

# Avenues of Hope

## City of Pittsburgh, Pennsylvania

ura.org



### What is Avenues of Hope?

Avenues of Hope is a place-based, people-first approach to neighborhood revitalization that intervenes across all layers of successful, healthy and sustainable Main Street development.

Through this initiative, the URA will reprioritize current resources and actively fundraise new dollars for investment in the seven Avenues of Hope corridors in Pittsburgh communities.

**Pittsburgh Avenues of Hope will be:**

- Black-owned
- Centers of Black arts and culture
- Mixed-use, transit-oriented, and pedestrian- and multimodal-friendly built environments
- Healthy communities supported by education, health care, senior care, recreation, and human supportive services

### How will it be implemented?

The goal of this initiative is to support equitable development of Pittsburgh's minority communities and businesses. To do this, the URA, City of Pittsburgh and partners will use a place- and people-based approach:

#### PLACE

- Wealth building through real estate development and ownership
- Public space improvements
- Preservation of affordable housing

#### PEOPLE

- Entrepreneurial support
- Micro-lending
- Minority business recovery and growth



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### Where are the avenues?

There are seven Avenues of Hope. Note that the initiative has three phases, outlined below, which are happening simultaneously. Though the phases are all occurring simultaneously, each avenue will be in different stages of development depending on previous and active efforts in those neighborhoods.

#### EARLY ACTIVATION PHASE:

Data collection, community engagement, and strategy development

- Chartiers Avenue/ Sheraden
- Perrysville Avenue

#### EXPANSION PHASE:

Building on current investments and existing community plans

- Homewood Avenue
- Warrington Avenue
- Irvine Street, also known as Second Avenue

#### IMPLEMENTATION PHASE:

##### ACTIVE

- Larimer Avenue
- Centre Avenue

### How were the avenues selected?

The various Avenues in the City of Pittsburgh were selected as focus areas based on the following criteria:

- Low investment
- Underutilized Main Streets
- Black communities
- Geographically disbursed communities/districts

### What are the next steps?

Be on the lookout for additional information in 2021. Updates will be posted to:

[www.ura.org/pages/avenues-of-hope](http://www.ura.org/pages/avenues-of-hope)

### Questions?

Contact Aster Teclay, Avenues of Hope project manager, at [ateclay@ura.org](mailto:ateclay@ura.org).

Stay connected: [@urapgh](https://twitter.com/urapgh)

