a redevelopment design plan for the CENTRE AVENUE CORRIDOR
OUR TEAM
CENTRE AVENUE CORRIDOR
STEERING COMMITTEE

JACQUELLE BLACKBURN
MICHAEL EANNARINO
BILL GENERETTE
AARON GIBSON
REVEREND GRIGSBY
CHERYL HALL-RUSSELL
CELETA HICKMAN
BOMANI HOWZE
MARLENE LANDRUM
DANIELLE LAVELLE
JASON MATTHEWS
JUSTIN MILLER
MARINBA MILLIONES
EMILY MITCHELL
HENRY PYATT
JUSTIN SHAO
JAKE WHEATLEY
DANIEL WOOD
LAKEISHA WOLF

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 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?
WHAT WOULD YOU DO?
COME TO
WE EXCHANGE
IDEAS
RESOURCES
GOODS
SERVICES
ON CENTRE AVE
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
BUT FIRST...
THE RAFFLE WINNER IS...!

Leslie V. Horne

Thanks to our donors
Shop-N-Save
Big Tom’s Barber Shop
Library
YMCA
Ujamaa Collective
DEVELOP
A TOOLKIT OF STRATEGIES & IDEAS

COMMUNITY MEETING RESULTS
BUSINESS DISTRICT BENCHMARKING
INTRODUCTION TO CENTRE AVENUE IDENTITY
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!

Funding for the this project was provided in part by the Design Center through the Design Fund program, which offers grants and technical support to promote and effectively utilize design and planning services for community benefits.

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. U DREAM STATIONS
   Stop & Stay Spaces
   DREAM Units
   Artist Housing
   Authentic Replication
   Pocket Housing & Micro-Units

NAME:
EMAIL:
PHONE:

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?

I would come to...

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

Places that are important to ME

my church

Places that are important to the COMMUNITY

the school

Places that could be IMPROVED

the vacant lots
IMPORTANT TO ME
IMPORTANT TO COMMUNITY
NEEDS TO BE IMPROVED

SEEING WHAT WE THINK CENTRE AVE
IMPORTANT TO ME
IMPORTANT TO COMMUNITY
NEEDS TO BE IMPROVED
IMPORTANT TO ME
IMPORTANT TO COMMUNITY
NEEDS TO BE IMPROVED
# Places That Are Important to Me

## Community Assets
- My daughter loves to meet up with friends [at the library]
- Hill House Association – Integral part of the Hill District
- Support local performance/event/music/art venue
- My new establishment with parking lot
- KEEP SIGN! Maintain original sign
- Preserve industrial structures/spaces
- The buildings are so unique. Don’t change!
- Movie Theater, Bowling Alley, Dance studio for seniors
- Nice restaurants with live jazz musicians
- Community garden, green space, landscape
- Mini playgrounds for children throughout the community

## Historic Preservation
- Community garden, green space, landscape
- The buildings are so unique. Don’t change!

## Future Desires
- Educate our youth about Centre Ave. Development
- [Math + Urban Development] = Future
- A café where I can read my library books
- Coffeehouse pop up businesses
- My daughter loves to meet up with friends [at the library]
PLACES THAT ARE IMPORTANT TO ME

SUPPORT FOR EXISTING COMMUNITY ANCHORS

INTEREST IN COMMUNITY FOCUSED GREENSPACE

EXCITEMENT FOR EXPECTED IMPROVEMENTS

COMMUNITY ASSETS FUTURE DESIRES HISTORIC PRESERVATION
PLACES THAT ARE IMPORTANT TO THE COMMUNITY

The library has become a magnet for children – provides a safe learning environment with unlimited learning opportunities
Support our school. Children are our future!
Make [the New Granada theater] the centerpiece of the Hill
[The YMCA is] a positive reflection of the Hill–A wonderful community resource for all ages
Get rid of businesses like [the Family Dollar] that rob the poor.
[The police station is] outdated. Make it a “green” building
Hardware store, local gas station, playground
Bring back jitney stand
Community center for people with disabilities
Centre Avenue Hill District community market
Family party places for children
SMALL BUSINESSES: Coffee shop and record store
Multi-ethnic food court and outdoor eating area
No chains! Food chains, chains period! Support local business.

EXISTING PLACES

The library is a magnet...
Support our school...
Make the New Granada a focus....
The Y is a resource....
Get rid of stores that rob the poor...
The police station is outdated...
PLACES THAT ARE IMPORTANT TO THE COMMUNITY

The library has become a magnet for children – provides a safe learning environment with unlimited learning opportunities
Support our school. Children are our future!
Make [the New Granada theater] the centerpiece of the Hill
[The YMCA is] a positive reflection of the Hill – A wonderful community resource for all ages
Get rid of businesses like [the Family Dollar] that rob the poor.
[The police station is] outdated. Make it a “green” building

EXISTING PLACES
Hardware store, local gas station, playground
Bring back jitney stand
Community center for people with disabilities
Centre Avenue Hill District community market

FUTURE DESIRES
Family party places for children
SMALL BUSINESSES: Coffee shop and record store
Multi-ethnic food court and outdoor eating area
No chains! Food chains, chains period! Support local business.
PLACES THAT ARE IMPORTANT TO THE COMMUNITY

EXISTING PLACES

FUTURE DESIRES

INTEREST IN COMMUNITY

FOCUSED GREENSPACE

GENERAL SUPPORT FOR ANCHORS

MAINTAIN HISTORIC LOOK AND FEEL

LACK OF CURRENT ACTIVITY = LOW INPUT

EXISTING PLACES FUTURE DESIRES

DINWIDDE ST

KIRKPATRICK ST

ED ST
PLACES THAT CAN BE IMPROVED

Redesign building to express the new spirit of THE HILL
More trees would be nice for shops
REMOVE – Does not benefit community in a positive light
Redesign to maintain historic façade. Integrate this into the rest of the community
we need a gas station; however, one that respects and honors the community
Keep... but restore
Change storefront to viable business for community
The auto garage is vital. Don’t close it... give him help to improve
Façade upgrades and programs

EXISTING PLACES/HISTORIC PRESERVATION

trees
historic facades
preserve businesses
redesign to express the new spirit of the Hill

Cultural activities, housing, and maybe culinary, demonstrations, and food for public
Urban parklet, open market
Chauncey Steps, community park (greenprint project)
Restore and fill with small businesses and art and youth
Outdoor activity space for library and YMCA
New police station with a sport center for elementary youth
PLACES THAT CAN BE IMPROVED

Redesign building to express the new spirit of THE HILL
More trees would be nice for shops
REMOVE – Does not benefit community in a positive light
Redesign to maintain historic façade. Integrate this into the rest of the community
We need a gas station; however, one that respects and honors the community
Keep... but restore
Change storefront to viable business for community
The auto garage is vital. Don’t close it... give him help to improve
Façade upgrades and programs

EXISTING PLACES/HISTORIC PRESERVATION

Cultural activities, housing, and maybe culinary, demonstrations, and food for public
Urban parklet, open market

FUTURE DESIRES

Restore and fill with small businesses and art and youth
Outdoor activity space for library and YMCA
New police station with a sport center for elementary youth

cultural activities
food
parklet/outdoor space/Greenprint project
businesses
PLACES THAT CAN BE IMPROVED

LESS DESIRED USES AND VACANCY

MAINTAIN HISTORIC INTEGRITY

INTEREST IN COMMUNITY FOCUSED GREENSPACE

FUTURE DESIRES EXISTING PLACES/HISTORIC PRESERVATION
<table>
<thead>
<tr>
<th>I WOULD COME TO CENTRE AVE TO...</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Have a cup of coffee and do a little shopping in a unique small arts, books, or home décor shop</td>
<td></td>
</tr>
<tr>
<td>Go to a sports bar, an upscale spa, an upscale/semi-upscale restaurant, attend a jazz club</td>
<td></td>
</tr>
<tr>
<td>See my daycare get up and going strong</td>
<td></td>
</tr>
<tr>
<td>Work in a small office to run my business</td>
<td></td>
</tr>
<tr>
<td>Eat at a unique restaurant; see and be seen</td>
<td></td>
</tr>
<tr>
<td>Eat at a restaurant I can walk to with my kids</td>
<td></td>
</tr>
<tr>
<td>Theater for locals of instrumentation</td>
<td></td>
</tr>
<tr>
<td>Dinner and movie on Centre!</td>
<td></td>
</tr>
<tr>
<td>NIGHTLIFE!</td>
<td></td>
</tr>
<tr>
<td>Go to movies, come to a festival</td>
<td></td>
</tr>
<tr>
<td>Art installation, public art</td>
<td></td>
</tr>
<tr>
<td>Sit and write in any green space provided</td>
<td></td>
</tr>
<tr>
<td>Sidewalk table and chairs where you eat and greet friends and neighbors</td>
<td></td>
</tr>
<tr>
<td>Work, shop, live, relax, be entertained, develop, grow, worship</td>
<td></td>
</tr>
</tbody>
</table>
A 10 YEAR OLD
WOULD COME TO CENTRE AVE TO...

- Ice cream
- Arcade
- Parades
- Visit the library
- Participate in an educational, hands-on workshop at an artist’s space
- Play sports
- Some place to jump around
- Ice skating & roller rink
- Go bowling
A 25 YEAR OLD WOULD COME TO CENTRE AVE TO...

Purchase unique clothing
Own my own business

See live music
Party at a hip club with live music and eat great soul food
Have a place where I can meet for a lunch date, go out for happy hour after work, shop on the weekend, and have a nice romantic date

Go home to my great apartment or condo
Introduce my first child to the Hill
Better education

Workout at the Y
Skate down the hills event
A 40 YEAR OLD WOULD COME TO CENTRE AVE TO...

- Hotel stay
- Dance and shop

- Take family out for a stroll to outdoor plaza + ice cream
- Lunch and walking tour of the history of the Hill
- Feel young again
- Work and help younger people realize their hopes for a more free future
- Continuing education
- Outdoor yoga
- Gardening
A 75 Year Old Would Come to Centre Ave To...

- Visit pharmacy
  - Fulfill every need. Won’t have to travel to other areas in the city for shopping, eating, entertainment, banking
- Share history of the Hill through storytelling
- Meet friends and family
- Help people
- Go to a daytime interactive activity at a cultural center
- Come to a community center with card games, bingo, knitting circle, book clubs
- Visit a pocket park and pick up some local, fresh foods/foods!
- Keep on biking and hiking
- Walk the dog
- Be part of a vibrant street life scene
- Catch a bus
WE WOULD COME TO CENTRE AVE TO...
# Community Meeting Suggestions

## Retail & Businesses
- Bookstore
- Health Services [Dentist, Urgent Care Facility, Pharmacy, etc.]
- Daycare
- Clothing Boutique
- Hotel
- Office Space
- Flea Market
- Bodega
- Jitney Stand
- Staple Shops & Services [Laundromat, Home Improvement Store, Shoe Store, etc.]
- Business Incubator
- Pop-Up Shops
- Tax Abatement for New Businesses
- Temporary Street Vendors/Trucks
- Zipline to Downtown
- Skating the Hills Racing Event
- Centre Ave Scavenger Hunt
- Targeted Business Recruitment
- Balance of Local & National Businesses
- Assistance for Small Businesses

## Food & Culture
- Upscale Restaurant
- Soul Food Restaurant
- Family Friendly Restaurant
- International Cuisine Cluster
- Fresh Food Market
- Coffee Shop
- Ice Cream/Candy Store
- Bakery
- Cafe

## Entertainment
- Dance Club
- Movie Theater
- Jazz Club
- Performance Venue [Art, Music, Plays, etc.]
- Comedy Club
- Bars

## Arts & Culture
- Hill District History Tour
- Arts Flex Space
- Public Art
- Art Gallery
- Youth Arts Education
- Hill District History Museum

## Community & Family
- Festivals & Parades
- Teen Development Center
- Condos
- Infill Housing
- Continuing Education Programs
- Taste of the Hill Food Festival
- Culinary School
- Rib Cookoff
- Live/Work Studio
- Neighborhood Watch

## Recreation & Greenspace
- Parks
- Urban Hiking Trail
- Recreational Events
- Bike Rentals
- Community Garden/Edible Park
- Ice Skating/Roller Skating Rink
- Bowling Alley
- Outdoor Yoga

## Streetscape
- Regular Street Clean Up
- Civic Plaza [w/ seating, chess, benches, etc.]
- Bike Infrastructure
- Street Trees
- Facade Improvement Program
- Wayfinding & Historic Site Signage
- Grand Entrance
- Sidewalk Culture
COMMUNITY MEETING RESULTS
BUSINESS DISTRICT BENCHMARKING
INTRODUCTION TO CENTRE AVENUE IDENTITY
# Community Meeting Suggestions

## Retail & Businesses
- Bookstore
- Health Services [Dentist, Urgent Care Facility, Pharmacy, etc.]
- Daycare
- Clothing Boutique
- Hotel
- Office Space
- Flea Market
- Bodega
- Jitney Stand
- Staple Shops & Services [Laundromat, Home Improvement Store, Shoe Store, etc.]
- Business Incubator
- Pop-Up Shops
- Tax Abatement for New Businesses
- Temporary Street Vendors/Trucks
- Zipline to Downtown
- Skating the Hills Racing Event
- Centre Ave Scavenger Hunt
- Targeted Business Recruitment
- Balance of Local & National Businesses
- Assistance for Small Businesses

## Food & Culture
- Upscale Restaurant
- Soul Food Restaurant
- Family Friendly Restaurant
- International Cuisine Cluster
- Fresh Food Market
- Coffee Shop
- Ice Cream/Candy Store
- Bakery
- Cafe

## Entertainment
- Dance Club
- Movie Theater
- Jazz Club
- Performance Venue [Art, Music, Plays, etc.]
- Comedy Club
- Bars

## Arts & Culture
- Hill District History Tour
- Arts Flex Space
- Public Art
- Art Gallery
- Youth Arts Education
- Hill District History Museum

## Community & Family
- Festivals & Parades
- Teen Development Center
- Condos
- Infill Housing
- Continuing Education Programs
- Taste of the Hill Food Festival
- Culinary School
- Rib Cookoff
- Live/Work Studio
- Neighborhood Watch

## Recreation & Greenspace
- Parks
- Urban Hiking Trail
- Recreational Events
- Bike Rentals
- Community Garden/Edible Park
- Ice Skating/Roller Skating Rink
- Bowling Alley
- Outdoor Yoga

## Streetscape
- Regular Street Clean Up
- Civic Plaza [w/ seating, chess, benches, etc.]
- Bike Infrastructure
- Street Trees
- Facade Improvement Program
- Wayfinding & Historic Site Signage
- Grand Entrance
- Sidewalk Culture
HIGH DENSITY, FUNCTIONS AS A CORRIDOR

PREDOMINANTLY JEWISH COMMUNITY WITH INCOMING ASIAN POPULATION

MANY LOCALLY OWNED BUSINESSES
FORBES & MURRAY
SQUIRREL HILL

67 businesses in district
653 total businesses in area
0% rate of change
7,400 people
$71,640 median household income (2010)
$55,577 median disposable income (2010)
9,050 persons/sq mile
71 walk score

CENTRE & WYLIE
HILL DISTRICT

13 businesses in district
152 total businesses in area
0% rate of change
3,803 people
$14,684 median household income (2010)
$14,020 median disposable income (2010)
5,780 persons/sq mile
70 walk score

SOURCE: URA & ESRI
<table>
<thead>
<tr>
<th>FORBES &amp; MURRAY</th>
<th>CENTRE &amp; WYLIE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SQUIRREL HILL</td>
<td>HILL DISTRICT</td>
</tr>
<tr>
<td><strong>67</strong> businesses in district</td>
<td><strong>13</strong> businesses in district</td>
</tr>
<tr>
<td><strong>653</strong> total businesses in area</td>
<td><strong>152</strong> total businesses in area</td>
</tr>
<tr>
<td><strong>0%</strong> rate of change</td>
<td><strong>0%</strong> rate of change</td>
</tr>
<tr>
<td><strong>7,400</strong> people</td>
<td><strong>3,803</strong> people</td>
</tr>
<tr>
<td><strong>$71,640</strong> median household income (2010)</td>
<td><strong>$14,684</strong> median household income (2010)</td>
</tr>
<tr>
<td><strong>9,050</strong> persons/sq mile</td>
<td><strong>5,780</strong> persons/sq mile</td>
</tr>
<tr>
<td><strong>71</strong> walk score</td>
<td><strong>70</strong> walk score</td>
</tr>
</tbody>
</table>

**SOURCE: URA & ESRI**
FORBES & MURRAY
SQUIRREL HILL

67
businesses in district

653
total businesses in area

0%
rate of change

7,400
people

$71,640
median household income (2010)

$55,577
median disposable income (2010)

9,050
persons/sq mile

71
walk score

CENTRE & WYLIE
HILL DISTRICT

13
businesses in district

152
total businesses in area

0%
rate of change

3,803
people

$14,684
median household income (2010)

$14,020
median disposable income (2010)

5,780
persons/sq mile

70
walk score

SOURCE: URA & ESRI
<table>
<thead>
<tr>
<th>FORBES &amp; MURRAY</th>
<th>CENTRE &amp; WYLIE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SQUIRREL HILL</strong></td>
<td><strong>HILL DISTRICT</strong></td>
</tr>
<tr>
<td><strong>67</strong></td>
<td><strong>13</strong></td>
</tr>
<tr>
<td>businesses in district</td>
<td>businesses in district</td>
</tr>
<tr>
<td><strong>653</strong></td>
<td><strong>152</strong></td>
</tr>
<tr>
<td>total businesses in area</td>
<td>total businesses in area</td>
</tr>
<tr>
<td><strong>0%</strong></td>
<td><strong>0%</strong></td>
</tr>
<tr>
<td>rate of change</td>
<td>rate of change</td>
</tr>
<tr>
<td><strong>7,400</strong></td>
<td><strong>3,803</strong></td>
</tr>
<tr>
<td>people</td>
<td>people</td>
</tr>
<tr>
<td><strong>$71,640</strong></td>
<td><strong>$14,684</strong></td>
</tr>
<tr>
<td><strong>$55,577</strong></td>
<td><strong>$14,020</strong></td>
</tr>
<tr>
<td><strong>9,050</strong></td>
<td><strong>5,780</strong></td>
</tr>
<tr>
<td>persons/sq mile</td>
<td>persons/sq mile</td>
</tr>
<tr>
<td><strong>71</strong></td>
<td><strong>70</strong></td>
</tr>
<tr>
<td>walk score</td>
<td>walk score</td>
</tr>
</tbody>
</table>

**SOURCE:** URA & ESRI
RETAIL & BUSINESS

Health Services
Daycare
Clothing Boutique
Office Space
Staple Shops [some]
Balance of Local & National Businesses
FOOD & CULTURE

Upscale Restaurant
Family Friendly Restaurant
International Cuisine Cluster
Coffee Shop
Ice Cream/Candy Store
Bakery
Cafe
ENTERTAINMENT

Movie Theater
Bars
FORBES & MURRAY

ART & CULTURE
Art Gallery
COMMUNITY & FAMILY

Condos
Continuing Education Programs
Sidewalk Sales
RECREATION & GREEN SPACE

Parks
Bowling Alley
Yoga
STREETSCAPE

Street Trees
Wayfinding
Sidewalk Culture
# FORBES & MURRAY
## SQUIRREL HILL

### RETAIL & BUSINESSES
- Bookstore
- Health Services [Dentist, Urgent Care Facility, Pharmacy, etc.]
- Daycare
- Clothing Boutique
- Hotel
- Office Space
- Flea Market
- Bodega
- Jitney Stand
- Staple Shops & Services [Laundromat, Home Improvement Store, Shoe Store, etc.]
- Business Incubator
- Pop-Up Shops
- Tax Abatement for New Businesses
- Temporary Street Vendors/Trucks
- Zipline to Downtown
- Skating the Hills Racing Event
- Centre Ave Scavenger Hunt
- Targeted Business Recruitment
- Balance of Local & National Businesses
- Assistance for Small Businesses

### FOOD & CULTURE
- Upscale Restaurant
- Soul Food Restaurant
- Family Friendly Restaurant
- International Cuisine Cluster
- Fresh Food Market
- Coffee Shop
- Ice Cream/Candy Store
- Bakery
- Cafe

### ENTERTAINMENT
- Dance Club
- Movie Theater
- Jazz Club
- Performance Venue [Art, Music, Plays, etc.]
- Comedy Club
- Bars

### ARTS & CULTURE
- Hill District History Tour
- Arts Flex Space
- Public Art
- Art Gallery
- Youth Arts Education
- Hill District History Museum

### COMMUNITY & FAMILY
- Festivals & Parades
- Teen Development Center
- Condos
- Infill Housing
- Continuing Education Programs
- Taste of the Hill Food Festival
- Culinary School
- Rib Cookoff
- Live/Work Studio
- Neighborhood Watch

### RECREATION & GREENSPACE
- Parks
- Urban Hiking Trail
- Recreational Events
- Bike Rentals
- Community Garden/Edible Park
- Ice Skating/Roller Skating Rink
- Bowling Alley
- Outdoor Yoga

### STREETSCAPE
- Regular Street Clean Up
- Civic Plaza [w/ seating, chess, benches, etc.]
- Bike Infrastructure
- Street Trees
- Facade Improvement Program
- Wayfinding & Historic Site Signage
- Grand Entrance
- Sidewalk Culture
INCOME TO SUPPORT DENSITY

VARIETY IN 200-YEAR-OLD-TREES
[institutional, retail, entertainment]

LOCALLY OWNED BUSINESSES RECIRCULATE WEALTH WITHIN THE COMMUNITY

FOCUS ON RETAIL & BUSINESS AND FOOD & CULTURE
FEDERAL STREET

ABUTS ALLEGHENY CENTER/PARK

FUNCTIONS AS A DISTRICT [WITH MANY LANDMARKS]

CULTURAL INSTITUTIONS HAVE A REGIONAL DRAW
<table>
<thead>
<tr>
<th><strong>FEDERAL &amp; NORTH NORTH SIDE</strong></th>
<th><strong>CENTRE &amp; WYLIE HILL DISTRICT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>19</strong> businesses in district</td>
<td><strong>13</strong> businesses in district</td>
</tr>
<tr>
<td><strong>290</strong> total businesses in area</td>
<td><strong>152</strong> total businesses in area</td>
</tr>
<tr>
<td><strong>0%</strong> rate of change</td>
<td><strong>0%</strong> rate of change</td>
</tr>
<tr>
<td><strong>3,438</strong> people</td>
<td><strong>3,803</strong> people</td>
</tr>
<tr>
<td><strong>11,614</strong> persons/sq mile</td>
<td><strong>5,780</strong> persons/sq mile</td>
</tr>
<tr>
<td><strong>85</strong> walk score</td>
<td><strong>70</strong> walk score</td>
</tr>
</tbody>
</table>

**SOURCE: URA & ESRI**
### FEDERAL & NORTH
**NORTH SIDE**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses in district</td>
<td>19</td>
</tr>
<tr>
<td>Total businesses in area</td>
<td>290</td>
</tr>
<tr>
<td>Rate of change</td>
<td>0%</td>
</tr>
<tr>
<td>People</td>
<td>3,438</td>
</tr>
<tr>
<td>Median household income</td>
<td>$27,444</td>
</tr>
<tr>
<td>Median disposable income</td>
<td>$22,081</td>
</tr>
<tr>
<td>Persons/sq mile</td>
<td>11,614</td>
</tr>
<tr>
<td>Walk score</td>
<td>85</td>
</tr>
</tbody>
</table>

### CENTRE & WYLIE
**HILL DISTRICT**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses in district</td>
<td>13</td>
</tr>
<tr>
<td>Total businesses in area</td>
<td>152</td>
</tr>
<tr>
<td>Rate of change</td>
<td>0%</td>
</tr>
<tr>
<td>People</td>
<td>3,803</td>
</tr>
<tr>
<td>Median household income</td>
<td>$14,684</td>
</tr>
<tr>
<td>Median disposable income</td>
<td>$14,020</td>
</tr>
<tr>
<td>Persons/sq mile</td>
<td>5,780</td>
</tr>
<tr>
<td>Walk score</td>
<td>70</td>
</tr>
</tbody>
</table>

*Source: URA & ESRI*
<table>
<thead>
<tr>
<th></th>
<th>FEDERAL &amp; NORTH</th>
<th>CENTRE &amp; WYLIE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NORTH SIDE</td>
<td>HILL DISTRICT</td>
</tr>
<tr>
<td>businesses in district</td>
<td>19</td>
<td>13</td>
</tr>
<tr>
<td>total businesses in area</td>
<td>290</td>
<td>152</td>
</tr>
<tr>
<td>rate of change</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>people</td>
<td>3,438</td>
<td>3,803</td>
</tr>
<tr>
<td>median household income</td>
<td>$27,444</td>
<td>$14,684</td>
</tr>
<tr>
<td>median disposable income</td>
<td>$22,081</td>
<td>$14,020</td>
</tr>
<tr>
<td>persons/sq mile</td>
<td>11,614</td>
<td>5,780</td>
</tr>
<tr>
<td>walk score</td>
<td>85</td>
<td>70</td>
</tr>
</tbody>
</table>

SOURCE: URA & ESRI
FEDERAL & NORTH
NORTH SIDE

19
businesses in district

290
total businesses in area

0%
rate of change

3,438
people

$27,444
median household income (2010)

$22,081
median disposable income (2010)

11,614
persons/sq mile

85
walk score

CENTRE & WYLIE
HILL DISTRICT

13
businesses in district

152
total businesses in area

0%
rate of change

3,803
people

$14,684
median household income (2010)

$14,020
median disposable income (2010)

5,780
persons/sq mile

70
walk score

SOURCE: URA & ESRI
<table>
<thead>
<tr>
<th><strong>FEDERAL &amp; NORTH</strong></th>
<th><strong>CENTRE &amp; WYLIE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NORTH SIDE</strong></td>
<td><strong>HILL DISTRICT</strong></td>
</tr>
<tr>
<td>19 businesses in district</td>
<td>13 businesses in district</td>
</tr>
<tr>
<td>290 total businesses in area</td>
<td>152 total businesses in area</td>
</tr>
<tr>
<td>0% rate of change</td>
<td>0% rate of change</td>
</tr>
<tr>
<td>3,438 people</td>
<td>3,803 people</td>
</tr>
<tr>
<td><strong>11,614 persons/sq mile</strong></td>
<td><strong>5,780 persons/sq mile</strong></td>
</tr>
<tr>
<td>85 walk score</td>
<td>70 walk score</td>
</tr>
</tbody>
</table>

**SOURCE: URA & ESRI**
FEDERAL STREET

RETAIL & BUSINESSES

Hospital
Daycare
Hotel
Office Space
Staple Shops & Services
FEDERAL STREET

FOOD & CULTURE

Family Friendly Restaurants
Fresh Food Market
Coffee Shop
Cafe
FEDERAL STREET

ENTERTAINMENT

Performance Venue
Bars
FEDERAL STREET

ARTS & CULTURE

Art Gallery
FEDERAL STREET

COMMUNITY & FAMILY

Condos
Infill Housing
FEDERAL STREET

RECREATION & GREEN SPACE

Parks
Community Garden
FEDERAL STREET

STREETSCAPE
Civic Plaza
Street Trees
# Federal Street

## Central Northside/Allegheny Center

<table>
<thead>
<tr>
<th>Retail &amp; Businesses</th>
<th>Food &amp; Culture</th>
<th>Entertainment</th>
<th>Arts &amp; Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookstore</td>
<td>Upscale Restaurant</td>
<td>Dance Club</td>
<td>Hill District History Tour</td>
</tr>
<tr>
<td>Health Services [Dentist, Urgent Care Facility, Pharmacy, etc.]</td>
<td>Soul Food Restaurant</td>
<td>Movie Theater</td>
<td>Arts Flex Space</td>
</tr>
<tr>
<td>Daycare</td>
<td>Family Friendly Restaurant</td>
<td>Jazz Club</td>
<td>Public Art</td>
</tr>
<tr>
<td>Clothing Boutique</td>
<td>International Cuisine Cluster</td>
<td>Performance Venue [Art, Music, Plays, etc.]</td>
<td>Art Gallery</td>
</tr>
<tr>
<td>Hotel</td>
<td>Fresh Food Market</td>
<td>Comedy Club</td>
<td>Youth Arts Education</td>
</tr>
<tr>
<td>Office Space</td>
<td>Coffee Shop</td>
<td>Bars</td>
<td>Hill District History Museum</td>
</tr>
<tr>
<td>Flea Market</td>
<td>Ice Cream/Candy Store</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bodega</td>
<td>Bakery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JITNEY Stand</td>
<td>Cafe</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staple Shops &amp; Services [Laundromat, Home Improvement Store, Shoe Store, etc.]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Incubator</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pop-Up Shops</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tax Abatement for New Businesses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Temporary Street Vendors/Trucks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zipline to Downtown</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skating the Hills Racing Event</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Centre Ave Scavenger Hunt</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Targeted Business Recruitment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance of Local &amp; National Businesses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assistance for Small Businesses</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Community & Family

- Festivals & Parades
- Teen Development Center
- Condos
- Infill Housing
- Continuing Education Programs
- Taste of the Hill Food Festival
- Culinary School
- Rib Cook-off
- Live/Work Studio
- Neighborhood Watch

## Recreation & Greenspace

- Parks
- Urban Hiking Trail
- Recreational Events
- Bike Rentals
- Community Garden/Edible Park
- Ice Skating/Roller Skating Rink
- Bowling Alley
- Outdoor Yoga

## Streetscape

- Regular Street Clean Up
- Civic Plaza [w/ seating, chess, benches, etc.]
- Bike Infrastructure
- Street Trees
- Facade Improvement Program
- Wayfinding & Historic Site Signage
- Grand Entrance
- Sidewalk Culture
FEDERAL & NORTH
LESSONS LEARNED FOR CENTRE AVENUE

FUNCTIONS AS A DISTRICT [WITH LANDMARKS DEFINING ITS IDENTITY]

NATIONAL BUSINESSES FILL THE VOID WHERE ENTREPRENEURIALISM IS LACKING

COMMUNITY ANCHORS FOCUS ON CULTURAL INSTITUTIONS AND HEALTH
Post Civil War, there was a great migration of government employees and speculative development in efforts to separate themselves from newly freed blacks.

Corridor was then supported by a streetcar line that allowed residents to commute to work and shop.

Transition from predominantly white and middle class, to the city’s most important concentration of leading African American citizens.

Following the assassination of Martin Luther King, U Street became an epicenter of violence and vacancy. African American middle class relocates to Maryland.

After decades of negligence and delinquency, a wave of new urbanism had begun to take hold from 1997 onward.
U STREET
BUSINESS DISTRICT SUMMARY

BUSINESS DISTRICT OVERVIEW

482,838 businesses in district

1,360 total businesses in area

6.22% rate of change

47,992 people

$82,671 median household income (2010)

N/A median disposable income (2010)

36,553 persons/sq mile

94 walk score

Source: US Census 2010

200 YEAR OLD TREES

BOHEMIAN CAVERNS
restaurant and jazz nightclub

BEN’S CHILI BOWL
landmark restaurant

LINCOLN THEATER
washington’s black broadway

AVAILABLE AMENITIES

RETAIL & BUSINESS
Health Services, Clothing Boutique, Hotel, Office Space, Bodega, Staple Shops and Services, Business Incubator, Pop-Up Shops, Street Vendor/Trucks, Local & National Businesses

FOOD & CULTURE
Upscale Restaurants, Soul Food Restaurant, Family Friendly Restaurant, International Cuisine Cluster, Coffee Shop, Ice Cream/Candy Store, Cafe

ENTERTAINMENT
Dance Club, Movie Theater, Jazz Club, Performance Venue, Bars

ARTS & CULTURE
History Tour, Public Art, Art Gallery

COMMUNITY & FAMILY
Festivals & Parades, Condos, Infill Housing

RECREATION & GREENSPACE
Parks, Bike Rentals

STREETSCAPE
Regular Street Clean Up, Civic Plaza, Bike Infrastructure, Street Trees, Wayfinding & Historic Signage, Sidewalk Culture
LIVING HISTORY
There is an exchange of experiences from one generation to another through Storytelling that enriches the experience of the corridor.

COORDIDOR COLLECTIVE
U Street does not have a key place or anchored structure; the corridor is the experience; all social amenities work together to enrich the experience.

INTERACTIVE EXPERIENCE
Visitors are encouraged to participate in the ongoing storyline of the place, enriching the living history with their own experience.
<table>
<thead>
<tr>
<th>RETAIL &amp; BUSINESSES</th>
<th>FOOD &amp; CULTURE</th>
<th>ENTERTAINMENT</th>
<th>ARTS &amp; CULTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bookstore</td>
<td>Upscale Restaurant</td>
<td>Dance Club</td>
<td>Hill District History Tour</td>
</tr>
<tr>
<td>Health Services [Dentist, Urgent Care Facility, Pharmacy, etc.]</td>
<td>Soul Food Restaurant</td>
<td>Movie Theater</td>
<td>Arts Flex Space</td>
</tr>
<tr>
<td>Daycare</td>
<td>Family Friendly Restaurant</td>
<td>Jazz Club</td>
<td>Public Art</td>
</tr>
<tr>
<td>Clothing Boutique</td>
<td>Fresh Food Market</td>
<td>Performance Venue [Art, Music, Plays, etc.]</td>
<td>Art Gallery</td>
</tr>
<tr>
<td>Hotel</td>
<td>Coffee Shop</td>
<td>Comedy Club</td>
<td>Youth Arts Education</td>
</tr>
<tr>
<td>Office Space</td>
<td>Ice Cream/Candy Store</td>
<td>Bars</td>
<td>Hill District History Museum</td>
</tr>
<tr>
<td>Flea Market</td>
<td>Bakery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bodega</td>
<td>Cafe</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jitney Stand</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staple Shops &amp; Services [Landromat, Home Improvement Store, Shoe Store, etc.]</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Incubator</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pop-Up Shops</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tax Abatement for New Businesses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Temporary Street Vendors/Trucks</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zipline to Downtown</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skating the Hills Racing Event</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Centre Ave Scavenger Hunt</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Targeted Business Recruitment</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Balance of Local &amp; National Businesses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assistance for Small Businesses</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMMUNITY &amp; FAMILY</th>
<th>RECREATION &amp; GREENSPACE</th>
<th>STREETSCAPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Festivals &amp; Parades</td>
<td>Parks</td>
<td>Regular Street Clean Up</td>
</tr>
<tr>
<td>Teen Development Center</td>
<td>Urban Hiking Trail</td>
<td>Civic Plaza [w/ seating, chess, benches, etc.]</td>
</tr>
<tr>
<td>Infill Housing</td>
<td>Recreational Events</td>
<td>Bike Infrastructure</td>
</tr>
<tr>
<td>Continuing Education Programs</td>
<td></td>
<td>Street Trees</td>
</tr>
<tr>
<td>Taste of the Hill Food Festival</td>
<td></td>
<td>Facade Improvement Program</td>
</tr>
<tr>
<td>Culinary School</td>
<td>Community Garden/Edible Park</td>
<td></td>
</tr>
<tr>
<td>Rib Cookoff</td>
<td>Ice Skating/Roller Skating Rink</td>
<td></td>
</tr>
<tr>
<td>Live/Work Studio</td>
<td>Bowling Alley</td>
<td>Wayfinding &amp; Historic Site Signage</td>
</tr>
<tr>
<td>Neighborhood Watch</td>
<td>Outdoor Yoga</td>
<td>Grand Entrance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sidewalk Culture</td>
</tr>
</tbody>
</table>
200 YEAR OLD TREES

Bohemian Caverns

Ben’s Chili Bowl

Lincoln Theater
U STREET, Washington DC

RETAIL & BUSINESS

- Health Services
- Daycare
- Hotel
- Clothing Boutique
- Office Space
- Bodega
- Staple Shops [some]
- Business Incubator
- Temporary Street Vendor/Trucks
- Balance of Local & National Businesses
FOOD & CULTURE

Upscale Restaurant
Soul Food Restaurant
Family Friendly Restaurant
International Cuisine Cluster
Coffee Shop

Ice Cream/Candy Store
Cafe
U STREET, Washington DC

ENTERTAINMENT

Dance Club
Movie Theater
Jazz Club
Performance Theater
Bars
ARTS & CULTURE

Remembering U Street

Public Art

Art Gallery
COMMUNITY & FAMILY

Festivals & Parades

Condos

Infill Housing
RECREATION & GREEN SPACE

Parks

Bike Rental

U STREET, Washington DC
STREETScape

Regular Street Clean Up  Sidewalk Culture
Civic Plaza
Bike Infrastructure
Street Trees
Wayfinding
USTREET, Washington DC
LESSONS LEARNED FOR CENTRE AVENUE

RESIDENTS AND VISITORS ENRICH THE LIVING HISTORY WITH PERSONAL EXPERIENCE

ALL SOCIAL AMENITIES WORK TOGETHER

CORRIDOR IS THE IDENTITY AND ECONOMIC ENGINE SUPPORTING DISTRICT-WIDE GROWTH
COMMUNITY MEETING RESULTS
BUSINESS DISTRICT BENCHMARKING
INTRODUCTION TO CENTRE AVENUE IDENTITY
What three items should the article about Centre Avenue focus on?
A sidewalk café would be great here because it is the center of activity!
JOIN MINDMIXER!!

CENTREflow.mindmixer.com
<table>
<thead>
<tr>
<th><strong>I WOULD COME TO CENTRE AVE TO...</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Have a cup of coffee and do a little shopping in a unique small arts, books, or home décor shop</strong></td>
</tr>
<tr>
<td><strong>Go to a sports bar, an upscale spa, an upscale/semi-upscale restaurant, attend a jazz club</strong></td>
</tr>
<tr>
<td><strong>See my daycare get up and going strong</strong></td>
</tr>
<tr>
<td><strong>Work in a small office to run my business</strong></td>
</tr>
<tr>
<td><strong>Eat at a unique restaurant; see and be seen</strong></td>
</tr>
<tr>
<td><strong>Eat at a restaurant I can walk to with my kids</strong></td>
</tr>
<tr>
<td><strong>Theater for locals of instrumentation</strong></td>
</tr>
<tr>
<td><strong>Dinner and movie on Centre!</strong></td>
</tr>
<tr>
<td><strong>Go to movies, come to a festival</strong></td>
</tr>
<tr>
<td><strong>Art installation, public art</strong></td>
</tr>
<tr>
<td><strong>Sit and write in any green space provided</strong></td>
</tr>
<tr>
<td><strong>Sidewalk table and chairs where you eat and greet friends and neighbors</strong></td>
</tr>
<tr>
<td><strong>Work, shop, live, relax, be entertained, develop, grow, worship</strong></td>
</tr>
</tbody>
</table>
as a 10-year-old
I WOULD COME TO **CENTRE AVE** TO...

<table>
<thead>
<tr>
<th>Ice cream</th>
<th>RETAIL &amp; BUSINESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arcade</td>
<td>ENTERTAINMENT</td>
</tr>
<tr>
<td>Parades</td>
<td></td>
</tr>
<tr>
<td>Visit the library</td>
<td></td>
</tr>
<tr>
<td>Participate in an educational, hands-on workshop at an artist’s space</td>
<td>COMMUNITY &amp; FAMILY</td>
</tr>
<tr>
<td>Play sports</td>
<td>REC. &amp; GREEN</td>
</tr>
<tr>
<td>Some place to jump around</td>
<td></td>
</tr>
<tr>
<td>Ice skating &amp; roller rink</td>
<td></td>
</tr>
<tr>
<td>Go bowling</td>
<td></td>
</tr>
</tbody>
</table>
I would come to Centre Ave to...

**Retail & Businesses**
- Purchase unique clothing
- Own my own business

**Entertainment**
- See live music
- Party at a hip club with live music and eat great soul food
- Have a place where I can meet for a lunch date, go out for happy hour after work, shop on the weekend, and have a nice romantic date

**Community & Family**
- Go home to my great apartment or condo
- Introduce my first child to the Hill
- Better education

**Rec. & Green**
- Workout at the Y
- Skate down the hills event
[as a 40-year-old]
I WOULD COME TO **CENTRE AVE** TO...

<table>
<thead>
<tr>
<th><strong>Hotel stay</strong></th>
<th><strong>RETAIL &amp; BUSINESSES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dance and shop</strong></td>
<td><strong>ENTERTAINMENT</strong></td>
</tr>
<tr>
<td><strong>Take family out for a stroll to outdoor plaza + ice cream</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Lunch and walking tour of the history of the Hill</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Feel young again</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Work and help younger people realize their hopes for a more free future</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Continuing education</strong></td>
<td><strong>COMMUNITY &amp; FAMILY</strong></td>
</tr>
<tr>
<td><strong>Outdoor yoga</strong></td>
<td><strong>REC. &amp; GREEN</strong></td>
</tr>
<tr>
<td><strong>Gardening</strong></td>
<td></td>
</tr>
</tbody>
</table>
I WOULD COME TO **CENTRE AVE** TO...

<table>
<thead>
<tr>
<th>RETAIL &amp; BUSINESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit pharmacy</td>
</tr>
<tr>
<td>Fulfill every need. Won’t have to travel to other areas in the city for shopping, eating, entertainment, banking</td>
</tr>
<tr>
<td>Share history of the Hill through storytelling</td>
</tr>
<tr>
<td>Meet friends and family</td>
</tr>
<tr>
<td>Help people</td>
</tr>
<tr>
<td>Go to a daytime interactive activity at a cultural center</td>
</tr>
<tr>
<td>Come to a community center with card games, bingo, knitting circle, book clubs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>RECREATION &amp; GREEN</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit a pocket park and pick up some local, fresh foods/foods!</td>
</tr>
<tr>
<td>Keep on biking and hiking</td>
</tr>
<tr>
<td>Walk the dog</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>ART &amp; CULTURE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Be part of a vibrant street life scene</td>
</tr>
<tr>
<td>Catch a bus</td>
</tr>
</tbody>
</table>