a redevelopment design plan for the CENTRE AVENUE CORRIDOR

22 January 2015  Community Meeting | evolveEA
WHAT WOULD YOU DO?
COME TO
ON CENTRE AVE

WE EXCHANGE
IDEAS
RESOURCES
GOODS
SERVICES
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
JANUARY 2015
PHYSICAL & FUNCTIONAL ASSETS
MAPPING EXISTING & DESIRED
IMPORTANT TO ME
IMPORTANT TO COMMUNITY
NEEDS TO BE IMPROVED

SEEING WHAT WE THINK CENTRE AVE
PLACES THAT ARE IMPORTANT TO ME

SUPPORT FOR EXISTING COMMUNITY ANCHORS

INTEREST IN COMMUNITY FOCUSED GREENSPACE

EXCITEMENT FOR EXPECTED IMPROVEMENTS

COMMUNITY ASSETS FUTURE DESIRES HISTORIC PRESERVATION
EXCITEMENT FOR EXPECTED IMPROVEMENTS

SUPPORT FOR EXISTING COMMUNITY ANCHORS

INTEREST IN COMMUNITY FOCUSED GREENSPACE

EXCITEMENT FOR EXPECTED IMPROVEMENTS

ANCHORS INSTITUTIONS ARE SUPPORTED

INTEREST IN COMMUNITY FOCUSED GREENSPACE

MAINTAIN HISTORIC LOOK AND FEEL

LACK OF CURRENT ACTIVITY = LOW ACCEPTANCE

LESS DESIRED USES AND VACANCY

INTEREST IN COMMUNITY FOCUSED GREENSPACE

MAINTAIN HISTORIC INTEGRITY
EXCITEMENT FOR EXPECTED IMPROVEMENTS

SUPPORT FOR EXISTING COMMUNITY ANCHORS

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ANCHORS INSTITUTIONS ARE SUPPORTED

INTEREST IN COMMUNITY FOCUSED GREENSPACE

MAINTAIN HISTORIC INTEGRITY

LESS DESIRED USES AND VACANCY
### RETAIL & BUSINESSES
- Bookstore
- Health Services [Dentist, Urgent Care Facility, Pharmacy, etc.]
- Daycare
- Clothing Boutique
- Hotel
- Office Space
- Flea Market
- Bodega
- Jitney Stand
- Staple Shops & Services [Laundromat, Home Improvement Store, Shoe Store, etc.]
- Business Incubator
- Pop-Up Shops
- Tax Abatement for Small Businesses
- Temporary or Pop-Up Markets
- Zipline to Downtown
- Skating the Hills Racing Event
- Centre Ave Scavenger Hunt
- Targeted Business Recruitment
- Balance of Local & National Businesses
- Assistance for Small Businesses

### FOOD & CULTURE
- Upscale Restaurant
- Soul Food Restaurant
- Family Friendly Restaurant
- International Cuisine Cluster
- Fresh Food Market
- Coffee Shop
- Ice Cream/Candy Store
- Bakery
- Cafe

### ENTERTAINMENT
- Dance Club
- Movie Theater
- Jazz Club
- Performance Venue [Art, Music, Plays, etc.]
- Comedy Club
- Bars

### ARTS & CULTURE
- Hill District History Tour
- Arts Flex Space
- Public Art
- Art Gallery
- Youth Arts Education
- Hill District History Museum

### COMMUNITY & FAMILY
- 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

### RECREATION & GREENSPACE
- Parks
- Urban Hiking Trail
- Recreational Events
- Bike Rentals
- Community Garden/Edible Park
- Ice Skating/Roller Skating Rink
- Bowling Alley
- Outdoor Yoga

### STREETSCAPE
- 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
We would come to Centre Ave to...

Existing residents prioritize retail & business, entertainment & culture, recreation & greenspace.

Younger residents might create a culture around entertainment & arts.

- Retail & Business: 39
- Food & Culture: 10
- Entertainment: 25
- Arts & Culture: 40
- Community & Family: 75
- Recreation & Green Streetscape: 10
What three items should the article about Centre Avenue focus on?
PROJECTION
Makes reference to time
(past, present, future)

PROCEDURE
Provides specific suggestions
for improvement

REVIVAL
Highlights areas of interest to
the community

“Hill District Rebirth - Pittsburgh’s Rich History Propels New Vitality”

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

“The Rebirth of Crossroads of the Center of the World”

“The Crawford Grill is Alive!!”

“Hill Renaissance: Jazz Alive Again!”

“The Hill Upon a City: Centre Ave and Wylie Corridor Thriving Once Again!”

“Hill District Ziplines Into the Future”

“Pittsburgh’s Centre Ave Corridor - A Vision of Tomorrow”

“The Rich History of Centre Ave, ‘City in the City’”

“Hill District, Coming Soon with New Redevelopment, Housing, and Recreational Center for All Ages”
EXAMINING

PHYSICAL & FUNCTIONAL ASSETS
USES & QUALITIES
IDENTITY

DISTRICT/CENTER

ANCHORS CULTURAL INSTITUTIONS AND HEALTH

IDENTITY ARCHITECTURAL, CULTURAL, & INSTITUTIONAL LANDMARKS

INCOME DIVERSE, BUYING POWER AUGMENTED BY REGIONAL VISITORS

BUSINESS TYPES NATIONAL

CAPTIVE COMMUNITIES HEALTH CARE

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

CORRIDOR/DISTRICT

ANCHORS RESTAURANTS AND 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
SCENARIOS
IMAGINING THE FUTURE OF CENTRE AVENUE

8,923 people

4,374 housing units

$37,725,773 retail gap
Centre and Wylie & Centre and Herron
ADJACENT COMMUNITIES

1. Lower Hill Redevelopment
2. Uptown
INTERIOR GROWTH

1. Lower Hill Redevelopment
2. Uptown
3. Downtown
4. Oakland
5. Middle Hill New Housing
USE

REGION
geography

LOW
frequency

HIGH
frequency

LOCAL
geography
ADJACENT COMMUNITIES

1. Lower Hill Redevelopment
2. Uptown
ADJACENT + REGIONAL COMMUNITIES

1. Lower Hill Redevelopment
2. Uptown
3. Downtown
4. Oakland
INTERIOR GROWTH

1. Lower Hill Redevelopment
2. Uptown
3. Downtown
4. Oakland
5. Middle Hill New Housing
**WELCOME (HOME) ARTS & ENTERTAINMENT DISTRICT**
Centre Avenue & Dineen Drive to Kirkpatrick

This district is the front door of the Hill, triangulating with the growing markets in the Lower Hill and Uptown. It is a place where former residents might enjoy the renaissance of cultural assets and where newcomers find new and unique attractions.

**Strong Invitational Identity** is informed by legacy and contemporary arts and entertainment amenities.

**Emphasis** is on the regional scale, and should relate unique cultural destinations with neighboring local enterprises.

The area will attract visitors from growing adjacent districts (Lower Hill and Uptown/City) with complimentary uses.

**STAY A WHILE CIVIC DISTRICT**
Centre Avenue & Kirkpatrick Street to Reed

The intimate, historic feel of this district creates opportunities for a neighborhood serving local neighborhood commercial district. It is a place where small businesses is intimately connected to the street and where entrepreneurial spirit is part of the flow.

Key heritage buildings and small scale give a unique historic identity and should be developed to allow for lower cost occupancy and potential for small business incubation and growth.

People come here to connect with neighborhood institutions and amenities, including green space networks, schools, recreation, health, social services, as well as locally serving businesses.

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**RETAIL & BUSINESS CENTER**
Strengthens existing retail and business facilities, adding retail and Class A office space. Cluster uses to create activity modes.

**Catalytic project:** Shopping Center

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**COMMERCIAL INFILL**
Vacant lot parcels average 10,000 sq ft and are aggregated for development of multi-family, mixed-use structures.

**All developments should have first floor activity.**

**Upper floors can be residential or commercial.**

**Parking can be aggregated south of Centre.**

**Creating secondary access parallel to Centre will be a challenge.**

**Greenways and infrastructure are important.**

**Integrate into Addition Terrace grid.**

**Catalytic project: parking infrastructure.**

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**CIVIC CENTER**
District is defined by porosities and recreation of heritage structures. First floors have commercial and mixed-use, with an emphasis on small business and an incubator concept.

**Large social properties, potential opportunities for multi-use residential and/ or market rate residential.**

**Civic features such as the police station or social services may be located here.**

**Connections to the greenspace and recreation are here.**

**Catalytic project: ongoing restoration, Central Baptist pavilion.**

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**CENTRE-REEF DISTRICT**
This area of Centre Ave has a weak edge to the east but may develop based on the future plans for the River Avenue corridor. It has little pedestrian traffic and has some parcels suitable for destination offices, including churches, gas stations, etc. Scarcity for development includes:

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**RECREATION DISTRICT**
If an attractive regional amenity at Kenwood Park一处 such as an ice rink could bring in financial resources, small businesses might pop up to support and serve the facility.
WELCOME (HOME) ARTS & ENTERTAINMENT DISTRICT

Centre Avenue & Dinwiddie Street to Kirkpatrick

This district is the front door of the Hill, triangulating with the growing markets in the Lower Hill and Uptown. It is a place where former residents might enjoy the renaissance of cultural assets and where newcomers find new and unique attractions.

Strong invitational identity is informed by legacy and contemporary arts and entertainment amenities.

Emphasis is on the regional scale, and should relate unique cultural destinations with regionally serving local enterprises.

The area will attract visitors from growing adjacent districts (Lower Hill and Uptown/Bluff) with complimentary uses.

"The Rebirth of Crossroads of the Center of the World"
STAY A WHILE CIVIC DISTRICT
Centre Avenue & Kirkpatrick Street to Reed

The intimate, historic feel of this district creates opportunities for a neighborhood serving local neighborhood commercial district. It is a place where small business is intimately connected to the street and where entrepreneurial spirit is part of the flow.

Key heritage buildings and small scale give a unique historic identity and should be developed to allow for lower cost occupancy and potential for small business incubation and growth.

People come here to connect with neighborhood institutions and amenities, including green space networks, schools, recreation, health, social services, as well as locally serving businesses.

"Hill District Residents are Given Opportunity to Develop Businesses and Own Property in the District"
The Centre Avenue Redevelopment Plan - centreFLOW - 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!

Visit
ONE ORANGE STATION
(Welcome Home) and
ONE BLUE STATION
(Stay Awhile)
for a chance to win!

NAME:
EMAIL:
PHONE:
☐ I signed up for MindMixer!

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WELCOME (HOME)
ARTS & ENTERTAINMENT DISTRICT

This district is the front door of the Hill, triangulating with the growing markets in the Lower Hill and Uptown. It is a place where former residents might enjoy the renaissance of cultural assets and where newcomers find new and unique attractions.

I visited these stations and this is what I think about it...

☐ #1 RETAIL & BUSINESS CENTRE
   I Think...
   
   
   
   

☐ #2 CULTURAL CENTRE
   I Think...
   
   
   
   

☐ #3 COMMERCIAL INFILL CENTRE
   I Think...
   
   
   
   

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STAY A WHILE
CIVIC DISTRICT

The intimate, historic feel of this district creates opportunities for a neighborhood serving local neighborhood commercial district. It is a place where small business is intimately connected to the street and where entrepreneurial spirit is part of the flow.

I visited these stations and this is what I think about it...

☐ #4 CIVIC CENTRE
   I Think...
   
   
   
   

☐ #5 CENTRE-REED DISTRICT
   I Think...
   
   
   
   

Welcome (Home) Arts & Entertainment District
Centre Avenue & Dirnswie Street to Kirkpatrick
This district is the front door of the Hill, triangulating with the growing markets in the Lower Hill and Uptown. It is a place where former residents might enjoy the renaissance of cultural assets and where newcomers find new and unique attractions.

Strong neighborhood identity is informed by legacy and contemporary arts and entertainment amenities.

Emphasis is on the regional scale, and should relate unique cultural destinations with regularly serving local enterprises.

The area will attract visitors from growing adjacent districts (Lower Hill and Uptown) + with complimentary uses.

Stay a While Civic District
Centre Avenue & Kirkpatrick Street to Reed
The intimate, historic feel of this district creates opportunities for a neighborhood serving local place commercial district. It is a place where small business is intimately connected to the street and where entrepreneurial spirit is part of the flow.

Key heritage buildings and small scale give a unique historic identity and should be developed to allow for lower cost occupancy and potential for small business incubation and growth.

People come here to connect with neighborhood institutions and amenities, including green space networks, schools, recreation, health, social services, as well as locally serving businesses.

Centre-Flow Draft Scenario 1.15

Arts & Entertainment District
Possible uses, from community preference surveys and existing condition inventory

Regional Draw
Restaurants
Arts retail
Art supply store
Gallery
Theatre
Comedy club
Nightclub/dance club
Performance venue
Living history museum
Bookstore
History trail
Recording studio
Art studio
Open mic café
Theatre classes
Combat school
A&E focus business incubator
Grab and go/cafe

Neighborhood Draw

Retail & Business Center
Strengthen existing retail and business facilities, adding retail and Class A office space. Cluster options to create activity nodes.

Renovate or rebuild buildings to address the street and public spaces and to clarify entry.

Retail has main first floor presence with offices and life sciences, possibly on secondary floors above or below.

Catalytic project: Shopping Center

Cultural Center
Renovate theatre and create a cultural center on an existing police station site.

Add a destination to create a new heritage: place, emphasis potential safety and create walkways and activity around cultural institutions.

Improve existing buildings to connect to the building that is the cultural tourism project.

Catalytic project: New Granada Theatre

Commercial Infill
Vacant lot parcels average 10,000+ and are aggregated for development of multi-family, midrise structures.

All developments should have first floor activity.

Upper floors can be residential or commercial.

Parking can be aggregated south of Center, creating secondary access parallel to Centre.

Greenways and infrastructure are important.

Integrate into existing greenbelt.

Catalytic project: parking infrastructure

Civic Center
District is defined by pedestrian and recreation of heritage structures. First floors have commercial and mixed use, with an emphasis on small business and an incubator concept.

Large commercial properties provide opportunities for multi-use residential and/or market rate space.

Civic functions such as the police station or social services may be located here. Connections to the greenway and recreation areas are here.

Catalytic project: Expanding the central waterfront.

Centre-Redd District
This area of Centre Ave has a weak edge to the east but may develop based on the future plans for the Heron Avenue corridor. It has little pedestrian traffic and has some parcels suitable for destination entities, including churches, gas stations, etc.

Recreation District
If an area that is attractive with recreational properties, it might be an area where the waterfront could bring in financial resources, small businesses might pop up to support and serve the facility.

Improvement District
Community serving for profit retail combined with social mission purpose, perhaps related to neighborhood NGOs. Exception could be a car dealer and or convenience store paired with educational/auxiliary training facility.

Garden District
A keyhole around such as a town center with highly visible green infrastructure and green space identity that might add to residential desirability.