a redevelopment design plan for the
CENTRE AVENUE CORRIDOR

A FUTURE YET TO BE WRITTEN

COMMUNITY MEETING
16 SEPT 2014 evolveEA

A PROJECT OF THE DESIGN CENTER

Funding for this project was provided (in part) by the Design Center through the Design Fund program, which offers grants and technical support to procure and effectively utilize design and planning services for community benefit.
OUR TEAM
CENTRE AVENUE CORRIDOR
STEERING COMMITTEE

FRIENDS OF THE LIBRARY
PITTSBURGH HOUSING AUTHORITY
URBAN INNOVATION 21
YMCA
HILL DISTRICT MINISTER’S ALLIANCE
HILL HOUSE ASSOCIATION
LOCAL BUSINESS OWNER
NEW HILL DISTRICT BUSINESS ASSOCIATION
HILL CDC
DISTRICT 6 COUNCILMAN
LOWER HILL WORKING GROUP
PLANNING DEPARTMENT
HILL CDC
URBAN REDEVELOPMENT AUTHORITY
MAYOR’S OFFICE
HILL DISTRICT CONSENSUS GROUP
STATE REPRESENTATIVE
DISTRICT 6 CHIEF OF STAFF
UJAMAA COLLECTIVE
The community developed with segregation forcing the community into confined areas and offerings. Beginning around the turn of the 20th century, pioneering African-American businesspeople stepped forward to fill the needs of their community.

As a result, the African-American community developed a profoundly successful and enviable infrastructure.

The community was home to over fifty bars and clubs, where some of the greatest jazz musicians performed.

Over fifty thriving and successful businesses served the African American community from approximately the 1920s to the 1960s. During this period, many African American-owned businesses opened, changed ownership, relocated, and closed.

Following World War II, the City revoked the laws banning Black citizens from shopping (in white only stores). This shift in commerce led to a drastic depletion of circulating currency. The community has struggled ever since to recover from the loss of capital investment and expenditure in the area.

Equally important, the Black community lost tangible public places representing the breadth of their successful lives despite the restrictions of segregation.
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WHAT WILL WE WRITE AS OUR NEXT CHAPTER?

MERIDIAN, MS
TULSA, OK
DENVER, CO
JONESBORO, AK
DANVILLE, KY
SEATTLE, WA
OAKLAND, CA
ROCK HILL, SC
DURHAM, NC
RICHMOND, VA
WASHINGTON, DC

1801 Centre Avenue | 27 July 1942
Pittsburgh City Photographer Collection
We want to know about the best...

How can WE be the best?
WHAT WOULD YOU COME TO DO
ON CENTRE AVE.

WE EXCHANGE IDEAS GOODS RESOURCES SERVICES
ON CENTRE AVE.

*
THE EXISTING MARKET IS NOT ENOUGH TO FILL THE AVENUE

EXCHANGE REQUIRES RESOURCES

HOW DO WE BROADEN THE APPEAL OF CENTRE AVE?

WHAT CAN WE EXCHANGE?
OUR FOCUS
CENTRE AVENUE CORRIDOR
From Dinwiddie to Reed, create a redevelopment design plan

PLACEMAKING
Guidelines for streetscape and development.

IDENTITY
Craft an authentic and unique identity that creates a competitive advantage.

ACTIVATION
Identify a plan of action.
OUR PROCESS
CENTRE AVENUE CORRIDOR

UNDERSTAND
ASSETS AND ASPIRATIONS
16 SEPTEMBER 2014

DEVELOP
A TOOLKIT OF STRATEGIES & IDEAS
28 OCTOBER 2014

CREATE
SCENARIOS FOR OUR FUTURE
& PATHS TO IMPLEMENTATION
4 DECEMBER 2014
ACTIVITIES ASSETS & ASPIRATIONS

CENTRE AVE
The Centre Avenue Corridor Redevelopment Plan is a chance for the community to write the next chapter in the Hill District’s rich and storied history. Help evolveEA imagine a vision for the future of Centre Ave!

Visit each station and return this brochure for a chance to win!

☐ 1. COME TO CENTRE AVE!
   [evolveEA - photo]

☐ 2. COMMUNITY ASSETS
   [evolveEA - street elevations]

☐ 3. UDREAMESTATIONS
   Stop & Stay Spaces
   DREAM Units
   Artist Housing
   Authentic Replication
   Pocket Housing & Micro-Units

STATION ONE
Fill out a sheet and tell us your vision for the future of Centre Ave!

[It's 2020...] What would YOU come to DO on CENTRE AVE?

SEND ME
I would come to...

STATION TWO
Fill out the post-its and place them on the elevations!

Places that are important to ME

Places that are important to the COMMUNITY

Places that could be IMPROVED

NAME:
EMAIL:
PHONE:
OUR PROCESS

CENTRE AVENUE CORRIDOR

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4 DECEMBER 2014
KEEP IN TOUCH!!!

CONNECT WITH US ON MINDMIXER

CENTRE EXCHANGE

CELEBRATE CENTRE AVE

CENTRE FLOW