, YOUNG BUSINESS PROFESSIONALS, AND PART OF CLOSE NETWORK OF MULTIPLE COMMUNITIES

RETAIL & BUSINESSES	FOOD & CULTURE	ENTERTAINMENT	ARTS & CULTURE
Bookstore Health Services (Dentist, Urgent Care Facility, Pharmacy, etc.) Daycare Clothing Boutiques Hotels Office Space Flea Market Bodegas	Upscale Restaurant Soul Food Restaurant Family Friendly Restaurant International Cuisine Cluster Fresh Food Market Coffee Shop Ice Cream/Candy Store Bakery Cafe	Dance Club Movie Theater Jazz Club Performance Venue (Art, Music, Plays, etc.) Comedy Club Bars	Hill District History Tour Arts Flex Space Public Art Art Gallery Youth Arts Education Hill District History Museum
Jitney Stand Staple Shops & Services (Lanohomat, Home Improvement Store, Shoe Store, etc.) Business Incubator Pop-Up Shops Tax Abatement for New Businesses Temporary Street Vendors/Trucking	Festivals & Parades Teen Development Center Condos Infill Housing Continuing Education Programs Taste of the Hill Food Festival Culinary School Rit Cookoff Live/Work Studio Neighborhood Watch	Parks Urban Hiking Trail Recreational Events Bike Rentals Community Gardens/Eddie Park Ice Skating/Roller Skating Rink Bowling Alley Outdoor Yoga	Streetscape
Assistance for Small Businesses			Regular Street Clean Up Civic Plaza (w/ seating, chess, benches, etc.) Bike Infrastructure Street Trees Façade Improvement Program Wayfinding & Historic Site Signage Grand Entrance Sidewalk Culture

¹See Hyra papers in References section

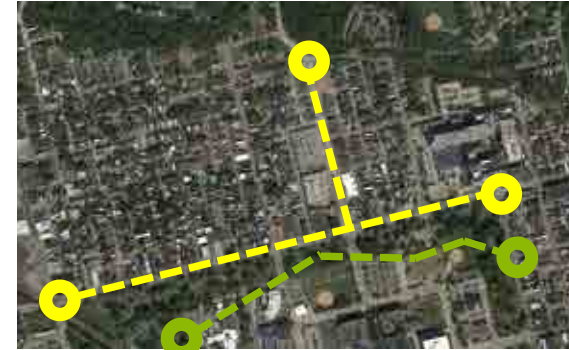
FEDERAL & NORTH, Pittsburgh, PA

The communities surrounding the intersection at North and Federal Streets have been working for many years to not only improve their business district for locals, but to create an attraction for visitors as well. On a typical day, North and Federal Streets are active with neighbors running errands, tourists moving from attraction to attraction, and regional patients who have come to visit the areas hospitals.

North Avenue abuts Allegheny Park where the Pittsburgh Aviary, Children’s Museum, New Hazlett Theater and many other regional attractions are located. This area acts as a district with many cultural, institutional, and healthcare related anchors spread throughout the area. These community anchors have both a local and regional draw, which brings a diversity of income into the district.

The identity of the district has been evolving over the years and most recently has been in the news for the renovation of the Garden Theater and other nearby properties, which is set to become a locally-owned restaurant. Not all businesses in the area are locally-owned, but national chains have been able to fill the void where local businesses are absent.

According to the 2010 US Census, the adjacent communities contain over 3,400 people with a median household income of \$27,444. The greater district area contains over 290 businesses, which has been growing in recent years as the community has densified and the business district has improved. The district is very dense, with 11,614 people per square mile, which contributes to the district’s walk score of 85.



DISTRICT

ANCHORS CULTURAL INSTITUTIONS & HEALTH

IDENTITY ARCHITECTURAL, CULTURAL, & INSTITUTIONAL LANDMARKS

INCOME DIVERSE BUYING POWER AUGMENTED BY REGIONAL VISITORS

BUSINESS TYPES NATIONAL BUSINESSES FILL THE VOID WHERE LOCAL BUSINESSES ARE ABSENT

CAPTIVE COMMUNITIES HEALTH CARE

RETAIL & BUSINESSES	FOOD & CULTURE	ENTERTAINMENT	ARTS & CULTURE
<ul style="list-style-type: none"> Bookstore Health Services (Dentist, Urgent Care Facility, Pharmacy, etc.) Daycare Clothing Boutique Hotel Office Space Flie Market Bodegas Arney Stand Staple Shops & Services (Laundromat, Home Improvement Store, Shoe Store, etc.) Business Incubator Pop-Up Shops Tax Abatement for New Businesses Temporary Street Vendors/Trucks Zipline to Downtown Skating the Hills Racing Event Centre Ave Scavenger Hunt Targeted Business Recruitment Balance of Local & National Businesses Assistance for Small Businesses 	<ul style="list-style-type: none"> Upscale Restaurant Soul Food Restaurant Family Friendly Restaurant International Cuisine Cluster Fresh Food Market Coffee Shop Ice Cream/Candy Store Bakery Cafe 	<ul style="list-style-type: none"> Dance Club Movie Theater Jazz Club Performance Venue (Art, Music, Plays, etc.) Comedy Club Bars 	<ul style="list-style-type: none"> Hill District History Tour Arts Flex Space Public Art Art Gallery Youth Arts Education Hill District History Museum
	COMMUNITY & FAMILY	RECREATION & GREENSPACE	STREETSCAPE
	<ul style="list-style-type: none"> Festivals & Parades Teen Development Center Condos Infill Housing Continuing Education Programs Taste of the Hill Food Festival Culinary School Rib Cookoff Live/Work Studio Neighborhood Watch 	<ul style="list-style-type: none"> Parks Urban Hiking Trail Recreational Events Bike Rentals Community Garden/Edible Park Ice Skating/Roller Skating Rink Bowling Alley Outdoor Yoga 	<ul style="list-style-type: none"> Regular Street Clean Up Civic Plaza (w/ seating, chess, benches, etc.) Bike Infrastructure Street Trees Facade Improvement Program Wayfinding & Historic Site Signage Grand Entrance Sidewalk Culture

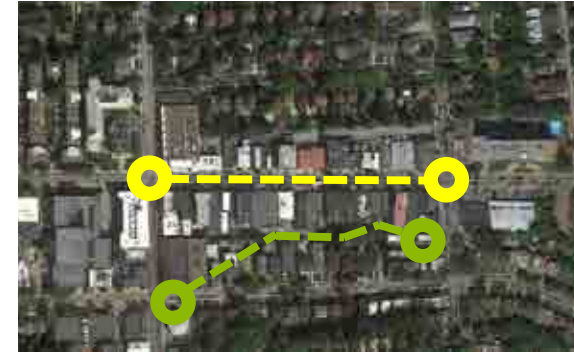
FORBES & MURRAY, Pittsburgh, PA

The intersection of Forbes and Murray acts as the heart of Pittsburgh's Squirrel Hill neighborhood, and has been home to many thriving local businesses for decades. The Forbes and Murray business district is frequented by the neighborhoods primarily Jewish and student populations, as well as the occasional regional visitor. –Most of the businesses along Forbes and Murray are locally-owned, which recirculates wealth within the community as opposed to national chains.

The Forbes and Murray business district acts as a corridor with a high density of businesses and services along Forbes Avenue between Murray and Shady Avenues. Several businesses and services continue along Murray Avenue as well. The corridor contains

a variety of institutional and retail community anchors, including the Manor Theater, the Jewish Community Center, Little's Shoe Store and the Carnegie Library, which have been located in the community for decades. These anchors draw the occasional regional visitor but primarily serve the local population.

According to the 2010 US Census, the adjacent communities contain over 7,400 people with a median household income of \$71,640. This high median income supports the density of Forbes and Murray and contributes to the success of its businesses. The corridor contains not only a density of businesses, but a density of population as well, with 9,050 people per square mile. This high number of businesses located in a small area contributes to the community's walk score of 71.



CORRIDOR

ANCHORS INSTITUTIONAL & RETAIL

IDENTITY LOCALLY SERVING RETAIL & BUSINESS AND FOOD & CULTURE, SOME REGIONAL ATTRACTIONS

INCOME DIVERSE, SUPPORTS DENSITY & RETAIL DIVERSITY

BUSINESS TYPES LOCALLY OWNED BUSINESSES RECIRCULATE WEALTH WITHIN THE COMMUNITY

CAPTIVE COMMUNITIES STUDENTS AND RELIGIOUS

RETAIL & BUSINESSES	FOOD & CULTURE	ENTERTAINMENT	ARTS & CULTURE
<ul style="list-style-type: none"> Bookstore Health Services (Dental, Urgent Care Facility, Pharmacy, etc.) Daycare Clothing Boutiques Hotel Office Space Flea Market Bodega Itinerant Stand Staple Shops & Services (Landmark, Home Improvement Store, Shoe Store, etc.) Business Incubator Pop-Up Shops Tax Abatement for New Businesses Temporary Street Vendors/Trucks Spine to Downtown Skating the Hills Racing Event Centre Ave Scavenger Hunt Targeted Business Recruitment Balance of Local & National Businesses Assistance for Small Businesses 	<ul style="list-style-type: none"> Upscale Restaurant Soul Food Restaurant Family Friendly Restaurant International Cuisine Cluster Fresh Food Market Coffee Shop Ice Cream/Candy Store Bakery Cafe 	<ul style="list-style-type: none"> Dance Club Movie Theater Jazz Club Performance Venue (Art, Music, Plays, etc.) Comedy Club Bars 	<ul style="list-style-type: none"> Hill District History Tour Arts Flex Space Public Art Art Gallery Youth Arts Education Hill District History Museum
	COMMUNITY & FAMILY	RECREATION & GREENSPACE	STREETSCAPE
	<ul style="list-style-type: none"> Festivals & Parades Teen Development Center Condos Infill Housing Continuing Education Programs Taste of the Hill Food Festival Culinary School Rip Cookoff Live/Work Studio Neighborhood Watch 	<ul style="list-style-type: none"> Parks Urban Hiking Trail Recreational Events Bike Rentals Community Gardens/Edible Park Ice Skating/Roller Skating Rink Bowling Alley Outdoor Yoga 	<ul style="list-style-type: none"> Regular Street Clean Up Civic Plaza (w/ seating, chess benches, etc.) Bike Infrastructure Street Trees Facade Improvement Program Wayfinding & Historic Site Signage Grand Entrance Sidewalk Culture



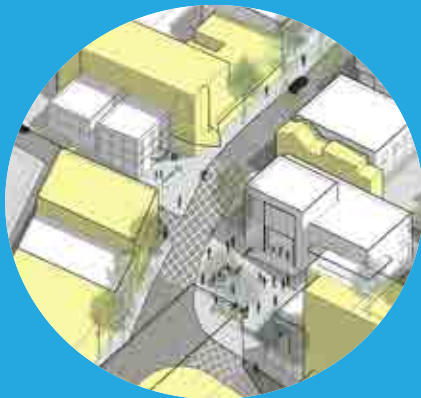
FUTURE STORIES OF CENTRE AVE

Centre of Culture | Centre of Opportunity | Centre of Cultivation



DEVELOPMENT PROPOSALS

The Centre Avenue Redevelopment and Design Plan will showcase the reborn spirit of Centre Avenue as a place of exchange—where residents come to meet, visitors are welcomed, institutions share their resources, and businesses showcase their offerings. It will be reborn as a place for the exchange with Centres of Culture, Opportunity, and Cultivation.



Centre of **CULTURE**

The Centre of Culture is the front door to the Hill, highly visible and with unique attractions and amenities that bring visitors from the two rapidly growing neighborhoods next door and from the region.



Centre of **OPPORTUNITY**

The Centre of Opportunity is the heart of the entrepreneurial community in the Hill. Its strong character is built on the historic buildings that invite small businesses, shops, cafes, galleries, and others to own or rent space.



Centre of **CULTIVATION**

The Centre of Cultivation is a place to learn and to do, where things are grown, restored, and made. It is a place of production, where the do-it-yourself spirit reigns, and all share in teaching and learning.

The Centre of Culture is the front door to the Hill, highly visible and with unique attractions and amenities that bring visitors from next door and from the region. It is home to heritage structures that have been rejuvenated to create a unique and signature identity for the Hill's offerings. It is a place to bring together old and new. It is a place to partake of cultural offerings, but also a place where people can invent and reinvent culture.



THE CENTRE OF CULTURE

CENTRE AVE & DINWIDDIE

It's lunchtime on a Wednesday afternoon in May.

Heritage Square is buzzing with activity in anticipation of the start of a lunchtime jazz performance at the Stage on the Square. The New Granada Shops are having a sidewalk sale, making the atmosphere especially festive.

The office staff from the nearby medical offices pull two tables together and buy their lunches from the Square Café. Residents of the tower trickle onto the porch and sit at the chess tables.

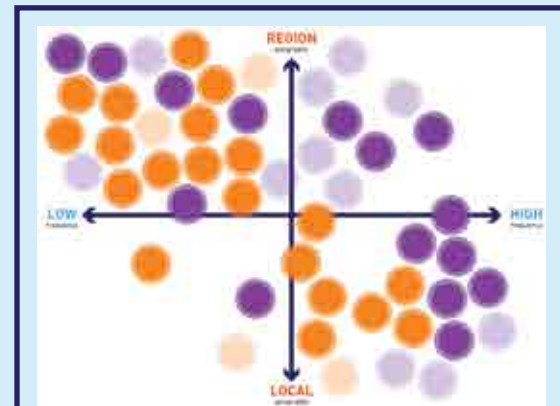
A bus load of school children on an end-of-year field trip to the Teeny Harris Archives sit on the wall eating their lunches.

It's 10pm on a Sunday in October

and Centre Avenue is humming with theater goers from the New Granada who want to extend the magic with a drink and something sweet at the New Granada Shops and the Square Café.

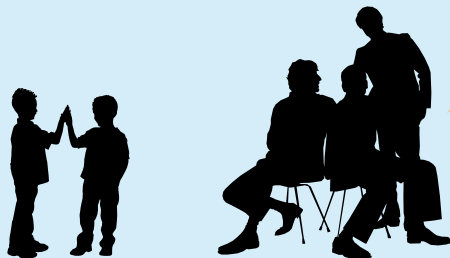
People are enjoying their seats by the window, where they are able to watch the art piece in the Square change color with the music that is being broadcast from the radio station and recording studio that overlooks the sidewalk.

The Avenue is active with theater goers, restaurant goers, and even some "go hard" Steelers fans hopping from one venue to another to find their favorite vibe for Sunday night football.



The Centre of Culture caters predominantly to low frequency regionally serving businesses, as well as some high frequency locally serving businesses.

- | | |
|-------------------------|-----------------------|
| Hotel | Radio Station |
| Bowling Alley | Theater |
| Clothing Boutique | Comedy Club |
| Culinary School | Restaurant |
| Shoe Store | Landmarks |
| Health Services | Art Supply Shop |
| Office Space | Gallery |
| Yoga Studio | Performance Venue |
| Ice Cream/Bakery | Dance Club |
| Food Trucks | Living History Museum |
| Drug Store | Book Store |
| Nail Salon | History Trail |
| Laundromat | Art Studio |
| Beauty/Barber Shop | Open Mic Cafe |
| Staple Shops & Services | Recording Studio |
| | Theater Classes |
| | Incubator |
| | Coffee Shop |
| | Restaurant |



HERITAGE WALK

THE HERITAGE WALK IS A SERIES OF SMALL OPEN SPACES AND HERITAGE SITES THAT CELEBRATE HILL DISTRICT HISTORY. EACH OPEN SPACE HAS COMMON SIGNAGE AND AMENITIES TO CREATE AN IDENTITY.

NEW GRANADA THEATER & SHOPS & RESIDENCES

CULTURAL INSTITUTIONS & AMENITIES CELEBRATE CENTRE AVENUE AT THE HEART OF THE HILL AND REPRESENT THE RICH CULTURAL LEGACY OF PITTSBURGH.

CATALYTIC PROJECT

HERITAGE SQUARE

CULTURAL INSTITUTIONS (SUCH AS A LIVING MUSEUM AND CAFE) AND AMENITIES THAT ACTIVATE A PUBLIC PLAZA. A HIGHLY VISIBLE FIRST STOP FOR VISITORS WHO WANT TO KNOW MORE ABOUT THE HILL

CATALYTIC PROJECT



URBANIZED EXISTING BUILDINGS

LOW RISE OR BUILDINGS WITH SIGNIFICANT SETBACKS CAN BE RENOVATED TO INCLUDE UPPER LEVELS OR ADDITIONS THAT MEET THE STREET, BRINGING ACTIVITY TO THE STREET AND ATTRACTING VISITORS TO FIRST FLOOR USES.

COMMERCIAL PLAZA REDEVELOPMENT

A RECONFIGURED COMMERCIAL PLAZA PUTS BUSINESSES ON THE AVENUE WITH DESTINATION BUSINESSES ON THE LOWER LEVEL. FUTURE DEVELOPMENT COULD INCLUDE A SIGNATURE TOWER AS A BOUTIQUE HOTEL OR OFFICE. HISTORIC SCULPTURE CAN BE RELOCATED.

INFILL MIXED USE BUILDINGS & PARKING PLAZAS

MIXED USE BUILDINGS WITH COMMERCIAL ON THE AVE AND RESIDENTIAL OR COMMERCIAL ON THE UPPER FLOORS. A PUBLIC PARKING PASSAGE IN THE REAR CONNECTS TO UPPER FLOOR TENANTS AND TO CENTRE AVENUE.

THE CENTRE OF CULTURE

CENTRE AVE & DINWIDDIE

CATALYTIC PROJECTS

THESE PROJECTS SET THE TONE FOR FUTURE DEVELOPMENT

NEW GRANADA THEATER with the SHOPS & RESIDENCES AT NEW GRANADA SQUARE and HERITAGE SQUARE

As the centerpiece of this urban core redevelopment, the restoration of the New Granada Theater will be the jewel where the music returns and the culture never left. The food, the arts, and the people of this iconic neighborhood will be on national display as they transform this special place in one of America's top cities. People can shop and live at the New Granada.

New Granada Theater opens onto Heritage Square, a community gathering place to discover the heritage of the Hill. The plaza is a place where the community elders play chess and mix with young people during an evening outdoor film; where visitors enjoy food after watching a performance at the New Granada; or a place where people come to visit the archives, read a book, or take a break between recording sessions. The plaza is connected to the new Addison development and to parking behind the Avenue with a landscaped promenade.

SUPPORTING PROJECTS

THESE PROJECTS ARE KEY TO THE SUCCESS OF THE AVENUE

HERITAGE WALK

The Heritage Walk is both place making and programming, providing a landscape standard for furnishings and signage that allow for cultural production activities and commemorating events and people. The Walk connects existing and new open spaces as part of a community narrative and a stop for tours.

INFILL MIXED USE BUILDINGS

Commercial buildings with ground floor commercial / retail and upper floors with commercial / residential are possible within the aggregated vacant lots east of Dinwiddie. These units need to have front and rear access. Topography may require a second floor rear access. First floors should have transparency for visibility to and from the sidewalk, but the architectural language can vary from historic to contemporary. Size can also range, depending on lot width. An elevator core should be included in large buildings. Market demand will influence the height and use.

URBANIZED EXISTING BUILDINGS

Channel market strength into renovating and densifying existing buildings. Consider relocating entries and circulation patterns to create activity clusters around open space. Consider adding additional square footage and additional stories.

COMMERCIAL PLAZA REDEVELOPMENT

The 200,000+ sf of low rise commercial development and supporting parking is unique within the area and could attract additional commercial development above existing buildings or at the backs of properties. Possible uses include a small hotel or a medical office. Densification would require structured parking. Buildings are highly visible and should be designed as signature buildings. Commercial space consolidation might occur in the original plaza building as small businesses locate to infill properties. Desired community uses could be recreational bowling alley (on lower level) or medical (pharmacy on upper level).

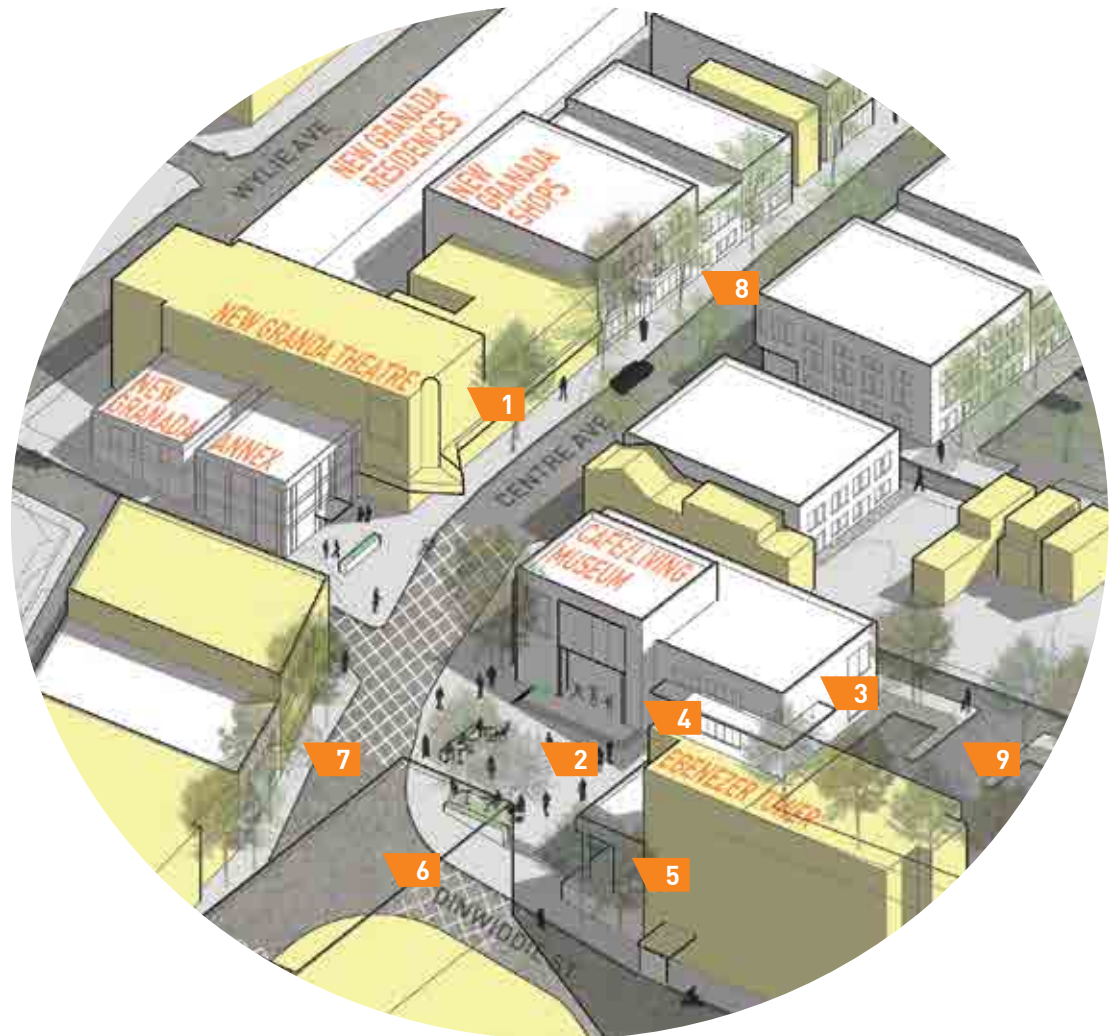
INTEGRATED PARKING PLAZAS

Public parking plazas can be developed in the rear of larger parcels, mostly on the southern side of Centre Avenue. Ample wayfinding signage on the Ave, recognizable and consistent landscaping standards, and a public walkway with frequent connections to the Avenue will allow people to get out of their cars and onto the Avenue quickly. The public walkway will also provide convenient access to destination or service oriented businesses that might be on upper floors.

CATALYTIC PROJECT NEW GRANADA / HERITAGE SQUARE

The New Granada / Heritage Square project will house cultural institutions that will become the gateway to the Hill. The New Granada Heritage Square will become:

- a highly visible entry landmark and cultural icon for the Hill
- a place for generations to meet daily
- a place for day/night performances and special events
- supportive of each other and an emerging restaurant/hospitality scene
- provide clarity to the intersection and spur adjacent development



- 1 New Granada Theater
- 2 Heritage Square
- 3 Living Museum (upper levels and rear)
- 4 Cafe/bookstore/stage (first floor)
- 5 Ebenezer Tower "Front Porch"
- 6 Reconstructed intersection
- 7 Renovated buildings with street entrances
- 8 Restaurants/hospitality, New Granada Square Shops & Residences
- 9 Phased Parking Strategy: Surface Parking, then Structured Parking

PATH TO SUCCESS

NEW GRANADA SHOPS & RESTAURANTS

A restaurant cluster would be essential to support the proposed theater—six to seven restaurants within a 5 minute walk. They can have distinct offerings and should range in price and in profile. To help establish the district, the first restaurants will need to be recruited and quickly develop a strong reputation as a destination. Some of the restaurants should reflect the desired cultural heritage theme, but the district will be more resilient with diverse offerings.

Target size: 2,000 to 2,500 sf for restaurant and kitchen. Needs back access and dumpster facility. Storefront area for visibility. Sidewalk or side lot area for outdoor dining.

Next steps would clear the path of impediments for startups and would assist entrepreneurs with issues such as:

- establish a Centre Ave brand
- cultivate possible partners
- infrastructure improvements (transit, parking)
- assistance with the property disposition process and site remediation for new development
- build-out management and coordination
- subsidizing of startup costs
- pipeline to business or development funding sources
- offsetting of risk through co-purchasing of equipment or other assets that can be reused by CDC if business fails (East Liberty model)

PATH TO SUCCESS

ORGANIZATIONAL DEVELOPMENT

A leading organization is needed to be the key tenant in both the Theater and the Heritage Square buildings. There will need to be a high level of collaboration and cultivation of one or more entities suited to operate and maintain both facilities. The entity will help develop the projects and will be the lead tenant for the building's long term operation and organizational stability.

For example, if the Heritage Square structure were to house a Teeny Harris archive or a living history museum, resources will be needed for organizational development as well as physical development. This may begin with existing organizations or may be a new organization. Funding should be sought for organizational development at the same time as physical development.

PATH TO SUCCESS

DISTRICT WIDE PARKING STRATEGY

Although this report has identified possible locations for parking and the development principles in relation to Centre Avenue, more investigation is needed to understand the supply and demand of the parking, as well as the most advantageous financial model for development.

It is not likely that any single property can supply much parking in excess of its own demands and many parcels will continue to have no parking available. Models will have to consider the neighborhood wide parking inventory, dynamic modeling of parking demand and supply, and public-private contributions to the inventory.

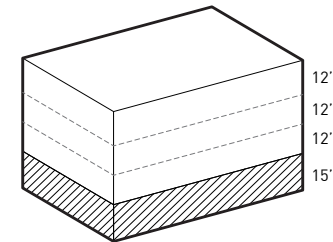
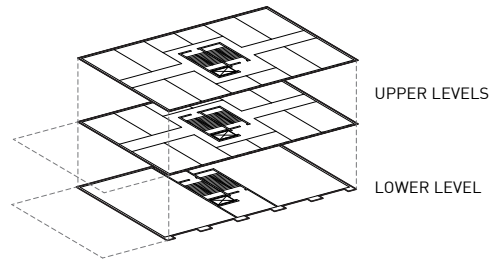
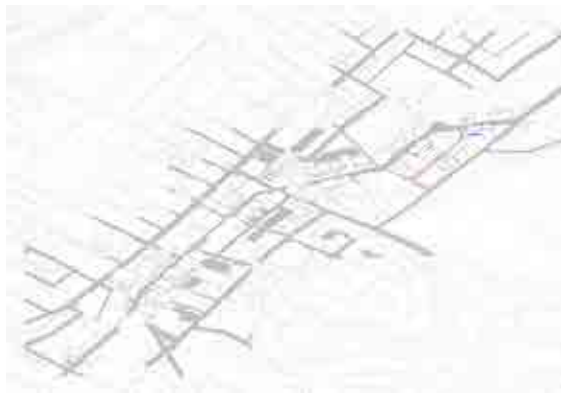
Possible models include fully privatized lots with or without fee, cooperative use agreements between private parties, metered municipal lots, and metered street use. A great increase in density or larger projects might warrant structured parking, especially in the commercial plaza and other anchor projects.

Like other areas in the city, the plan will have to study the implication of enforcing "free parking while on our premises" for private developments (e.g. Whole Foods in East Liberty).

There could also be increasing commuter parking pressures as Uptown's lots are developed. Incoming traffic could become an asset to local businesses or a nuisance and should be investigated in future demand analysis studies.

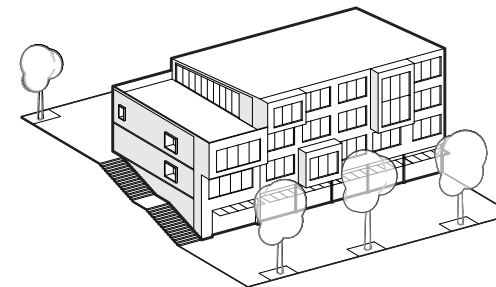
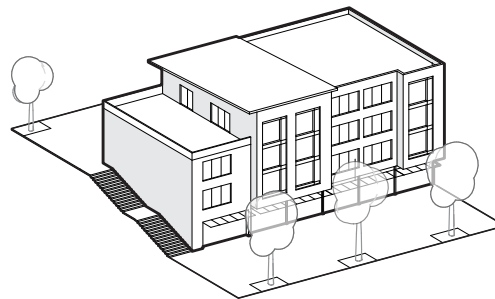
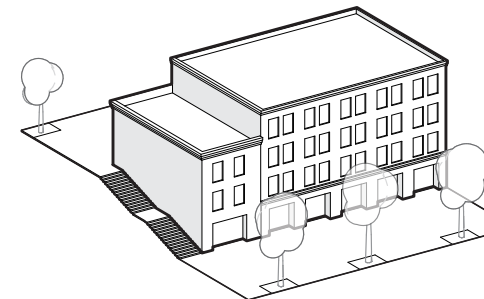
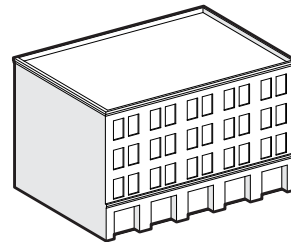
BUILDING TYPE

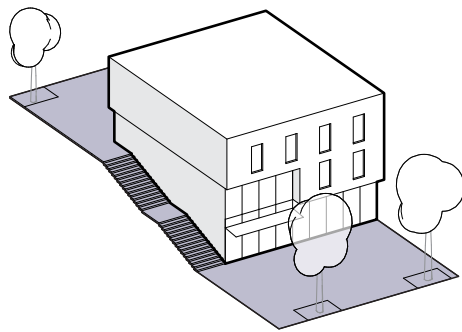
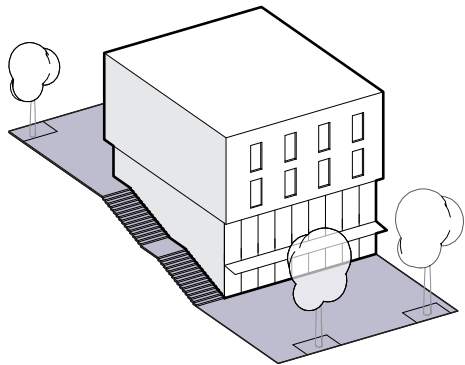
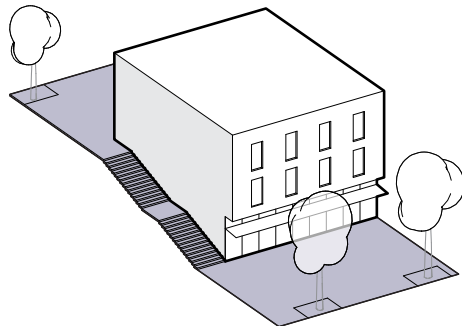
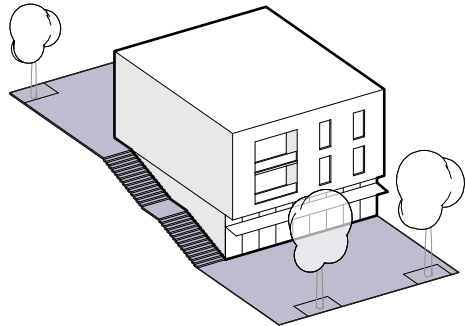
MIXED USE INFILL DEVELOPMENT



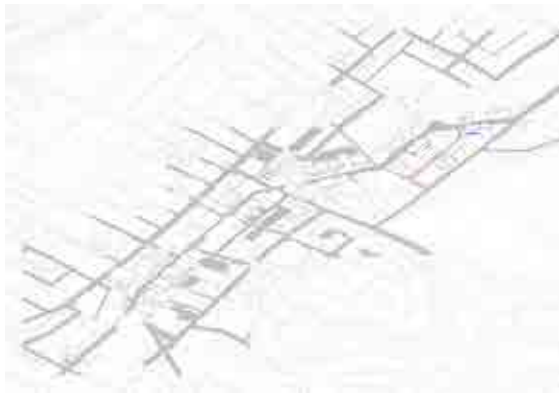
Centre Avenue has many large parcels that could hold multi-use buildings with:

- first floor retail (community serving or regionally serving)
- second floor commercial or residential
- possible second floor direct access on sloped sites
- development could be positioned to create a critical mass for residential investment or to cultivate business startups (such as an innovation campus)
- could be historic or contemporary in character



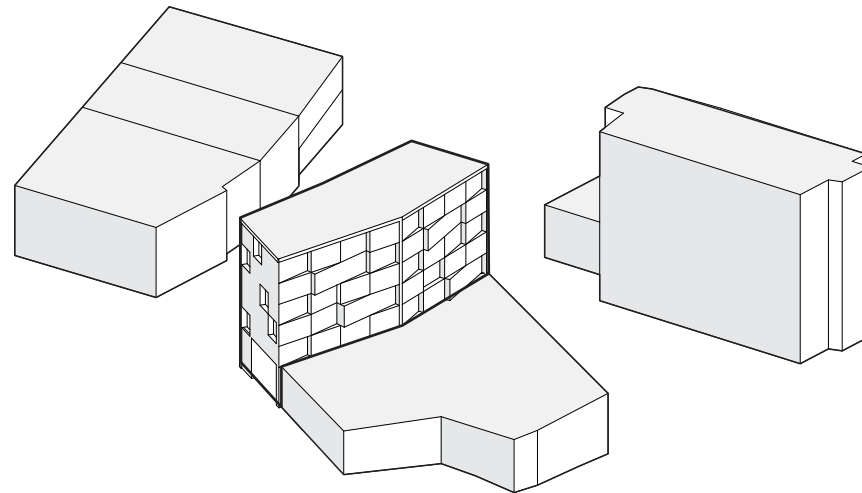
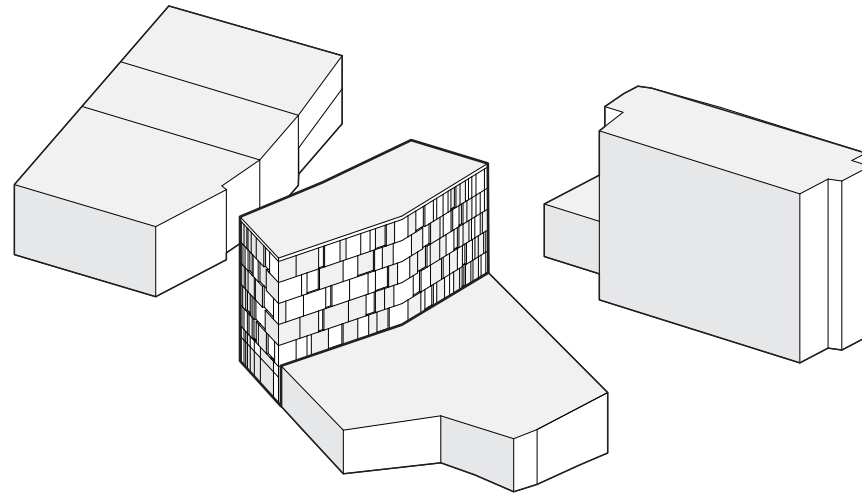


BUILDING TYPE TOWER DEVELOPMENT



Centre Avenue has many large parcels that could hold new towers, as well as existing buildings which can be built on top of with:

- first floor retail or entertainment (community serving or regionally serving)
- upper levels with a small hotel or medical offices
- densification would require structured parking
- highly visible, and should therefore be designed as signature buildings



ASPIRATIONAL PROJECTS



WHAT IF...

There was a tower in the Centre of Culture that had a **360 RESTAURANT** and observation tower, allowing for spectacular views of the city?



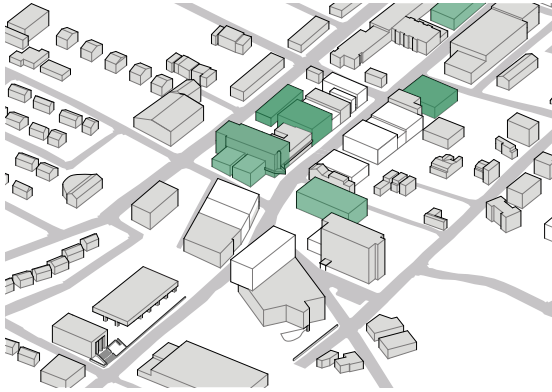
WHAT IF...

There was a **THEMED BOWLING ALLEY** in the Centre of Culture, that acted as a popular night spot for young and old alike?

CN Tower, Toronto, Canada
Arsenal Lanes, Pittsburgh, PA

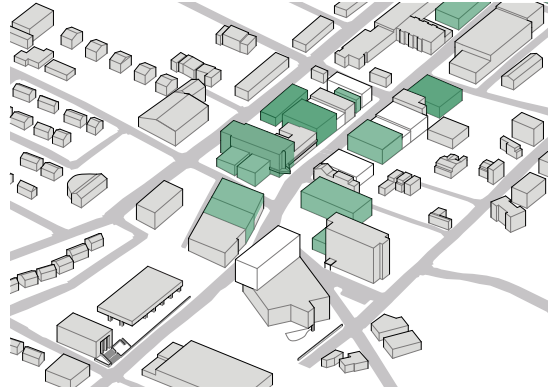
ANTICIPATED DEVELOPMENT SEQUENCE

0-5 YEARS ANCHOR & ACTIVATE



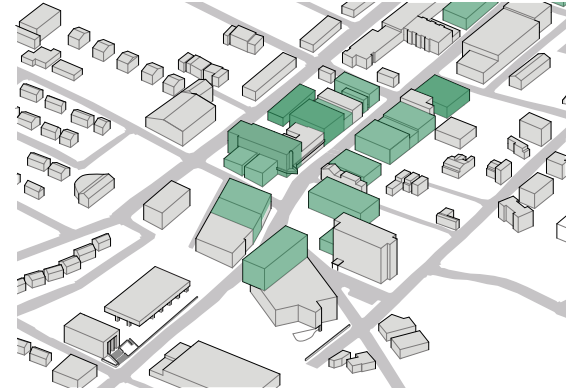
- Develop and brand **New Granada Square + Heritage Square**
- **Organizational Development** to recruit businesses, emphasize invitational businesses that will create a supportive cluster around New Granada Square and Heritage Square (cafe, entertainment, etc.)
- Establish **Heritage Walk** and **Greenspace Walk** sites
- Begin discussion on Dinwiddie realignment
- Begin discussion on improvements west of Dinwiddie
- Plan **District Wide Parking Strategy**

5-7 YEARS INFILL & POPULATE



- Begin **Multiuse Infill Development** (east of Dinwiddie Street)
- Build out at **Heritage Square**
- Begin developing shared parking sites
- Begin **streetscape improvements** (sidewalk, bus stops, bike lanes, etc.)

7-10 YEARS MAJOR PROJECTS



- Dinwiddie realignment project
- Continue infill projects
- **Commercial Plaza Redevelopment and Tower Development**

BIG IDEAS

THINKING OUTSIDE THE BOX

These big ideas came from the community during the engagement process.

Close Centre Avenue between Dinwiddie and Kirkpatrick to celebrate the community and culture.

- Restaurant Cook-off
- Taste of the Hill Food Festival
- Jazz Festival
- Themed Parade
- Project movies/images on the side of the existing police station

Showcase the Hill District's history and talent.

- Designate Heritage walk locations and install temporary installations and programming
- History scavenger hunt for kids
- Hill District History Tour
- Hill District Fashion Week
- AfroPunk Festival

Activate existing buildings, vacant lots and public spaces with year-round and seasonal programming.

- Temporary public art installations
- Christmas Tree Sales
- Park(ing) Day
- Encourage and support new businesses
- Cookie Tour
- Tiny Retail Installations (shipping container retail store, etc.)
- Pop-Up Shops
- Sidewalk Sale



Rib cook-off, Pittsburgh and other cities
Afropunk fest, Brooklyn, NY

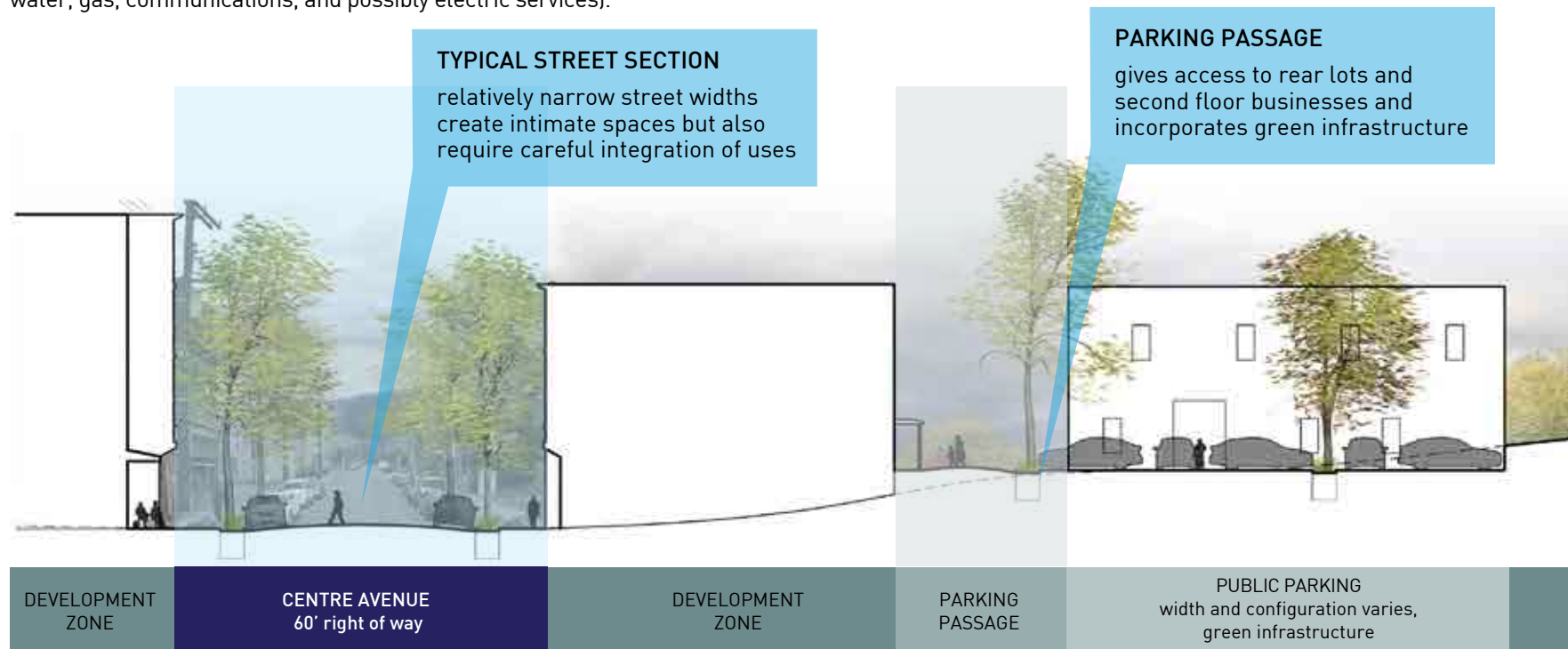


STREETSCAPE GUIDELINES

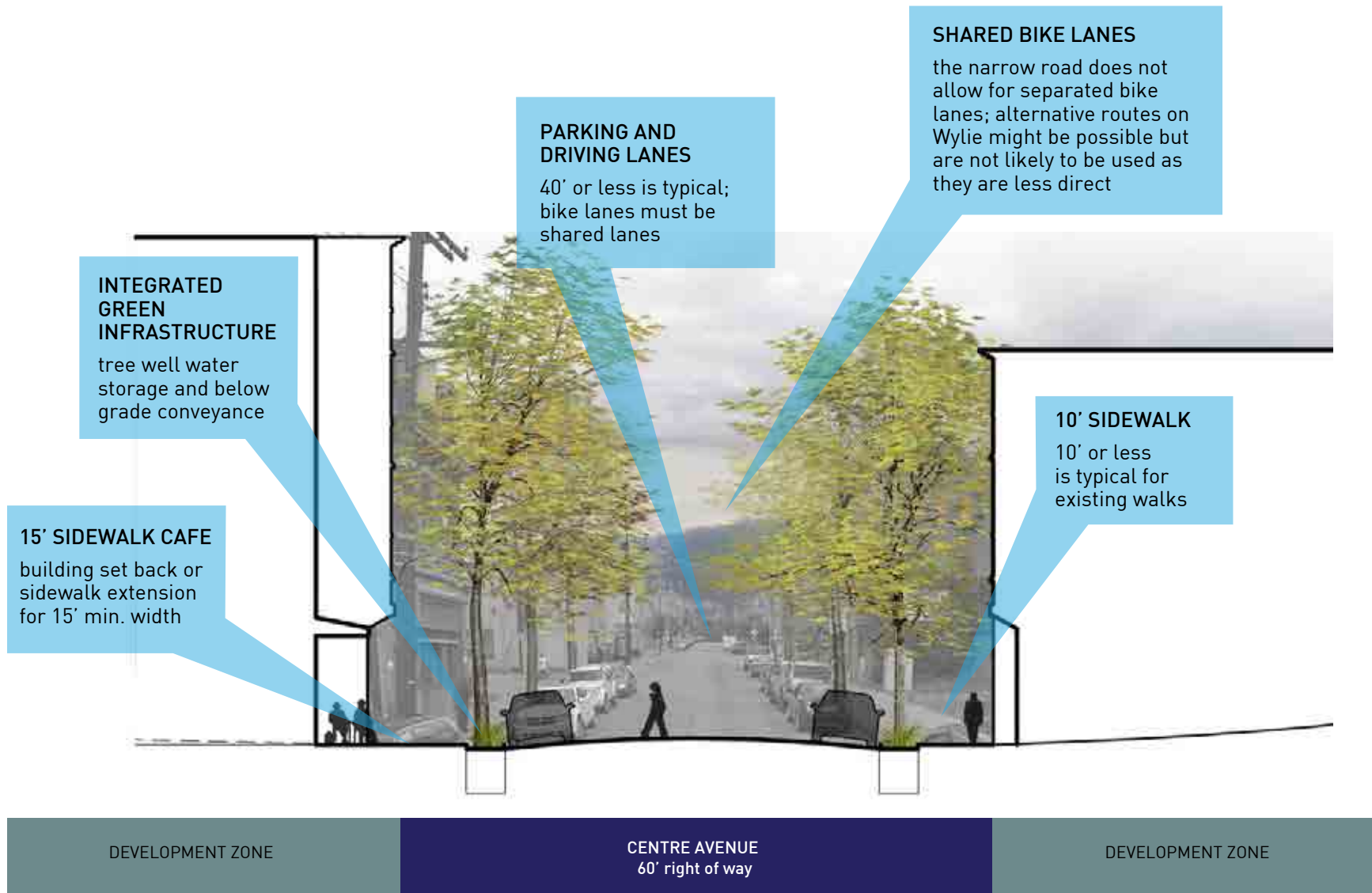
Centre Avenue is narrow like many streets in neighborhood commercial districts. Sidewalks are relatively narrow and there is little opportunity for amenities like stand-alone bike lanes. Although it is difficult to see with the current level of vacancy, this narrowness can create a strong sense of an outdoor room when the Avenue is built. Narrow streets offer visibility, slow traffic, and create safer conditions for the inevitable mid block crossing. With a 60' right of way, Centre is average compared to other neighborhood commercial streets in width. In comparison, Walnut Street in Shadyside is around 50' in width and Liberty Avenue in Bloomfield is approximately 75' in width.

Variations in sidewalk activity can occur in two ways. First, cafe or sidewalk activity can occur if a building (or some portion of) is setback from the sidewalk or if a side lot is used. Second, additional area can be created with sidewalk bump outs at intersections.

Comprehensive infrastructure improvements should be considered, including above grade infrastructure (sidewalks, curbs, signage, etc.), rainwater infrastructure (above and below grade plantings and structures to slow or store rainwater), as well as below grade infrastructure (sewer, water, gas, communications, and possibly electric services).



TYPICAL STREET SECTION



DEVELOPMENT PRINCIPLES

CREATE A THEMED IDENTITY

Through the review of previously completed market studies, it is recommended that Centre Avenue capitalize on the neighborhood's cultural and historic assets to drive economic development and revitalization. These assets need to be well articulated and branded or themed to be recognizable outside of the community and easily expanded by the community.

Themed commercial districts celebrate a community's heritage, generating pride and investment in the community. Additionally, unique districts create a draw for visitors looking for authentic places and experiences that cannot be found elsewhere.

PRODUCE (& ENJOY) CULTURE

Cultural production as well as cultural consumption can help ensure that the community identity is living and authentic. This could include educational facilities or creative production facilities such as labs, studios, in addition to clubs, radio or recording studios, etc.

VISIBLE STREET ACTIVITY

Create spaces and adjacencies that allow for chance encounters and invite exchange. Make cultural production visible to encourage community participation. Cluster entries and keep first floors visible and visitable.

CREATE ENTRY LANDMARKS

Use the Centre Ave alignment to create signature buildings as entry points visible from afar.

ACTIVATE MAJOR OPEN SPACES

A major outdoor space needs to have shared "ownership" by adjacent buildings, preferably with a variety of uses to provide early and late activation.

ON-RAMPS TO HERITAGE TRAIL

Create an "on-ramp" to the Centre Ave Heritage Trail at major open spaces. Minor outdoor spaces should be connected thematically, spatially, and with street furniture and should improve the experience of pedestrians.

INVITE PEOPLE IN

Anchor retail and entertainment will invite visitors and residents to the area. Inexpensive office space may also attract people who would like convenience and a view. Small retailers will thrive when there is increased population in the community.

EXAMPLES OF THEMED IDENTITIES

Rondo Avenue, Saint Paul, MN



In 2013, the Rondo Arts Cultural Business District was launched to ensure that the Rondo community of St. Paul, Minnesota is **recognized as both an economic and cultural asset.**

The Rondo Avenue community was nearly destroyed when Interstate 94 was built; many African American residents were displaced from their formerly vibrant community. In the 1980s, a movement to restore the Rondo community was initiated. Thus, **Rondo Avenue, Inc., a 501(c)3 organization**, was formed; and the annual Rondo Days Festival was inaugurated.

The organization sponsors numerous **community events, workshops, parades, and festivals seeking to preserve Rondo's heritage, while strengthening the community for local residents and businesses.**

The purpose of the organization is to honor the history of the Rondo community, the remaining small businesses and organizations, and the area's cultural assets. According to the Rondo Avenue, Inc. website, **the district will showcase the "buying power of communities of color" and support efforts to "attract more visitorship to the area."** The long-term goal of the organization is to "enhance the presence of African American businesses."

Calle 24, San Francisco, CA



Calle 24 is the focal point of San Francisco's Mission District. According to the SF Heritage website, Calle 24 has been the **"center of Latino activism, arts, commerce, and culture in San Francisco since the 1940s."**

In order to preserve the unique assets of the district, numerous organizations, including historical societies, merchants associations, and the Mayor's Office of Economic and Workforce Development, came together in 1999 to establish a **cultural district and economic development program** for the neighborhood.

Calle 24 has over 130 storefronts, featuring specialty stores, restaurants, taquerias, Mexican bakeries, grocers, butchers, cafes, and art galleries, as well as **"the greatest concentration of murals and Latino Businesses in the City,"** according to the Calle 24 website.

Cultural assets in the district include a theater; non-profit art gallery and artist collective; mini-park with public art; church; and Balmy Alley, featuring numerous murals. Annual **events**, including Carnival, Cesar Chavez Parade and Festival, and a Dia de los Meurtos festival are held to draw additional visitors.

The Town of Poulsbo Poulsbo, WA



Poulsbo, Washington, settled by Scandinavian immigrants in the late 1800s, is known as Little Norway on the Fjord. According to the Poulsbo Chamber of Commerce, Poulsbo is an authentic Norwegian community with "Scandinavian hospitality and old world charm." The City celebrates and capitalizes on its rich Norwegian heritage, which, combined with the presence of its "friendly businesses," make Poulsbo **a draw for locals and tourists alike.**

The Poulsbo Historical Society, a registered 501(c) non-profit corporation, runs the Martinson Cabin Museum and provides **tours** of the City.

Poulsbo's historic downtown features galleries, antique stores, specialty shops, bakeries, restaurants, and public art that help define it as a unique destination. **Annual events** are held in Poulsbo, including Viking Fest, Easter egg hunts, St. Hans Mid-Sommerfest, and a Christmas Lighted Boat Parade.

In addition to the commercial corridor in Poulsbo's historic downtown, the City also has several additional shopping areas, ranging from big box retail to small independent stores in various parts of the City.

THEMED DISTRICT CASE STUDIES

RECOMMENDATIONS

The case study communities described in this report employed a number of common techniques to develop and promote their commercial districts. The Hill District Centre Avenue Corridor can use similar techniques, including the following:

DISTRICT ORGANIZATION

Establish a not-for-profit organization to guide development, creating stewardship of the district and the streamlining of monetary resources.

SIGNATURE EVENTS

Hold annual events to showcase the district. Events that draw outside visitors not only give the commercial district a temporary boost, but also expose more people to the area, potentially encouraging repeat visits.

MIX OF BUSINESS TYPES

Encourage a mix of business types. In addition to unique draws and stores, businesses needed by local residents - including grocery stores, bakeries, pharmacies, and dry cleaners - are essential to a community's vibrancy.

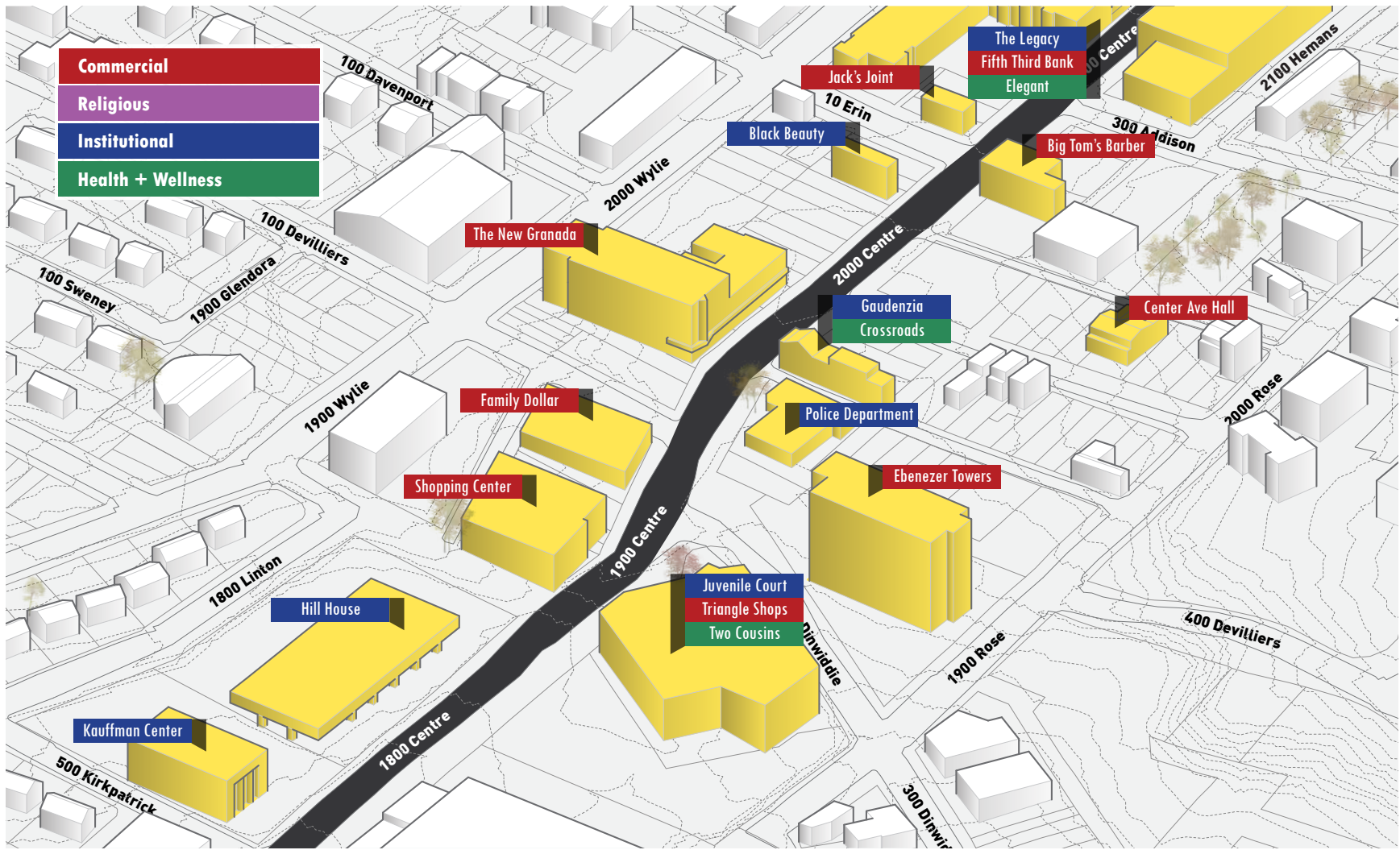
CRITICAL MASS OF AMENITIES

Accommodate a critical mass of businesses and other assets. Two of the case study communities described above have over 130 storefronts each, in addition to public art and landscaping amenities. The commercial district should be large enough to appeal to a variety of interests, as well as to make an out-of-the-way visit worthwhile.



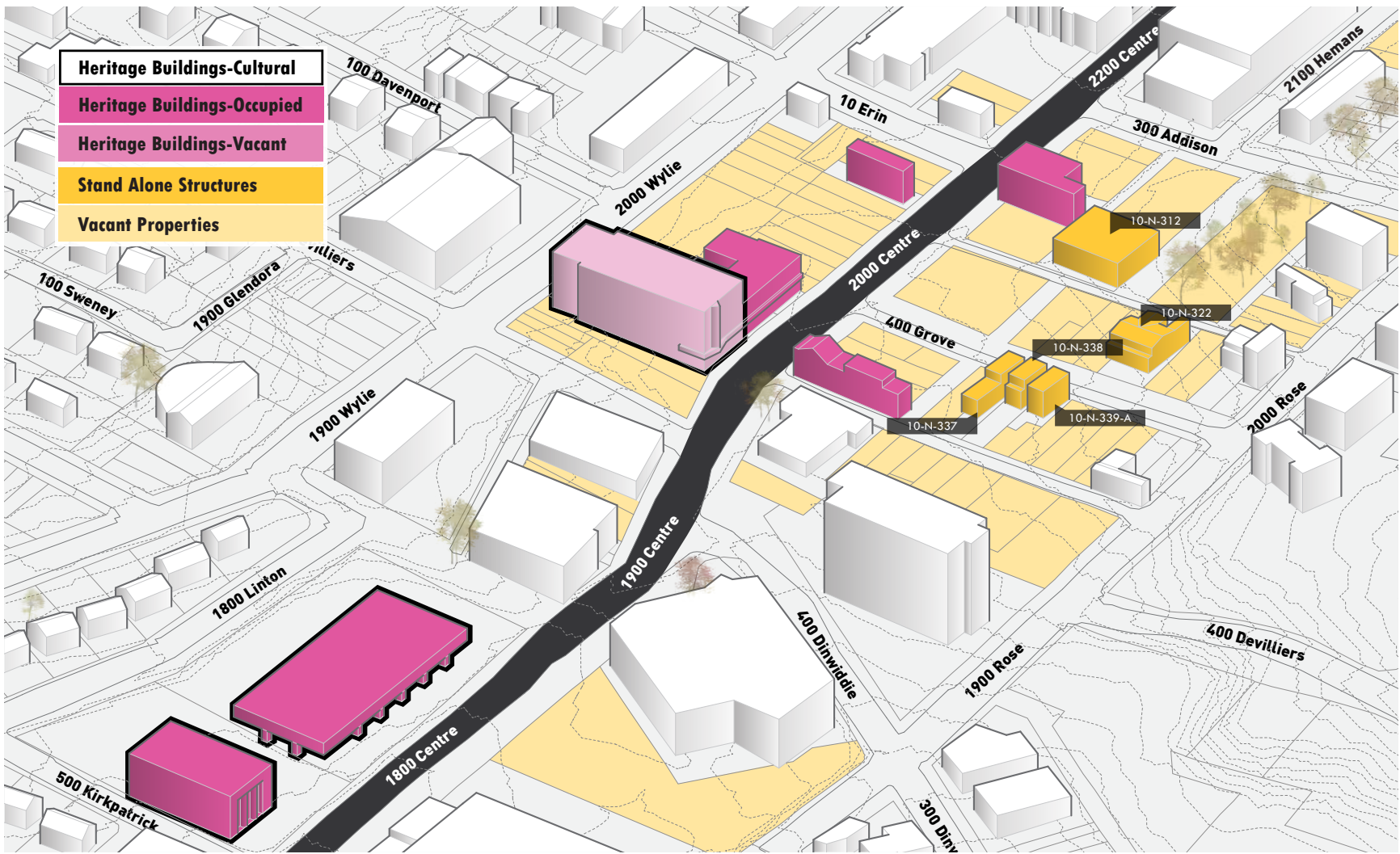
Fashion Show, African Fashion Week
Community Signage Recommendations, National Main Street Center

EXISTING CONDITIONS BUILDING USES

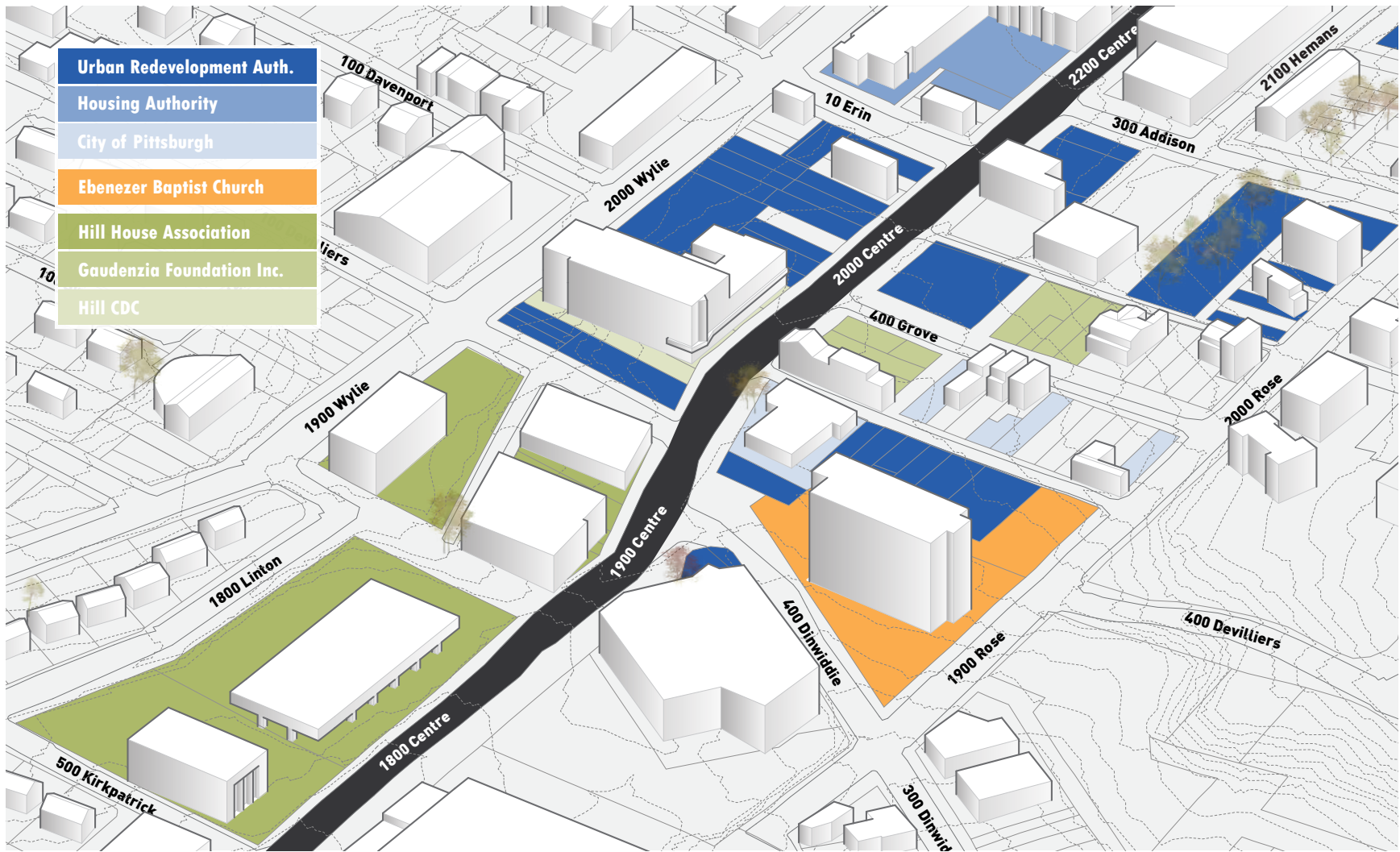


EXISTING CONDITIONS

HERITAGE BUILDINGS & HISTORIC STRUCTURES



EXISTING CONDITIONS OWNERSHIP



The Centre of Opportunity is the heart of the entrepreneurial community in the Hill. Its strong character is built on the historic buildings that invite small businesses, shops, cafes, galleries, and others to own or rent space. The Centre of Opportunity establishes the Kirkpatrick corridor as another connection to the region and is a place where people come to sample the unique culture of the Hill.



THE CENTRE OF OPPORTUNITY

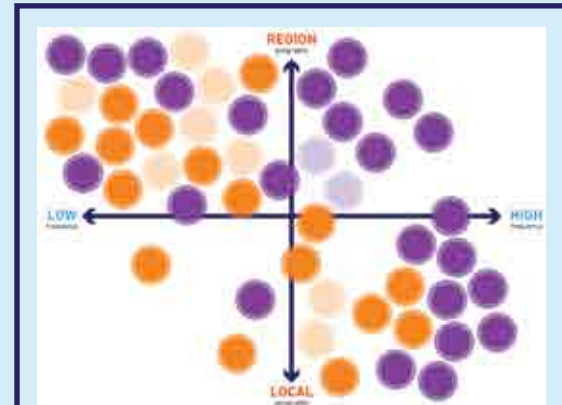
CENTRE AVE & KIRKPATRICK

It's 4pm on an April school day and young students are standing on the corners as they await the crossing guard's word that it is safe to cross. A few students head into the library while others go towards Opportunity Square, where the library is co-hosting after school crafting with a small gallery that recently opened in one of the historic storefronts.

A local tax accountant has set up a small booth in Opportunity Square to be more accessible to businesses and the community as tax deadlines loom. He is offering free services to entrepreneurs who have recently opened a business on Centre Avenue. Business is brisk.

It's 10am on a Saturday in August and the farmer's market booths in Opportunity Square are in full swing. Fresh berries and the season's first greens are in and lines are forming. The longest line is in front of a booth selling sweet potato pies from a recently opened small batch bakery on Centre Avenue.

The booths border the tree-lined Mahon Passage, a former street that was closed to create a pedestrian connection to the neighborhoods above. Gospel music spills onto the square from rehearsal in the lower level of the recently renovated Central Baptist church.



The Centre of Opportunity caters predominantly to locally-owned businesses, who attract the local community frequently. Low frequency regional draws may be located here as well.

- | | |
|-------------------------|-----------------------|
| Hostel | Restaurant |
| Bowling Alley | Church |
| Skating Rink | Art Supply Shop |
| Clothing Boutique | Landmarks |
| Culinary School | Gallery |
| Hiking/Biking Trail | Dance Club |
| Athletic Field | Magnet School |
| Shoe Store | Book Store |
| Flea Market | History Trail |
| Business Incubator | Art Studio |
| Office Space | Open Mic Cafe |
| Yoga Studio | Incubator Coffee Shop |
| Fresh Food Market | Combat School |
| Ice Cream/Bakery | |
| Food Trucks | |
| Drug Store | |
| Nail Salon | |
| Beauty/Barber Shop | |
| Laundromat | |
| Jitney Stand | |
| Staple Shops & Services | |
| Daycare | |
| Bodega | |



GREENSPACE WALK

SMALL GREENSPACES ALONG KIRKPATRICK THAT ACT AS A STEPPING STONE FROM BEDFORD AVE TO THE BOTTOM OF KIRKPATRICK.

OPPORTUNITY SQUARE

A NEW PUBLIC SPACE, ACTIVATED BY A NEW MIXED USE BUILDING AND PEDESTRIAN PASSAGE, FRAMED BY TWO HISTORIC STRUCTURES, CENTRAL BAPTIST CHURCH AND THEIR VICTORY SQUARE BUILDING.

CATALYTIC PROJECT

INFILL MULTI-USE BUILDINGS

TWO TO FOUR STORY BUILDINGS WITH COMMERCIAL ON CENTRE AVENUE AND RESIDENTIAL OR COMMERCIAL ON THE UPPER FLOORS.



HERITAGE WALK

THE HERITAGE WALK IS A SERIES OF SMALL OPEN SPACES AND HERITAGE SITES THAT CELEBRATE HILL DISTRICT HISTORY. EACH OPEN SPACE HAS COMMON SIGNAGE AND AMENITIES TO CREATE AN IDENTITY.

EXISTING BUILDING RENOVATION

RENOVATING HISTORIC STOREFRONTS AND EXISTING STRUCTURES CAN JUMP START ENTREPRENEURIAL INVESTMENT AND GIVE UNIQUE CHARACTER TO THE NEIGHBORHOOD.

PUBLIC SAFETY MIXED USE BUILDING

RELOCATING THE POLICE STATION COULD ENCOURAGE HEALTHIER COMMUNITY RELATIONS WITH THE POLICE. THE NEW LOCATION WOULD REQUIRE AMPLE REAR PARKING.

THE CENTRE OF OPPORTUNITY

CENTRE AVE & KIRKPATRICK

CATALYTIC PROJECTS

THESE PROJECTS SET THE TONE FOR FUTURE DEVELOPMENT

OPPORTUNITY SQUARE

Opportunity Square is important to the intersection and could be institutional, commercial or some combination and would address the 2001 masterplan created by Central Baptist Church. Central Baptist Church is the primary driver to create Opportunity Square, the anchoring plaza for this end of Centre Avenue. The closure of the adjacent Mahon Street enhances the potential to incorporate nearby historic structures and creates a pedestrian oriented access to future residential developments further east on Mahon. The project could be scaled for growth on adjacent vacant sites and on Central Baptist's Wylie Avenue sites and can also activate the existing Central Baptist Building.

Opportunity Square is key to the success of this Centre and can:

- provide spatial closure to the intersection and improve safety
- be the crossroads that knits Centre Avenue activities into the Kirkpatrick recreational/green space sequence
- create a new "front door" for Central Baptist
- spur development of adjacent properties with infrastructure improvements

SUPPORTING PROJECTS

THESE PROJECTS ARE KEY TO THE SUCCESS OF THE AVENUE

EXISTING BUILDING RENOVATION

The existing buildings, many of them historic in character, give the scale and identity to this end of Centre Avenue. Priority should be given to their occupancy and renovation, especially by community-centric investors, entrepreneurs, or owner-occupiers.

INFILL MULTI-USE BUILDINGS

Commercial buildings with ground floor commercial / retail and upper floors with commercial / residential are possible within the aggregated vacant lots east of Dinwiddie. These units need to have front and rear access. Topography may require second floor rear access. First floors should have transparency for visibility to and from the sidewalk, but the architectural language can vary from historic to contemporary. Size can also vary, depending on lot width. An elevator core should be included in large buildings. Market demand will influence the height and use.

HERITAGE WALK

The Heritage Walk is both place making and programming, providing a landscape standard for furnishings and signage that allow for cultural production activities and commemorating events and people. The Walk connects existing and new open spaces as part of the community narrative.

GREENSPACE WALK

Small greenspaces along Kirkpatrick should be developed with similar furniture and language to create stepping stones from Bedford Ave to the bottom of Kirkpatrick. A bike lane should be established on Kirkpatrick to connect to the future Uptown riverfront trail connector. Park locations include across from the NAACP building, the Central Plaza, and a linear plaza at the entry of Kennard. Currently other projects are rethinking Kennard to Fifth Ave.

MANY FUTURES

THE POLICE STATION COULD MOVE TO ONE OF MANY LOCATIONS

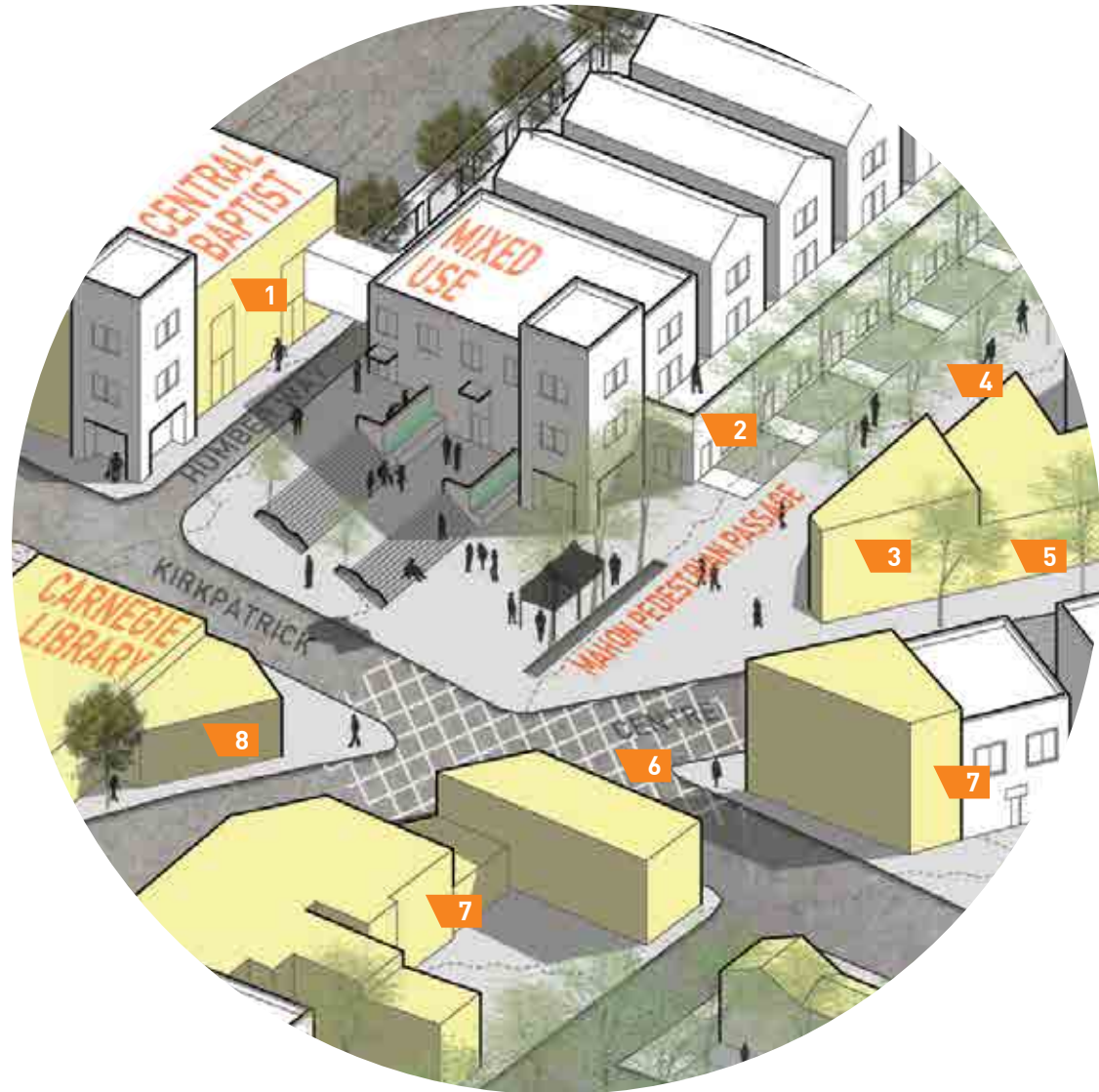
POLICE RELOCATION

The police station should be relocated to one of the side streets off of Centre Avenue, where there is ample space for police car parking. If relocated to Kirkpatrick street, it could become a mixed use building including small commercial space that improves the pedestrian sequence linking Kennard to Centre.

CATALYTIC PROJECT OPPORTUNITY SQUARE

The Centre of Opportunity has two diverse strategies: the long term development of Opportunity Square and the ongoing restoration of the historic fabric and infill. Opportunity Square is the major catalytic project at Centre and Kirkpatrick and is aligned with Central Baptist's long term plans to develop their properties. Together with an emphasis on small scale redevelopment of historic properties, the projects will:

- Activate existing structures around a new plaza
- Improve safety at the intersection
- Create places for businesses to thrive with local community support but also attract visitors with unique offerings
- Allow for the generation of local wealth with projects and programs to attract small businesses and to cultivate entrepreneurial activity
- Preserve small scale heritage structures, building on the neighborhood's identity and allowing for diversity of investor size



- 1 Renovated Central Baptist (rear)
- 2 Mixed use building / institutional
- 3 Mixed use building / retail
- 4 Pedestrian passage
- 5 Historic storefront
- 6 Reconstructed intersection
- 7 Renovated buildings
- 8 Carnegie Library

PATH TO SUCCESS

CENTRAL BAPTIST ANCHOR PROJECT

A place to learn and a place to strive. Central Baptist Education Center serves the community with many different types of educational offerings... Sunday services, daytime and evening adult education, and after school education. These programs build on current or future programming goals by the congregation and the Square gives it a public presence.

The ground floor of Opportunity Square needs to contain a public use to activate the adjacent plaza. The use could be a cafe or other hospitality that shares kitchen facilities with the church.

Imminent repair work on the rear facade creates an exciting opportunity to create a new front onto the plaza, connecting basement program area with the adjacent structures and the plaza.

Further investigation is needed to best understand the combination of uses and the configuration of the building. However, the building should:

- enter onto the plaza at multiple levels
- connect to the existing buildings
- put uses along Mahon that will be eyes-on-the-street.

Next steps

- programming for the Central Baptist facility and development of proforma
- recruitment of partners or tenants that have sympathetic missions and uses
- recruitment of education partner(s)

PATH TO SUCCESS

STOREFRONT OF OPPORTUNITIES ENTREPRENEURIAL ASSISTANCE

The Storefront of Opportunities is a highly visible clearinghouse for entrepreneurial support appropriately located in a renovated storefront. The Storefront could be run by an existing nonprofit or through a collaborative partnership. The Storefront would have a strong brand and presence on Centre Ave. It would house support programs for entrepreneurs, small business support, and recruitment of destination businesses.

The project will need a space roughly 1,500 to 2,000 sf and could be permanently housed or could be temporarily housed in recently renovated buildings to market the building as an “imagine yourself here” strategy. The building should be located near to the intersection of Centre and Kirkpatrick for maximum visibility.

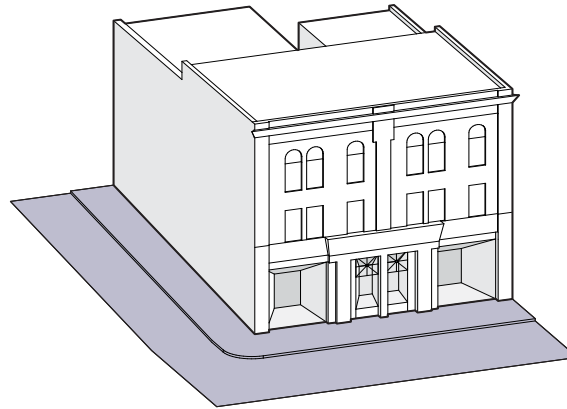
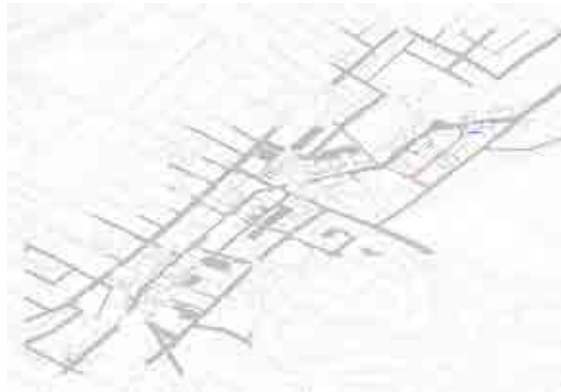
The Storefront should be planned as a campaign, for a limited time and with specific goals, to keep excitement high. Events and other regular activities aimed at the local community would be successful and unique enough to attract others and to help in business recruitment. Eventually its services can be absorbed into existing organizations or nonprofits and it can have a less visible location.



[Re]New Lots Avenue, Brooklyn, NY

BUILDING TYPE

EXISTING BUILDING RENOVATION



The existing small historic properties with commercial/residential functions present opportunities for smaller investors to participate in the Centre Avenue rebirth. These projects may range from:

- Facade renovation assistance
- Envelope stabilization, including roof, windows, and cladding
- Updated systems and utilities
- Complete gut renovation

Quality building stock is a great asset to enable grassroots investment and organic redevelopment of a community. The intersection of Centre and Kirkpatrick is one of the few places in the Hill where there is a critical mass of buildings that can almost be seen as a district. Currently the buildings are in various states of repair and occupancy. In other communities, these types of buildings invite small businesses, artists, and others who value sweat equity investment, unique architecture, or a live-work opportunity.

Some of the unusual buildings that could become signature assets include the Terrace Hotel, the former Savoy Ballroom (currently Olivet Baptist Church), and numerous home improvement warehouse-type buildings.



BUILDING TYPE

UNCONVENTIONAL BUILDING CONVERSIONS



New uses in old structures can create signature buildings that nod to community history. Some local examples include:

The Double Wide Grill in the South Side was a former automotive repair shop. The parking area was converted to an outdoor patio. The garage was converted as the adjacent steel mill site was developed into a lifestyle development with national stores and restaurants. Double Wide is a favorite for its uniqueness and healthy food offerings.

The Pittsburgh Glass Center was a former automobile showroom that was retrofitted to house a nationally known glass artist facility. It contributes to the neighborhood with a framework classroom visible from the sidewalk and offers classes that attract people from the region. They also have programs that attract national artists and contribute to the Penn Avenue Arts Initiative conversations on artist housing.



ANTICIPATED DEVELOPMENT SEQUENCE

0-5 YEARS ANCHOR & ACTIVATE



- Stabilize and preserve heritage properties with **Existing Building Renovation**
- Establish **Storefront of Opportunity** to connect small investors and businesses to historic renovation opportunities and business development
- Stabilize vacant lots
- Begin **Multiuse Infill Development** (on flat sites)
- Establish **Heritage Walk** and **Greenspace Walk** sites
- Begin discussion on Mahon realignment and other infrastructure improvements
- Develop Centre of Opportunity or **Opportunity Square** brand
- Begin police station relocation efforts

5-7 YEARS INFILL & POPULATE



- Develop Central Baptist **Opportunity Square** and realign roads
- Continue infill development on sloped sites
- Relocate police station into **Public Safety Mixed Use Building**

7-10 YEARS MAJOR PROJECTS



- Sustain and retain businesses
- Continue infill and renovation

ACTIVATION STRATEGIES

Close Centre Avenue between Dinwiddie and Kirkpatrick or Kirkpatrick and Reed to celebrate the community and culture.

- Gospel Festival
- Fitness Festival/5k Race/Color Run
- Run the Hills Event
- Night Market
- Designate Heritage walk locations and install temporary installations and programming.
- Musician Flash Mobs
- Ghost Tours
- Hill District History Tour
- AfroPunk Festival
- Video Game Tournament



Gospel Festival, Chicago
Shipping Container Retail,
Uruguay

Activate existing buildings, vacant lots and public spaces with year-round and seasonal programming.

- Temporary public art installations
- Outdoor Yoga
- Neighborhood Night Walk
- Park(ing) Day

Encourage and support new businesses.

- Storefront of Opportunities
- Shipping Container Retail
- Pop-Up Shops
- Mobile Eateries/Food Trucks
- Sidewalk Sale
- Flea Market and/or Farmer's Market

Celebrate the Hill District's recreation corridor.

- Kid's Field Day
- Temporary Zip-line Course
- Mini-Golf Course
- Hot Air Balloon Launch
- Jazz in the Park

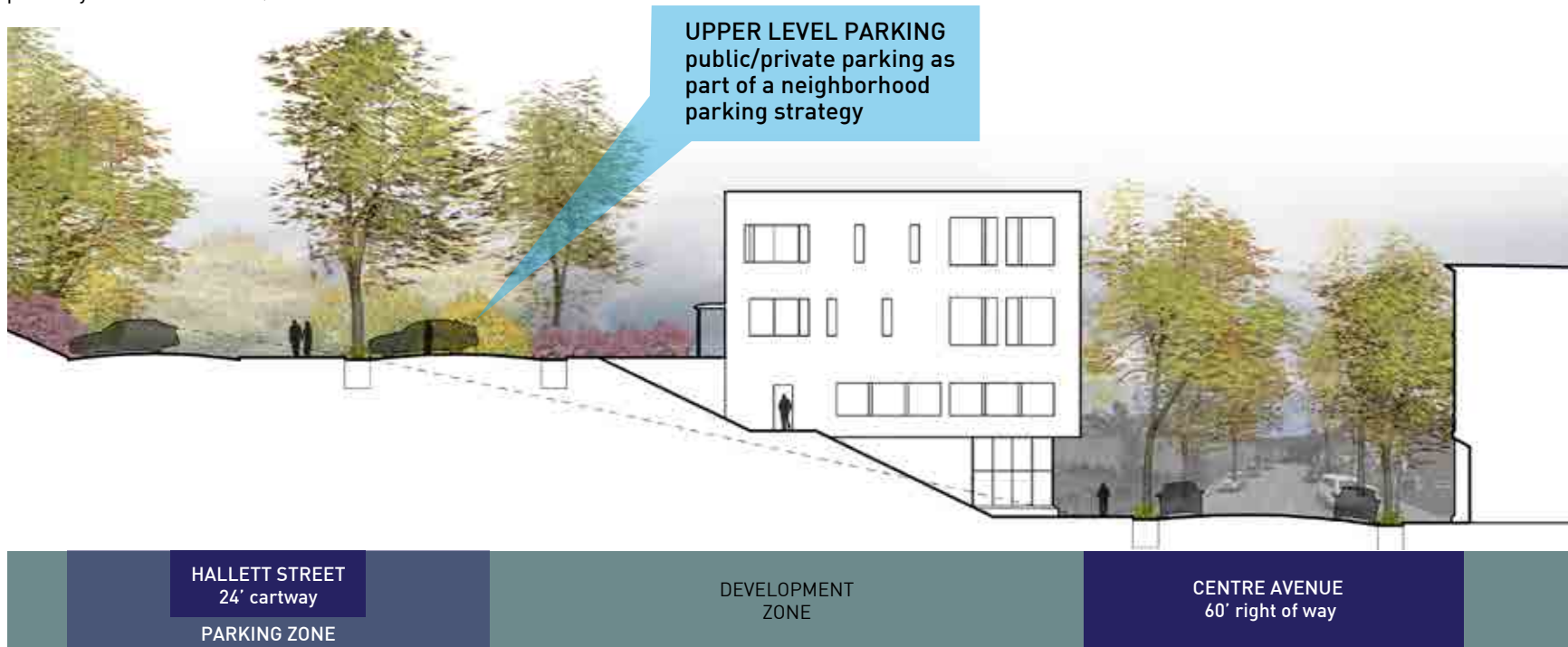


BUILDING TYPE STREETSCAPE GUIDELINES

Like other areas of Centre Avenue, rear parking is also possible in the Centre of Opportunity area. However, many of the larger parcels in this area are topographically challenged, with 15 to 25 feet of elevation between the front and rear of the site. As addressed in the Mixed Use Infill Development building type, this type of situation can actually be advantageous if it allows direct access to upper level uses.

Many of the largest lots back onto Hallett Street, a narrow street with no structures. Hallett Street could become an access street to the upper level units and have parking integrated on the development sites. If more parking is needed, a parking area could be created on the upslope side of Hallett. The parking area should be evaluated to see if it can be developed as part of the building proforma or if it should be added to a public parking inventory.

Comprehensive infrastructure improvements should be considered, including above grade infrastructure (sidewalks, curbs, signage, etc.), rainwater infrastructure (above and below grade plantings and structures to slow or store rainwater), as well as below grade infrastructure (sewer, water, gas, communications, and possibly electric services).



BIG IDEAS THINKING OUTSIDE THE BOX

These big ideas came from the community during the engagement process.



WHAT IF...

There was a **TREEHOUSE HOSTEL** located on the hillsides of Kennard playground?

WHAT IF...

There was a **ZIPLINE** connecting Centre Avenue to Downtown?



WHAT IF...

There was a **POP-UP MINI GOLF COURSE** that appeared during the summer in a large vacant parcel along Centre Avenue?

Treehouse Hotel, La Fortuna, Costa Rica
Park(ing) Day, Pittsburgh, PA

DEVELOPMENT PRINCIPLES

ACTIVATE EXISTING BUILDINGS

The area around Centre and Kirkpatrick is characterized by highly visible historic structures. Open space and infill should highlight key structures and reinforce the integrity of the historic fabric.

GROW SMALL BUSINESSES

A number of community participants have expressed a desire to locate on the Ave, but do not know how to proceed. These businesses are essential to the organic and authentic growth needed in this area. Programs for both business development as well as bricks and mortar improvements should emphasize lending and technical assistance.

ASSIST UNIQUE BUSINESSES

Businesses that are invitational to the community and visitors (e.g. restaurants) often have unique business concepts that are risky. Special assistance may be required to encourage their start and to carry over until they are stable.

MAKE A “MODEL” STOREFRONT

The existing small and/or historic buildings are good opportunities for small investors or small businesses to grown on the Ave. Create a highly visible information clearinghouse (similar to a model unit for new development) on the Ave to brand the business recruitment and historic restoration effort.

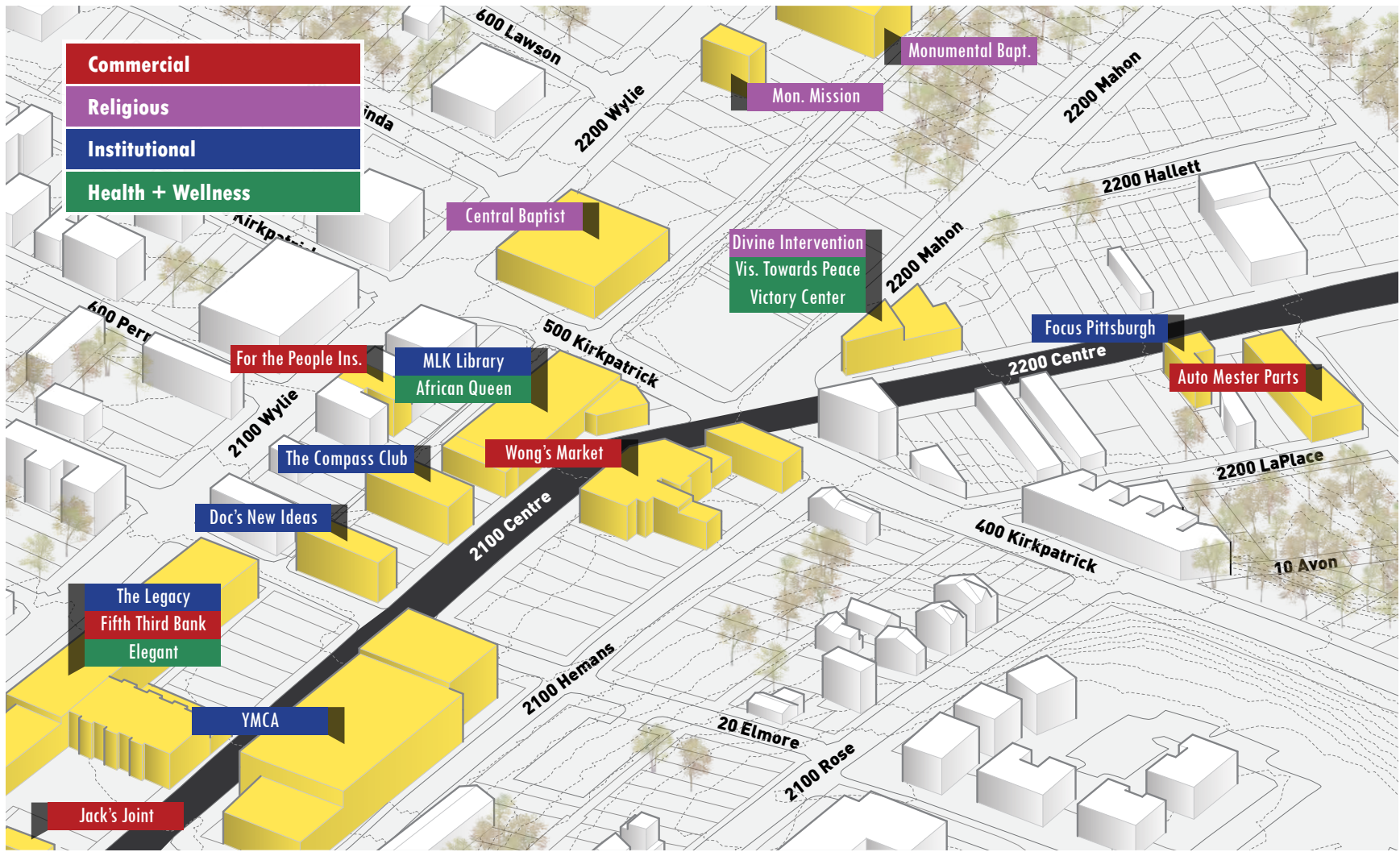
CAPTURE THE SUNDAY FLUSH

Be attentive to major draws such as the church. Recruit or cultivate businesses that could provide opportunities for visitors to linger and spend time.

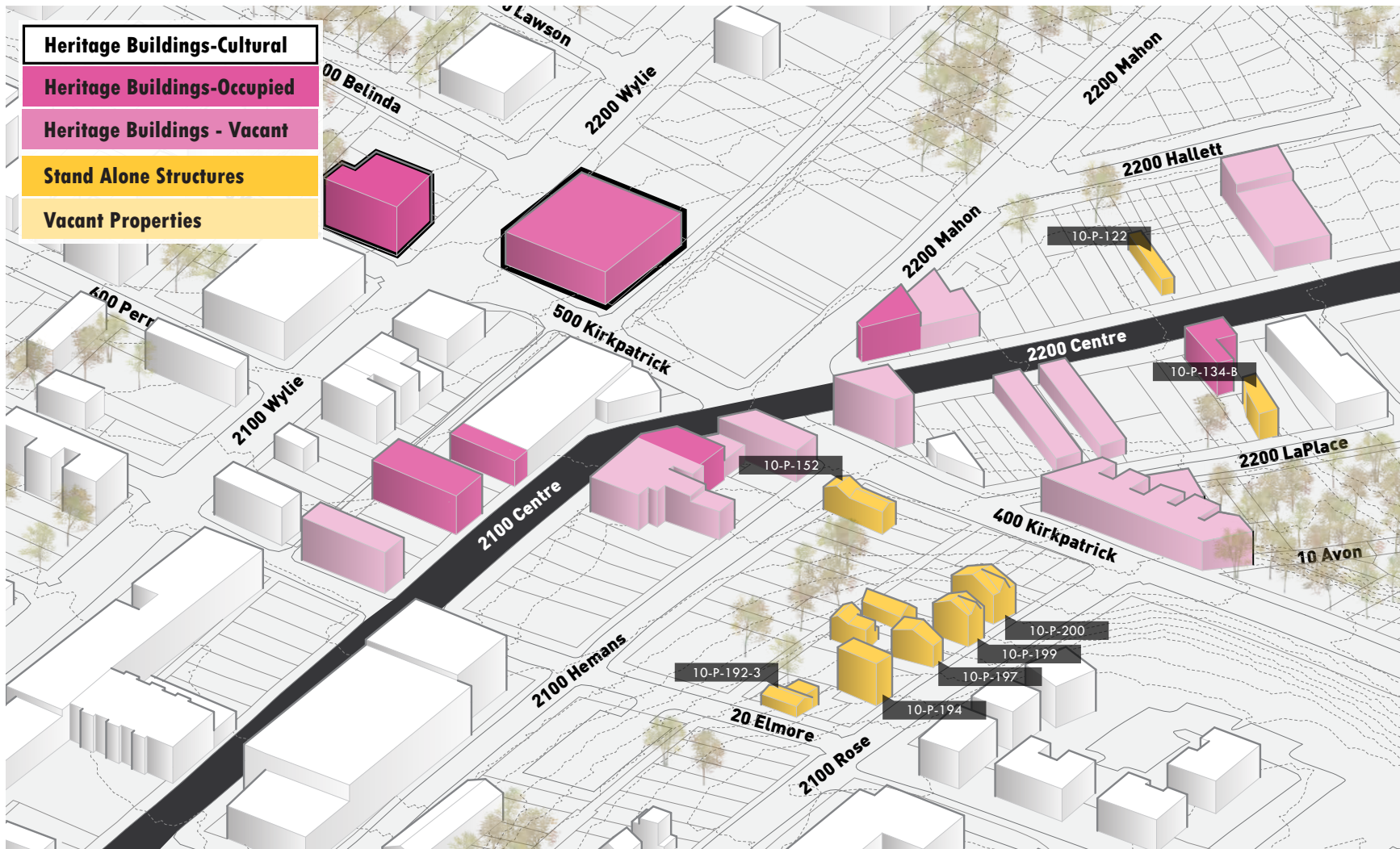
CONNECT TO THE PARKS

The Centre/Kirkpatrick intersection is the crossroads to connect to the emerging Kennard recreational sequence. Create small parklets/green spaces to give identity to this sequence. Create a major stop on the Centre Heritage trail.

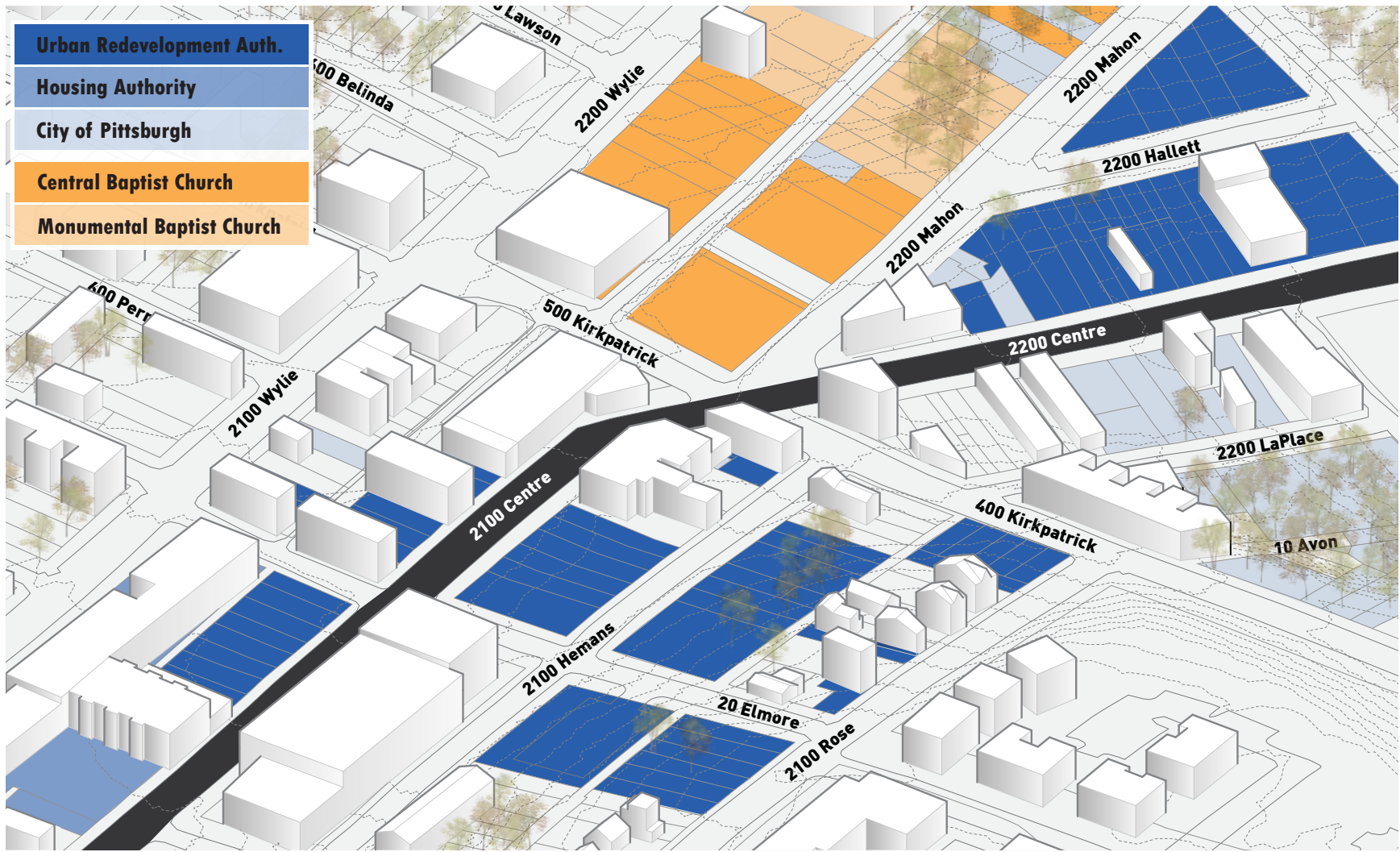
EXISTING CONDITIONS BUILDING USES



EXISTING CONDITIONS HERITAGE BUILDINGS & HISTORIC STRUCTURES



EXISTING CONDITIONS OWNERSHIP



The Centre of Cultivation is the place where things are grown, restored, and made. It is a place of interaction and production, where the DIY (do it yourself) spirit reigns. It is the crossroads of interaction, where “trading trades” takes root and becomes the center to cultivate teaching and learning in an apprenticeship culture.



THE CENTRE OF CULTIVATION

CENTRE AVE & REED

It's 6pm on a weekday in January and the glass garage doors at the Community Auto Garage are down. Most of the bays at the CAG are filled with motorcycles for an evening class on motorcycle repair. The class was sold out well in advance — everyone is readying their bike for the spring street festival when bikers come from all over the region to enter their bikes for judging.

The CAG is a low rent space used by auto repair businesses during the day, in return they offer DIY repair classes in the evening. After taking a class, students can bring their own vehicles and get access to the Community Toolset and the collective wisdom of other motor fanatics.

It's 11am on a Sunday in December and the people arriving to pick their Christmas trees at the DIY Center are somewhat overdressed, having come directly from services.

The DIY Center is a small hardware store and garden center with both year round and seasonal offerings and has been especially popular with the after church crowd on Sundays. The spirit is festive and some people are leaving their cars to walk to the coffee shop/bakery near Kirkpatrick and Centre for some holiday treats.

It's 5pm on a weekday in July and a family is leaving the FOCUS Wellness Center where they receive family medical services. They begin walking to the Kennard Playground's pop-up mini golf. They pass some older neighbors who are looking for ripe tomatoes in their gardens at the bottom of the recently redone Chauncey Steps.

Others are sharing news of their day while sitting on the benches of the Cultivation Deck, a small plaza surrounded by the stormwater park. It rained a few days before and the storm has given new life to the parklet.

It's 11pm on a Saturday in October and there is music in the buildings and on the street. This part of the Avenue has become known for its microclubs and smaller music venues, including the recently renovated Terrace Hall Hotel. These pop-up clubs started with flash mobs of musicians playing in vacant lots and buildings and took hold when some of those musicians invested in more permanent places to play.

Headliners at the New Granada occasionally appear at these clubs and a diverse late night scene thrives long after bigger venues have closed.



GREENSPACE & HERITAGE WALK

THE GREENSPACE WALK AT CENTRE-REED FOLLOWS THE HISTORIC FLOW OF WATER THROUGH THE VALLEY. THE HERITAGE WALK CONTINUES THROUGH THE AREA BY ACKNOWLEDGING HISTORIC STRUCTURES AND HERITAGE SITES.

COMMUNITY GARAGE

THE COMMUNITY GARAGE IS A "MAKE SHOP" FOR AUTOMOBILE REPAIR. IT CAN HAVE MINOR RETAIL, EDUCATIONAL AND TRAINING SPACES, AND HANDS-ON ACTIVITY AREAS.

FOCUS WELLNESS CENTER

A HEALTH AND WELLNESS CENTER WITH STREAMLINED RETAIL TO SUPPORT WORKFORCE DEVELOPMENT.

CATALYTIC PROJECT



MANY FUTURES

THE CENTRE-REED AREA COULD EVOLVE IN A VARIETY OF WAYS BASED ON PLACEMAKING POTENTIAL AND THE MARKET. POSSIBILITIES INCLUDE A STREAM PARK AND DIY STORE, WHICH COULD HAPPEN TOGETHER OR INDEPENDENT OF ONE ANOTHER.

EXISTING BUILDING RENOVATION

RENOVATING HISTORIC BUILDINGS WILL ALLOW THIS AREA TO RETAIN ITS UNIQUE CHARACTER. MANY OF THE EXISTING BUILDINGS ARE RESIDENTIAL.

CENTRE-REED GATEWAY

GATEWAY CREATED BY RENOVATED BUILDINGS, INTERSECTION IMPROVEMENTS, SMALL BUT HIGHLY VISIBLE PARKLET, AND A SIGNATURE USE, THE COMMUNITY GARAGE. THIS AREA COULD ACT AS AN AUTOMOTIVE SHOWPLACE OR HOST OTHER PROGRAMS.

THE CENTRE OF CULTIVATION

CENTRE AVE & REED

CATALYTIC PROJECTS

THESE PROJECTS SET THE TONE FOR FUTURE DEVELOPMENT

CENTRE-REED GATEWAY FOCUS WELLNESS CENTER & COMMUNITY GARAGE

The intersection of Centre and Reed is one of the most prominent in the Hill because of the fork in the road. Many cars cut over to Kirkpatrick by way of Reed, while others continue into the Hill on Centre. The sense of arrival is limited to a vacant lot and the chance that you might have to stop for a red light.

This is a great opportunity to create an outdoor room that is an entry point to the commercial core on Centre. Larger and more prominent buildings, infrastructure improvements to the street, and the creation of an open space at the corner will create an understanding of arrival, creating landmarks and a sense of enclosure.

The renovation of the Pryor Furs building into the Focus Wellness Center will provide one “wall” for the outdoor room. The creation of the Community Garage (see Catalytic Project) will be another activator at that intersection. It will be the most visible facade from a distance as well as at the red light and needs to be designed as an entry monument that says through its architecture, Welcome to the Hill.

The Focus Wellness Center is a community serving wellness clinic with health focused services, does workforce development training, and has retail spaces to support start up enterprises.

SUPPORTING PROJECTS

THESE PROJECTS ARE KEY TO THE SUCCESS OF THE AVENUE

EXISTING BUILDING RENOVATION

The existing buildings, many of them historic in character, give the scale and identity to this end of Centre Avenue. Priority should be given to their occupancy and renovation, especially by community-centric investors, entrepreneurs, or owner-occupiers. Many of the buildings in this district are residential and will need a different pool of programs and resources to maintain their buildings and affordability. There are a few key Heritage Buildings that should be closely monitored to make sure they are maintained as historic assets, including the old Savoy Ballroom (now Olivet Baptist Church) and the Terrace Hotel.

GREENSPACE WALK

This end of Centre is also a crossroads for park travelers moving across the valley from the Upper Hill to Kennard. The Chauncey Street steps have been consistently identified by the community as a place to do urban gardening or to create a more park-like setting. It is also possible to establish a right-of-way walking trail on the hillside connecting Hallett and the new Opportunity Square to the Chauncey Street Steps.

HERITAGE WALK

The Heritage Walk is both place making and programming, providing a landscape standard for furnishings and signage that allow for cultural production activities and commemorating events and people. The Walk connects existing and new open spaces as part of a community narrative.

MANY FUTURES

THE CENTRE-REED DISTRICT COULD COEXIST IN MANY WAYS

The community engagement process showed that the Centre - Reed area could evolve in a variety of ways based on placemaking potential and the market. The following are two projects that could contribute to the Centre-Reed district identity.

DIY DISTRICT

The Centre-Reed area could evolve into a DIY District with the addition of businesses such as a garden center or small hardware store that would serve the local community and adjacent communities. The district would have commercial uses in the day, but could also support evening entertainment venues that might reach into the neighborhood from the Centre-Kirkpatrick area and may be able to share parking.

TRADE DISTRICT

Without significant commercial development, the Centre-Reed area could evolve into a Trade District. The Trade District cultivates a backdrop for learning and teaching that supports and develops businesses. This district would be strongest with the addition of a community garage that would act as a space for teaching/learning.

COMMUNITY PROJECT

CENTRE-REED GATEWAY

COMMUNITY GARAGE & FOCUS WELLNESS CENTER

The Centre-Reed Gateway and Community Garage will:

- create a new and identifiable entrance into the Centre Avenue business district
- will provide community-based amenities that have broad appeal and will be unique in the region
- will welcome educational and training institutions into the community
- create a public space with adjacent activating anchor uses

FOCUS Pittsburgh will:

- provide wellness opportunities for local residents and workers
- afford local community flex space
- provide workforce development training
- create retail establishments for workforce development program graduates



- 1 Community Garage
- 2 Gateway Plaza and improved intersection
- 3 Renovated existing structures or new structures (e.g. FOCUS Pittsburgh)

PATH TO SUCCESS

COMMUNITY GARAGE

A Community Garage is a community based garage that provides a place to learn a skill or trade and to use that skill for your own purposes or to start a business enterprise. The Community Garage at Centre and Reed provides another outlet for the existing automotive activity in the area.

People can join the Garage and attend classes for a small fee. Once they are trained with a set of skills, they are welcome to use the equipment and facilities to do their work. Continuous learning is encouraged and certifications could be offered by training institutes such as Rosedale Tech or others. Emphasis is placed on how these skills can translate into jobs or entrepreneurial activities. Spin-offs are encouraged.

The Community Garage is a unique way to provide key services for the community, capture an unfulfilled niche market, and to enliven the entry plaza with visible activity.

The Garage can be conceived of with a number of models. It could be an extension of or similar to Tech Shop in East Liberty, with a specific focus on automotive applications of digital fabrication technology. One concern is that the Tech Shop model does not appear to attract a diverse community of users and may not appeal to the informal automotive practitioners in the Hill today. It should be emphasized that neighborhood residents are involved in the planning of this type of organization and facility so that this does not appear to be an imported model that excludes the community.

Other models should also be investigated, including:

The Garage could be operated by a mission-oriented for-profit garage who has to make a commitment to training in exchange for facilities or access to equipment.

The Garage could be run by a training institution like Rosedale Tech as a remote campus site.

The Garage could also be associated with automotive based emerging technologies such as Google's or CMU's driver-less cars.

PATH TO SUCCESS

ENTRY PLAZA

The Centre-Reed entry plaza is envisioned as a place of visible activity and not just a monument park. The adjacent Community Garage should be oriented to encourage use of the Plaza and may even have opportunities to open into the plaza for festival displays of vehicles or other compatible programming. The Plaza can also serve as an overflow area for adjacent uses, which could include a medical office, commercial or retail.

The plaza sidewalks and planting should be configured to slow traffic and make crossing safer with sidewalk extensions. It should have ample tree cover to give the plaza a sense of enclosure and should have gateway signage integrated into the building or site. It should integrate green infrastructure.

MANY FUTURES

GIVING CHARACTER TO THE CENTRE-REED DISTRICT

The community engagement process showed that the Centre - Reed area could evolve in a variety of ways based on placemaking potential and the market. The following are two projects that could contribute to the Centre-Reed district identity. One or both of these projects could happen.

DIY DISTRICT

ALTERNATIVE DEVELOPMENT SCENARIO

The development of a small hardware store/ garden center would be a driver for the Centre-Reed area to evolve into a DIY District. Ironically, there are many vacant home improvement buildings that show that this area once housed many such businesses. Small hardware stores do still exist in many neighborhoods, although they often sell products more expensive than big box retailers like Home Depot. The stores typically need an aggregated flat development area of 10,000 sf minimum, with room for parking, loading, and a work yard.

This is one configuration of how this might look. The exact locations and configuration has yet to be determined.



SOHO STREAM PARK & TRADE DISTRICT

ALTERNATIVE DEVELOPMENT SCENARIO

The community expressed mixed feelings about the gas station and some wanted to imagine what would happen if it left. If the gas station closed, it is likely that there would be substantial site remediation required, including digging out tanks and contaminated soil and materials.

This presents a unique opportunity to restore an ecological pattern that existed on this site and is visible today, despite the paving and development that hides it. Many small streams ran through this site, as it was one of the low points prior to the development of Centre Ave. A sewer marks the spot today.

Looking at the big hilltop of Kennard Playground, it is hard to image that this stream once ran down the alley onto Soho and then under today's playground to the river. It was filled when Kennard was built in the middle of the last century and when Kirkpatrick extended down to Fifth Avenue instead of Soho.

The Soho Stream Park would give a strong and public identity to a Soho Garden District that would include community gardens near the Chauncey steps, possible acid mine drainage remediation (from Hood report) and could involve additional green infrastructure improvements in the streets and public right-of-ways, such as a green or pervious alley. It could also spur an anchor tenant, such as a small nursery/farm stand or other related business. The Garden District could also host a trail-head/visitor center, connecting Centre Ave to the periphery hillside trails





STAYING ACTIVE: RECREATION AND OPEN SPACE NETWORKS

ALTERNATIVE DEVELOPMENT SCENARIO

The Centre of Cultivation is a place where the community connects to the outdoors through trails, parks and gardens. The Mahon Pedestrian Passage and Hallett Street bring people from Opportunity Square through the wooded hillside paper streets to the Chauncey Street Stairs. The Chauncey Street Stairs have historically connected the upper streets to Centre Avenue. Future development on the hilltop will likely bring more people to the stairs and infrastructure improvements are necessary to make them feel safe and pleasant to use. The parklet at the top of the stairs captures rainwater and the rainwater parklet continues downhill adjacent to the stairs. At the bottom of the hill are the community gardens, possibly served by a neighborhood run greenhouse and learning center.

The reconfiguration of the overly wide intersection at LaPlace Street and Centre Avenue will create a safer pedestrian crossing, with planted areas that create a strong sense of identity and calm traffic. The site of the current gas station is the lowest point of the neighborhood and the historic site of the stream, making it a possible future location for a rainwater park (see page 105, Soho Stream Park & Trade District). Easy walking access should continue through the rainwater park, or possibly through an adjacent commercial development to connect to a pedestrian friendly street renewal on Reed Street, and to Kennard Playground.



REED-CENTRE POSSIBLE RECONFIGURATION

ALTERNATIVE DEVELOPMENT SCENARIO

The intersection at Centre and Reed is confusing to drivers, as the dominant street appears to be Reed and, indeed, Reed is used as a convenient pass through to Kirkpatrick. A realignment of Reed to tee into Centre Avenue would strengthen Centre as the primary route and would increase pedestrian and vehicular safety. Future uses of adjacent properties may benefit from the reconfiguration but more study needs to be done to suggest future urban design guidelines for these properties.

ANTICIPATED DEVELOPMENT SEQUENCE

0-5 YEARS ANCHOR & ACTIVATE



- Stabilize and preserve heritage properties with **Existing Building Renovation**, especially major cultural landmarks (Savoy/Hotel properties)
- Confirm status of stand alone properties and engage existing residents. Engage gas station.
- Engage school district about Weil improvements
- Establish **Heritage Walk** and **Greenspace Walk** sites, including urban agriculture infrastructure, create a greenspace cultivation team
- Stabilize vacant lots
- Recruitment of aligned businesses and anchors. Construct Focus building.

5-7 YEARS INFILL & POPULATE



- Construct infrastructure improvements or major projects such as the **Community Garage and Entry Plaza**.
- Plan infrastructure improvements per selected scenario (**DIY District, Soho Stream Park, Trade District**)
- Connect Reed Street to recreation opportunities at Kirkpatrick Street

7-10 YEARS MAJOR PROJECTS



- Construct infrastructure improvements or major projects, such as the **DIY Store, Soho Stream Park, or the Trade School**
- Sustain and retain businesses
- Continue infill and renovation

ACTIVATION STRATEGIES

Close Centre Avenue between Kirkpatrick and Reed to celebrate the community and culture.

- Taste of the Hill Food Festival
- Fitness Festival
- Car-less urban drive-in movie theater
- Night Market
- Thunder in the Hill Tops Event
- Motorcycle/Historic Car Street Festival
- Skate in the Streets Night
- Weil School Street Dance

Designate Heritage walk locations and install temporary installations and programming.

- Musician Flash Mobs
- History scavenger hunt for kids
- Ghost Tours
- Hill District History Tour

Activate existing buildings, vacant lots and public spaces with year-round and seasonal programming.

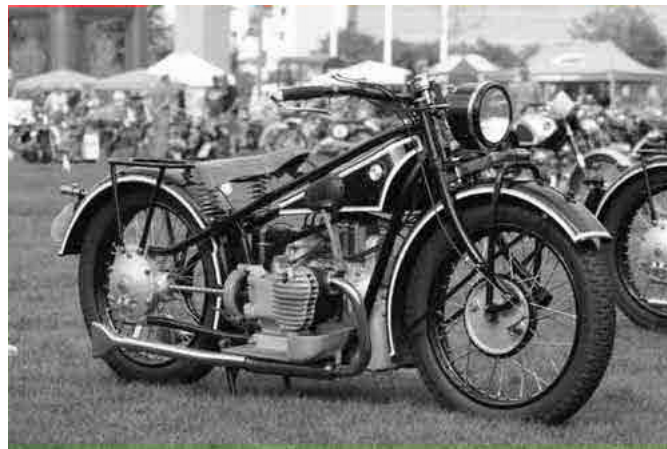
- Temporary public art installations
- Outdoor Yoga
- Neighborhood Night Walk
- Christmas Tree Sales
- Sunflower Lots
- Guerrilla Gardening

Encourage and support new businesses.

- Storefront of Opportunities
- Mobile Eateries/Food Trucks
- Flea Market and/or Farmer's Market
- Holistic Health Trucks

Celebrate the Hill District's recreation corridor.

- Mini-Golf Course
- Edible Park Walk
- Gleaning Day for Kids



Barber Vintage Motorcycle Festival, Alabama

To Be Continued Brass Band, New Orleans

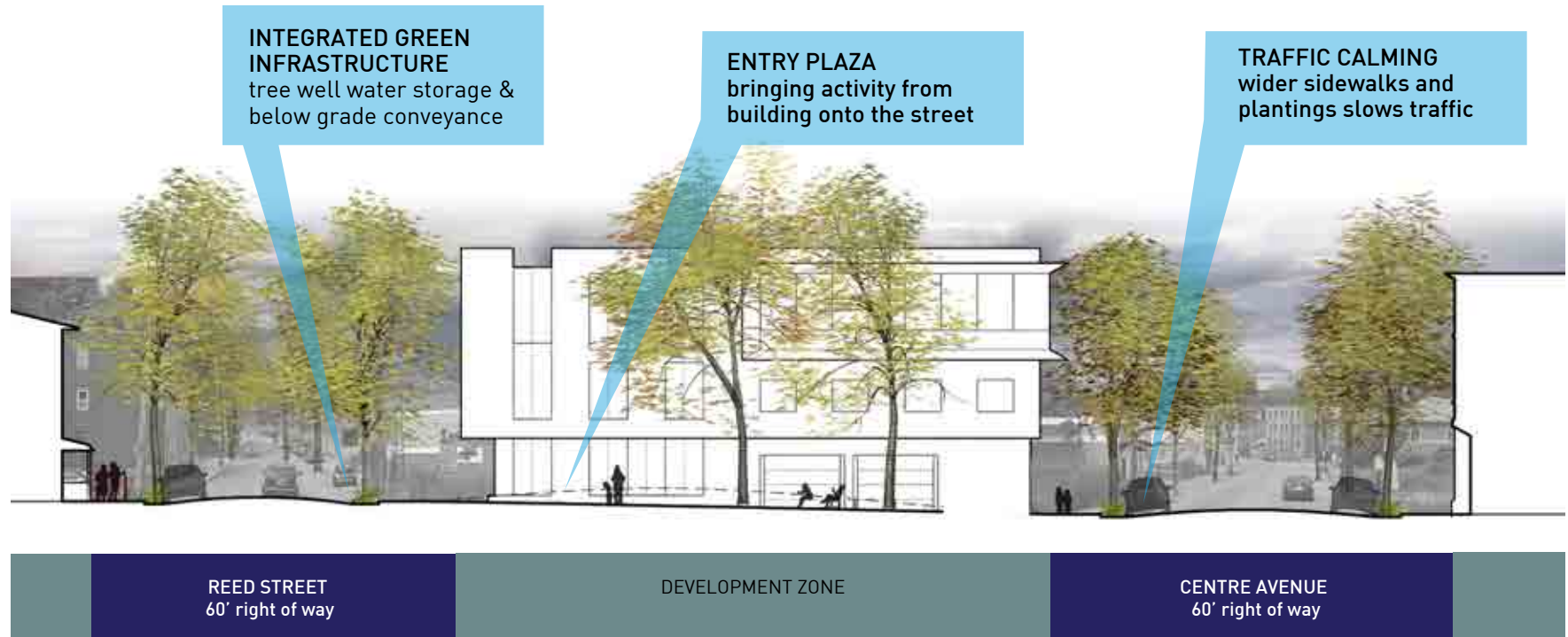


CENTRE-REED PLAZA STREETSCAPE GUIDELINES

The intersection of Centre and Reed acts as the entry to the Hill District's business district - Centre Avenue, and should be welcoming and designed for safety of pedestrians. The plaza sidewalks and planting should be configured to slow traffic and make crossing safer with sidewalk extensions. It should have ample tree cover as well as gateway signage integrated into the intersection design.

The sidewalks bordering the intersection should be bumped out, and include stormwater management in it's design, both to make the pedestrian crossing safer and to capture stormwater.

Comprehensive infrastructure improvements should be considered, including above grade infrastructure (sidewalks, curbs, signage, etc.), rainwater infrastructure (above and below grade plantings and structures to slow or store rainwater), as well as below grade infrastructure (sewer, water, gas, communications, and possibly electric services).



BIG IDEAS THINKING OUTSIDE THE BOX

These big ideas came from the community during the engagement process.



WHAT IF...

There was a **TRAMPOLINE PARK** that could activate Kennard Playground?



WHAT IF...

There was a **BALLOON LAUNCH** and festival that could activate Kennard Playground?

Lorne Trampoline Park, Australia
Great Falls Balloon Festival, Lewiston, Maine

DEVELOPMENT PRINCIPLES

CONNECT PEOPLE TO ECOLOGY

The Centre-Reed area was a historic seasonal stream bed and still carries surface flow. It also has many hillsides that can function as ecological corridors. Development should restore ecological systems where possible, incorporating innovative technologies and integrating unique outdoor places.

MONITOR EMERGING IDENTITY

The Centre-Reed district has the least development pressure at this point, which makes implementation of deliberate development models more challenging. Monitor key properties to understand which model might be the most likely to evolve into a supportive cluster of uses.

DISTRICT AS GATEWAY

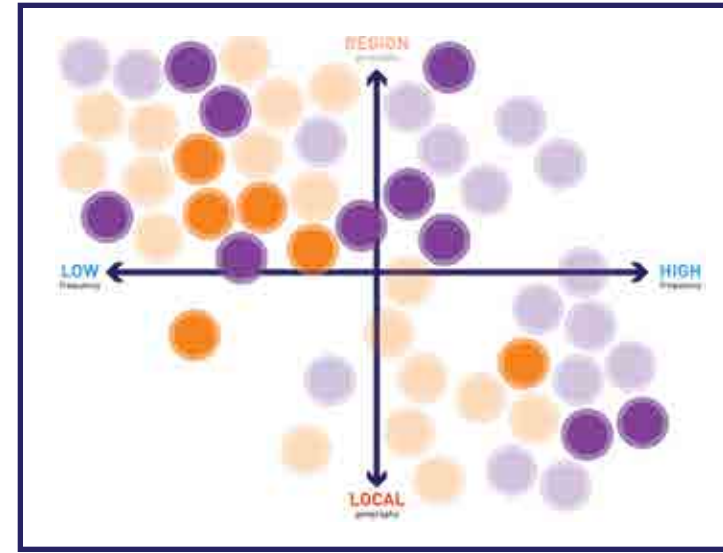
Although the Centre-Reed intersection can be powerful as a gateway into the Centre commercial corridor, the entire district is identifiable because of the valley geography and the building types. Consider the entire district as the entry gateway to the main commercial corridor. Streetscape improvements can help create the image when there are fewer landmark buildings.

EMPOWER COMMUNITY

The uses that would find this area most attractive are likely to be community serving uses that are attracted to the back of house market profile of this area. This should be considered as a competitive advantage and can be branded as an empowerment district (Learn how to fix your house! Fix your car! Plant a garden! Stay healthy! etc.,).

CONNECT TO THE PARKS

The Centre-Reed district is more parklike than any other area of Centre. Make the trail and open space connections visible and consider a trail head center or facility to guide this perception. Connect to the Heritage Trail.

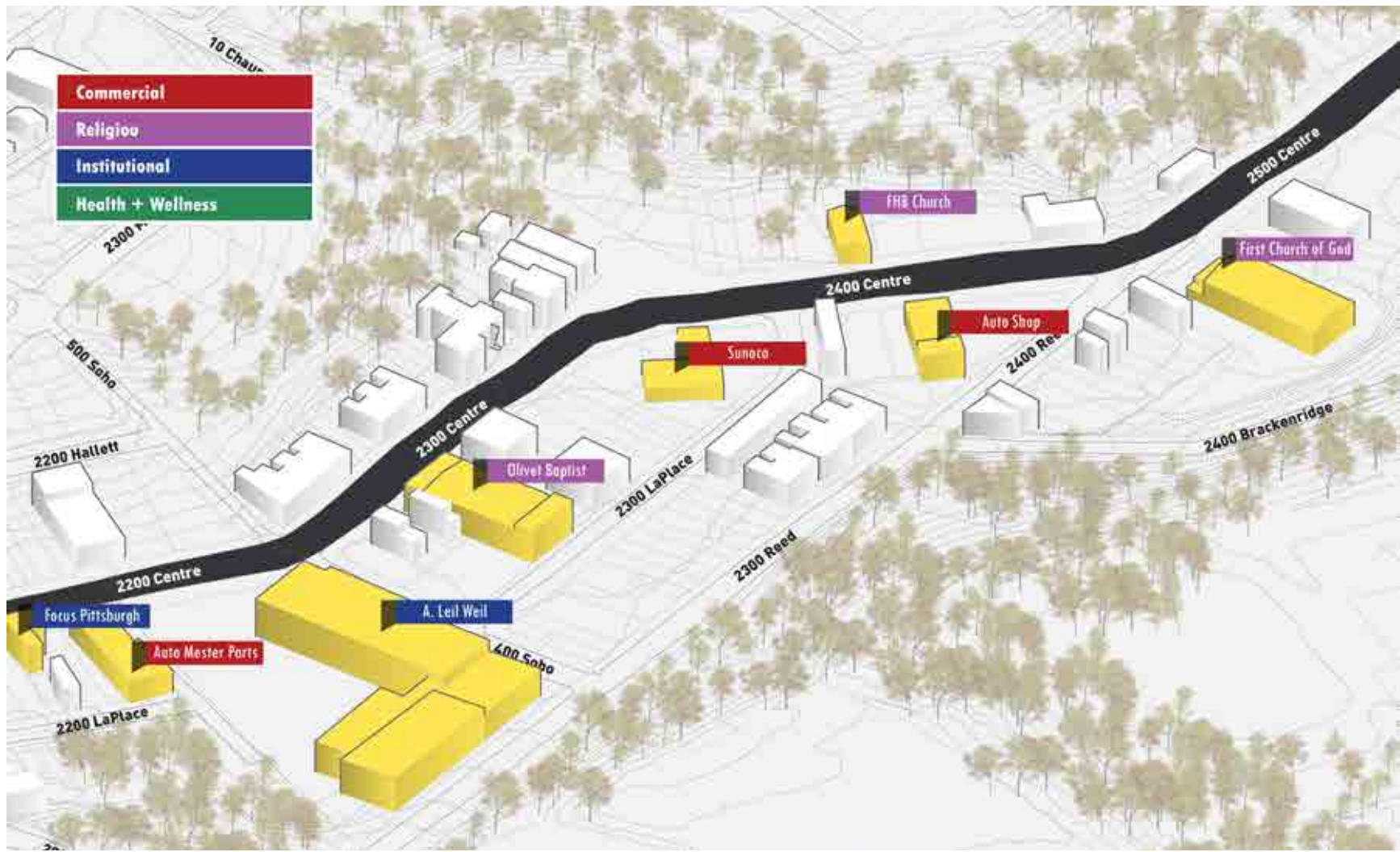


The Centre of Cultivation is predominately locally-serving, with both high and low frequency attractions. A few major regionally-serving organizations may be located here as well.

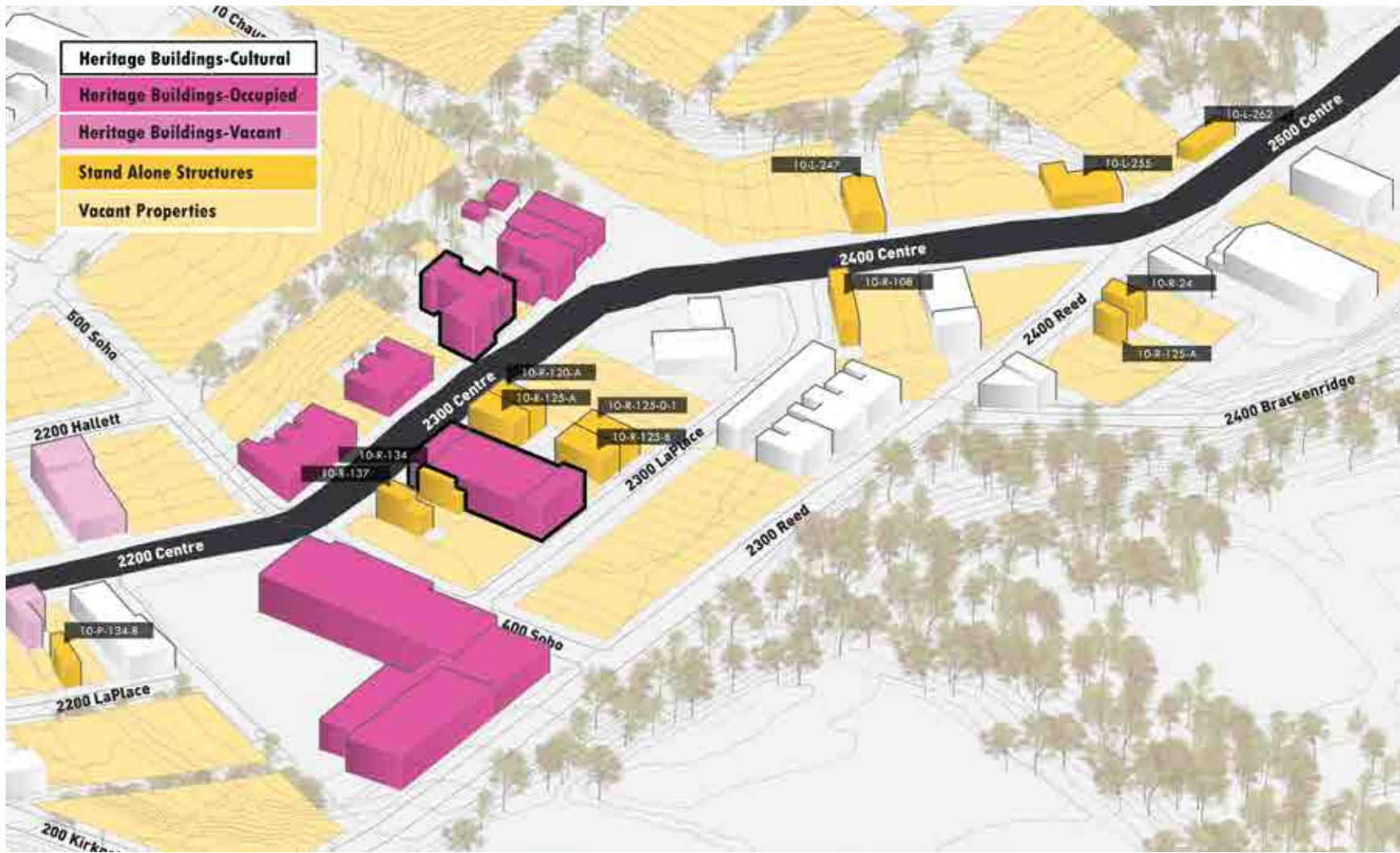
- Skating Rink
- Clothing Boutique
- Hiking/Biking Trail
- Shoe Store
- Athletic Field
- Flea Market
- Home Improvement Store
- Repair Store
- Staple Shops & Services
- Jitney Stand

- Church
- Performance Venue
- Dance Club
- Book Store
- History Trail
- Restaurant

EXISTING CONDITIONS BUILDING USES



EXISTING CONDITIONS HERITAGE BUILDINGS & HISTORIC STRUCTURES



EXISTING CONDITIONS OWNERSHIP





0-5 YEARS

ANCHOR & ACTIVATE

5-7 YEARS

INFILL & POPULATE

7-10 YEARS

SUSTAIN PROJECTS

CENTRE OF CULTURE dinwiddie & centre

Develop and brand **New Granada Square + Heritage Square**

Organizational Development to recruit businesses, emphasize invitational businesses that will create a supportive cluster around New Granada Square and Heritage Square (cafe, entertainment, etc.)

Establish **Heritage Walk** and **Greenspace Walk** sites

Begin discussion on Dinwiddie realignment

Begin discussion on improvements west of Dinwiddie

Plan **District Wide Parking Strategy**

Begin **Multiuse Infill Development** (east of Dinwiddie Street)

Build out at **Heritage Square**

Begin developing shared parking sites

Begin **streetscape improvements** (sidewalk, bus stops, bike lanes, etc.)

Dinwiddie realignment project

Continue infill projects

Commercial Plaza Redevelopment and Tower Development

CENTRE OF OPPORTUNITY kirkpatrick & centre

Stabilize and preserve heritage properties with **Existing Building Renovation**

Establish **Storefront of Opportunity** to connect small investors and businesses to historic renovation opportunities and business development

Stabilize vacant lots

Begin **Multiuse Infill Development** (on flat sites)

Establish **Heritage Walk** and **Greenspace Walk** sites

Begin discussion on Mahon realignment and other infrastructure improvements

Develop Centre of Opportunity or **Opportunity Square** brand

Begin police station relocation efforts

Develop Central Baptist **Opportunity Square** and realign roads

Continue infill development on sloped sites

Relocate police station into **Public Safety Mixed Use Building**

Sustain and retain businesses

Continue infill and renovation

CENTRE OF CULTIVATION reed & centre

Stabilize and preserve heritage properties with **Existing Building Renovation**, especially major cultural landmarks (Savoy/Hotel properties)

Confirm status of stand alone properties and engage existing residents. Engage gas station.

Engage school district about Weil improvements

Establish **Heritage Walk** and **Greenspace Walk** sites, including urban agriculture infrastructure, create a greenspace cultivation team

Stabilize vacant lots

Recruitment of aligned businesses and anchors. Construct Focus building.

Construct infrastructure improvements or major projects such as the **Community Garage and Entry Plaza**.

Plan infrastructure improvements per selected scenario (**DIY District, Soho Stream Park, Trade District**)

Connect Reed Street to recreation opportunities at Kirkpatrick Street

Construct infrastructure improvements or major projects, such as the **DIY Store, Soho Stream Park, or the Trade School**

Sustain and retain businesses

Continue infill and renovation



MOVING FORWARD

The Hill District has already begun to move forward on the ideas generated during this process. The adjacent spread represents the possible evolution of the three areas, the Centre of Culture, the Centre of Opportunity, and the Centre of Cultivation, and the critical tasks that need to be accomplished over time. The community's vision is the destination, the phased approach on these pages becomes the road map.

Throughout the report we have identified issues or ideas that need more investigation. These include:

- Transportation and bike-related issues need further study, especially with regard to emerging development patterns (see page 30, Mobility).
- Zoning or land use controls are needed to support the Centre Avenue community plan, possibly including, rezoning, future adoption or acknowledgment of the plan by City Planning, or through the creation of an Interim Overlay Planning District (see page 31, Zoning & Land Use).
- A open and ongoing formalized relationship with public agencies who own property on Centre Avenue (see page 32, Ownership).
- A robust engagement strategy between the community development organization and owners or occupants of "stand alone" properties (see page 32, Stand Alone Properties).

Other ideas were explored during the process but need to be further developed to understand the implications for the community. Preliminary findings are on the following pages for topics including:

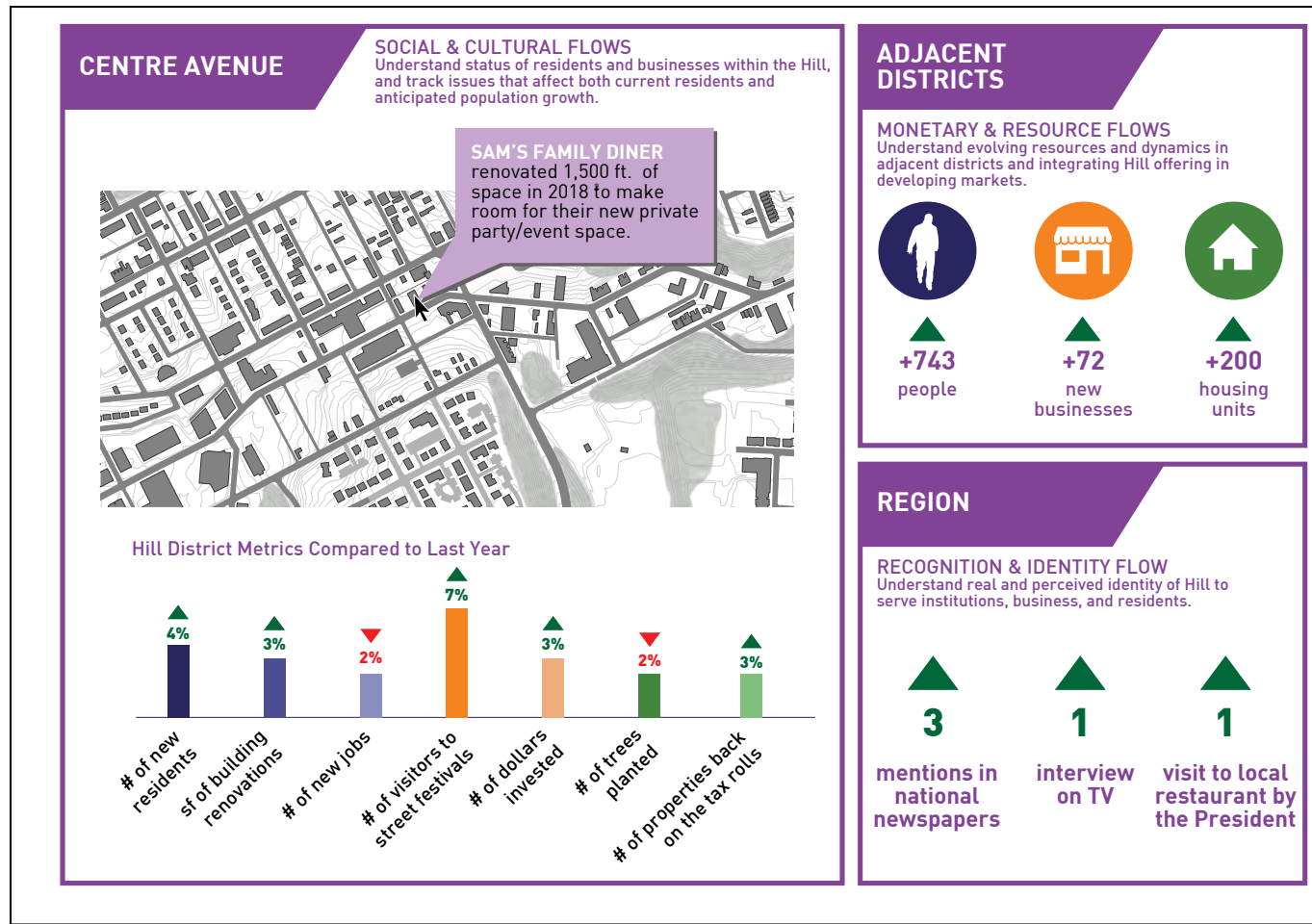
- A **Centre Avenue Community Development Dashboard**, which would visually represent metrics that are important to a community and would help guide the Centre Avenue development decision-making.
- A **Comprehensive Parking Strategy** would create a neighborhood wide plan for parking management. The system needs to address the dynamics of supply and demand and the relationship between public and private parking resources.
- **Hill District Development Typologies** were created to evaluate the financial viability of the various development prototypes along Centre Avenue. These typologies and others need to be explored in more depth.



Communities use dashboards to track improvement in different areas, using metrics that are important to them.

A Centre Avenue Dashboard could help decision making by tracking hard and soft measures of success.

Possible Future Centre Avenue Dashboard



A DASHBOARD FOR CENTRE AVE

The concept of dashboarding evolved out of a two way conversation with the community. A dashboard is a visual representation of metrics that are important to a community and would help guide the Centre Avenue development process. Through the community meetings, people shared the values that would mean success for the Avenue, such as number of new jobs, dollars invested in the community, ft.2 of buildings renovated, etc. When visualized via a dashboard, these metrics help identify goals, progress towards those goals, and the conditions that are necessary to reach those goals.

Some metrics are specific outcomes desired for Centre Avenue development projects and could help inform a prioritization or vetting of projects. For example, the goal to preserve the majority of historic structures might be tracked on the dashboard and would help chart Centre Avenue progress over time.

Other metrics speak to broader community goals that have implications for Centre Avenue, such as issues of equity. In one example, visualizing rising income levels

could help determine if existing residents are benefiting from the economic development activity, but it also has implications for potential retailers looking to locate in the community. Cross referencing this data with information on locally owned businesses or Centre Avenue start-ups could help make the case that development strategies are indeed working.

Some metrics track issues that are beyond the community's control but are highly influential to the community's success. For example, the growth in the market conditions of adjacent communities, or the external perception and awareness of the Ave would be critical to continuously position the Centre Ave marketing efforts and business recruitment.

A dashboard would allow the community to prioritize investments based on data and to understand its potential and the limitations. Data comes with many challenges. For example, it can be hard to determine if two metrics are related and wrong assumptions could lead to unworkable strategies. However, data-rich communities are better able to chart their futures and the Hill would be better positioned to be a part of the emerging city dialogue on metrics.

Hill Equity Index

Demographic Index

Placemaking Index

Biophilic Index

Affordability Index

Value Capture Index

Sidewalk Culture Index

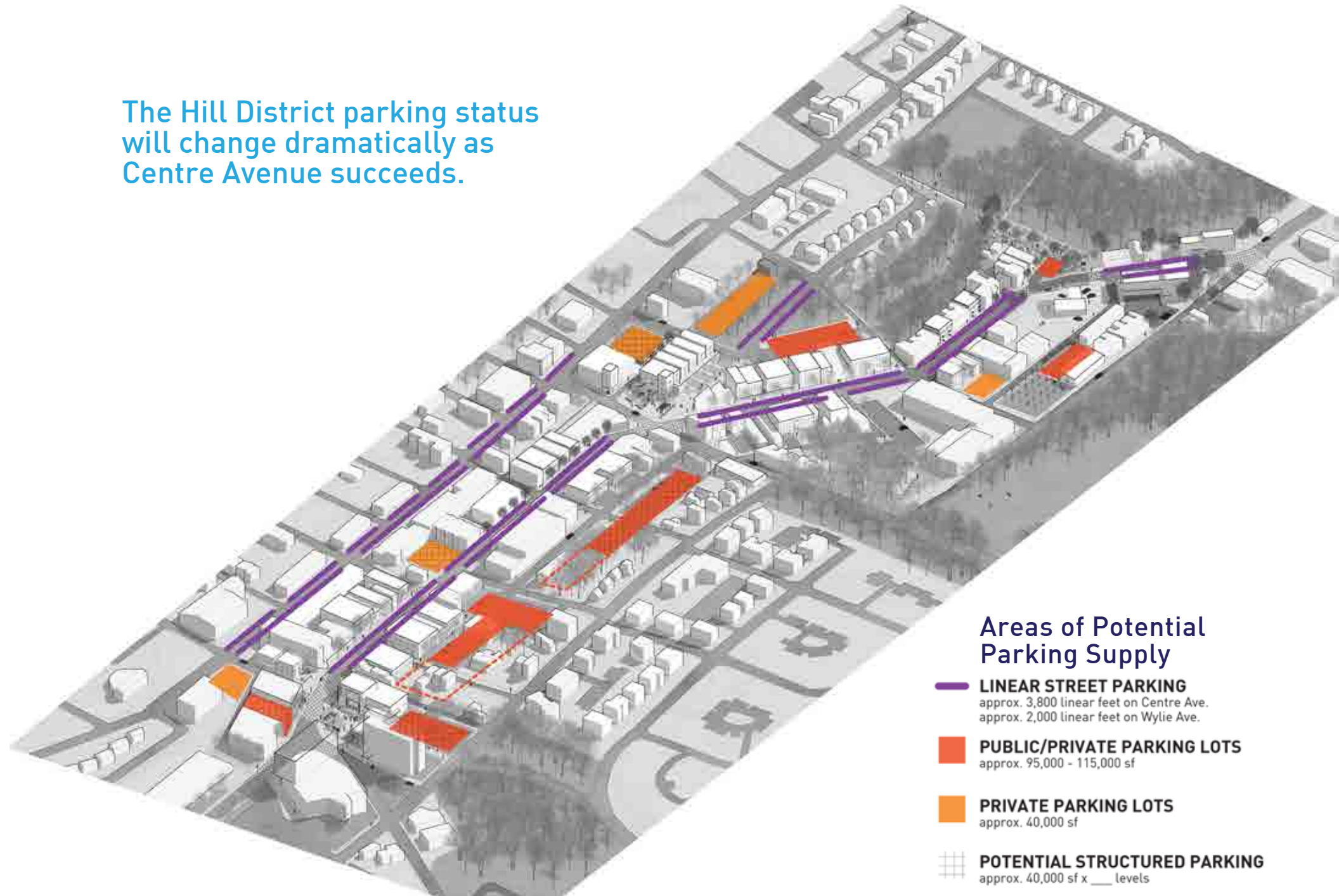
Cultural Institutional Health Index

Market Analysis & Competitive Analysis

Identity Cultivation

Development Progress

The Hill District parking status will change dramatically as Centre Avenue succeeds.



Areas of Potential Parking Supply

- LINEAR STREET PARKING**
approx. 3,800 linear feet on Centre Ave.
approx. 2,000 linear feet on Wylie Ave.
- PUBLIC/PRIVATE PARKING LOTS**
approx. 95,000 - 115,000 sf
- PRIVATE PARKING LOTS**
approx. 40,000 sf
- POTENTIAL STRUCTURED PARKING**
approx. 40,000 sf x ___ levels

COMPREHENSIVE PARKING STRATEGY

Like other communities with growing business districts, the Hill District will shift from abundant parking resources to high parking demand. In addition, the same assets that will make the Hill attractive to visit, may also make the Hill attractive for park-and-walk commuters and Penguins fans. Current controls, such as the City's Residential Parking Permit Program, will prove difficult to administer in such a complex environment without other management tools.

Parking needs to be considered comprehensively as a dynamic system where supply and demand are constantly evolving. The Centre Avenue study has put forth some ideas that should be considered in a future Comprehensive Parking Study. This Centre Avenue study has the following limitations:

- The study did not consider residential parking demands.
- The study assesses parking demands per commercial and retail building typology.
- The study did not estimate demand from existing businesses.
- No total demand was established.

The Centre Avenue Study did investigate:

- Parking demand per building typology.
- Possible areas for parking and parking potential.
- Placemaking strategies for parking areas and connections to multimodal mobility and complete streets.

We have identified four core parking types.

Linear Street Parking is on the street and would likely be regulated through meters or machines. Adjacent residential areas will likely have parking permits available for residents, with a grace period to enable short term occupancy. It should be noted that the current Residential Parking Permit program is often used in a reactive mode by communities and should not be a tool of last resort.

Public/Private Parking is located in areas that could serve multiple properties or might be constructed with public and private monies, thus ensuring use by the community. These might be city administered lots or privately administered lots but given their location, should have limited opportunity for lease or long term occupancy.

Private Parking Areas are areas that are solely developed by property owners for use by a particular organization (e.g. church parking). Lot owners should be encouraged to make their excess capacity available to the community. Fees may or may not be charged, and are administered by the property owner.

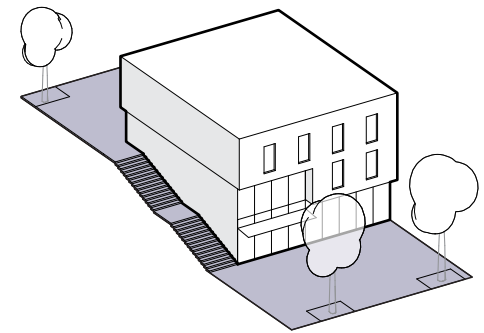
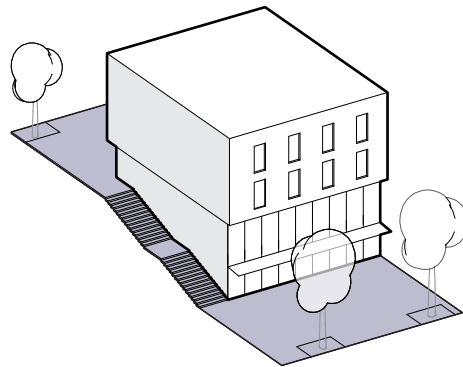
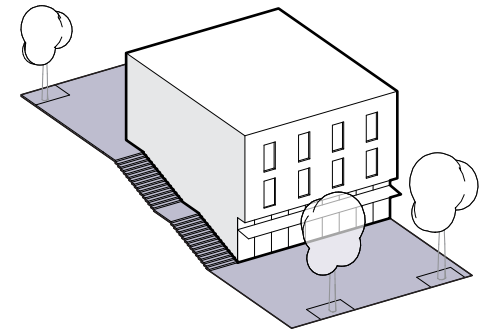
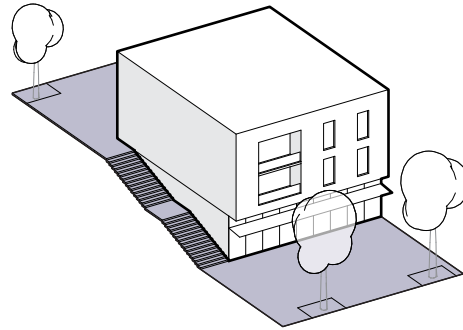
Structured Parking is a strong possibility in many locations in the Hill District. In some cases, anticipated demand may drive the financial proforma to build structured parking (Centre of Culture/Heritage Square). In other cases, topography may combine with demand to lower the viability threshold for structured parking (Central Baptist Church, Family Dollar).

Dynamic modeling should be done in an ongoing manner to understand the potential supply and demand. In addition, the community should consider finding or creating technology that facilitates a "parking bank" where people with parking assets can connect to a notification system for people who are looking for parking. This would take the form of a parking app that shows parking availability for the Hill, noting which property owners may have their lots or spaces open and available, what their pricing may be. This would enable large and small property owners to contribute to the Hill District parking inventory.

Two resources would inform a future Comprehensive Parking Study; the URA completed a preliminary parking analysis of possible lots and structures; a parking infrastructure study was recently completed by Cosmos Technologies for the Hill CDC. These resources were not available in time to be considered for this study.

A "parking bank" app could create a marketplace of public and private parking supply to meet daily demand.

The redevelopment of Centre Avenue will create opportunities for large investors and small resident investors



Centre Avenue Building Typologies

HILL DISTRICT DEVELOPMENT PROFILES

The following pages contain more in depth analysis of financial models for building typologies developed from this report. These analyses used quantitative analysis to inform development and operating pro formas, for the purposes of evaluating the financial viability of the various development prototypes along Centre Avenue.

Following are key development and operating pro forma inputs utilized and/or measured:

Development Pro Forma

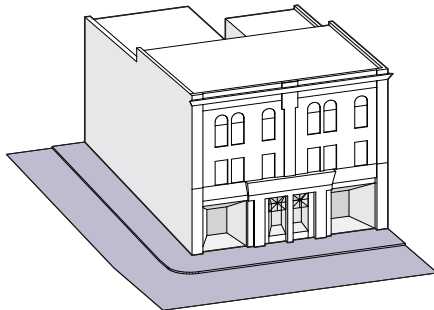
Acquisition Costs, Demolition Costs, Infrastructure & Site Costs, Hard & Soft Construction Costs, Construction Cost per Parking Space, Dwelling Units per Acre, and Developer Fee

Operating Pro Forma

Rent per SF, Annual Vacancy Rate, Operating Expenses per SF, Net Operating Income, Return on Equity, Internal Rate of Return, and Capitalization Rate.

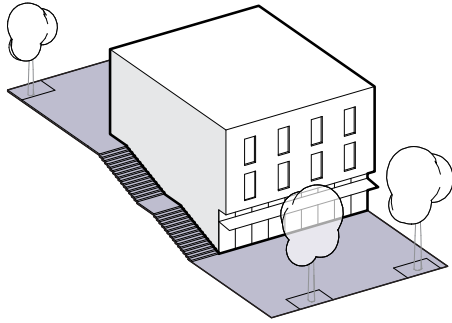
Sources used for some of the above input factors include RS Means (providing national, regional and local construction cost data), LoopNet.com (providing area office and retail lease rates for the local area), and Apartments.com (providing area multi-family rental prices and property descriptions).

It should be noted that the financial analysis employed is cursory in nature, given the limited detail available, at this time, for prospective development projects. Consequently, the reader is advised that the financial performance metrics are rough estimates and subject to refinement, upon additional project details emerging.



The community expressed a commitment to bringing in a new generation of indigenous investment-- understanding possible development proformas is an important step.

CENTRE OF CULTURE



Three Story Mixed Use | Residential-Retail

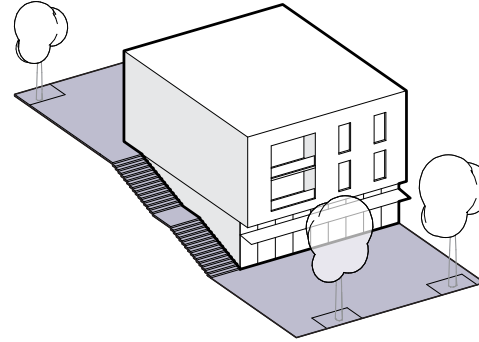
KEY INPUTS & ASSUMPTIONS

ACREAGE ACQUIRED 0.25 acres
AVERAGE GROSS DWELLING UNIT AREA (SF) 800 sf
PROPERTY ACQUISITION COST \$0
MF DEVELOPMENT COSTS \$1,058,667
RETAIL DEVELOPMENT COSTS \$216,825
OFFICE DEVELOPMENT COSTS \$0
TOTAL SURFACE PARKING COSTS \$71,750
DEVELOPER FEE \$67,362
HARD AND SOFT BUILDING COSTS \$1,275,492
TOTAL DWELLING UNITS 8 units
EQUIVALENT DWELLING UNITS/ACRES 32
TOTAL RETAIL SQUARE FOOTAGE 1,500 sf
TOTAL OFFICE SQUARE FOOTAGE 0 sf
COMMERCIAL FAR (RETAIL AND OFFICE) 0.14
TOTAL NET PARKING SPACES REQUIRED 21
TOTAL STRUCTURED PARKING SPACES REQUIRED 0

MIXED-USE INFILL - RESIDENTIAL/RETAIL

15 Year Hold Period Average Unlevered -
Cash-on-Cash Rate of Return (ROE) **4.28%**
15 Year Hold Period Average Unlevered -
Internal Rate of Return (IRR) **3.35%**

TOTAL PROJECT COST - \$1,414,604



Three Story Mixed Use | Residential-Retail-Office

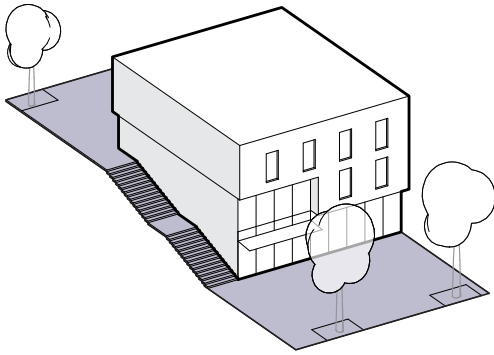
KEY INPUTS & ASSUMPTIONS

ACREAGE ACQUIRED 0.25 acres
AVERAGE GROSS DWELLING UNIT AREA (SF) 800 sf
PROPERTY ACQUISITION COST \$0
MF DEVELOPMENT COSTS \$529,333
RETAIL DEVELOPMENT COSTS \$216,825
OFFICE DEVELOPMENT COSTS \$255,200
TOTAL SURFACE PARKING COSTS \$60,550
DEVELOPER FEE \$53,095
HARD AND SOFT BUILDING COSTS \$1,001,358
TOTAL DWELLING UNITS 4 units
EQUIVALENT DWELLING UNITS/ACRES 16
TOTAL RETAIL SQUARE FOOTAGE 1,500 sf
TOTAL OFFICE SQUARE FOOTAGE 1,600 sf
COMMERCIAL FAR (RETAIL AND OFFICE) 0.28
TOTAL NET PARKING SPACES REQUIRED 17
TOTAL STRUCTURED PARKING SPACES REQUIRED 0

MIXED-USE INFILL - RESIDENTIAL/RETAIL

15 Year Hold Period Average Unlevered -
Cash-on-Cash Rate of Return (ROE) **4.76%**
15 Year Hold Period Average Unlevered -
Internal Rate of Return (IRR) **4.38%**

TOTAL PROJECT COST - \$1,115,004



Three Story Mixed Use | Residential-Office

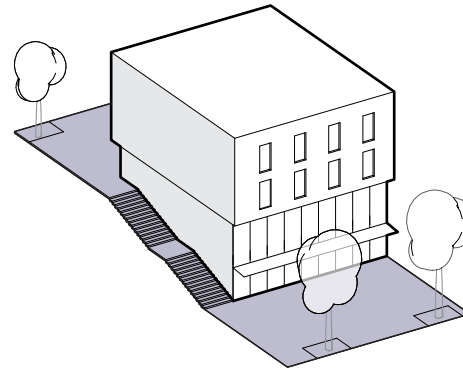
KEY INPUTS & ASSUMPTIONS

ACREAGE ACQUIRED 0.25 acres
 AVERAGE GROSS DWELLING UNIT AREA (SF) 800 sf
 PROPERTY ACQUISITION COST \$0
 MF DEVELOPMENT COSTS \$794,000
 RETAIL DEVELOPMENT COSTS \$0
 OFFICE DEVELOPMENT COSTS \$382,800
 TOTAL SURFACE PARKING COSTS \$67,200
 DEVELOPER FEE \$62,200
 HARD AND SOFT BUILDING COSTS \$1,176,800
 TOTAL DWELLING UNITS 6 units
 EQUIVALENT DWELLING UNITS/ACRES 24
 TOTAL RETAIL SQUARE FOOTAGE 0 sf
 TOTAL OFFICE SQUARE FOOTAGE 2,400 sf
 COMMERCIAL FAR (RETAIL AND OFFICE) 0.22
 TOTAL NET PARKING SPACES REQUIRED 19
 TOTAL STRUCTURED PARKING SPACES REQUIRED 0

MIXED-USE INFILL - RESIDENTIAL/RETAIL

15 Year Hold Period Average Unlevered -
 Cash-on-Cash Rate of Return (ROE) **3.53%**
 15 Year Hold Period Average Unlevered -
 Internal Rate of Return (IRR) **2.02%**

TOTAL PROJECT COST - \$1,306,200



Four Story Mixed Use | Residential-Retail-Office

KEY INPUTS & ASSUMPTIONS

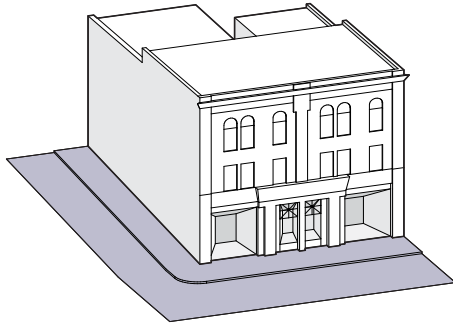
ACREAGE ACQUIRED 0.25 acres
 AVERAGE GROSS DWELLING UNIT AREA (SF) 800 sf
 PROPERTY ACQUISITION COST \$0
 MF DEVELOPMENT COSTS \$1,058,667
 RETAIL DEVELOPMENT COSTS \$216,825
 OFFICE DEVELOPMENT COSTS \$446,600
 TOTAL SURFACE PARKING COSTS \$101,150
 DEVELOPER FEE \$91,162
 HARD AND SOFT BUILDING COSTS \$1,722,092
 TOTAL DWELLING UNITS 8 units
 EQUIVALENT DWELLING UNITS/ACRES 32
 TOTAL RETAIL SQUARE FOOTAGE 1,500 sf
 TOTAL OFFICE SQUARE FOOTAGE 3,200 sf
 COMMERCIAL FAR (RETAIL AND OFFICE) 0.39
 TOTAL NET PARKING SPACES REQUIRED 29
 TOTAL STRUCTURED PARKING SPACES REQUIRED 0

MIXED-USE INFILL - RESIDENTIAL/RETAIL

15 Year Hold Period Average Unlevered -
 Cash-on-Cash Rate of Return (ROE) **4.76%**
 15 Year Hold Period Average Unlevered -
 Internal Rate of Return (IRR) **3.98%**

TOTAL PROJECT COST - \$1,914,404

CENTRE OF OPPORTUNITY



Two Story Mixed Use | Residential-Retail Rehab

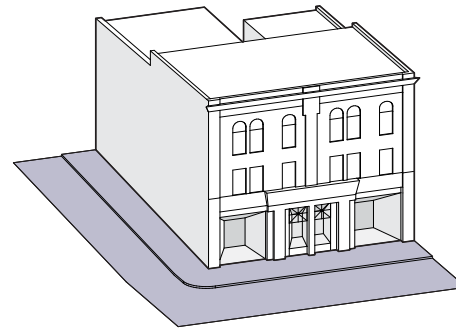
KEY INPUTS & ASSUMPTIONS

ACREAGE ACQUIRED 0.1 acres
AVERAGE GROSS DWELLING UNIT AREA (SF) 800 sf
PROPERTY ACQUISITION COST \$0
MF DEVELOPMENT COSTS \$1,392,000
RETAIL DEVELOPMENT COSTS \$44,100
OFFICE DEVELOPMENT COSTS \$0
TOTAL SURFACE PARKING COSTS \$54,600
DEVELOPER FEE \$74,535
HARD AND SOFT BUILDING COSTS \$1,436,100
TOTAL DWELLING UNITS 6 units
EQUIVALENT DWELLING UNITS/ACRES 32
TOTAL RETAIL SQUARE FOOTAGE 1,200 sf
TOTAL OFFICE SQUARE FOOTAGE 0 sf
COMMERCIAL FAR (RETAIL AND OFFICE) 0.39
TOTAL NET PARKING SPACES REQUIRED 29
TOTAL STRUCTURED PARKING SPACES REQUIRED 0

MIXED-USE INFILL - RESIDENTIAL/RETAIL

15 Year Hold Period Average Unlevered -
Cash-on-Cash Rate of Return (ROE) **2.77%**
15 Year Hold Period Average Unlevered -
Internal Rate of Return (IRR) **0.17%**

TOTAL PROJECT COST - \$1,914,404



Three Story Mixed Use | Residential-Retail Rehab

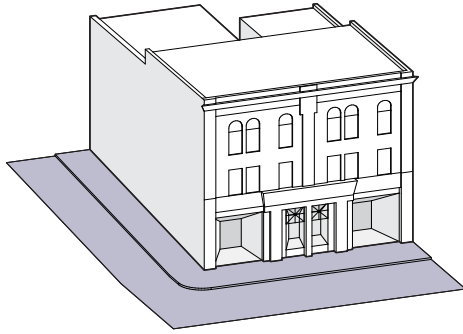
KEY INPUTS & ASSUMPTIONS

ACREAGE ACQUIRED 0.1 acres
AVERAGE GROSS DWELLING UNIT AREA (SF) 800 sf
PROPERTY ACQUISITION COST \$0
MF DEVELOPMENT COSTS \$2,784,000
RETAIL DEVELOPMENT COSTS \$44,100
OFFICE DEVELOPMENT COSTS \$0
TOTAL SURFACE PARKING COSTS \$96,600
DEVELOPER FEE \$146,235
HARD AND SOFT BUILDING COSTS \$2,828,100
TOTAL DWELLING UNITS 12 units
EQUIVALENT DWELLING UNITS/ACRES 122
TOTAL RETAIL SQUARE FOOTAGE 1,200 sf
TOTAL OFFICE SQUARE FOOTAGE 0 sf
COMMERCIAL FAR (RETAIL AND OFFICE) 0.28
TOTAL NET PARKING SPACES REQUIRED 28
TOTAL STRUCTURED PARKING SPACES REQUIRED 0

MIXED-USE INFILL - RESIDENTIAL/RETAIL

15 Year Hold Period Average Unlevered -
Cash-on-Cash Rate of Return (ROE) **2.60%**
15 Year Hold Period Average Unlevered -
Internal Rate of Return (IRR) **(1.11)%**

TOTAL PROJECT COST - \$3,070,935



Three Story Mixed Use | Residential-Retail-Office Rehab

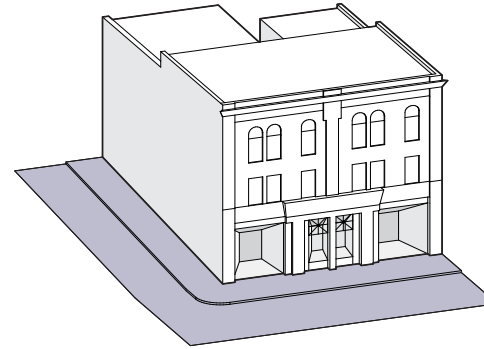
KEY INPUTS & ASSUMPTIONS

ACREAGE ACQUIRED 0.1 acres
 AVERAGE GROSS DWELLING UNIT AREA (SF) 800 sf
 PROPERTY ACQUISITION COST \$0
 MF DEVELOPMENT COSTS \$1,392,000
 RETAIL DEVELOPMENT COSTS \$44,100
 OFFICE DEVELOPMENT COSTS \$73,500
 TOTAL SURFACE PARKING COSTS \$67,200
 DEVELOPER FEE \$78,840
 HARD AND SOFT BUILDING COSTS \$1,509,600
 TOTAL DWELLING UNITS 6 units
 EQUIVALENT DWELLING UNITS/ACRES 60
 TOTAL RETAIL SQUARE FOOTAGE 1,200 sf
 TOTAL OFFICE SQUARE FOOTAGE 1,200 sf
 COMMERCIAL FAR (RETAIL AND OFFICE) 0.55
 TOTAL NET PARKING SPACES REQUIRED 19
 TOTAL STRUCTURED PARKING SPACES REQUIRED 0

MIXED-USE INFILL - RESIDENTIAL/RETAIL

15 Year Hold Period Average Unlevered -
 Cash-on-Cash Rate of Return (ROE) **3.36%**
 15 Year Hold Period Average Unlevered -
 Internal Rate of Return (IRR) **1.37%**

TOTAL PROJECT COST - \$1,655,640



Three Story Mixed Use | Office Rehab

KEY INPUTS & ASSUMPTIONS

ACREAGE ACQUIRED 0.1 acres
 AVERAGE GROSS DWELLING UNIT AREA (SF) 0 sf
 PROPERTY ACQUISITION COST \$0
 MF DEVELOPMENT COSTS \$0
 RETAIL DEVELOPMENT COSTS \$0
 OFFICE DEVELOPMENT COSTS \$220,500
 TOTAL SURFACE PARKING COSTS \$37,800
 DEVELOPER FEE \$12,915
 HARD AND SOFT BUILDING COSTS \$220,500
 TOTAL DWELLING UNITS 0 units
 EQUIVALENT DWELLING UNITS/ACRES 0
 TOTAL RETAIL SQUARE FOOTAGE 0 sf
 TOTAL OFFICE SQUARE FOOTAGE 3,600 sf
 COMMERCIAL FAR (RETAIL AND OFFICE) 0.55
 TOTAL NET PARKING SPACES REQUIRED 19
 TOTAL STRUCTURED PARKING SPACES REQUIRED 0

MIXED-USE INFILL - RESIDENTIAL/RETAIL

15 Year Hold Period Average Unlevered -
 Cash-on-Cash Rate of Return (ROE) **8.05%**
 15 Year Hold Period Average Unlevered -
 Internal Rate of Return (IRR) **9.29%**

TOTAL PROJECT COST - \$271,215

ARE YOU IN?

Below are a few ways that **YOU** can anchor and activate the corridor. Help us get started, and suggest a Hill District-based organization you are involved with to help initiate and lead this endeavor!

START A DANCE STUDIO!

CREATE A TOUR!

START AN AFTER SCHOOL PROGRAM!

CREATE AN INSTALLATION!

OPEN A BUSINESS!

OPEN A SHOP!

PUT ON A PERFORMANCE!

ORGANIZE AN EVENT!

ORGANIZE A FESTIVAL!

PLANT A GARDEN!

START A RESTAURANT!

INITIATE A CATALYTIC PROJECT!

ESTABLISH HERITAGE WALK/TRAIL LOCATIONS!

PROGRAM A VACANT LOT!

HOST A COMMUNITY AUTO-REPAIR WORKSHOP!

CALL TO ACTION!!

We urge you to join us and seize this opportunity to advance the Centre Avenue Redevelopment and Design Plan. To reach our goals on Centre Avenue, we will:

Reinforce the Hill District vision in your business goals and activities

Learn about city-wide initiatives that support our catalytic projects

Strategically partner with people and organizations who build our sense of community

Participate in visioning for aspirational and innovative projects

Think outside the box and have fun with activation strategies in the plan

Collaborate with Hill District organizations in support of the Centre Avenue Redevelopment and Design Plan

SUBSCRIBE TODAY!

hilldistrict.org/centreave

Or email

CENTRE_AVE_UPDATES to
info@hilldistrict.org

for Centre Avenue Redevelopment and Design updates, community organizing and calls-to-action.

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