

# Centre Heldman Plaza

## *A community update*



Good Afternoon,

Despite the current circumstances due to COVID-19, the URA is working diligently to keep stakeholders and the public up to date with the current status of the Centre Heldman Plaza, the location of the former Shop 'n Save. The URA has short-term, medium-term, and long-term plans for the site.

A description for each is below.



### Short-term: Maintain food access, lease vacant storefronts in the plaza

The URA has arranged for a small Green Grocer to operate at the Centre Heldman Plaza. This will maintain residents' access to fresh food in the Hill District. \*Note that this Green Grocer market is currently suspended through Friday, April 3.

The URA is looking to lease the vacant spaces in the plaza. To understand the types of businesses interested in locating there, the URA issued a Request for Interested Tenants (RFI) on March 2, 2020. Interested tenants are being asked to fill out a short online form for the URA. Those who respond to the RFI will be expected to present their ideas for the space at a community meeting for feedback. Responses to the RFI are due on April 1, 2020 at Noon ET.

To date, the URA has held two site tours and frequently answers questions about the site. Another site tour was scheduled for Saturday, 3/21. Due to COVID-19, the URA cancelled this tour and will be working to send photos of the space to those interested in leasing. If you are interested in leasing space at the Centre Heldman Plaza and would like to receive photos of the space, please email [propertyquestions@ura.org](mailto:propertyquestions@ura.org).

For more information on the Centre Heldman RFI, please visit:  
<https://www.ura.org/proposals/centre-heldman-rfi>

### Medium-term: Look for a grocery tenant

The URA has contacted several large-scale grocers operating in the Pittsburgh area about the vacant Shop 'n Save site. There will be a community engagement process to vet any potential grocery store operators who may be interested in moving into the Plaza. This community process will be done in tandem with the Hill CDC's Development Review Panel (DRP). No decision will be made without community input.

### Long-term: Engage the community to develop a site activation plan for the Plaza

The Centre Heldman Plaza is a large site with a strategic location in the Hill District. To better understand the community's desires for the site, the Department of City Planning and the URA are undertaking a site activation plan for the Plaza.



This site activation plan and the community engagement surrounding it will be part of the Greater Hill Master Plan update. The Master Plan was originally completed in 2011 and has served as the neighborhood's comprehensive plan since that time. It contains separate sections on real estate, housing, commercial development, green space, and community needs. The 2020 update will revisit some sections of the plan and engage the community to create a complementary site activation plan for Centre Heldman Plaza.

The primary objectives of the site activation plan are to:

- Establish guiding principles for any potential redevelopment of the plaza
- Evaluate redevelopment options for the Centre Heldman Plaza
- Study how to make businesses at the Centre Heldman Plaza financially feasible
- Determine if the layout of the shopping center could be changed
- Collect ideas and visions from the community
- Develop ideas on how to create opportunities for local, minority, women, and disadvantaged businesses
- Study how this site can help revitalize Centre Avenue and build on its African American cultural legacy
- Make recommendations on how to create these opportunities without displacement
- Tie these findings into the current market in the greater Hill District

The Hill District Master Plan update will have a significant community engagement process, where community members can speak directly with City Planning and the URA about what they would like to see at the Centre Heldman site. This will include a mix of in-person meetings, smaller stakeholder meetings, a website, and other community engagement tools. Hill CDC and other community stakeholders will be involved at every step of the Plan update. The responses to the RFI will also guide the site activation plan, as the community will be able to see what types of businesses are interested.

---

## Schedule:

The process to work with the Hill District community to update and adopt the Master Plan will be led by the Department of City Planning in partnership with a number of public agencies and nonprofits including the Department of Mobility and Infrastructure, the Port Authority of Allegheny County, the Pittsburgh Water and Sewer Authority, the Green Building Alliance, and the URA. Consultants with expertise in economic development, urban design, and transportation planning will be hired to support this effort.

The URA is currently in the process of hiring consultants and expects to hire in May or June of 2020. Work on the Master Plan update and site activation plan will begin in June or July of 2020. There will be community engagement to seek input on the Master Plan and site activation plan beginning in July or August of 2020 and stretching into the fall and winter.

Exact dates of community meetings and other engagement opportunities will be announced in future updates from the URA.

The community's input and final site activation plan will be incorporated into the URA's other projects on Centre Avenue, including the historic New Granada Theater. The URA will also work with the Hill CDC to incorporate their work on the Commercial Revitalization Task Force.

## Signed,

**Bethany Davidson**  
Asset Manager

412.255.6570  
[bdavidson@ura.org](mailto:bdavidson@ura.org)

**Julie Edwards**  
Outreach Manager

412.255.6680  
[jedwards@ura.org](mailto:jedwards@ura.org)

**Shantalaya Mathews**  
Project Development Specialist

412.255.6576  
[smathews@ura.org](mailto:smathews@ura.org)



**Urban  
Redevelopment  
Authority  
of Pittsburgh**