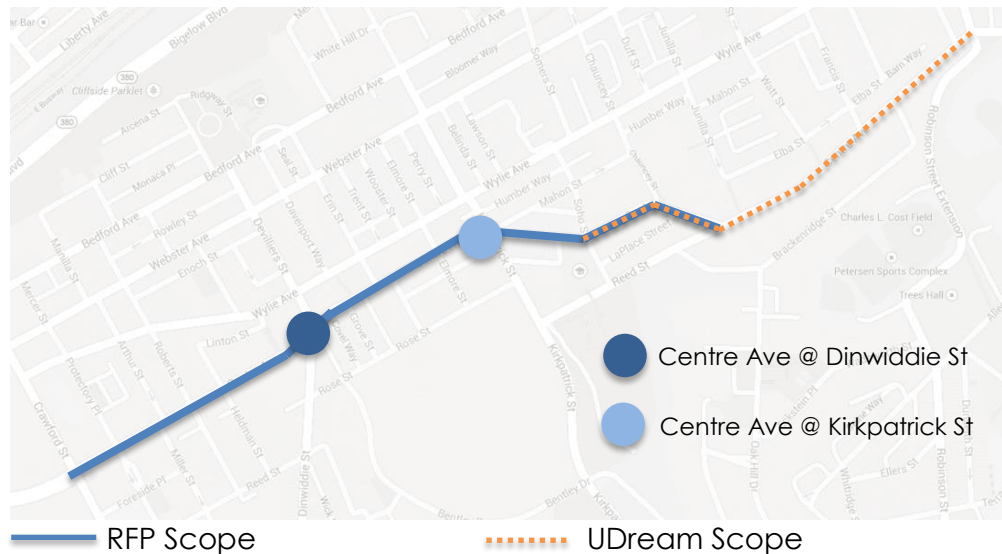




# Centre Avenue Corridor

Over the last year, the Hill CDC has begun advancing the Centre Ave urban design proposal within the Greater Hill District Master Plan. Centre Ave, the main business district, should reflect the shared values and culture of the community. Hill District residents, business owners and stakeholders all share in the vision and continued investment of Centre Ave. The Hill CDC, with community partners, is currently positioning the Hill District community for the redevelopment of the Centre Ave corridor!



## Design Grant & Redevelopment and Design RFP

In late 2013, the Hill CDC received a design grant from the Design Center of Pittsburgh to further redevelop and design Centre Ave from Crawford Street to Reed Street (see figure above). In May 2014, catalyzed by funding from the Design Center, the Hill CDC issued a *Request for Proposals (RFP)* to consultants for a multi-faceted *Redevelopment and Design Plan* for the Centre Avenue corridor. The *Redevelopment and Design Plan* will advance the Greater Hill District Master Plan, and will include community input, market data analysis, place-making, façade and streetscape design and a keen focus on defining the unique cultural identity of the Hill District's commercial corridor. A Steering Committee of Hill District residents, business owners, and stakeholders convened to direct the RFP process, establish project goals, and select the Redevelopment and Design consultant to reflect the community's values and culture.

## UDream: Connecting Centre Ave beyond Reed Street

UDream (Urban Design Regional Employment Action for Minorities), an affiliated urban design program of Carnegie Mellon University's Remaking Cities Institute, is extended as a technical partner for the Hill CDC, who recognizes that there must be a continuity of vision that extends beyond Reed Street. The target area for this project is the portion of Centre Avenue from Soho Street to Herron Avenue (see figure above). Over a five week period, participants of the UDream program and an UDream alum, who works directly with the Hill CDC, worked closely to gather the initial analysis further along Centre Ave; which will feed into the *Centre Avenue Redevelopment and Design Plan*. The analysis included community engagement and filtered feasible design strategies for the long-term planning and development.

## EvolveEA: Redevelopment and Design Consultant

In July 2014, after careful deliberation of various firms, the Steering Committee selected [EvolveEA](#), who offered a strong plan of action to further the unique development opportunity of Centre Ave. EvolveEA addressed many of the community's concerns in their presentation; and also has a UDream participant, Ashley Cox, as a member of the project team. To formulate a *Redevelopment and Design Plan*, EvolveEA's process will require ample community engagement and incite in-depth community-participation along with continued involvement with the Steering Committee. The Hill CDC anticipates the redevelopment and design process to be completed in early 2015

## How Do We Plan to Make *Centre Ave* a Special Destination?

Partners:



Contact the Hill CDC for more information on the Centre Avenue Corridor Redevelopment and Design Plan and process.