

# FAQ – Centre Avenue Corridor

## **Redevelopment and Design Plan – Design Center of Pittsburgh**

- I. What is the target area for Redevelopment & Design Plan for the Centre Avenue corridor?
  - i. Crawford Avenue to Reed Street
- II. What will the Redevelopment & Design Plan entail?
  - i. Market data analysis, place-making, façade and streetscape design
- III. What is place-making?
  - i. Place-making, a design and an implementing approach and tool, defines a sense of place through a collective, yet intentional process that is rooted in community-participation. It maximizes shared-values, and strengthens the interaction between people and place.
- IV. How will this process be facilitated?
  - i. A steering committee has been formed to facilitate an authentic process.
- V. Whom is the steering committee comprised of?
  - i. Individuals that represent varying stakeholder groups of the Hill District e.g., Hill District residents, Hill District business owners, Hill District community groups, representatives from the URA, the City of Pittsburgh and other community partners.
- VI. When was the Request for Redevelopment & Design Plans issued?
  - i. May 28<sup>th</sup> of 2014
- VII. Why were the RFPs due on Friday, June 20<sup>th</sup> of 2014?
  - i. The process is being facilitated by a steering committee who will be given ample time to conduct a thorough investigation of each proposal; and, the Hill CDC recognizes the importance of redevelopment and design along Centre Ave and wants to capitalize upon this opportunity.
- VIII. When is the expected completion of Redevelopment & Design Plan process?
  - i. Winter 2015

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## **Visioning Proposals – UDream of Carnegie Mellon University**

- I. What is UDream?
  - i. UDream is a program under CMU's *Remaking Cities Institute* that engages young professionals of architecture, landscape architecture and urban planning in urban design studies within local Pittsburgh neighborhoods. UDream targets minorities to broaden diversity in the urban design field and within the city of Pittsburgh.
- II. What is the target area for visioning proposals for the Centre Avenue corridor?
  - i. Soho Street to Herron Avenue
- III. What will the visioning proposals entail?
  - i. Best practices in green affordable housing and community design; and the design feasibility of five themes – Artist Housing, Entrepreneurial Lofts, Multigenerational-living, Stop & Stay Public Space, and Authentic Character Replication.
- IV. What is Authentic Character Replication?
  - i. Translating the character of the Hill District unto diverse uses and spaces via urban design strategies.
- V. Why were the aforementioned five themes chosen for design feasibility?
  - i. The five themes were chosen either from recommendations from the Hill District master plan or from possible development opportunities within the Hill District.
- VI. How will this process be facilitated?
  - i. The Hill CDC will act as the "client;" and a past UDream fellow, who is currently an intern with the Hill CDC, will facilitate this design process by acting as a project management liaison between the client (Hill CDC) and the consultant (UDream).
- VII. When will the preliminary findings be available? What was the extent of analysis?
  - i. July 2014 / 5 weeks
- VIII. Why is the extent of analysis only five weeks?
  - i. The UDream program's urban design studies are meant to initiate visioning and design, in order to support the design process and/or build momentum within a distressed area of the city.