



CENTRE AVENUE CORRIDOR REDEVELOPMENT AND DESIGN PLAN

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prepared for
The Hill Community Development Corporation
powered by
evolveEA and **4ward Planning**



EXECUTIVE SUMMARY

The Centre Avenue Redevelopment and Design Plan will showcase this spirit as Centre Avenue is reborn as a place of exchange—where residents come to meet, visitors are welcomed, institutions share their resources, and businesses showcase their offerings. It will be reborn as a place for the exchange with “Centres” of Culture, Opportunity, and Cultivation.

The Centre Avenue Corridor Redevelopment and Design Plan is a chance for the community to write the next chapter in the Hill District’s rich and storied history. From its earliest history as a multicultural neighborhood, to its national prominence as a hub for African American culture, the Hill’s story has always been remarkable. Despite the difficulties of population loss, economic disinvestment, and the destabilization of the social fabric, the community has proved resilient and tireless in its desire for an empowered future.

The Corridor Plan establishes strategies for rebirth by identifying programmatic uses that are supported by the community and by the emerging market. The Plan sets guidelines for the design of the places that will be the heart of the rebirth. Lastly, the Plan discusses programs and policies that would be important to support it.

The Corridor is envisioned to become fertile ground for businesses and can allow for entrepreneurship and economic development in the growing community. The corridor’s winding path will be developed as a memorable visual narrative of the new and historical assets of the community, inviting people to explore the hidden gems of the neighborhood. Lastly, the Centre Avenue Corridor is imagined to be the thread that weaves Hill District residents, businesses and institutions into the region by importing and exporting resources, ideas, and activities.

The establishment of a rich and welcoming identity for the Centre Avenue Corridor has only just begun. It will be unique within the region and will need to be creatively and continuously cultivated by the community. It’s redevelopment must be intentional.

Centre of Culture

The Centre of Culture is the front door to the Hill District, highly visible and with unique attractions and amenities that bring visitors from the two rapidly growing neighborhoods next door and from the region. It is a place where people come to sample, produce, and enjoy the unique culture of the Hill.

Centre of Opportunity

The Centre of Opportunity is the heart of the entrepreneurial community in the Hill. Its strong character is built on the historic buildings that invite small businesses, shops, cafes, galleries, and others to own or rent space. The Centre of Opportunity establishes the Kirkpatrick corridor as another connection to the region and is an eclectic combination of creative enterprise and industry.

Centre of Cultivation

The Centre of Cultivation is the place where things are grown, restored, and made. It is a place of interaction and production, where the DIY (do it yourself) spirit reigns. It is the crossroads of interaction, where “trading trades” takes root and becomes the center to cultivate teaching and learning in an apprenticeship culture.

CENTRE OF CULTURE

Intersection of Centre & Dinwiddie

The Centre of Culture is the **front door to the Hill**, highly visible and with both **unique attractions and daily amenities**. It brings visitors in the day and the evening from the Hill, the two rapidly growing adjacent neighborhoods, and from the region. It is home to heritage structures and institutions that have been rejuvenated and reinvented to create a unique and signature identity for the Hill's offerings. **It is a place to bring together old and new**—a place to partake in cultural offerings, but also a place where people can create and reinvent culture.

It's lunchtime on a Wednesday afternoon in May.

Heritage Square is buzzing with activity in anticipation of the start of a lunchtime jazz performance at the Stage on the Square. The New Granada Shops are having a sidewalk sale, making the atmosphere especially festive. Anticipation is high for evening performances.

The office staff from the nearby non-profit offices pull two tables together and buy their lunches from the Café. Residents of the tower trickle onto the porch and sit at the chess tables.

A bus load of school children on an end-of-year field trip to the Teeny Harris Archives sit on the wall eating their lunches.



HERITAGE WALK

THE HERITAGE WALK IS A SERIES OF SMALL OPEN SPACES AND HERITAGE SITES THAT CELEBRATE HILL DISTRICT HISTORY. EACH OPEN SPACE HAS COMMON SIGNAGE AND AMENITIES TO CREATE AN IDENTITY.

NEW GRANADA THEATER & SHOPS & RESIDENCES

CULTURAL INSTITUTIONS & AMENITIES CELEBRATE CENTRE AVENUE AT THE HEART OF THE HILL AND REPRESENT THE RICH CULTURAL LEGACY OF PITTSBURGH.

CATALYTIC PROJECT

HERITAGE SQUARE

CULTURAL INSTITUTIONS (SUCH AS A LIVING MUSEUM AND CAFE) AND AMENITIES THAT ACTIVATE A PUBLIC PLAZA. A HIGHLY VISIBLE FIRST STOP FOR VISITORS WHO WANT TO KNOW MORE ABOUT THE HILL

CATALYTIC PROJECT



URBANIZED EXISTING BUILDINGS

LOW RISE OR BUILDINGS WITH SIGNIFICANT SETBACKS CAN BE RENOVATED TO INCLUDE UPPER LEVELS OR ADDITIONS THAT MEET THE STREET, BRINGING ACTIVITY TO THE STREET AND ATTRACTING VISITORS TO FIRST FLOOR USES.

COMMERCIAL PLAZA REDEVELOPMENT

A RECONFIGURED COMMERCIAL PLAZA PUTS BUSINESSES ON THE AVENUE WITH DESTINATION BUSINESSES ON THE LOWER LEVEL. FUTURE DEVELOPMENT COULD INCLUDE A SIGNATURE TOWER AS A BOUTIQUE HOTEL OR OFFICE. HISTORIC SCULPTURE CAN BE RELOCATED.

INFILL MIXED USE BUILDINGS & PARKING PLAZAS

MIXED USE BUILDINGS WITH COMMERCIAL ON THE AVE AND RESIDENTIAL OR COMMERCIAL ON THE UPPER FLOORS. A PUBLIC PARKING PASSAGE IN THE REAR CONNECTS TO UPPER FLOOR TENANTS AND TO CENTRE AVENUE.

CENTRE OF OPPORTUNITY

Intersection of Centre & Kirkpatrick

The Centre of Opportunity is the **heart of the entrepreneurial community** in the Hill. Its strong character is built on the **historic buildings that invite small businesses, shops, cafes, galleries**, and others to own or rent space. The Centre of Opportunity establishes the Kirkpatrick corridor as another connection to the region and is a place where people come to **sample the unique culture** of the Hill.

It's 10am on a Saturday in August.

The farmer's market booths in Opportunity Square are in full swing. Fresh berries and the season's first greens are in and lines are forming. The longest line is in front of a booth selling sweet potato pies from a recently opened small batch bakery on Centre Avenue.

The booths border the tree-lined Mahon Passage, a former street that was closed to create a pedestrian connection to the neighborhoods above. Gospel music spills onto the square from rehearsal in the lower level of the recently renovated Central Baptist church. The Carnegie Library is holding their annual Jazz event tonight as well.



GREENSPACE WALK

SMALL GREENSPACES ALONG KIRKPATRICK THAT ACT AS A STEPPING STONE FROM BEDFORD AVE TO THE BOTTOM OF KIRKPATRICK.

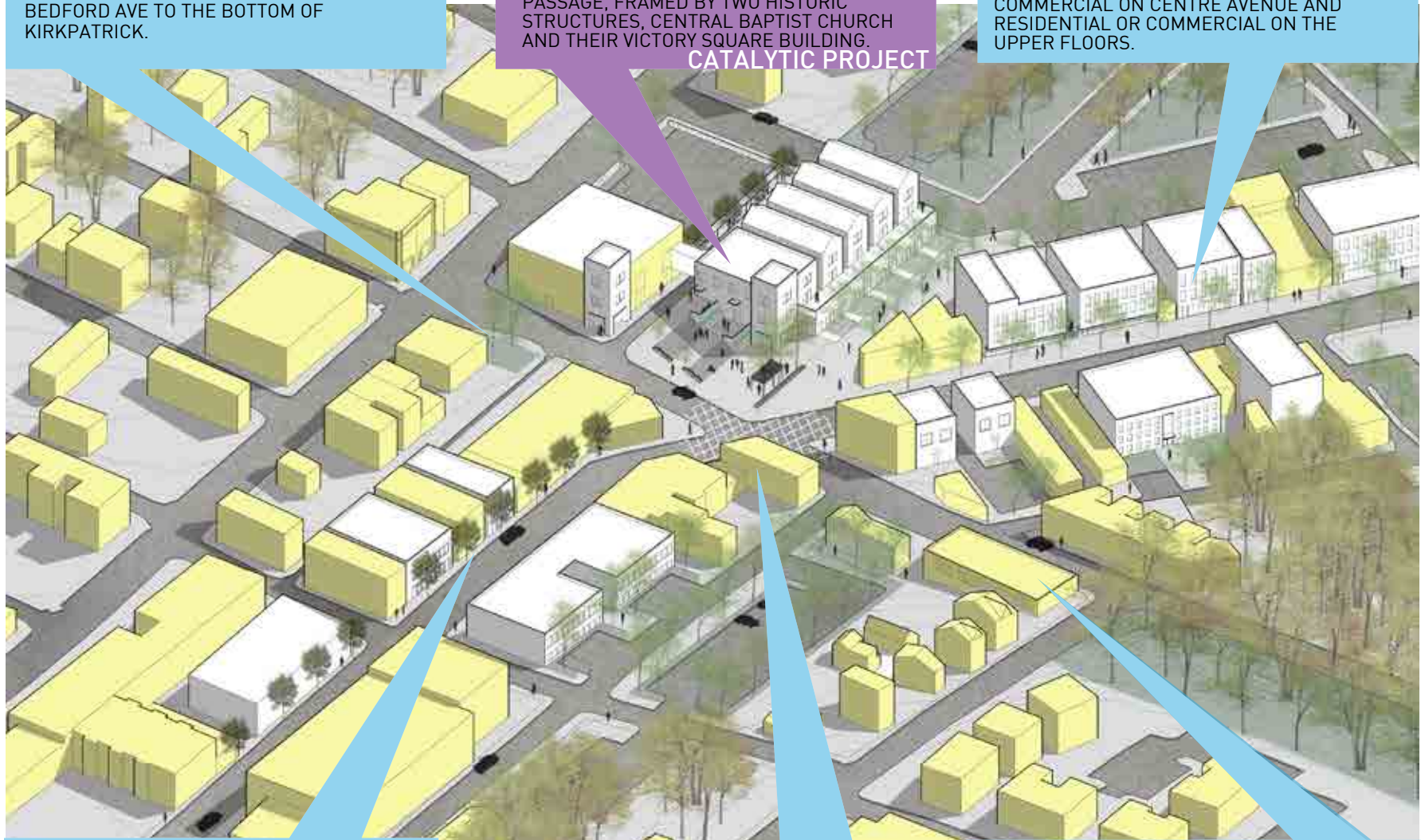
OPPORTUNITY SQUARE

A NEW PUBLIC SPACE, ACTIVATED BY A NEW MIXED USE BUILDING AND PEDESTRIAN PASSAGE, FRAMED BY TWO HISTORIC STRUCTURES, CENTRAL BAPTIST CHURCH AND THEIR VICTORY SQUARE BUILDING.

CATALYTIC PROJECT

INFILL MULTI-USE BUILDINGS

TWO TO FOUR STORY BUILDINGS WITH COMMERCIAL ON CENTRE AVENUE AND RESIDENTIAL OR COMMERCIAL ON THE UPPER FLOORS.



HERITAGE WALK

THE HERITAGE WALK IS A SERIES OF SMALL OPEN SPACES AND HERITAGE SITES THAT CELEBRATE HILL DISTRICT HISTORY. EACH OPEN SPACE HAS COMMON SIGNAGE AND AMENITIES TO CREATE AN IDENTITY.

EXISTING BUILDING RENOVATION

RENOVATING HISTORIC STOREFRONTS AND EXISTING STRUCTURES CAN JUMP START ENTREPRENEURIAL INVESTMENT AND GIVE UNIQUE CHARACTER TO THE NEIGHBORHOOD.

PUBLIC SAFETY MIXED USE BUILDING

RELOCATING THE POLICE STATION COULD ENCOURAGE HEALTHIER COMMUNITY RELATIONS WITH THE POLICE. THE NEW LOCATION WOULD REQUIRE AMPLE REAR PARKING.

CENTRE OF CULTIVATION

Intersection of Centre & Reed

The Centre of Cultivation is the place where things are **grown, restored and made**. It is a place of interaction and production, where the **DIY (do it yourself) spirit** reigns. It is the crossroads of interaction, where “trading trades” takes root and becomes the center to **cultivate teaching and learning** in an apprenticeship culture.

It's 5pm on a weekday in July.

A family is leaving the FOCUS Wellness Center where they receive family medical services. They begin walking to the Kennard Playground's pop-up mini golf. They pass some older neighbors who are looking for ripe tomatoes in their gardens at the bottom of the recently redone Chauncey Steps.

Others are sharing news of their day while sitting on the benches of the Cultivation Deck, a small plaza surrounded by the stormwater park. It rained a few days before and the storm has given new life to the parklet.



GREENSPACE & HERITAGE WALK

THE GREENSPACE WALK AT CENTRE-REED FOLLOWS THE HISTORIC FLOW OF WATER THROUGH THE VALLEY. THE HERITAGE WALK CONTINUES THROUGH THE AREA BY ACKNOWLEDGING HISTORIC STRUCTURES AND HERITAGE SITES.

COMMUNITY GARAGE

THE COMMUNITY GARAGE IS A "MAKE SHOP" FOR AUTOMOBILE REPAIR. IT CAN HAVE MINOR RETAIL, EDUCATIONAL AND TRAINING SPACES, AND HANDS-ON ACTIVITY AREAS.

FOCUS WELLNESS CENTER

A HEALTH AND WELLNESS CENTER WITH STREAMLINED RETAIL TO SUPPORT WORKFORCE DEVELOPMENT.

CATALYTIC PROJECT



MANY FUTURES

THE CENTRE-REED AREA COULD EVOLVE IN A VARIETY OF WAYS BASED ON PLACEMAKING POTENTIAL AND THE MARKET. POSSIBILITIES INCLUDE A STREAM PARK AND DIY STORE, WHICH COULD HAPPEN TOGETHER OR INDEPENDENT OF ONE ANOTHER.

EXISTING BUILDING RENOVATION

RENOVATING HISTORIC BUILDINGS WILL ALLOW THIS AREA TO RETAIN ITS UNIQUE CHARACTER. MANY OF THE EXISTING BUILDINGS ARE RESIDENTIAL.

CENTRE-REED GATEWAY

GATEWAY CREATED BY RENOVATED BUILDINGS, INTERSECTION IMPROVEMENTS, SMALL BUT HIGHLY VISIBLE PARKLET, AND A SIGNATURE USE, THE COMMUNITY GARAGE. THIS AREA COULD ACT AS AN AUTOMOTIVE SHOWPLACE OR HOST OTHER PROGRAMS.

