

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 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.

CENTREFLOW

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 cafe
- Theatre classes
- Combat school
- A&E focus business incubator
- Grab and go/cafe

NEIGHBORHOOD DRAW

- 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



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NEIGHBORHOOD DRAW

RETAIL & BUSINESS CENTRE

Strengthen 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. (Hill House, PNC bank building)

Retail has main first floor presence with offices and/or social services on secondary floors (above or below).

Catalytic project: Shopping Center

CULTURAL CENTRE

Renovate theatre and create a cultural center on current police station site.

Align Dinwiddie and reclaim Devilliers to create a new heritage plaza, emphasis pedestrian safety and invite sidewalk activity around cultural institutions.

Improve existing buildings (such as the housing tower) to connect directly to plaza level and adding sf (stories above Family Dollar).

Catalytic project: New Granada Theatre

COMMERCIAL INFILL

Vacant lot parcels average 10,000+ sf and are aggregated for development of multistory, 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.

Catalytic project: parking infrastructure

CIVIC CENTRE

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

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 greenway and recreation are here.

Catalytic project: Ongoing restoration, Central Baptist parcel multiunit

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.

GARDEN DISTRICT

A keystone tenant such as a low impact nursery or garden center would create identity for a district with highly visible green infrastructure and green space identity that might add to residential desirability.

RECREATION DISTRICT

If a regionally attractive recreational amenity at Kennard (such as an ice rink) could bring in financial resources, small businesses might pop up to support and service the facility.