



New Granada Theater & Offices

COMMUNITY

COLLABORATION

COMMERCE

CULTURE



HILLCDDC

Presentation to the Development Review Panel

Confidential.

Meet the Project Team

■ Development

- Marimba Milliones, Hill CDC
- Irvin Henderson, Henderson & Co.

■ Design

- Milton Ogot, Architect

■ Preconstruction

- Angelo Martini, Jr., A Martini Co.
- Alexis Russell, Russell General Contracting

Development Team



Marimba Milliones
President & CEO
Hill CDC



Irvin Henderson
Real Estate Development
Consultant
Henderson & Co.



Kevin Krulewitch
Real Estate Development
Consultant
Henderson & Co.

Design Team



Milton Ogot, RA
Principal
Milton Ogot, Architect



Preconstruction Services Team



Angelo A. Martini, Jr.

Chief Operating Officer
A. Martini & Co.



George Germany

Subcontractor/ Diversity Liaison
A. Martini & Co.



Alexis Russell, MSL

Community Involvement
Russell GC



Aaron Reed

Supply Chain Education and Integration
Reed Building Supply

Our Mission

The Hill CDC works in partnership with residents and stakeholders to create, promote, and implement strategies and programs that connect plans, policies and people to drive compelling community development opportunities in the Greater Hill District.



About the Hill CDC

- **Real Estate Development**
 - Commercial Core
 - Homeownership
- **Economic Development**
 - Business & Entrepreneurship
 - Art and Culture
 - Innovation
- **Policy & Planning**
 - Promotion of Equitable Development



GREATER HILL DISTRICT Master Plan



Community Masterplan is Currently being updated for formal adoption by City Planning.

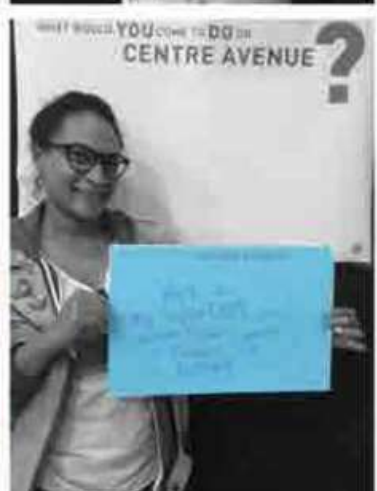
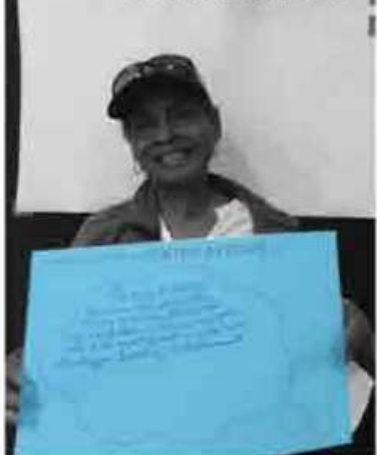


CENTRE AVENUE CORRIDOR REDEVELOPMENT AND DESIGN PLAN

JUNE 2015

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







CENTRE AVENUE is...

an African American cultural center (entertainment & arts)

innovative & entrepreneurial

diverse and welcoming

LAWRENCEVILLE is...

artsy, funky, friendly

BLOOMFIELD is...

Pittsburgh's Little Italy

SQUIRREL HILL is...

a Jewish neighborhood -
Good for students & families

A community's identity is defined by its unique places and landmarks, the activities and events happening at the neighborhood's public places and the values that residents appreciate the most. Communities hold multifaceted identities as a result of their history and ongoing transformation.

THE CENTRE OF CULTURE CENTRE AVE & DINWIDDIE

HERITAGE WALK

THE HERITAGE WALK IS A SERIES OF SMALL OPEN SPACES AND HERITAGE SITES THAT CELEBRATE THE HILL DISTRICT'S 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.

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 DISTRICT.

CATALYTIC PROJECT

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.

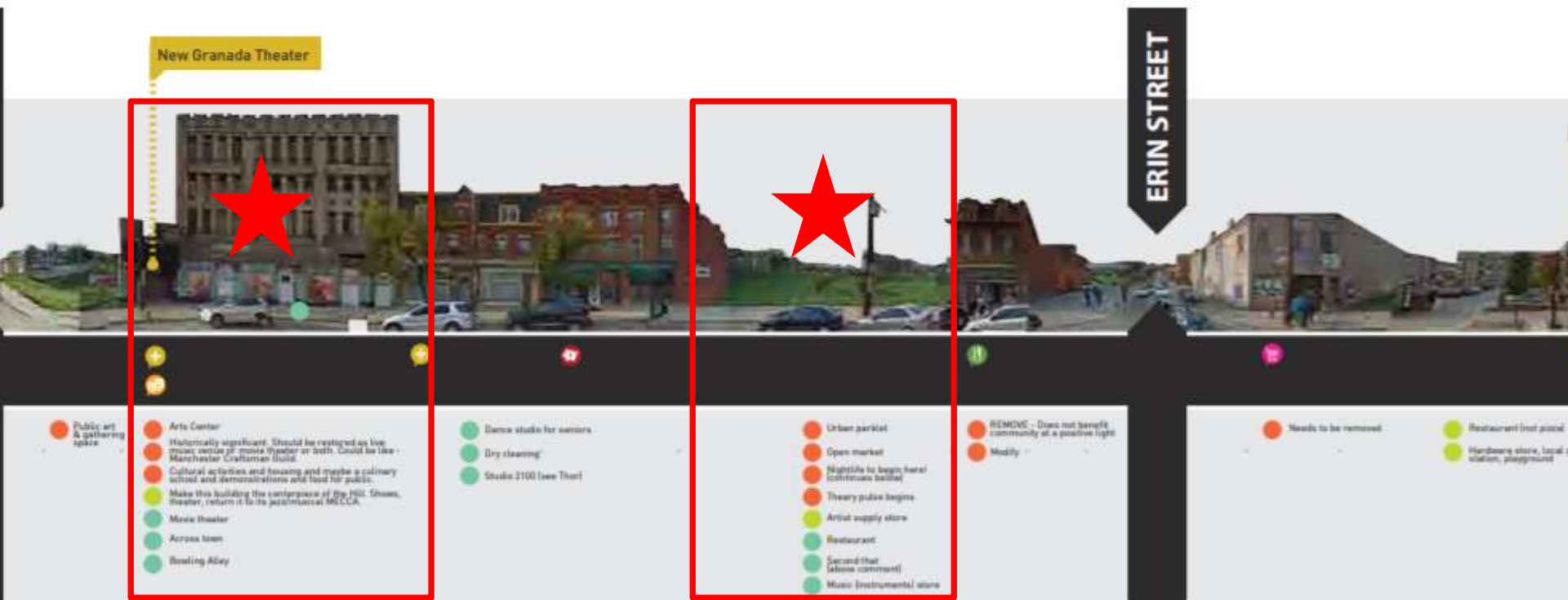
COMMERCIAL PLAZA REDEVELOPMENT

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. ON-SITE HISTORIC SCULPTURE CAN BE RELOCATED.

INFILL MIXED USE BUILDINGS & PARKING PLAZAS

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

Tell us about places that are important to **YOU**, important to the **COMMUNITY**, and places that could be **IMPROVED**...





New Granada Square - Centre Avenue

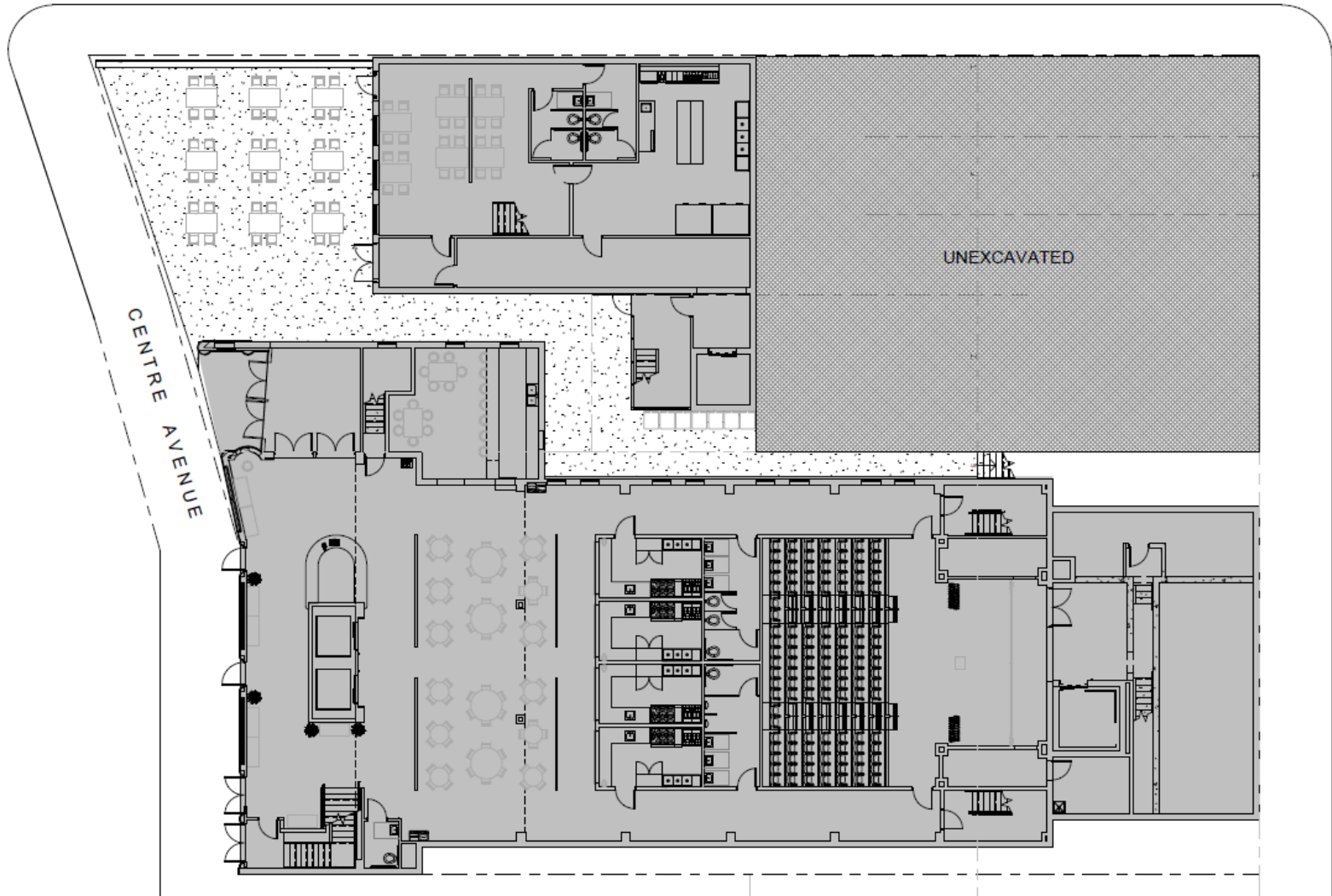


New Granada Square – Wylie Avenue



New Granada Square - Centre Avenue

DEVILLIERS STREET



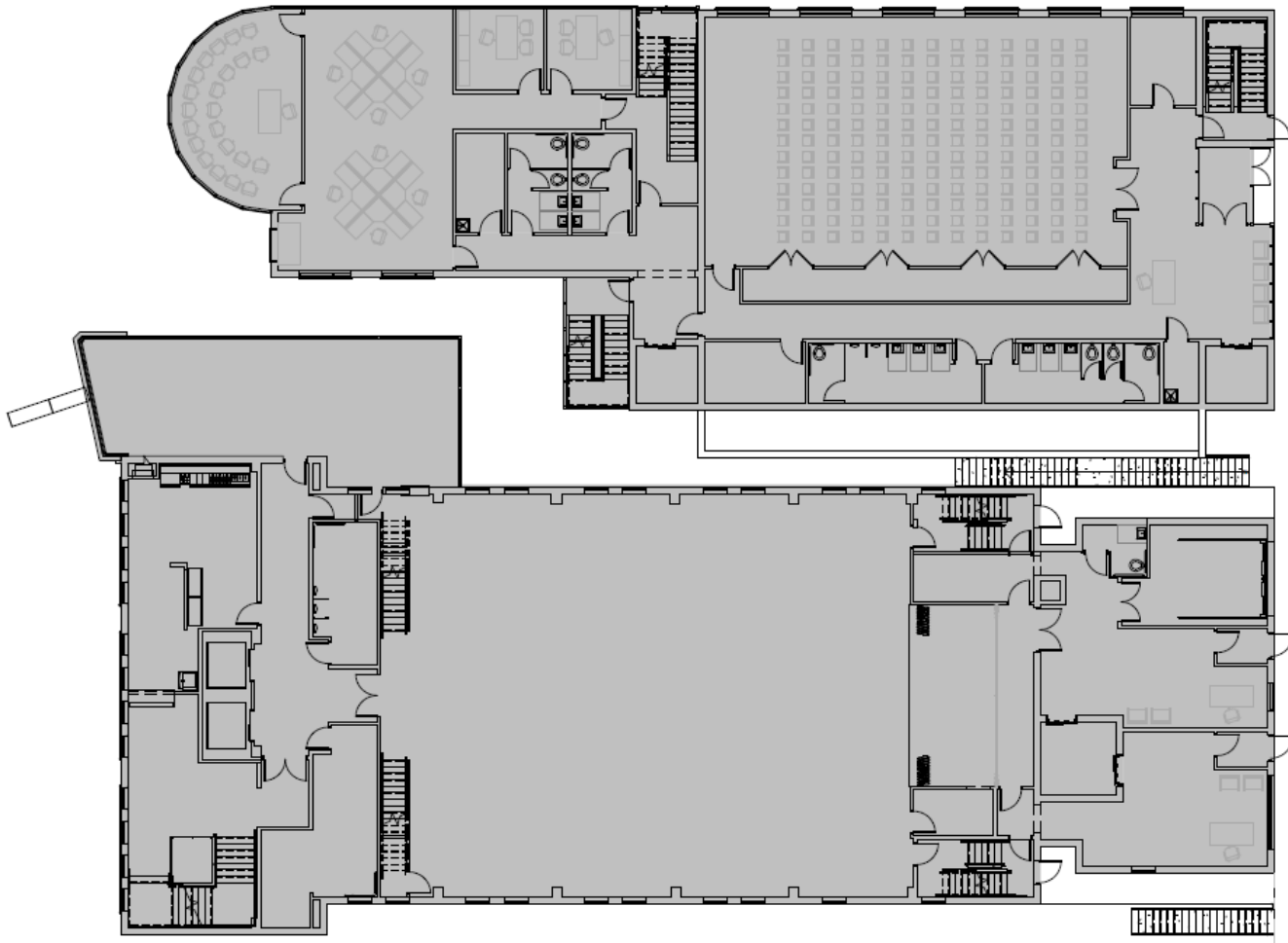
CENTRE AVENUE

WYLIE AVENUE

First Floor & Ground Floor Plans

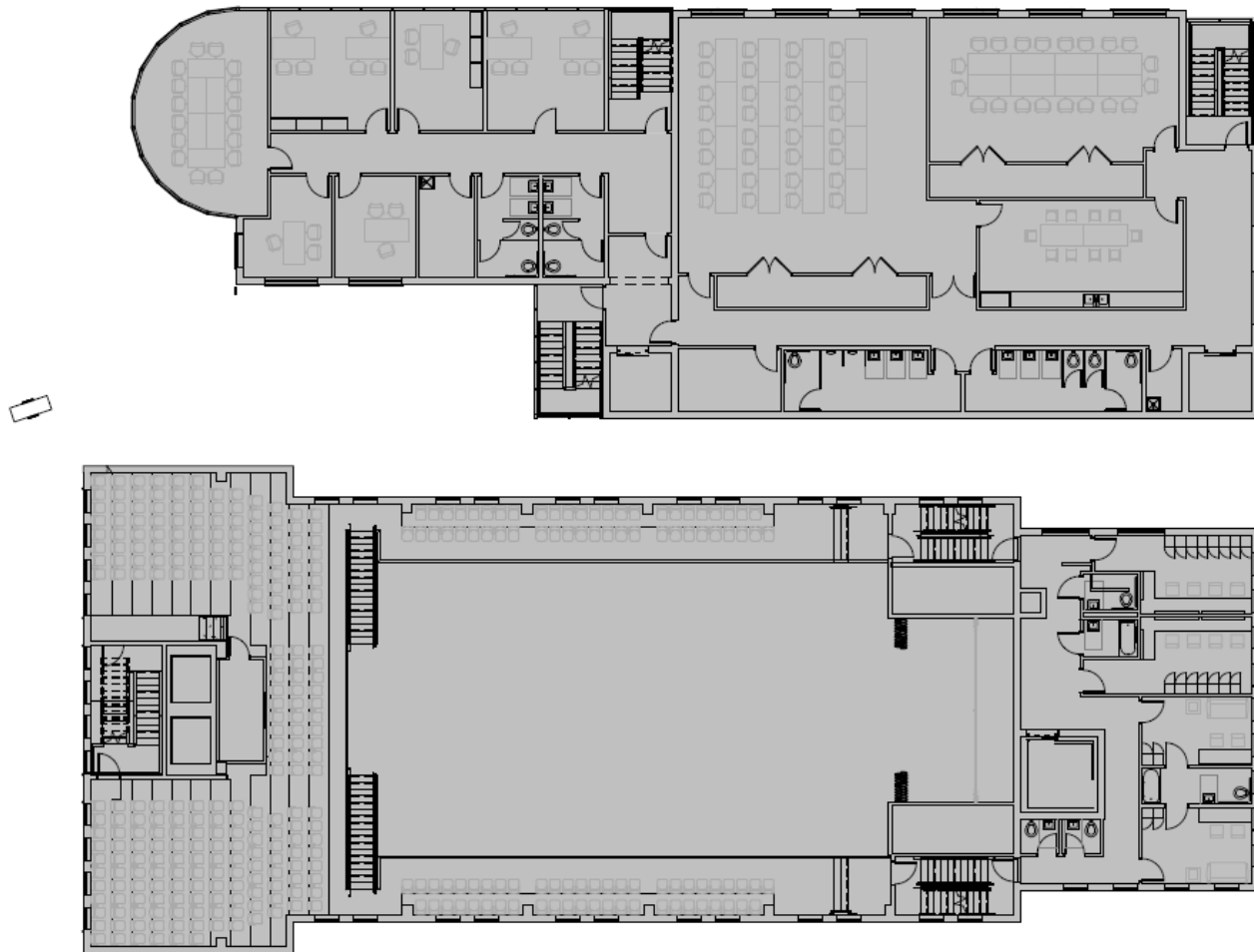


Garage Floor & Mezzanine Plans

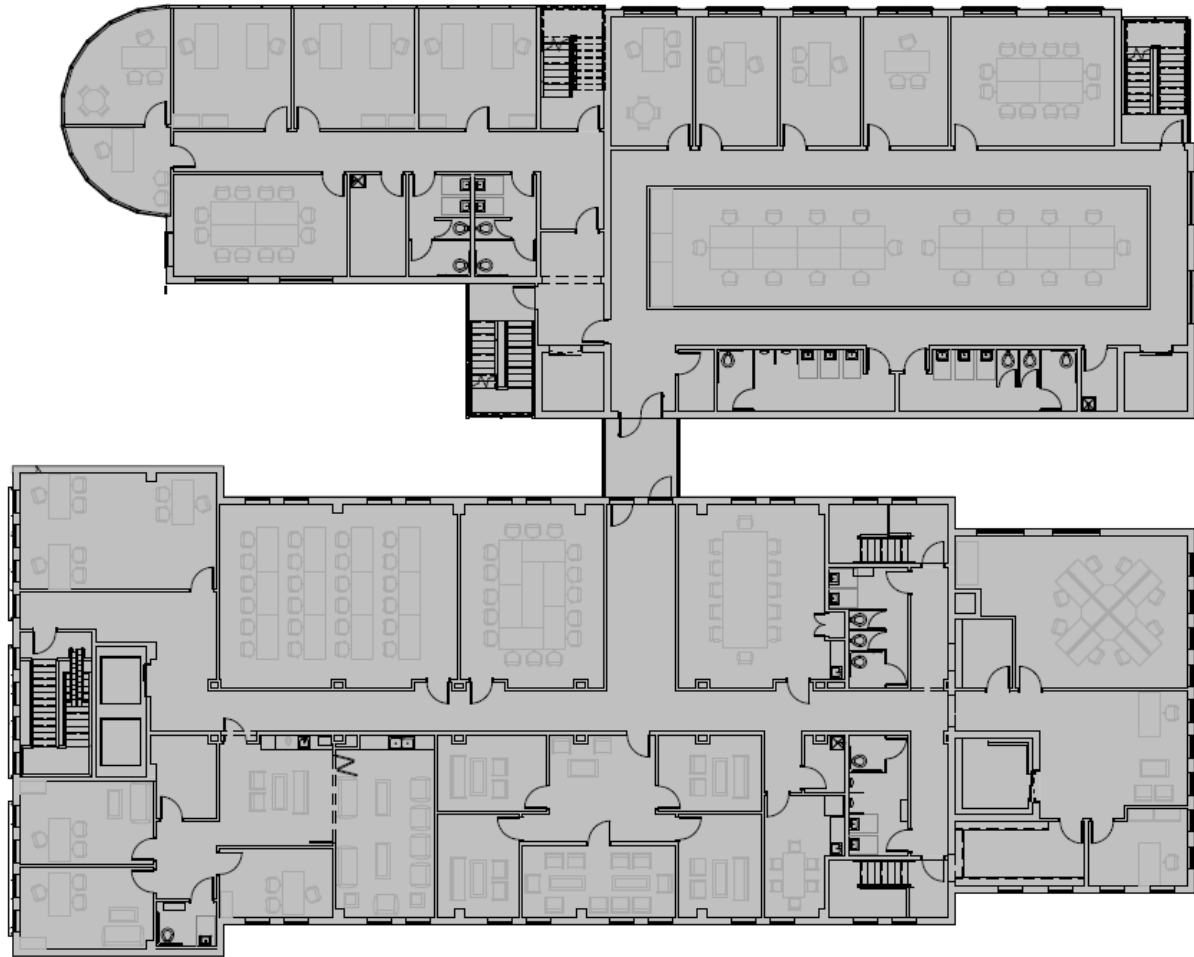


WYLIE AVENUE

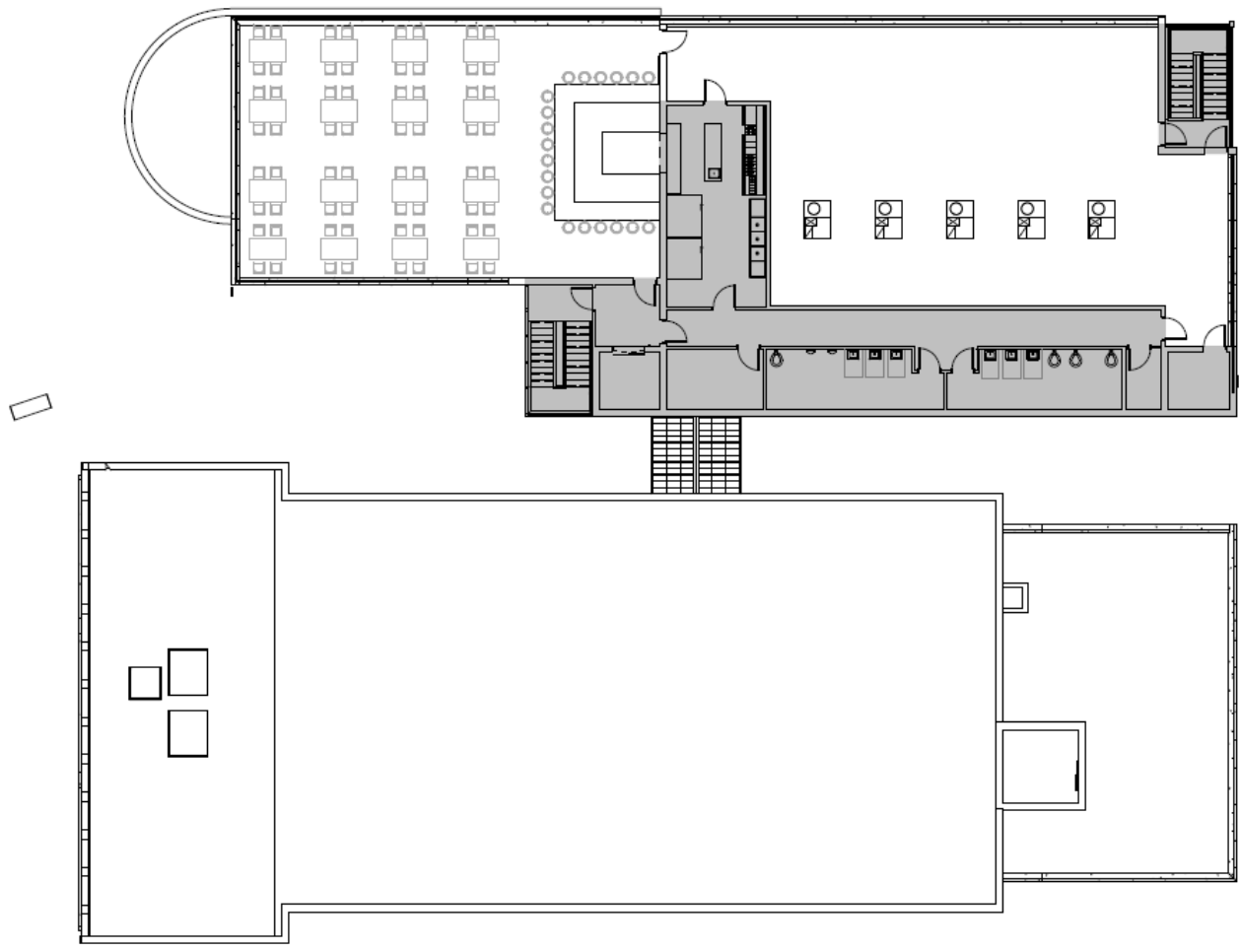
First Floor & Second Floor Plans



Second Floor & Balcony Floor Plans



Third Floor Plans



Fourth Floor & Roof Plans

New Granada Artists Apartments

40 Units & 5K Sqft Commercial Space

Construction starts July 2021



**Pairing and
Leveraging
Locally-based
Talent from
*Day 1!***



Hill District Based Artist, Charlotte Ka

Minority and Women Owned Business Maximization on New Granada Apartments

Over 40% MBE on hard construction!
Over 15% WBE on hard construction!

**Same goal for
New Granada Commercial**

MBE Engagement

HILL CDC

VIP INVITE

HILL COMMUNITY DEVELOPMENT CORPORATION

Hill's Kitchen and HD Rising
CENTRE AVENUE RESTAURANT SPACE INFO SESSION

MONDAY, JUNE 28TH
In-Person Tour 12:00-1:00 PM
Info Session 1:30-2:30 PM
(in-person and virtual)

INVITATION ONLY

NEW GRANADA THEATER

PRE-BID MEETING

THURSDAY, JULY 1ST
HILL HOUSE CONFERENCE ROOM | 1835 CENTRE AVE 2ND FLOOR

HILL CDC
A. Martini & Co. Contact
Dave Brennenman Estimator
dave@amartini.com
412.828.5500

Selected for Pre-Construction Services for this project

NEW GRANADA THEATER

BID MEETING #2

THURSDAY, JULY 8TH
HILL HOUSE CONFERENCE ROOM | 1835 CENTRE AVE 2ND FLOOR

HILL CDC
A. Martini & Co. Contact
Dave Brennenman Estimator
dave@amartini.com
412.828.5500

Selected for Pre-Construction Services for New Granada

REED BUILDING SUPPLY
REED.BUILDING.SUPPLY.COM

RUSSELL BUILDING SUPPLY
RUSSELL.BUILDING.SUPPLY.COM

A. Martini & Co. and partners have been retained for Pre-Construction Services for New Granada

New Granada Square Goals

Arts and Culture

Ignite the full cultural potential of the Hill District

Historic Preservation

Restoration of iconic, historic structure

Social Equity

Racial equity and inclusion

Community voice and power

Social and economic opportunities and benefits through the advancing of a just and sustainable city

Economic Development

Catalyze new development on the Centre Avenue corridor

Build density through new commercial development

Promote equitable, mixed-use, mixed-income development

Historic New Granada Building

National Significance

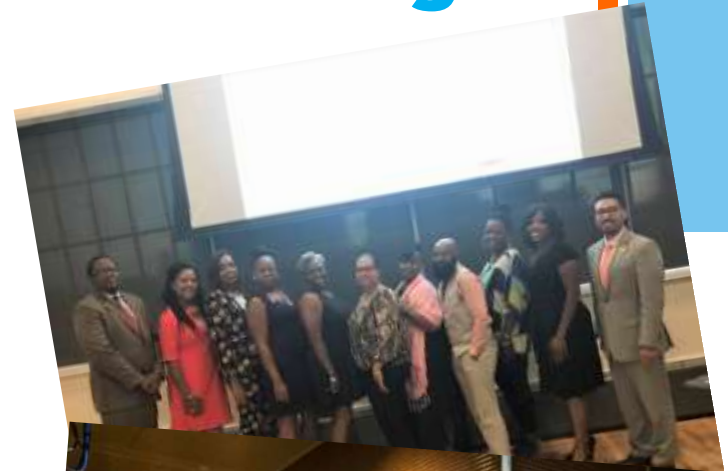
- National Treasure designation by the National Trust for Historic Preservation
- Example of New Urbanism
- Consideration for an African American Cultural Heritage Action Grant
- Proposed venues for national heritage tours



Historic New Granada Building

First Floor

- Food Hall
- Black Box Theater (Approximately 100 seats)
- Accessible community space



Historic New Granada Building

Second Floor

■ Second Floor

- Flexible event space - performances, corporate events, TED Talks, business conferences, weddings, etc.
- 900+ occupants
- Balance of national and local acts
- Fosters 16-hour environment (day/night)



Historic New Granada Building Third Floor



■ University of Pittsburgh
**Community
Engagement Center**

- Center for African American Poetry and Poetics
- Jazz Center
- Institute for Entrepreneurial Excellence
- STEAM program
- Lecture spaces



MAR 21
**CARRIE MAE
WEEMS**



&

**CLAUDIA
RANKINE**

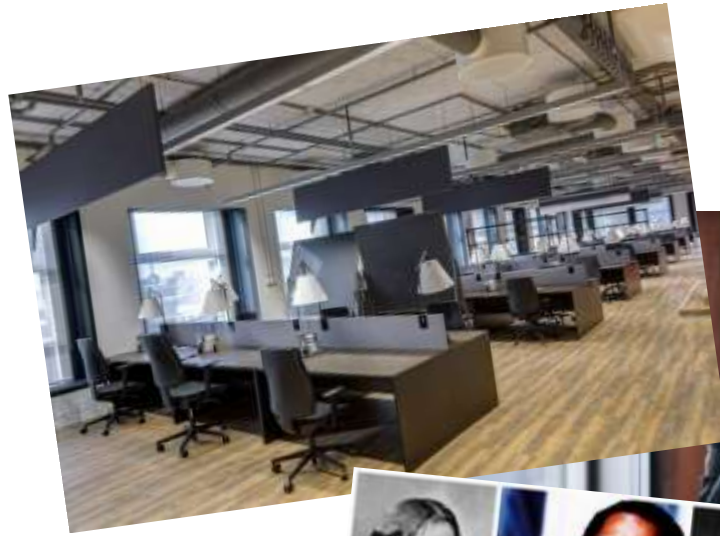
Claudia Rankine and Carrie Mae Weems
In Partnership with Pittsburgh Arts & Lectures |

New Granada Offices



- Three floors of flexible commercial office space

- University of Pittsburgh **Community Engagement Center** to occupy 10,000 SF in new building
- Café (Multi-Genre Music)
- Indoor Parking



New Granada Offices

- Outdoor Plaza

- Rooftop

Reception and
Dining Venue



Venue Comparison



Event Venue	O'Reilly Theater	Mr. Smalls Funhouse	New Granada	Carnegie of Homestead Music Hall	Byham Theater	Greensburg Palace Theater	Roxian Theater
Location	Downtown	Millvale	Pittsburgh	Homestead	Downtown	Greensburg	McKees Rocks
Capacity	650	650	900+	1,022	1,300	1,369	1,400

Parking

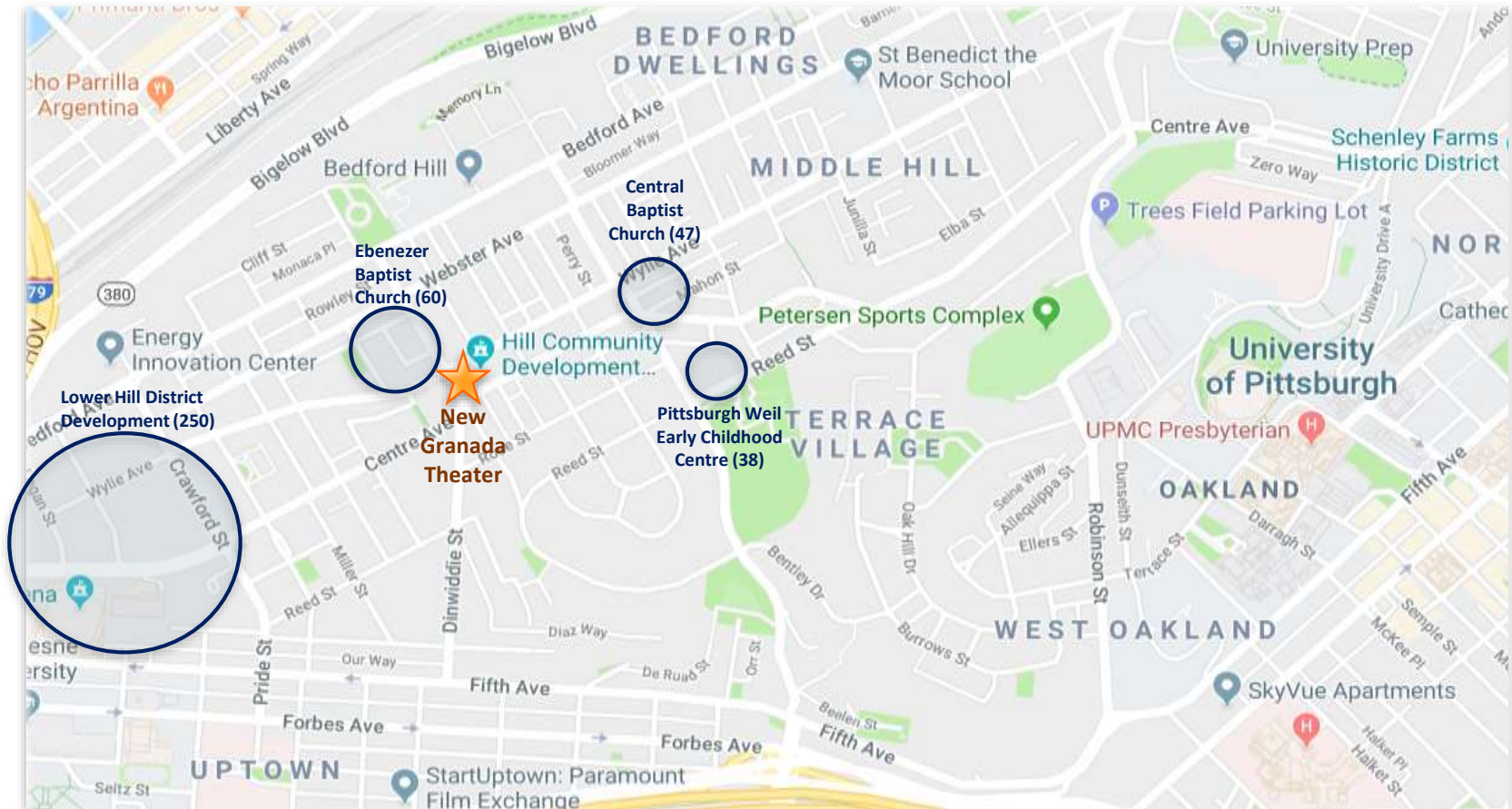
Parking Requirement by Use	
University of Pittsburgh	30
Event Spaces	210
Black Box Theater	30
Food Hall	15
Office Spaces	40
Café (Multi-Genre)	25

Parking Requirement at Peak Occupancy: **280**

- Parking requirement is lower than occupancy due to use of public transit, ride sharing, and other alternative transit options
- Parking requirement at peak occupancy is lower than the total because not all portions of the building are occupied simultaneously

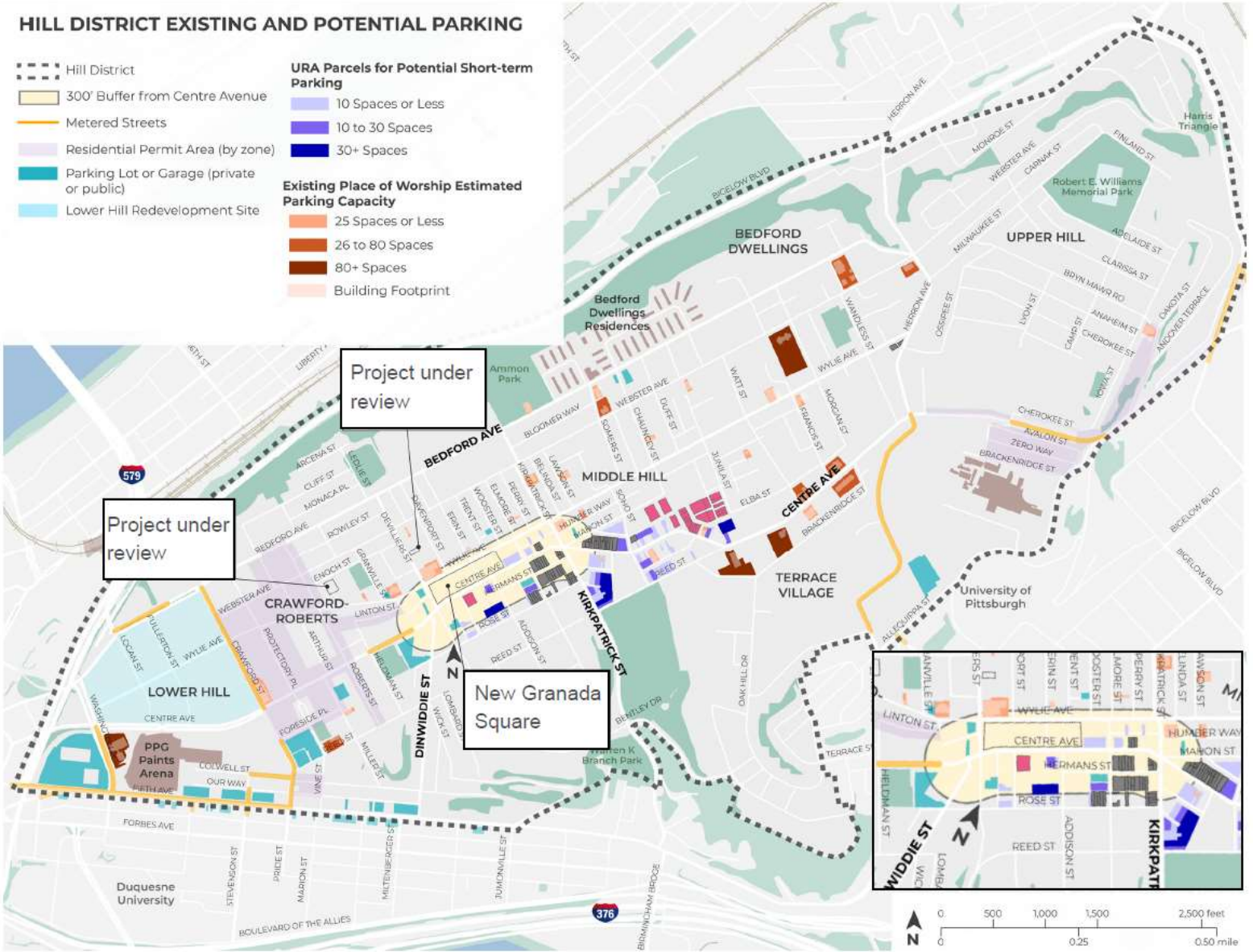
Parking

Potential Parking – 395



HILL DISTRICT EXISTING AND POTENTIAL PARKING

- Hill District
- 300' Buffer from Centre Avenue
- Metered Streets
- Residential Permit Area (by zone)
- Parking Lot or Garage (private or public)
- Lower Hill Redevelopment Site
- URA Parcels for Potential Short-term Parking: 10 Spaces or Less
- URA Parcels for Potential Short-term Parking: 10 to 30 Spaces
- URA Parcels for Potential Short-term Parking: 30+ Spaces
- Existing Place of Worship Estimated Parking Capacity: 25 Spaces or Less
- Existing Place of Worship Estimated Parking Capacity: 26 to 80 Spaces
- Existing Place of Worship Estimated Parking Capacity: 80+ Spaces
- Building Footprint



Project under review

Project under review

New Granada Square

Team Members & Partners



University of Pittsburgh

Henderson and Company



PITTSBURGH HISTORY & LANDMARKS FOUNDATION



pennsylvania

THE HEINZ ENDOWMENTS

HOWARD HEINZ ENDOWMENT • VIRA I. HEINZ ENDOWMENT

EdenHall
FOUNDATION



ALLEGHENY COUNTY
ALWAYS INSPIRING



NOVOGRADAC
& COMPANY LLP
CERTIFIED PUBLIC ACCOUNTANTS

DENTONS

Milton Ogot

ARCHITECT

ura

Urban
Redevelopment
Authority
of Pittsburgh



Capital Campaign Committee

William Generett, Chair
Vice President for Community Engagement
Duquesne University

Reverend Glenn G. Grayson, Pastor
Wesley Center AMEZ Church

Lina Dostilio, Ed.D
Associate Vice Chancellor
Office of Community and Government
Relations, University of Pittsburgh

Darcel Madkins
Vendor Relationship Risk Specialist
PNC

Glenn Mahone, Partner
Reed Smith LLP

Brent Semachko, Senior Vice President
Corporate Community Development
F.N.B. Corporation

Paul Titus, Counsel
Schnader Harrison Segal & Lewis LLP

Kathy Humphrey, Ph.D., President
Carlow University

Joy Maxberry Woodruff, Owner
Pittsburgh Custom Tours, LLC

Timeline

Historic New Granada Building and Offices

- **Renovation of Historic New Granada Building Begins ~ Q2 2021**
- **Construction of New Granada Offices Begins ~ Q3 2021**
- **Complete Renovation of Historic New Granada Building ~ Q1 2022**
- **Complete Construction of New Granada Offices ~ Q4 2022**
- **Grand Opening ~ Q4 2022**

What does restoration of the historic New Granada mean to the Hill District?

Let some of our Main Street neighbors speak for us.

Meaning of New Granada Restoration - YouTube

Question & Answer

- **What market research has been done to support the uses of the development?**
- **What is the design for the preservation of the building façade, including the murals?**
- **What is being done to gather information about the building's history, and what are the plans to present and display said information in the finished building?**
- **How will this development, including the apartments, affect traffic during and after construction?**

Contact Information:

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President & CEO

Hill Community Development Corporation

mmilliones@hilldistrict.org

Office: 412-765-1820

Owner's Representative

Irvin Henderson

Henderson & Company

hendersonco@hilldistrict.org