**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.

**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.

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**Regional Draw**

- Shopping Center
- Offices and/or social services on secondary
- Retail has main first floor presence with
- Street and public spaces and to clarify entry.
- Renovate or rebuild buildings to address the
- Nodes.
- Facilities, adding retail and Class A/B office
- Retail & Business Centre

**Commercial Infill**

- Vacant lot parcels average 10,000 sf and are
- Aggregated for development of multiistory,
- Multiuse 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.

Grade will be a challenge. Greenways and infrastructure are important. Integrate into Addison Terrace grid.

**Cultural Centre**

- District is defined by preservation and renovation of
- Heritage structures. First floors have
- Multiuse structures.

Large vacant properties present opportunities for multi-unit residential and/or market rate residential.

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

Catalytic project: Ongoing restoration, Central

Baptist parcel multiunit

**Civic Centre**

- Hostel
- Skating Rink
- Bowling Alley
- Hiking/biking trails
- Clothing boutiques/shoe store
- Fresh food market/bakery
- Culinary school
- Home improvement store
- Flea market
- Food trucks
- Business incubator
- Athletic fields
- Ice cream store
- Yoga studio
- Office space
- Repair store
- Drug store
- Health services
- Nail/beauty salon
- Daycare
- Staple shops and services
- Jitney stand

**Neighborhood Draw**

- Jitney stand
- Staples shops and services
- Daycare
- Hair/beauty salon
- Office space
- Repair store
- Drug store
- Health services
- Retail & Business Centre

**Retail & Business Centre**

- Strengthend existing retail and business
- Facilities, adding retail and Class A/B office
- Space. Cluster openings to create activity
- Nodes.
- Renovate or rebuild buildings to address the
- Street and public spaces and to clarify entry.
- (House, PNC bank building)
- Retail has main first floor presence with
- Offices and/or social services on secondary
- Floors (above Family Dollar).

Catalytic project: Shopping Center

**Legend**

- Building
- Tree
- Greenspace
- Building Entry
- Steps

**Centre Reed District**

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

**Improvement District**

Community serving for profit retail

combined with social mission purpose, perhaps related to

neighborhood NGOs. Examples could be automotive retailer

or hardware store paired with

educational/job training facility.

**Recreation District**

If a regionally attractive

recreational amenity at Kittner

(such as an ice rink) could bring

in financial resources, small

businesses might pop up to

support and service the facility.