



Development Review Panel (DRP) Project Summary



Please click the box above and upload the architectural drawing, project illustration or site location

Project Description:

The historic New Granada Theater and new Office Building is the rehabilitation of and addition to the historic New Granada Theater. The historic building will contain institutional space, cultural and major event space and a food hall. The newly constructed 24k sq ft office building will contain a destination restaurant, institutional and office space, and indoor parking.

Location/Street(s):

2001-2013 Centre Ave. Entries on Centre and Wylie Aves.

Development Type: Mixed use	Key Amenities: Large event spaces, tenant w/ community prgms, food hall & office space
Total Number of Units: 0 # at Market Rate: # of Affordable: Percent Affordability:	If applicable, number of residents displaced: 0
First Source Procurement Requirement: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	MBE/MWE Commitment: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Use of Publicly Owned Land*: <input checked="" type="checkbox"/> - Yes No *If yes, explain on next page	Greenspace: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Public Art Involvement: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Number of Parking Spaces: 14 (In bldg)
Do you have a community partner that holds equity stake? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Existing Community Partners: Hill Community Development Corporation	

Additional Information:

The historic New Granada Theater has sat vacant for decades. This project is the first step towards restoring it to prominence. Work is currently underway on the building to finalize design documents. The proposed design offers a restored facade, including masonry repointing, new windows, and re-installation of the original marquee for the legendary theater. When entering the building from Centre Avenue, there is a food hall on the first floor with a black box theater behind, with a mezzanine and balcony seating above. The second floor has a large multi-purpose event space with stage, balcony seating above, and access to outdoor dining on the roof of the existing box office. The third floor will house 8,200 sf of office space with a primary entrance off Wylie Avenue. The total square footage of the historic building is over 40,000 sf.

The project also includes an addition to the theater on what is currently vacant land between the historic building and Devilliers St. It contains a restaurant on the ground and mezzanine levels totaling 10,500 sf. There is also an indoor garage with access from Devilliers with 14 spaces. Above, there are floors of offices at about 8,150 sf each. The building is topped with a rooftop gathering and event space.

Please email any additional attachments to fwilliams@hilldistrict.org

Self-Evaluation Form

A. General Information

Project Name: New Granada Historic Building	Address: 2001 - 2013 Centre Ave
Developer Name: New Granada Development, LLC	Phone Number: 412.765.1820
Primary Contact: Irvin Henderson	Email: hendersonco@hilldistrict.org
Website: hilldistrict.org/newgranadasquare	

Developers should be aware of the **Registered Community Organizations (RCO)** ordinance, which the city passed in September 2018, and that the **Hill CDC is an RCO for the Greater Hill District**. The ordinance requires the RCO to establish “orderly and democratic means for forming representative public input” on development proposals, as well as a “clear method for reporting to the city, actions which accurately reflect the community’s position.” The Hill District’s vehicle for this is the DRP, which you are in the process of completing now. The ordinance also requires that the RCO hold what is called a public Development Activities Meeting (“DAM” for short) with any applicants. **We have worked with City Planning to have DRP presentations at public community meetings count as a “DAM” meeting.** This should reduce delays and unnecessary meetings for you as a developer.

In order to meet the requirements of a Development Activities Meeting (DAM), per the RCO ordinance, **please include in your presentation any approvals you will be seeking from the City that:**

(1) require a Public Hearing at the Art Commission, Historic Review Commission, Planning Commission or the Zoning Board of Adjustment, **and**

(2) meet one of the following project thresholds:

- 2,400 sq. ft. of new or expanded structure
- 4+ new residential units
- New or enlarged parking area with 10+ stalls
- Use Variances
- Zoning Map Amendments
- Project Development Plans
- Planned Developments - PDP
- Planned Developments - FLDP
- Master Development Plans
- Institutional Master Plans
- An application to Historic Review Commission
- An application to Art Commission

Self-Evaluation Form (continued)

The following evaluation criteria were established to use as a filter to assess both existing plans and future plans for the Greater Hill District. Evaluation criteria are a benchmark or standard against which the community can measure aspects of current plans and future proposals for development. The evaluation criteria can be weighted as necessary to assure a balanced evaluation based upon community priorities.

The community can use the evaluation criteria to assess the benefits and challenges associated with future projects according to how well the plan or project meets:

1. Community Goals
2. Project Market Viability
3. Urban Design Best Practices

B. Development Principles (See Appendix A of the Master Plan for more details)

The following Development Principles serve as a foundation for the Master Plan and guide land use, project approval, and subsidy allocation decisions affecting the Greater Hill District:

Address/Right Historical Wrongs

- N/A The Mellon Arena and the Melody Tent sites sit on the Lower Hill District and will be referred to as the Lower Hill District.
- N/A Any development plan for the Lower Hill District should aim to restore the pre-Arena street grid as part of creating a new mixed-use neighborhood that is connected into adjacent Hill District neighborhoods.
- N/A Land use and development plans for the Lower Hill will preserve no physical remnant of Civic Arena/Mellon Arena and the resulting displacement of 8,000+ Hill residents and businesses.
- N/A New developments in the Lower Hill must include 'right of return' preferences for individuals, families, organizations, and businesses displaced by urban renewal to the greatest extent possible.
- N/A New development in the Lower Hill must include space for Hill District businesses and affordable housing to the greatest extent possible.

Self-Evaluation Form (continued)

Promote Economic Justice

- All housing developments within the Hill District must minimize the displacement of residents and businesses. *NG Apartments Only - Already approved by DRP.*
- All development plans must include first source hiring provisions within the project labor agreements for all stages of work at any development site.
- All development contracts must require a minimum MBE participation rate of 30% and WBE participation rate of 15%.
- All development projects receiving a subsidy from or through the City, County, or URA should provide co-ownership opportunities for Hill District Community-Based organizations and/or Hill District Faith-Based organizations.

Reflect Neighborhood Driven Civic Design

- Ground level retail and street activating uses are encouraged as supported by market demand for all new development west of Crawford Street in the Lower Hill. *Applicable to Centre Avenue*
- All traffic and parking plans must minimize negative impacts such as noise and pollution on existing and future neighborhood residents, while also maximizing resident access to parking and the roadways leading to their homes.
- The design of all new development should recognize that the Hill District is primarily a residential neighborhood with neighborhood business districts that are at the edge of the Pittsburgh Central Business District.
- All development plans must be designed to benefit existing and future community residents and businesses, while allowing for future growth of retail, residential, and commercial spaces.

Promote a Green and Healthy Environment

- All plans for the Hill District must include provisions for green and sustainable development. This includes ample green space, trees, parks and playgrounds, and LEED certified building standards.
- The design review process for all new proposed projects should seek to preserve the views from the Hill District in all directions. Development of the Lower Hill must not impair views of Downtown from Crawford Street to the greatest extent possible.

Self-Evaluation Form (continued)

Utilize Neighborhood Strengths and Assets

- Land use, public art, and development plans must honor the historical and cultural legacy of the Hill District as a predominately African American neighborhood.
- Community groups and service organizations based in the Hill District should have a priority to acquire vacant land and buildings as needed to improve the quality of educational, social service, and recreational opportunities for Hill District residents.
- All future development plans for the Hill District shall incorporate existing community plans.

C. Non-Displacement Strategies (See Appendix B of the Master Plan for more details)

To ensure that the Greater Hill District is developed in a way that benefits the existing residents, the Management Committee has adopted the following Non-Displacement Strategies to govern development activities in the Greater Hill District:

Economic Opportunities

- All developers must meet with a Hill District-based employment center or program to review project based job descriptions and establish realistic, mutually agreed upon hiring goals. Developers must agree to interview pre-qualified Hill District residents before advertising to the public at large and to provide a hiring priority for Hill District residents.
- All developers must commit to a MBE participation rate of 30% and WBE participation rate of 15% on all contracts, including but not limited to pre-construction services, supply contracts, and construction. Particular consideration must be given to Hill District businesses in fulfilling these requirements.

Homeowner Support

- N/A In allocating housing and community development resources for the Hill District, the City and URA should prioritize the rehabilitation of owner-occupied homes through grants to low-income homeowners.

Self-Evaluation Form (continued)

N/A In allocating housing and community development resources for the Hill District, the City and URA should prioritize "equity protection" services to help existing homeowners resolve tax, title and mortgage issues.

N/A Except in the case of a substantial and imminent threat to health or safety, eminent domain may not be used to acquire occupied property for redevelopment.

Renter Support

N/A Except in the case of a substantial and imminent threat to health or safety, all proposals for the redevelopment of an occupied rental property must minimize the involuntary displacement of residents to the greatest extent feasible.

N/A All plans to redevelop publicly subsidized housing in the Hill District must include a comprehensive plan to support existing tenants in the transition to new, mixed-income housing. At a minimum, the plan should provide for multi-disciplinary services to respond to the multiple needs of families in transition.

Preserving Affordability

N/A Overall housing development plans must include a mix of owned and rental housing suited for all income levels. For rental housing developments of 10 or more units, at least 30% of all units must, to the greatest extent feasible and subject to the regulations associated with any housing assistance resources be utilized, and affordable to very low-income households (at or below 50% AMI). For for-sale housing developments of 10 or more units, at least 10% of all units must, to the greatest extent feasible and subject to the regulations associated with any housing assistance resources utilized, be affordable to low-income households (at or below 80% AMI). In allocating housing and community development resources, the City and URA should encourage a higher percentage of affordability and/or the use of deep subsidies to achieve deeper income targeting.

N/A All plans to redevelop publicly subsidized housing in the Hill District must include, to the greatest extent feasible, a plan to preserve the existing project-based rental subsidy.

Community Ownership/Equity

In disposing of vacant and publicly-owned property, the City and the URA should give priority to community groups and service organizations based in the Hill District with the capacity to develop such properties in a timely manner.

Self-Evaluation Form (continued)

All development projects receiving a subsidy from or through the City, County, or URA should provide co-ownership opportunities for Hill District community-based organizations (CBOs) or Hill District faith-based organizations. The CBOs or faith-based organizations should have an interest in the ownership, profits, developer fee, and/or cash flow. If the CBO or faith-based organization provides development services beyond helping to secure community and government support for the project, the organization should receive a higher level of interest in the ownership, profits, developer fee, and/or cash flow. In addition, the CBO or faith-based organization that has an ownership interest should have the ability to approve or reject major project decisions and retain a right of first refusal to acquire the project if it is sold.

ONLY IF APPLICABLE

****NOT APPLICABLE****

D. Strategies for Reclaiming the Lower Hill (See Appendix C of the Master Plan for more details)

In the 1950s and early 1960s, much of the Lower Hill District was demolished to make way for a planned cultural district for more affluent Pittsburghers. 1,300 on 95 acres of land were demolished. 413 businesses and over 8,000 residents were forced to relocate, receiving little to no compensation. The Hill District lost its commercial core, much of its population, and its connection to downtown. It was left isolated, disconnected from job opportunities, and starved for capital investment.

The Hill District now has a rare opportunity to correct this legacy. A 28-acre portion of the Lower Hill will soon become available for development. The Management Committee has adopted the following strategies to govern development activities in the Lower Hill, in order to ensure that the Lower Hill is developed in a way that reintegrates the area into the cultural fabric of the community, provides housing and job opportunities for Hill District residents, and serves as a catalyst for market-driven investment throughout the neighborhood:

Design Strategies

Development in the Lower Hill District should reflect the social, cultural and historical characteristics of the Greater Hill District.

Self-Evaluation Form (continued)

The western entrance to the neighborhood should be marked at the intersection of Centre Avenue and Washington Place – with a prominent structure that honors the history and culture of the Hill District.

Housing Strategies

All housing development plans for the Lower Hill must, to the greatest extent feasible and subject to the regulations associated with any housing assistance resources utilized.

Provide that at least 30% of all units must be affordable to very low-income households (at or below 50% AMI).

If public funding is used or if project-based subsidy is available, at least half of the affordable units must, to the greatest extent feasible and subject to the regulations of any housing assistance resources utilized, be affordable to extremely low-income households (at or below 30% AMI).

In allocating housing and community development resources, the City and URA should encourage a higher percentage of affordability and/or the use of deep subsidies to achieve deeper income targeting.

To the extent possible, and subject to funding availability and HUD approval, HACP should consider making project-based subsidy available for mixed-income housing development in the Hill District, particularly in the Lower Hill.

All housing development plans for the Lower Hill District must provide an admissions preference for displaced persons to the greatest extent possible, including persons who were displaced in the Lower Hill urban renewal effort and their descendants.

Business Development Strategies

All commercial or retail development plans for the Lower Hill District must include market-tested strategies to achieve a goal of at least 20% of the commercial or retail floor area for businesses that are a majority owned by Hill District residents or are currently located in the Hill District, and for businesses that were displaced from the Lower Hill by urban renewal.

All commercial or retail development plans for the Lower Hill District must commit best efforts to achieve a balanced retail mix of local, regional, and national companies.