

a redevelopment design plan for the

# CENTRE AVENUE CORRIDOR

A FUTURE YET TO BE WRITTEN

## COMMUNITY MEETING

16 SEPT 2014   evolveEA

A PROJECT OF THE DESIGN CENTER

*Funding for this project was provided (in part) by the Design Center through the Design Fund program, which offers grants and technical support to procure and effectively utilize design and planning services for community benefit.*



# OUR TEAM

## CENTRE AVENUE CORRIDOR

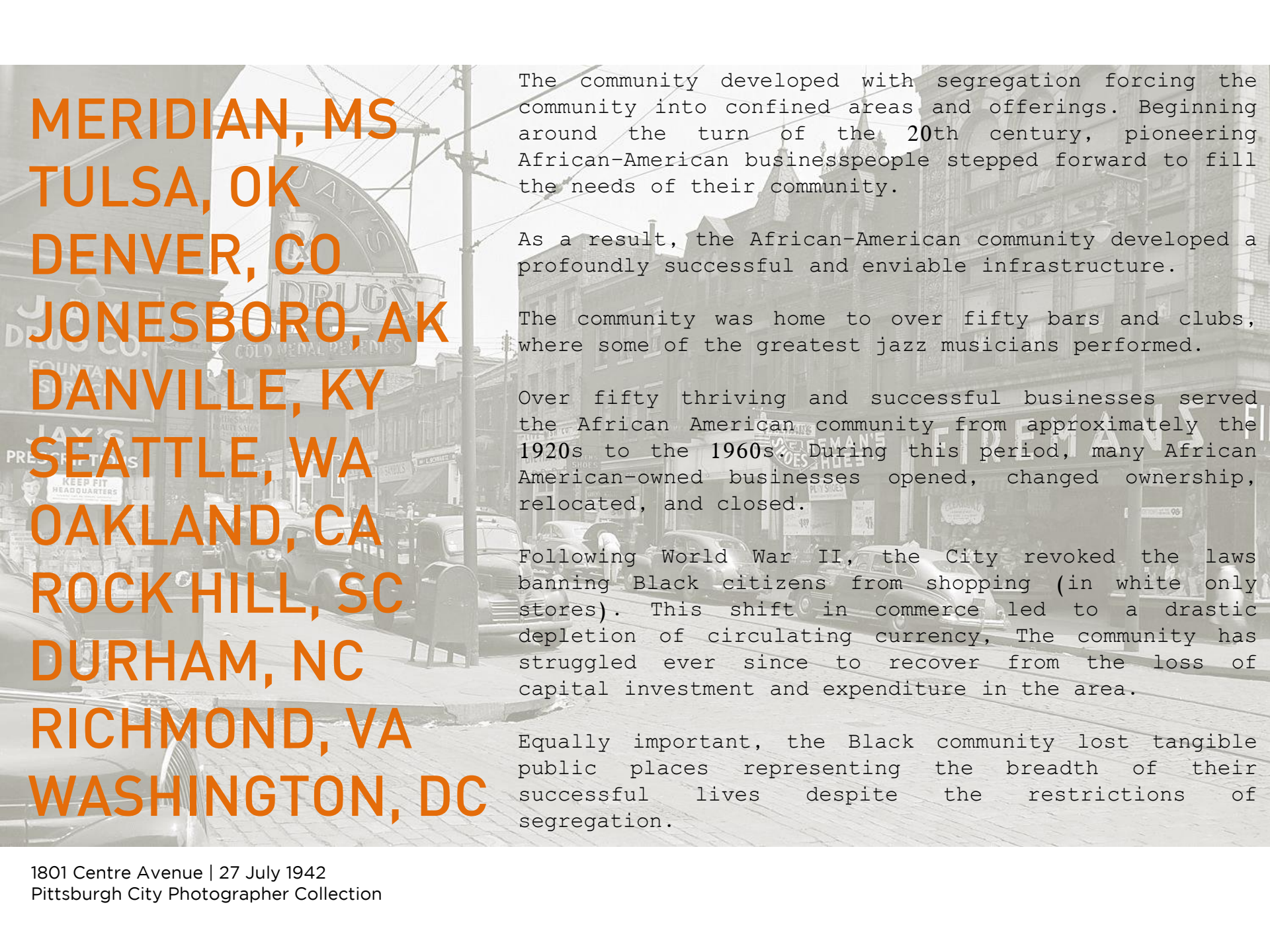
### STEERING COMMITTEE

FRIENDS OF THE LIBRARY  
PITTSBURGH HOUSING AUTHORITY  
URBAN INNOVATION 21  
YMCA  
HILL DISTRICT MINISTER'S ALLIANCE  
HILL HOUSE ASSOCIATION  
LOCAL BUSINESS OWNER  
NEW HILL DISTRICT BUSINESS ASSOCIATION  
HILL CDC  
DISTRICT 6 COUNCILMAN  
LOWER HILL WORKING GROUP  
PLANNING DEPARTMENT  
HILL CDC  
URBAN REDEVELOPMENT AUTHORITY  
MAYOR'S OFFICE  
HILL DISTRICT CONSENSUS GROUP  
STATE REPRESENTATIVE  
DISTRICT 6 CHIEF OF STAFF  
UJAMAA COLLECTIVE



1801 Centre Avenue | 27 July 1942  
Pittsburgh City Photographer Collection





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 businesspeople stepped forward to fill the needs of their community.

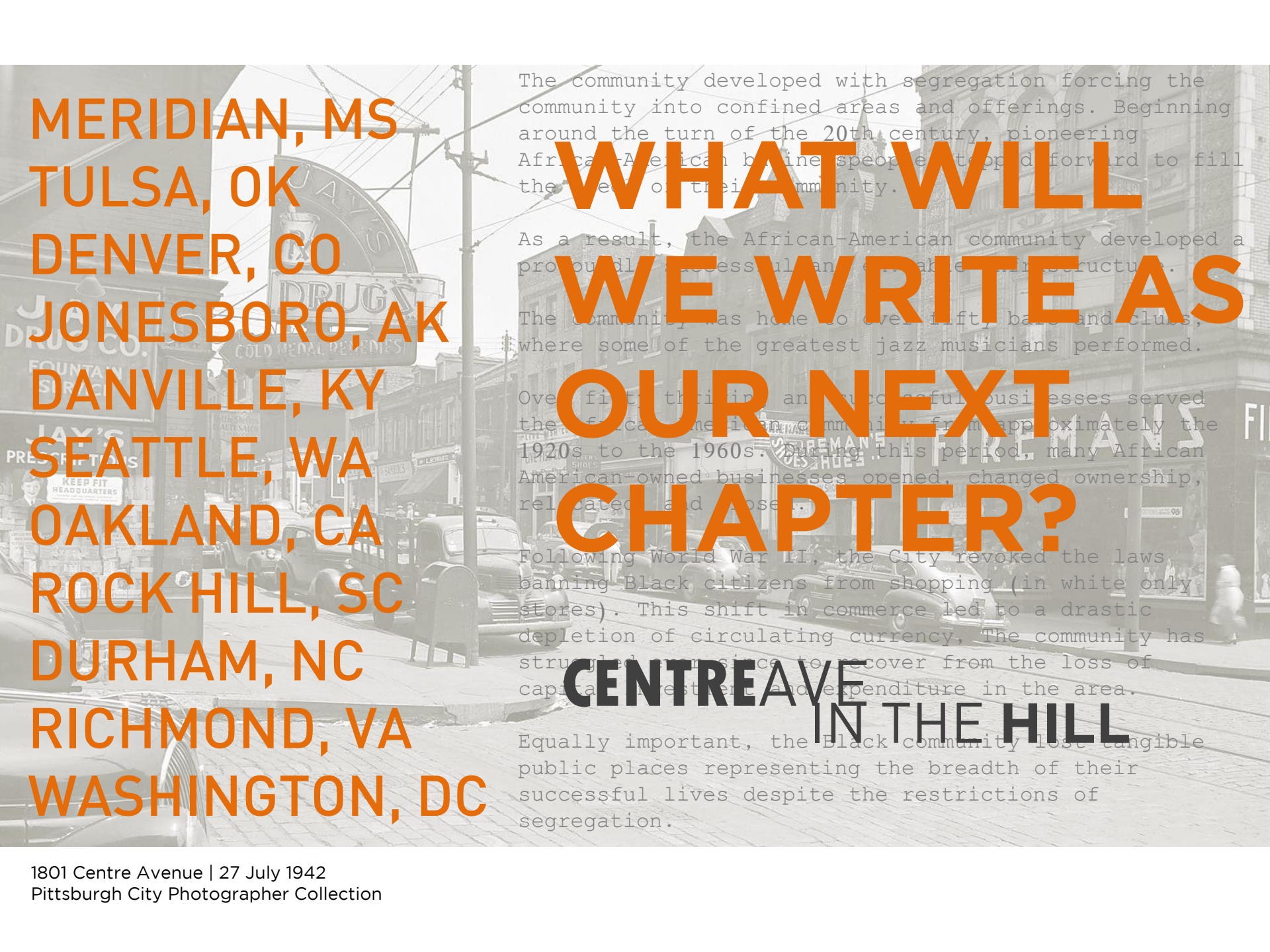
As a result, the African-American community developed a profoundly successful and enviable infrastructure.

The community was home to over fifty bars and clubs, where some of the greatest jazz musicians performed.

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.

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.

Equally important, the Black community lost tangible public places representing the breadth of their successful lives despite the restrictions of segregation.



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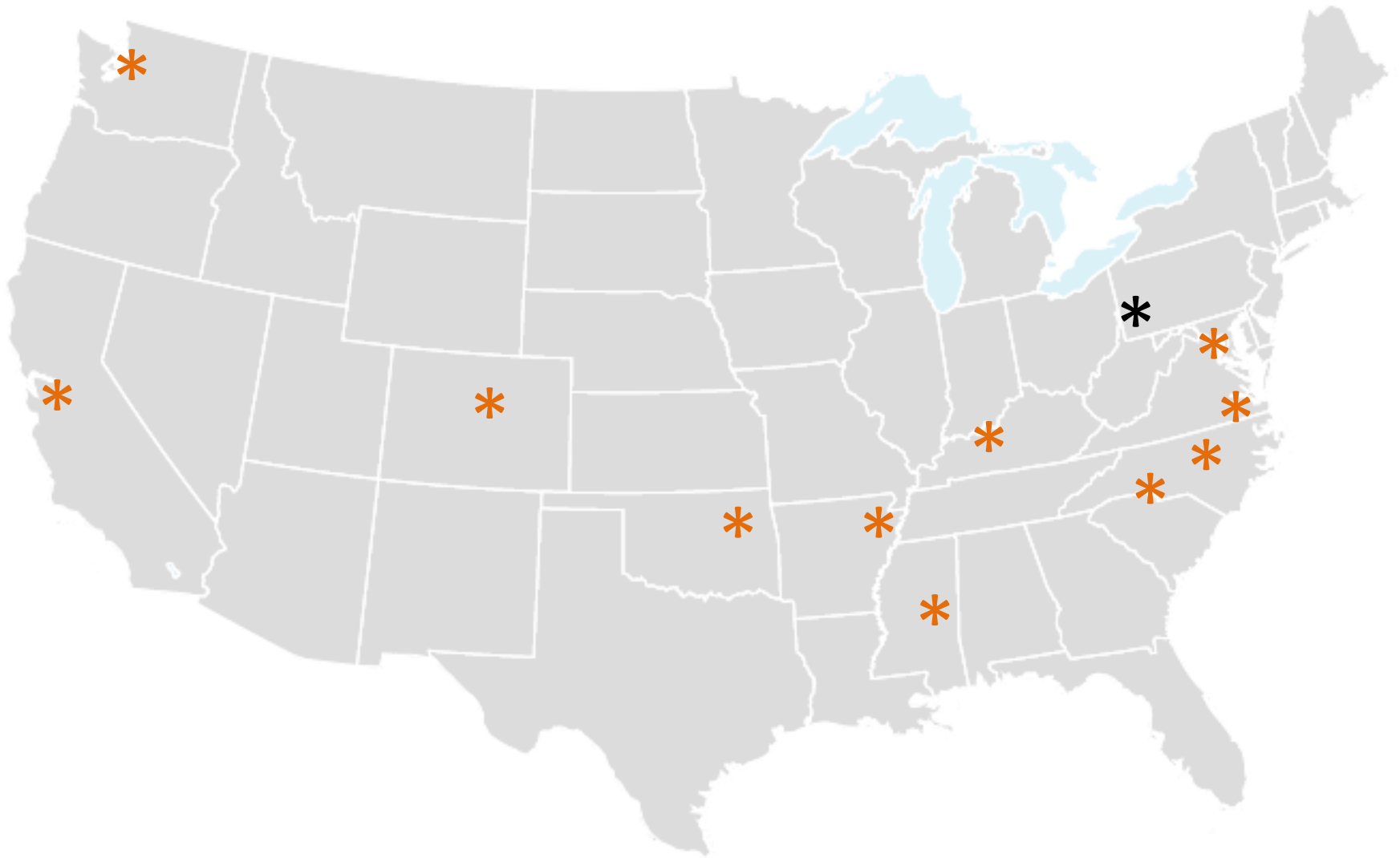
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# WHAT WILL WE WRITE AS OUR NEXT CHAPTER? CENTRE IN THE HILL



We want to know about the best...



How can WE be the best?



WHAT WOULD YOU  
COME TO DO

\*  
ON CENTRE  
AVE

WE  
**EXCHANGE**

IDEAS  
RESOURCES  
GOODS  
SERVICES

THE EXISTING MARKET IS NOT ENOUGH TO FILL THE AVENUE

EXCHANGE REQUIRES **RESOURCES**

HOW DO WE  
**BROADEN**  
**THE APPEAL**  
OF CENTRE AVE



WHAT CAN WE **EXCHANGE?**



# OUR FOCUS

## CENTRE AVENUE CORRIDOR

From Dinwiddie to Reed, create a redevelopment design plan

### PLACEMAKING

**Guidelines** for streetscape and development.

### IDENTITY

Craft an authentic and unique **identity** that creates a competitive advantage.

### ACTIVATION

Identify a **plan of action**.

# OUR PROCESS

## CENTRE AVENUE CORRIDOR

UNDERSTAND

**1 ASSETS AND ASPIRATIONS**  
16 SEPTEMBER 2014

DEVELOP

**2 A TOOLKIT OF STRATEGIES & IDEAS**  
28 OCTOBER 2014

CREATE

**3 SCENARIOS FOR OUR FUTURE  
& PATHS TO IMPLEMENTATION**  
4 DECEMBER 2014

# ACTIVITIES ASSETS & ASPIRATIONS

## CENTRE AVE

The Centre Avenue Corridor Redevelopment Plan is a chance for the community to write the next chapter in the Hill District's rich and storied history. Help evolveEA imagine a vision for the future of Centre Ave!

Funding for this project was provided (in part) by the Design Center through the Design Fund program, which offers grants and technical support to procure and effectively utilize design and planning services for community benefit.

Visit each station and return this brochure for a chance to win!

- ☐ 1. COME TO CENTRE AVE!  
*[evolveEA - photo]*
- ☐ 2. COMMUNITY ASSETS  
*[evolveEA - street elevations]*
- ☐ 3. UDREAM STATIONS  
*Stop & Stay Spaces*  
*DREAM Units*  
*Artist Housing*  
*Authentic Replication*  
*Pocket Housing & Micro-Units*

NAME:  
EMAIL:  
PHONE:

## STATION ONE

Fill out a sheet and tell us your vision for the future of Centre Ave!

[It's 2020...]   
What would **YOU** come to **DO** on  
**CENTRE AVE?**



## STATION TWO

Fill out the post-its and place them on the elevations!

Places that are important to  
**ME**

Places that are important to the  
**COMMUNITY**

Places that could be  
**IMPROVED**





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# KEEP IN TOUCH!!!



CONNECT WITH US ON MINDMIXER

*CENTRE EXCHANGE*

*CELEBRATE CENTRE AVE*

***CENTRE FLOW***