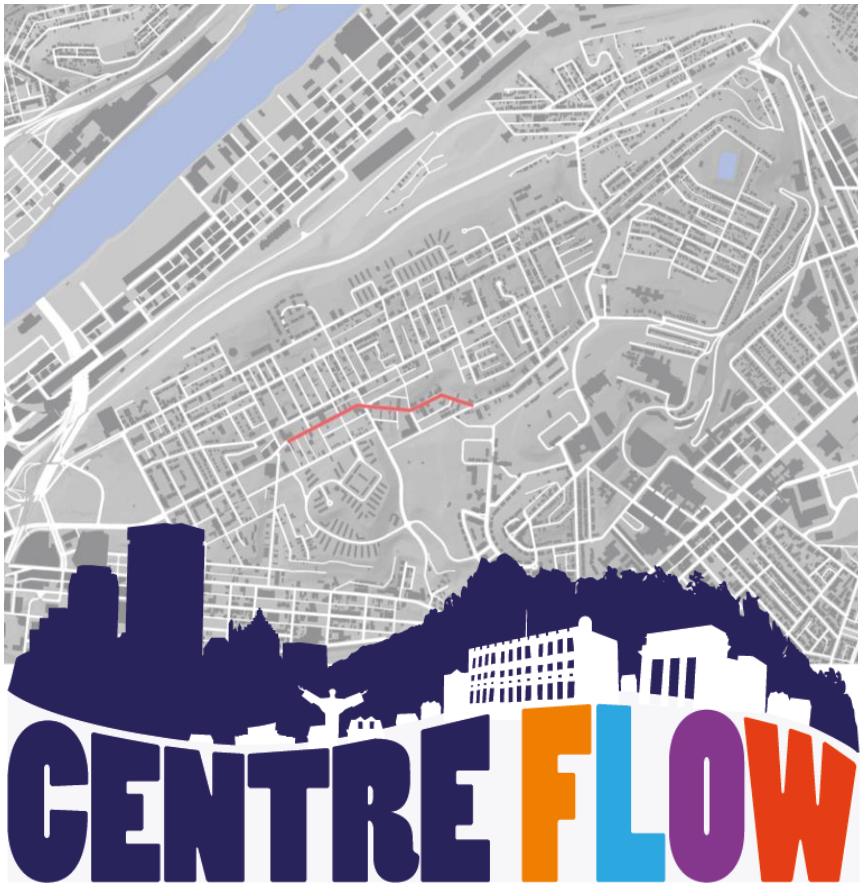


16 September 2014

28 October 2014

4 December 2014

a redevelopment design plan for the

CENTRE AVENUE CORRIDOR

SPACE
IMPROVEMENT
NICE
RESOURCE
RENOVATE
FACADE
SHOCKS
DISTRICT
PARK
BRING
POLICE
PARKING
AVE
ARTS
VENUE
THEATER
BUILDINGS
RESTORE
REDESIGN
EATERIES
PROGRAM
ACTIVITIES
STAIRWAYS
CAFE
JITNEY
PLACES
MINI
STUDIO
HELP
PROJECT
RESTAURANT
CLUB
COMMUNITY
MAINTAIN
ENTERTAINMENT
CHILDREN
PLAYGROUNDS
BOWLING
STREET
CENTER
LIBRARY
STATION
FUTURE
SUPPORT
SAVE
SHOPS
HOUSE
SENIORS
LIKE
BOUTIQUE
STRUCTURAL/SPACES
RETAIL
YMCA
MARKET
INFRASTRUCTURE
NEED
COFFEE
STAND
BUILDING
SHOE
CREATE
CHANGE
HILL
POSITIVE
LIVE
PRESERVE
DEVELOPMENT
BENCHES
NEEDS
BUSINESS
MUSIC
GREEN
OUTDOOR
CENTRE
HOME
ESTABLISHMENT
FAMILY
TREES
REMOVE
GARAGE
BOUTIQUES
BUSINESSES
SMALL
SIGNAGE
PLAYGROUND
GREAT
OFFICE
MOVE
SHOWS
CORRIDORS
SCHOOL
UPGRADE
DANCE
YOUTH
SHOP
CHAINS
BUS
WONDERFUL
INDUSTRIAL
MAKE
NEW
ART
STORE
KEEP...BUT
FOOD
LOCAL
PEOPLE
STEPS
PUBLIC
GARDEN
CHAUNCEY
MOVIE
UPDATE
HOUSING
BOOKSTORE
ATTRACTS
MUSEUM

OUR TEAM
CENTRE AVENUE CORRIDOR

STEERING COMMITTEE

JACQUELLE BLACKBURNE	FRIENDS OF THE LIBRARY
MICHAEL EANNARINO	PITTSBURGH HOUSING AUTHORITY
BILL GENERETTE	URBAN INNOVATION 21
AARON GIBSON	YMCA
REVEREND GRIGSBY	HILL DISTRICT MINISTER'S ALLIANCE
CHERYL HALL-RUSSELL	HILL HOUSE ASSOCIATION
CELETA HICKMAN	LOCAL BUSINESS OWNER
BOMANI HOWZE	NEW HILL DISTRICT BUSINESS ASSOCIATION
MARLENE LANDRUM	HILL CDC
DANIELLE LAVELLE	DISTRICT 6 COUNCILMAN
JASON MATTHEWS	LOWER HILL WORKING GROUP
JUSTIN MILLER	PLANNING DEPARTMENT
MARIMBA MILLIONES	HILL CDC
EMILY MITCHELL	URBAN REDEVELOPMENT AUTHORITY
HENRY PYATT	MAYOR'S OFFICE
JUSTIN SHAO	HILL DISTRICT CONSENSUS GROUP
JAKE WHEATLEY	STATE REPRESENTATIVE
DANIEL WOOD	DISTRICT 6 CHIEF OF STAFF
LAKEISHA WOLF	UJAMAA COLLECTIVE

1801 Centre Avenue | 27 July 1942
Pittsburgh City Photographer Collection

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 COME TO DO?*

ON CENTRE AVE

WE

EXCHANGE

IDEAS

RESOURCES

GOODS

SERVICES

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

1 **ASSETS AND ASPIRATIONS**
16 SEPTEMBER 2014

DEVELOP

2 **A TOOLKIT OF STRATEGIES & IDEAS**
28 OCTOBER 2014

CREATE

3 **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

DISTRICTS & NODES

DISTRICTS & NODES

COMMUNITY MEETING RESULTS

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 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.

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. UDREAM 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?

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

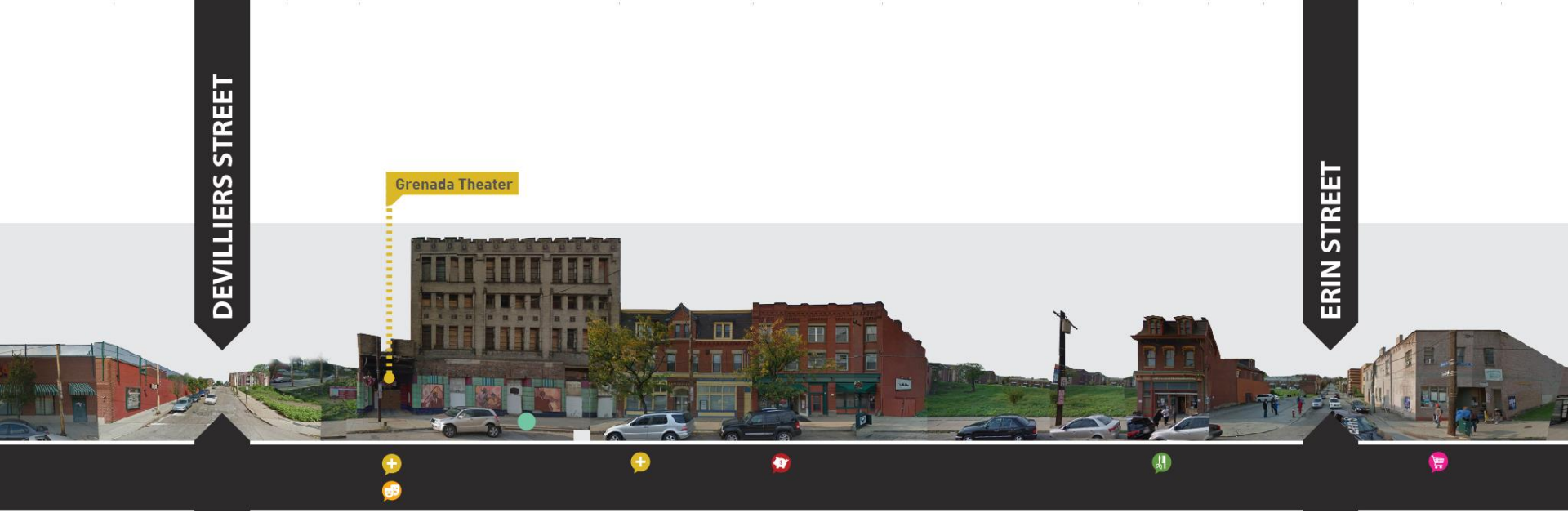
COMMUNITY

the school

Places that could be

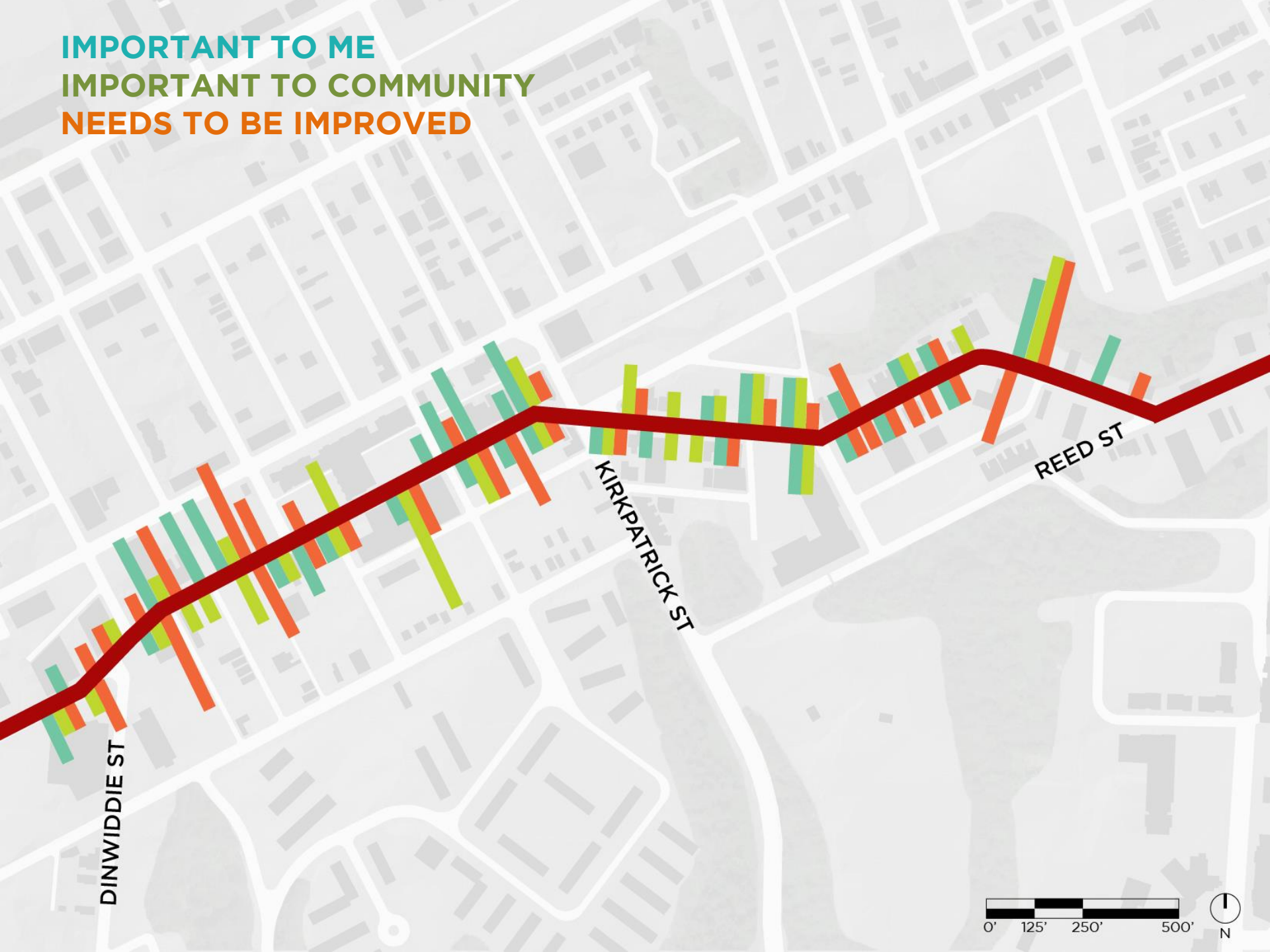
IMPROVED

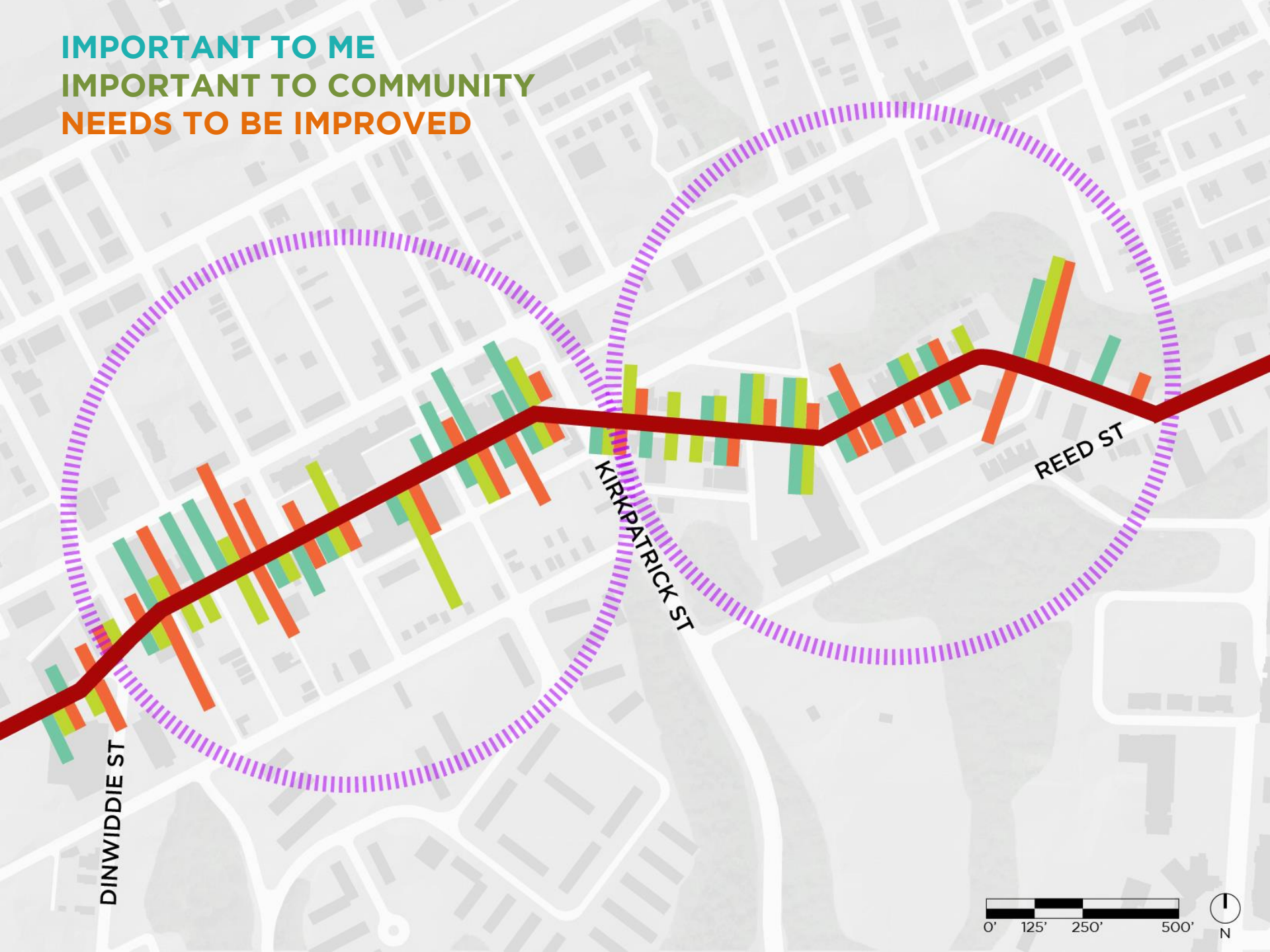
the vacant lots



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
DINWIDDIE ST
KIRKPATRICK ST
REED ST
0'
125'
250'
500'
N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DINWIDDIE ST
KIRKPATRICK ST
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0'
125'
250'
500'
N

PLACES THAT ARE IMPORTANT TO
ME

My daughter loves to meet up with friends [at the library]

Hill House Association's Historical Society 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

Educate our youth about Centre Ave. Development [Math + Urban Development] = Future

A café where I can read my library books

Coffeehouse pop up businesses

COMMUNITY ASSETS

HISTORIC PRESERVATION

FUTURE DESIRES

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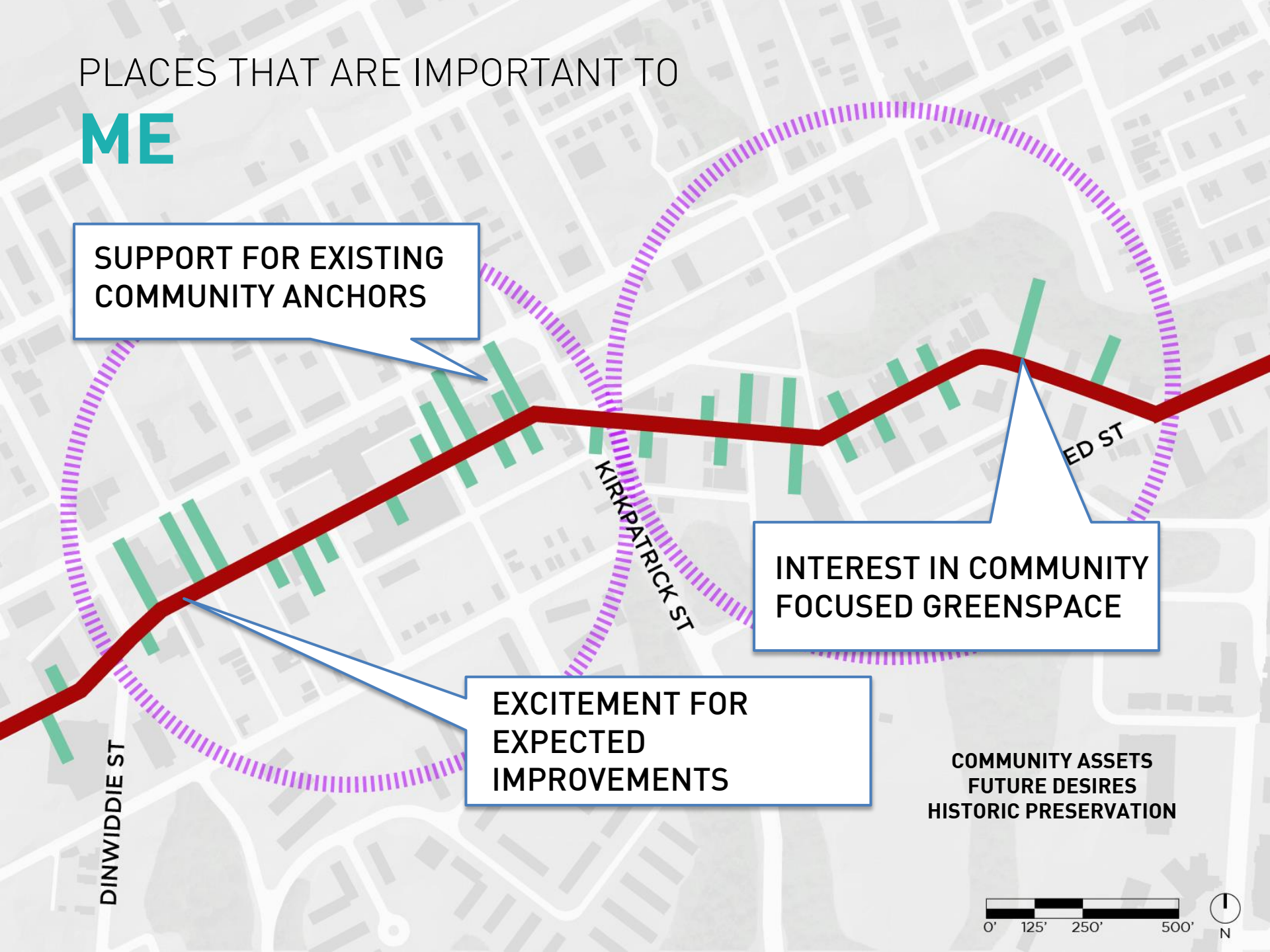

PLACES THAT ARE IMPORTANT TO THE **COMMUNITY**

EXISTING PLACES

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.

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...

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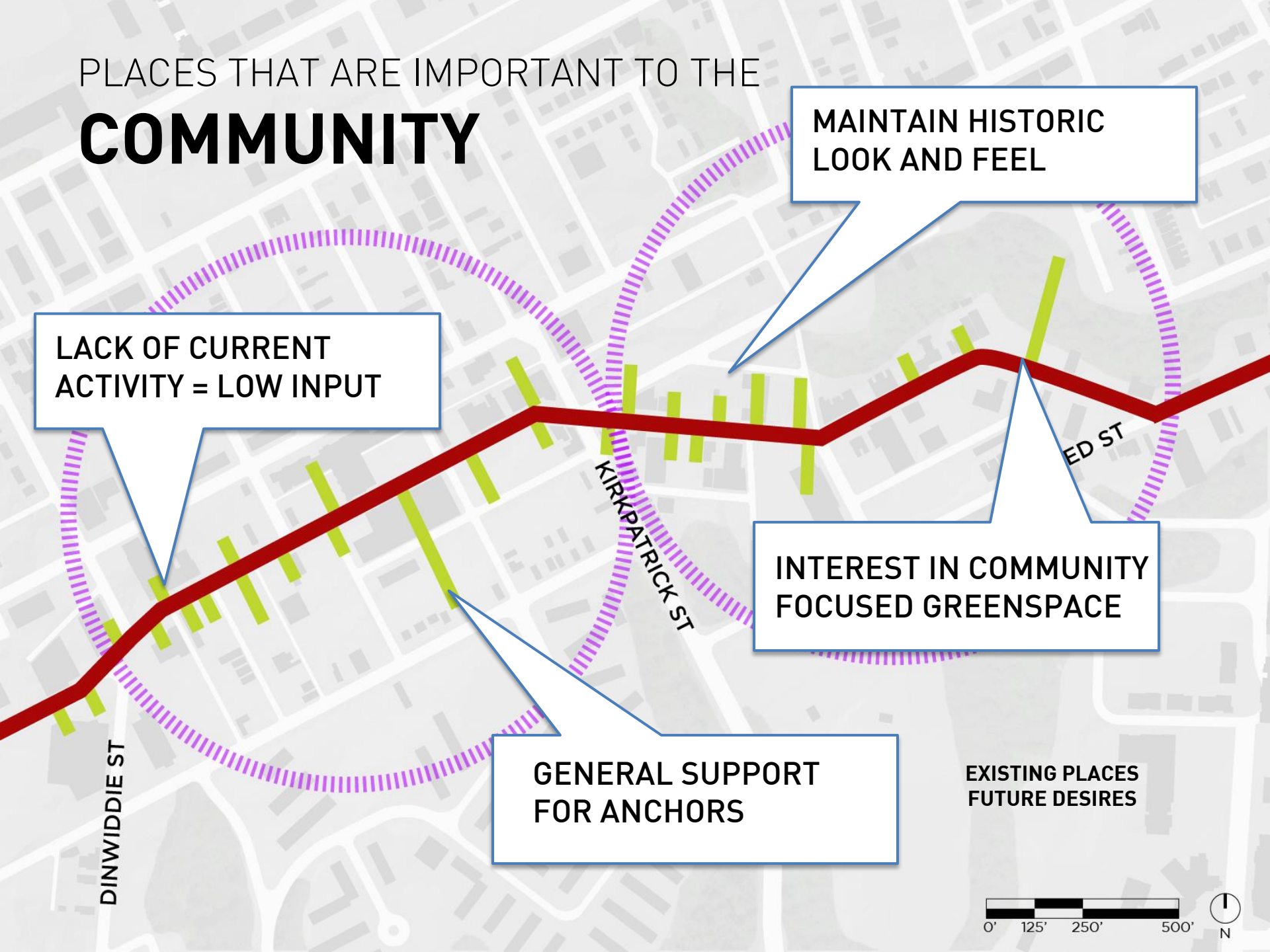
hardware store
gas station
playground
jitney stand
community market
small businesses
multiethnic food
no chain stores!

PLACES THAT ARE IMPORTANT TO THE

COMMUNITY



PLACES THAT CAN BE **IMPROVED**

EXISTING PLACES/ HISTORIC PRESERVATION

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 [illegible] 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

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

trees
historic facades
preserve businesses

redesign to express the new spirit of the Hill

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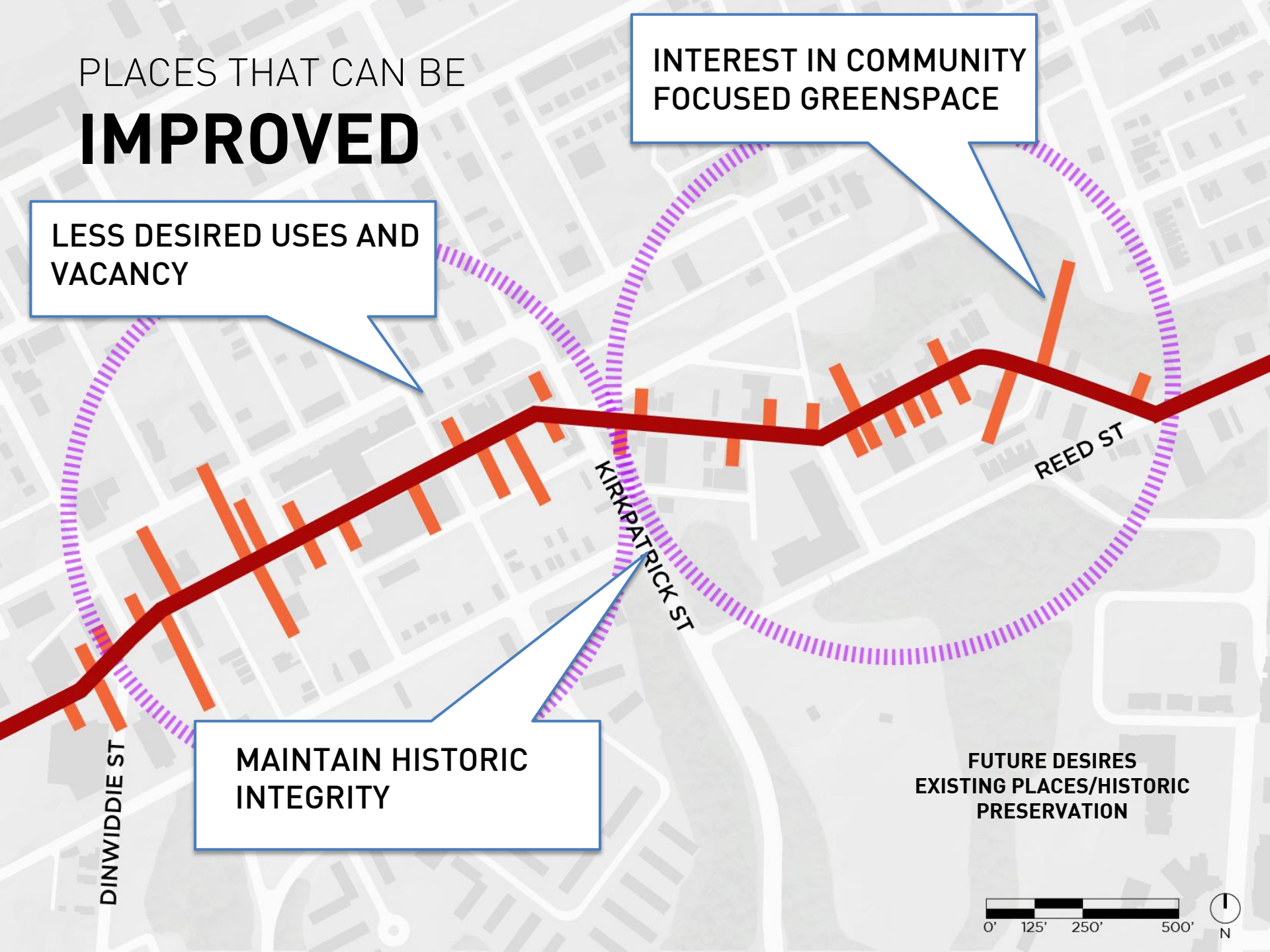
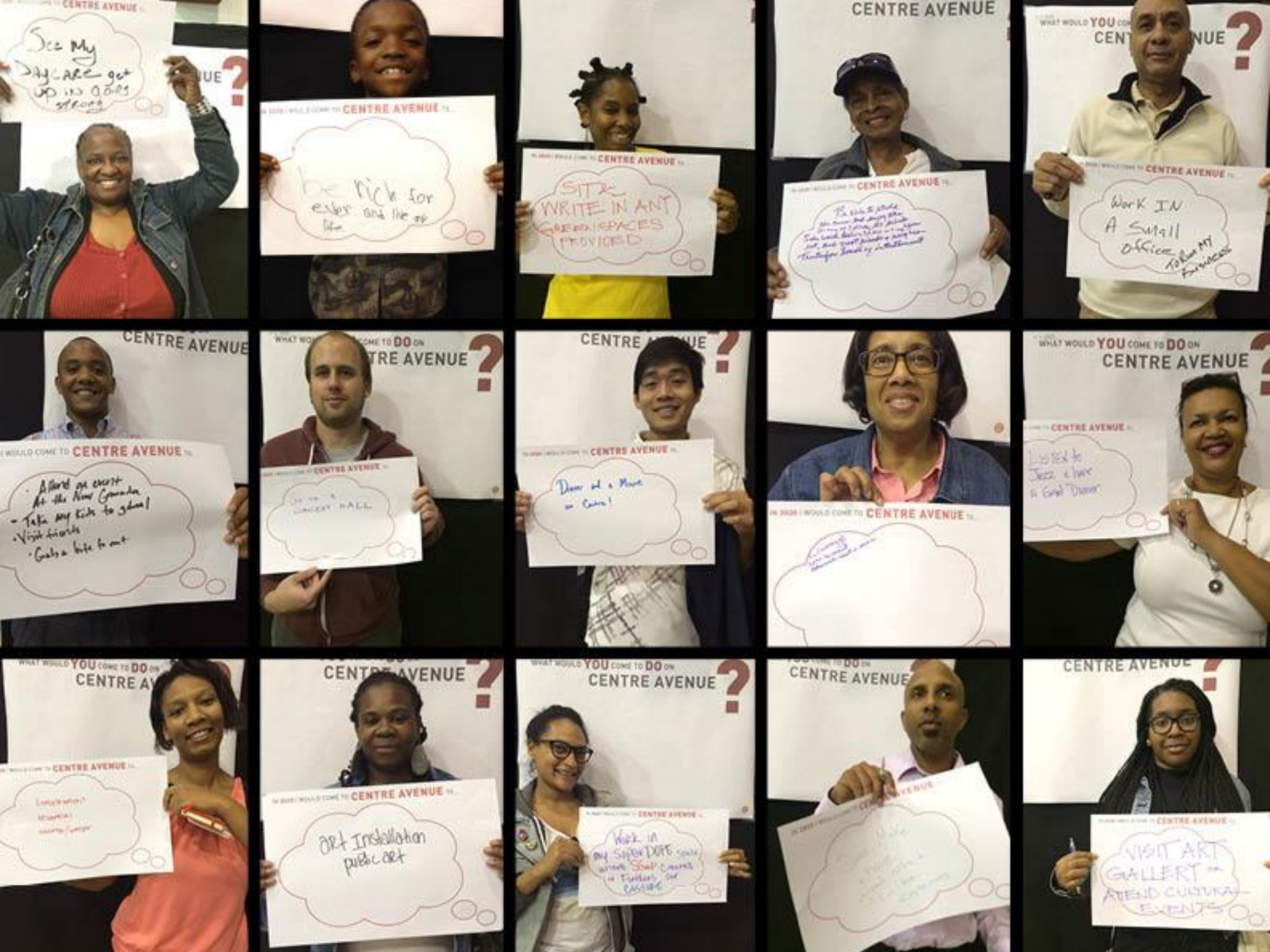
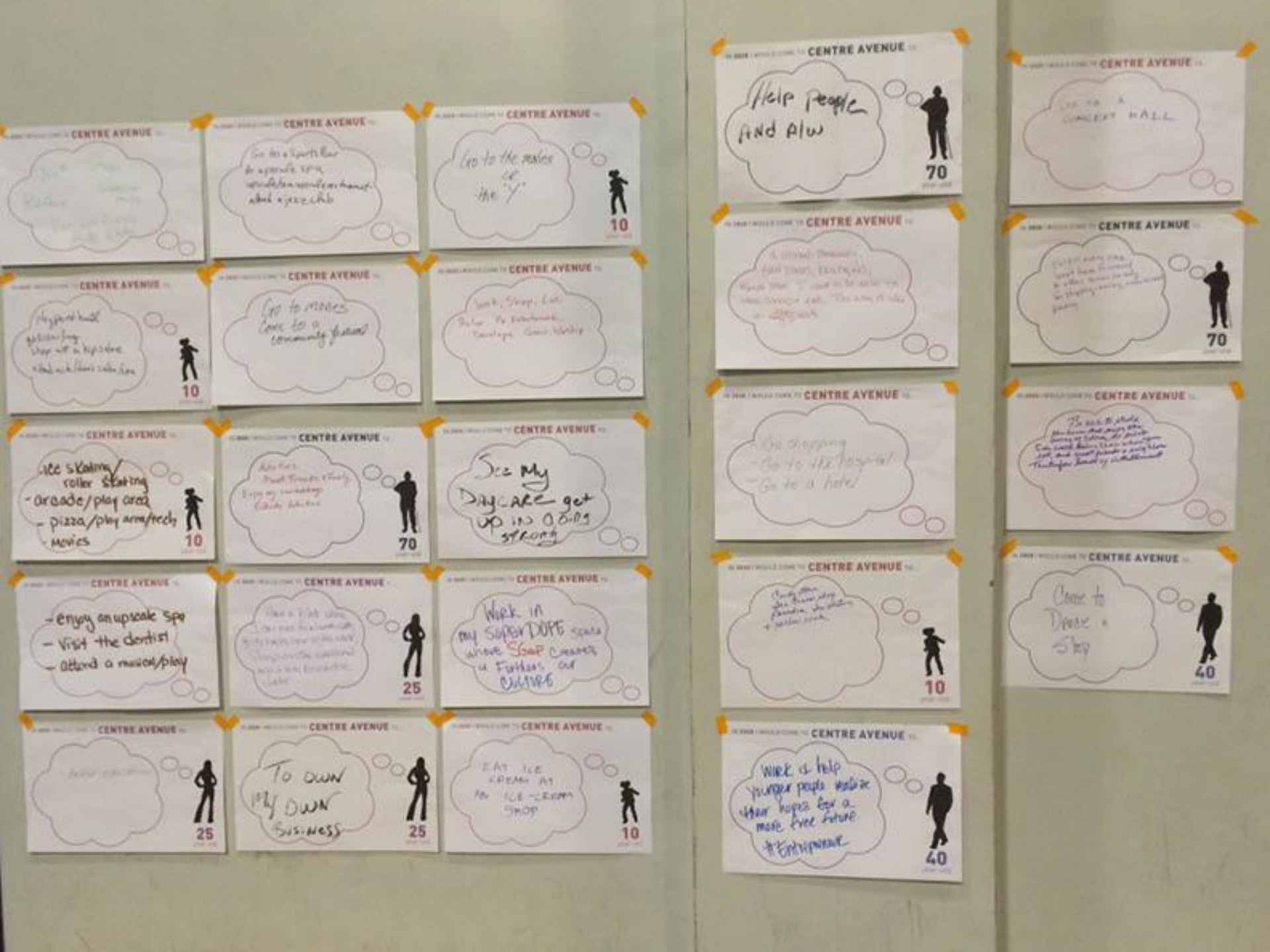
cultural activities
food
parklet/outdoor space/Greenprint project
businesses

PLACES THAT CAN BE

IMPROVED




CENTRE AVENUE
See My Daycare get up in going strong
CENTRE AVENUE
Be rich for ester and live on life
CENTRE AVENUE
SIT & WRITE IN ANY GREEN SPACES PROVIDED
CENTRE AVENUE
CENTRE AVENUE
Work IN A Small Office
CENTRE AVENUE
CENTRE AVENUE
Attend an event At the New Grounds
Take my kids to school
Visit friends
Grab a bite to eat
CENTRE AVENUE
CENTRE AVENUE
Dinner and a Movie on Centre!
CENTRE AVENUE
WHAT WOULD YOU COME TO DO ON
CENTRE AVENUE
CENTRE AVENUE
Listed to Jazz & have a Great Dinner
CENTRE AVENUE
CENTRE AVENUE
CENTRE AVENUE
art Installation public art
CENTRE AVENUE
Work in my SuperDOPE
CENTRE AVENUE
CENTRE AVENUE
VISIT ART GALLERY or ATTEND CULTURAL EVENTS


CENTRE AVENUE
Go to the movies or the "Y"
10
Go to movies
Come to a community
ice skating/ roller skating
- arcade/play area
- pizza/play area/tech
- movies
10
70
See My DAYCARE get up in a big strong
- enjoy an upscale spa
- visit the dentist
- attend a musical/play
25
Work in my SUPERDOPE space where SGOP creates a Fortress our CULTURE
25
To own My OWN Business
25
EAT ICE CREAM AT AN ICE-CREAM SHOP
10
Help People And Alw
70
Go to a CONCERT HALL
70
Go shopping
- Go to the hospital
- Go to a hotel
10
Come to Dance a Step
40
Work & help younger people realize their hopes for a more free future
#Entrepreneur
40

WOULD COME TO **CENTRE AVE** TO…

Have a cup of coffee and do a little shopping in a unique small arts, books, or home décor shop

Go to a sports bar, an upscale spa, an upscale/semi-upscale restaurant, attend a jazz club

See my daycare get up and going strong

Work in a small office to run my business

Eat at a unique restaurant; see and be seen

Eat at a restaurant I can walk to with my kids

Theater for locals of instrumentation

Dinner and movie on Centre!

NIGHTLIFE!

Go to movies, come to a festival

Art installation, public art

Sit and write in any green space provided

Sidewalk table and chairs where you eat and greet friends and neighbors

Work, shop, live, relax, be entertained, develop, grow, worship

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!

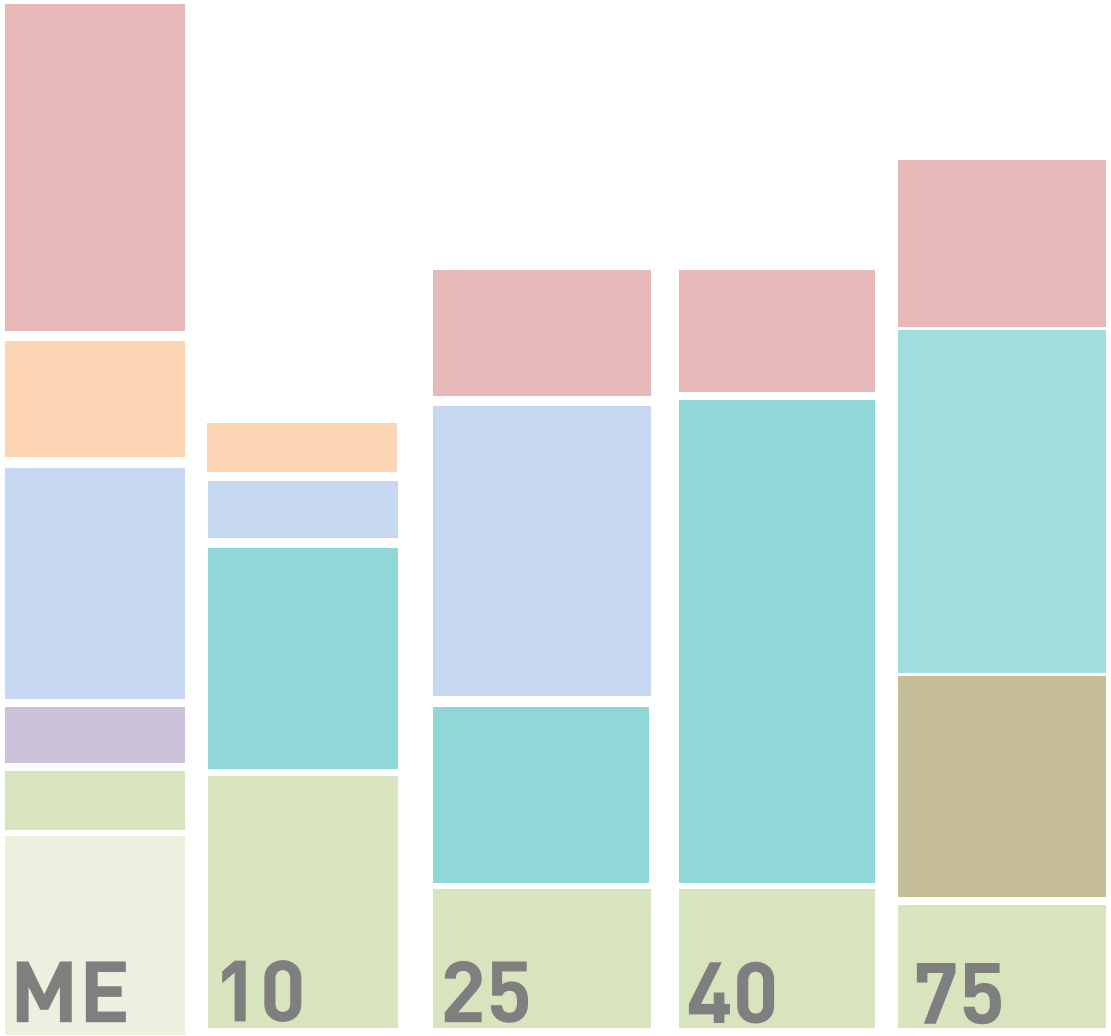
Keep on biking and hiking

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 *[Landromat, 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

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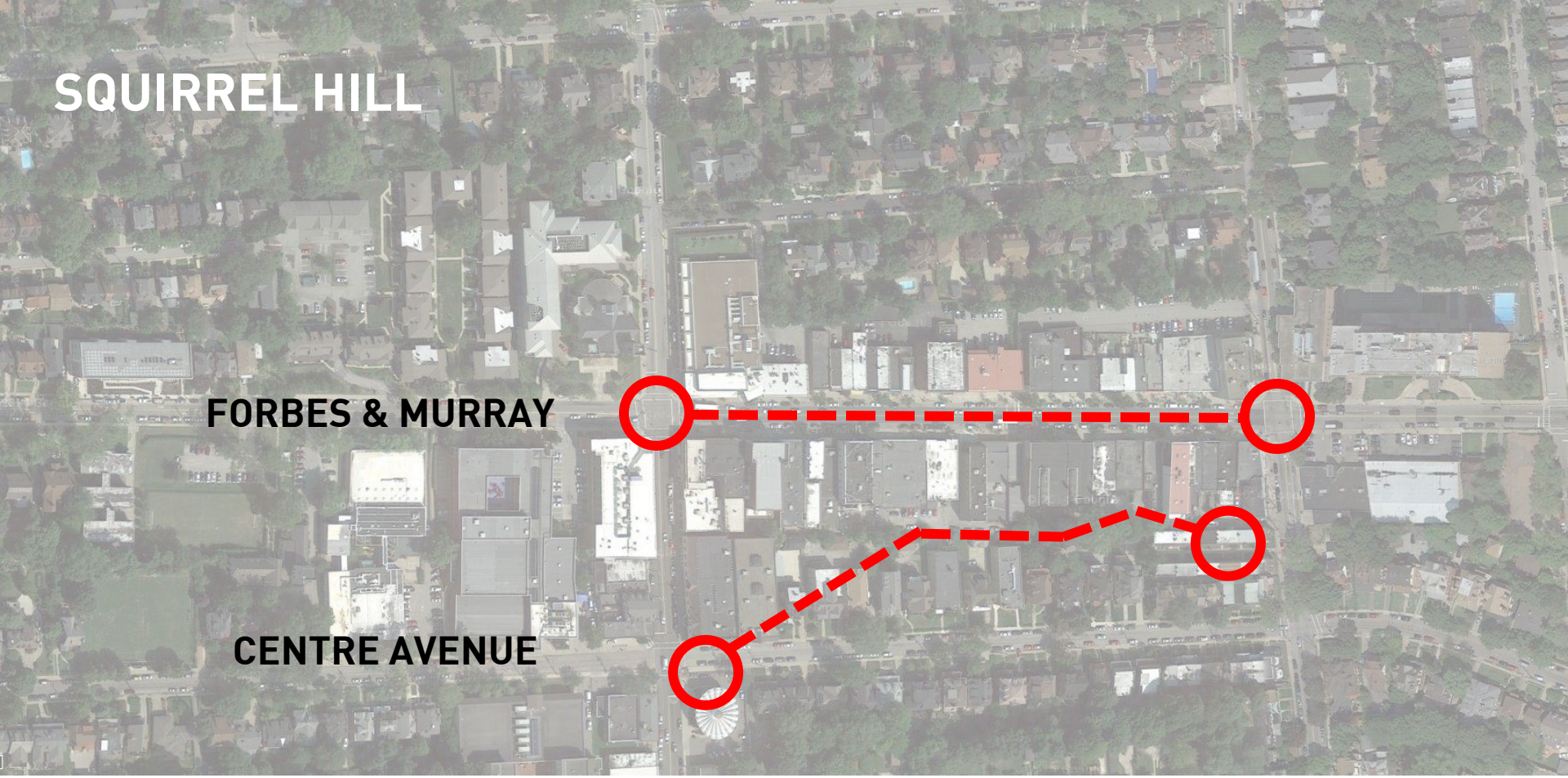
HIGH DENSITY, FUNCTIONS AS A CORRIDOR

PREDOMINANTLY JEWISH COMMUNITY WITH INCOMING ASIAN POPULATION

MANY LOCALLY OWNED BUSINESSES

SQUIRREL HILL



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

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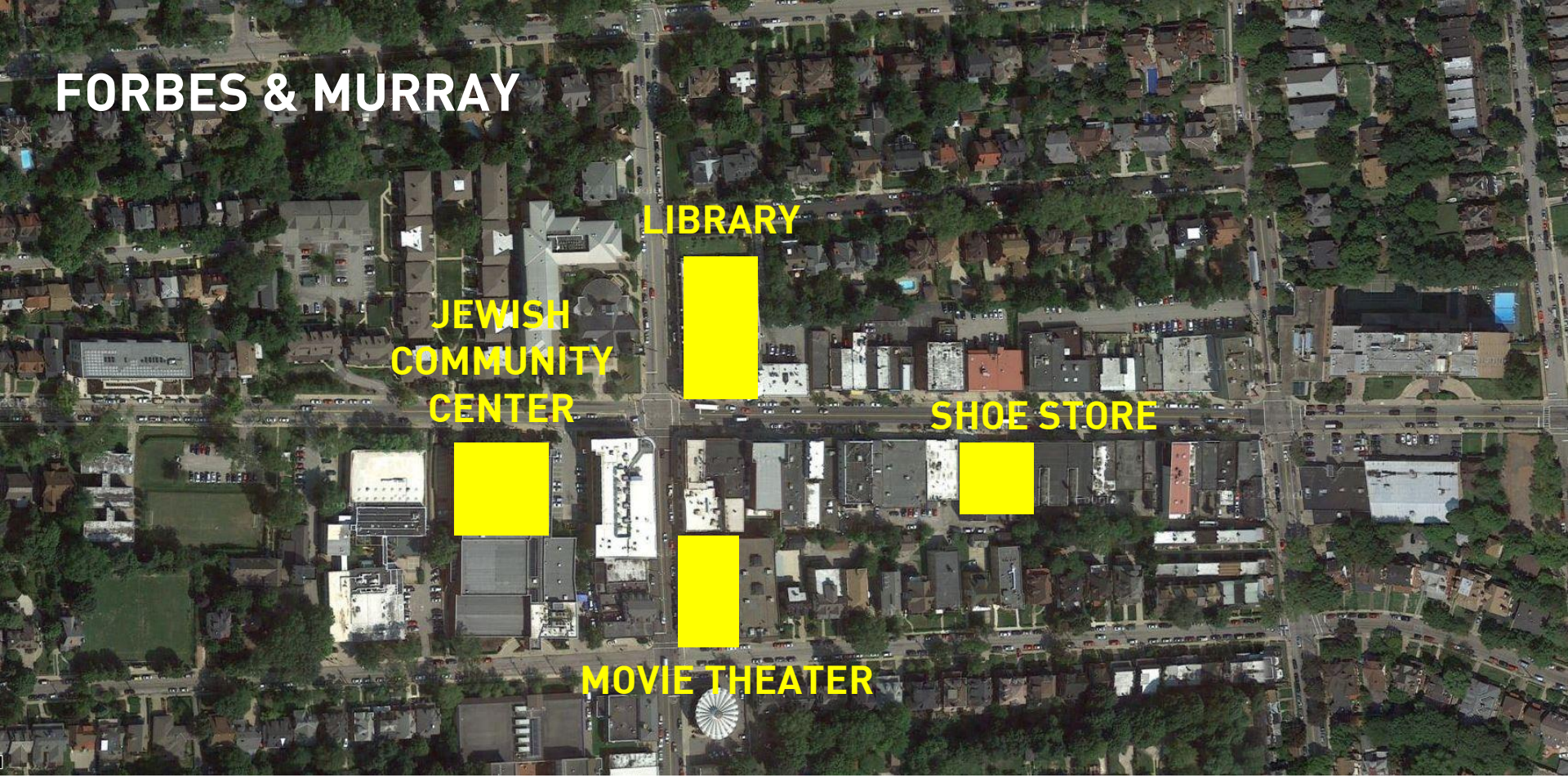
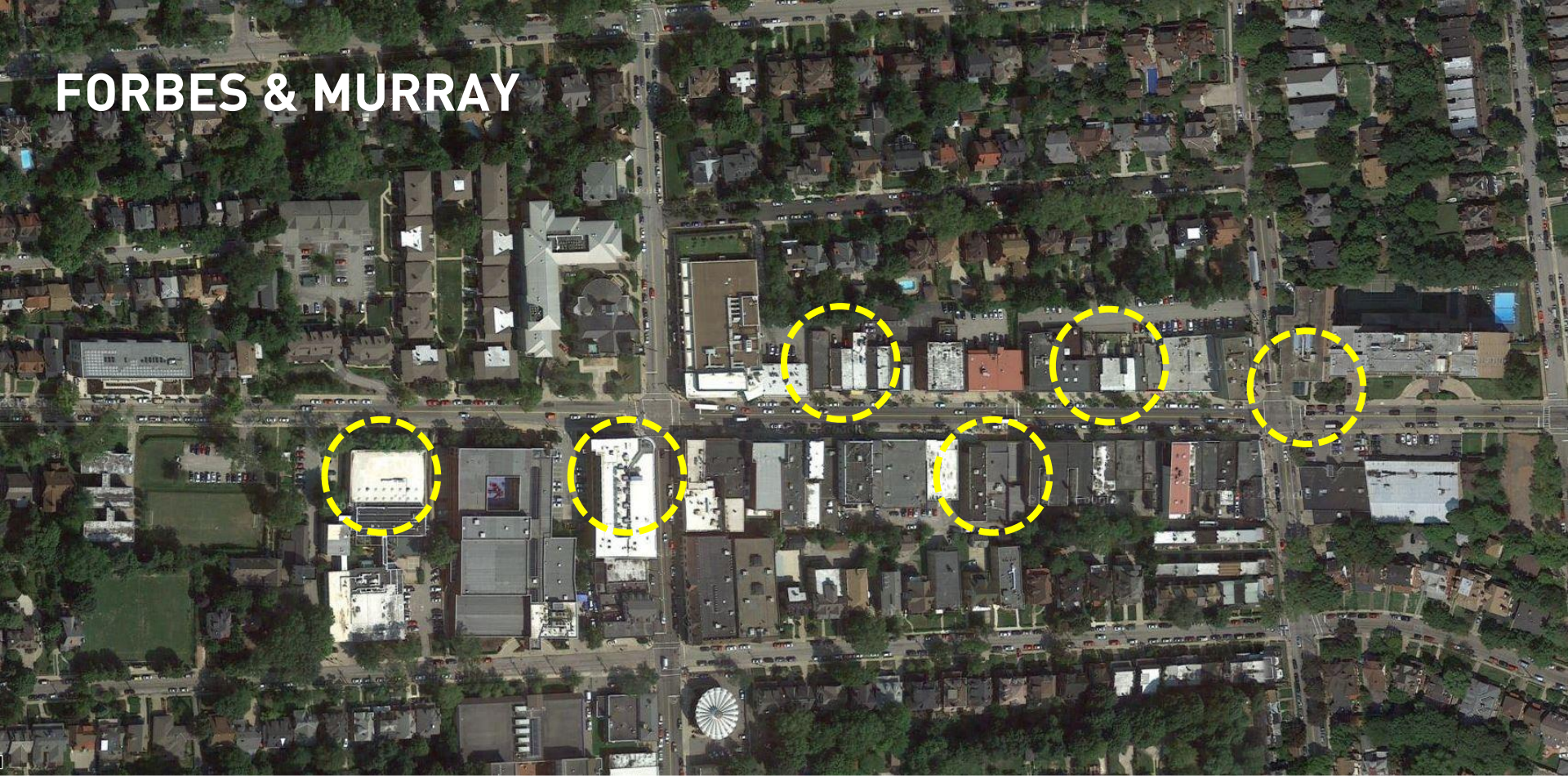

FORBES & MURRAY
LIBRARY
JEWISH COMMUNITY CENTER
SHOE STORE
MOVIE THEATER



RETAIL & BUSINESS

Health Services

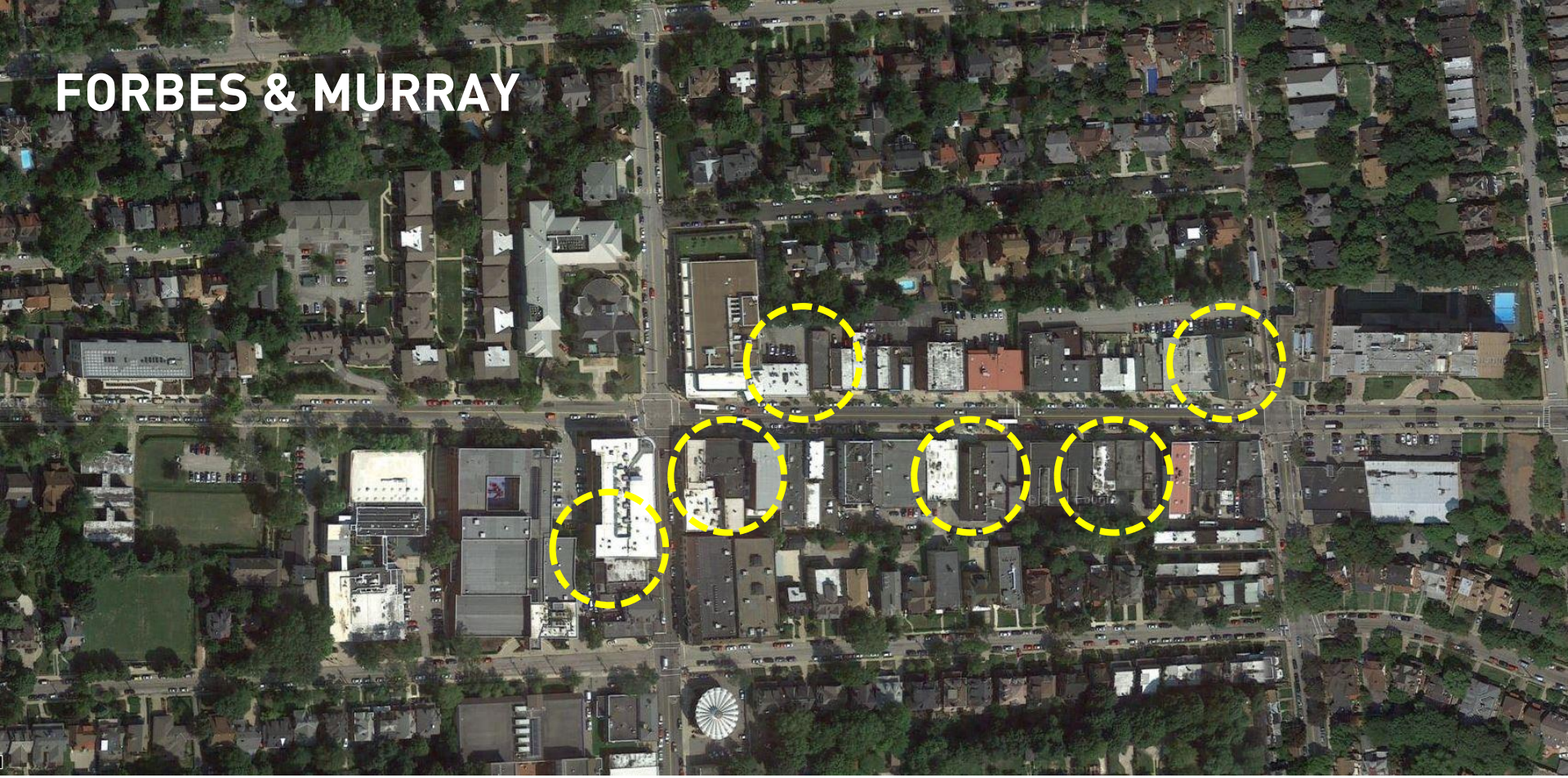
Daycare

Clothing Boutique

Office Space

Staple Shops [some]

Balance of Local & National Businesses



FOOD & CULTURE

Upscale Restaurant

Family Friendly Restaurant

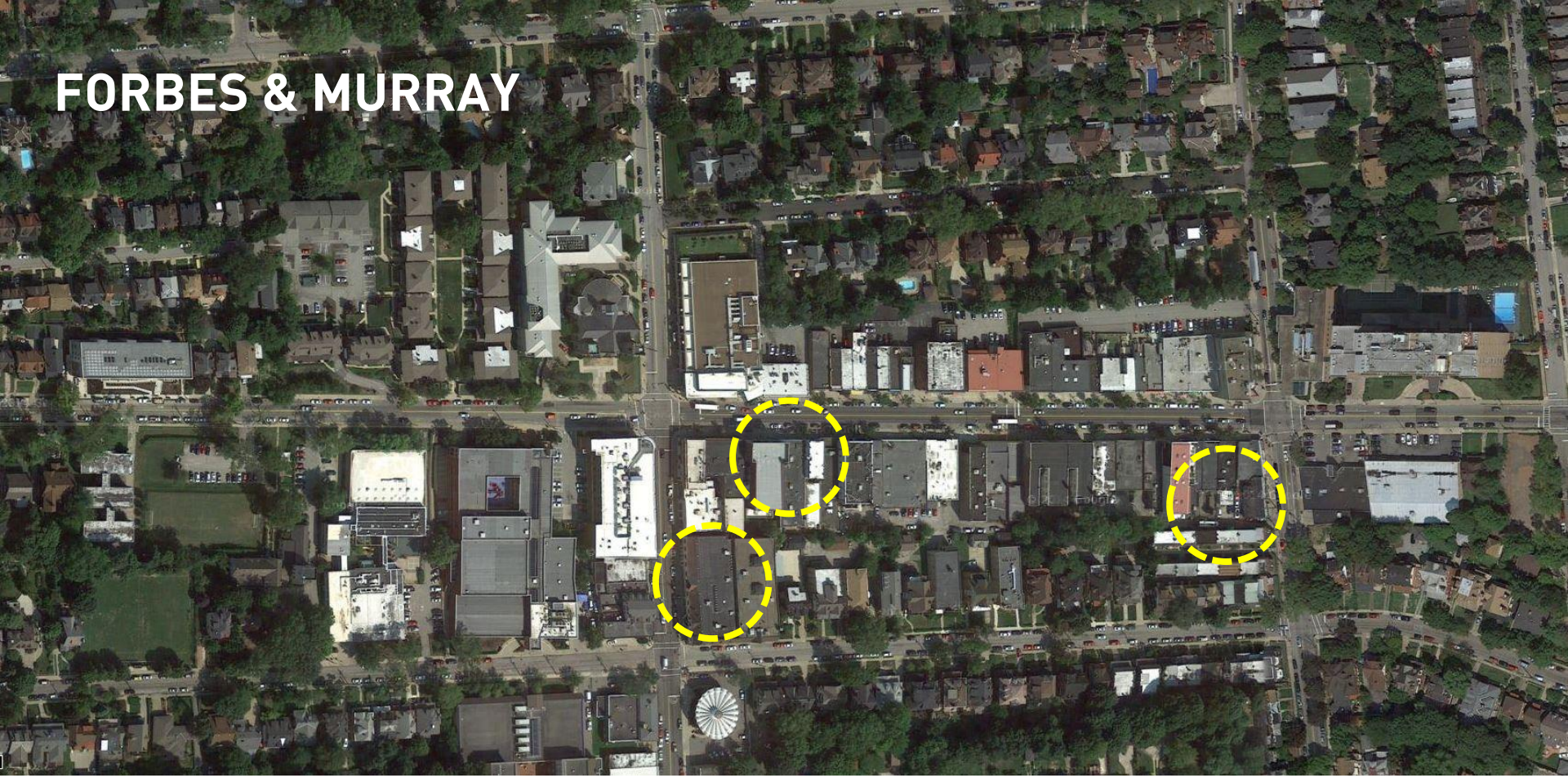
International Cuisine Cluster

Coffee Shop

Ice Cream/Candy Store

Bakery

Cafe



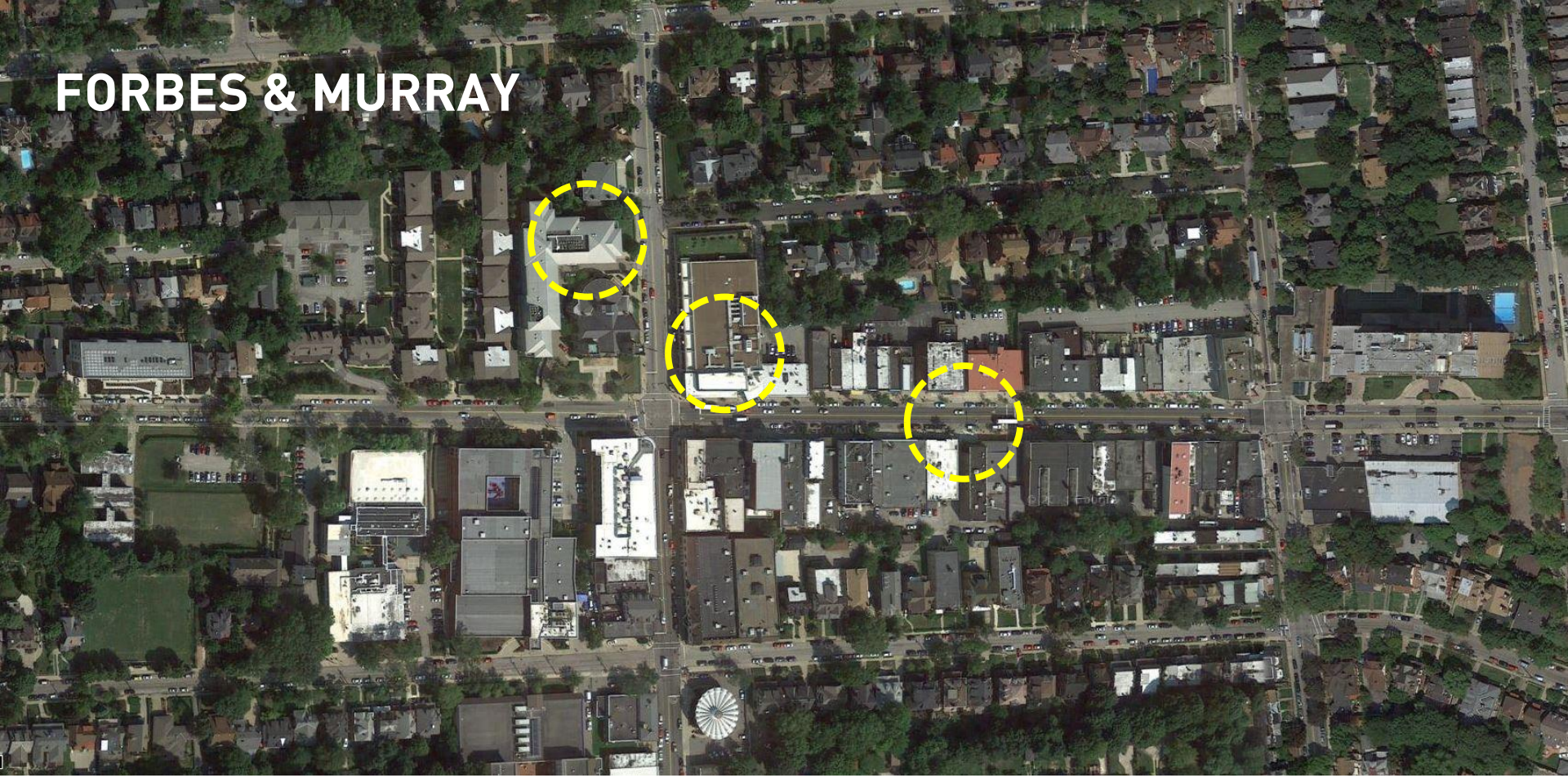
ENTERTAINMENT

Movie Theater

Bars

ART & CULTURE

Art Gallery

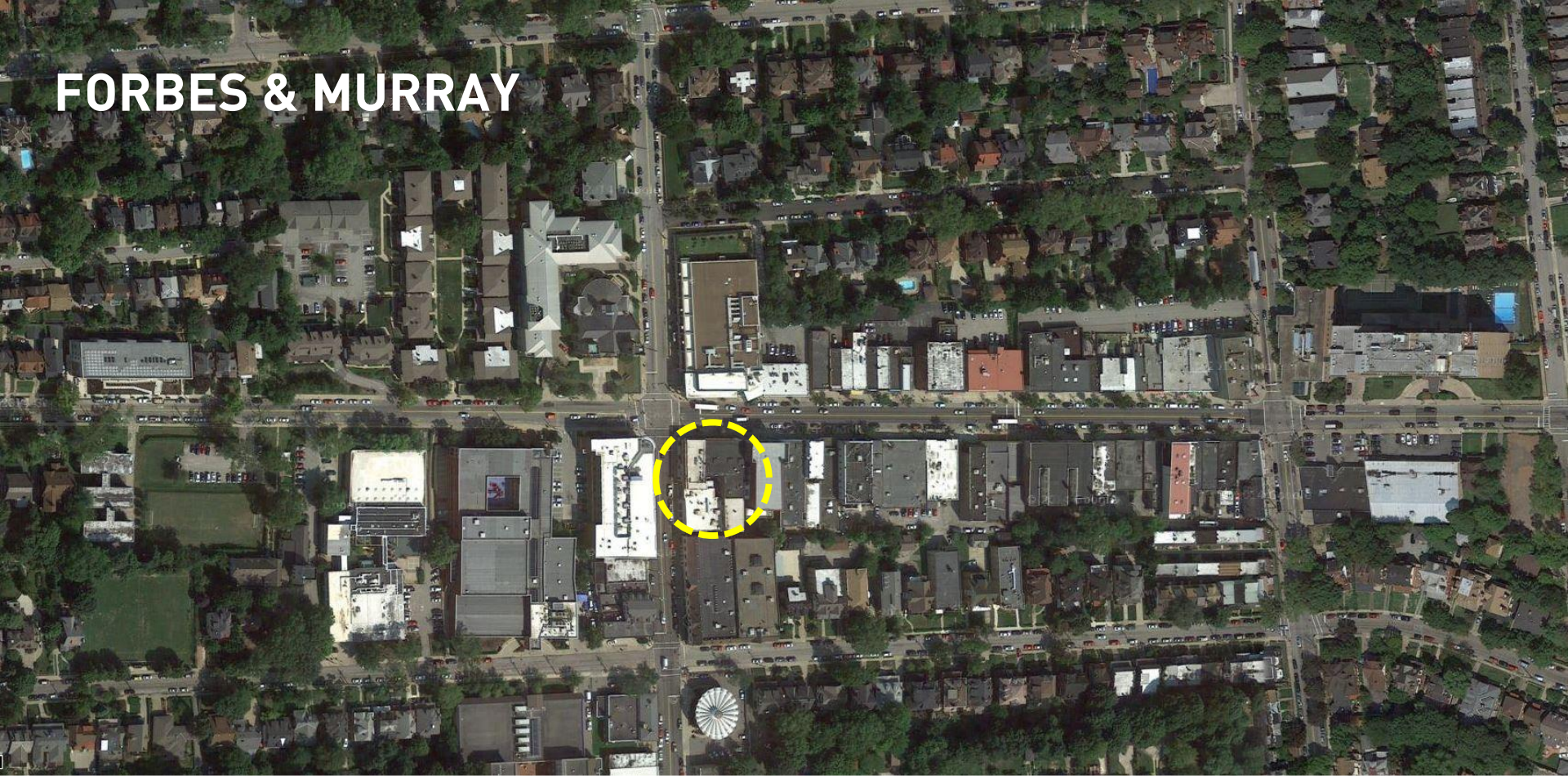


COMMUNITY & FAMILY

Condos

Continuing Education Programs

Sidewalk Sales

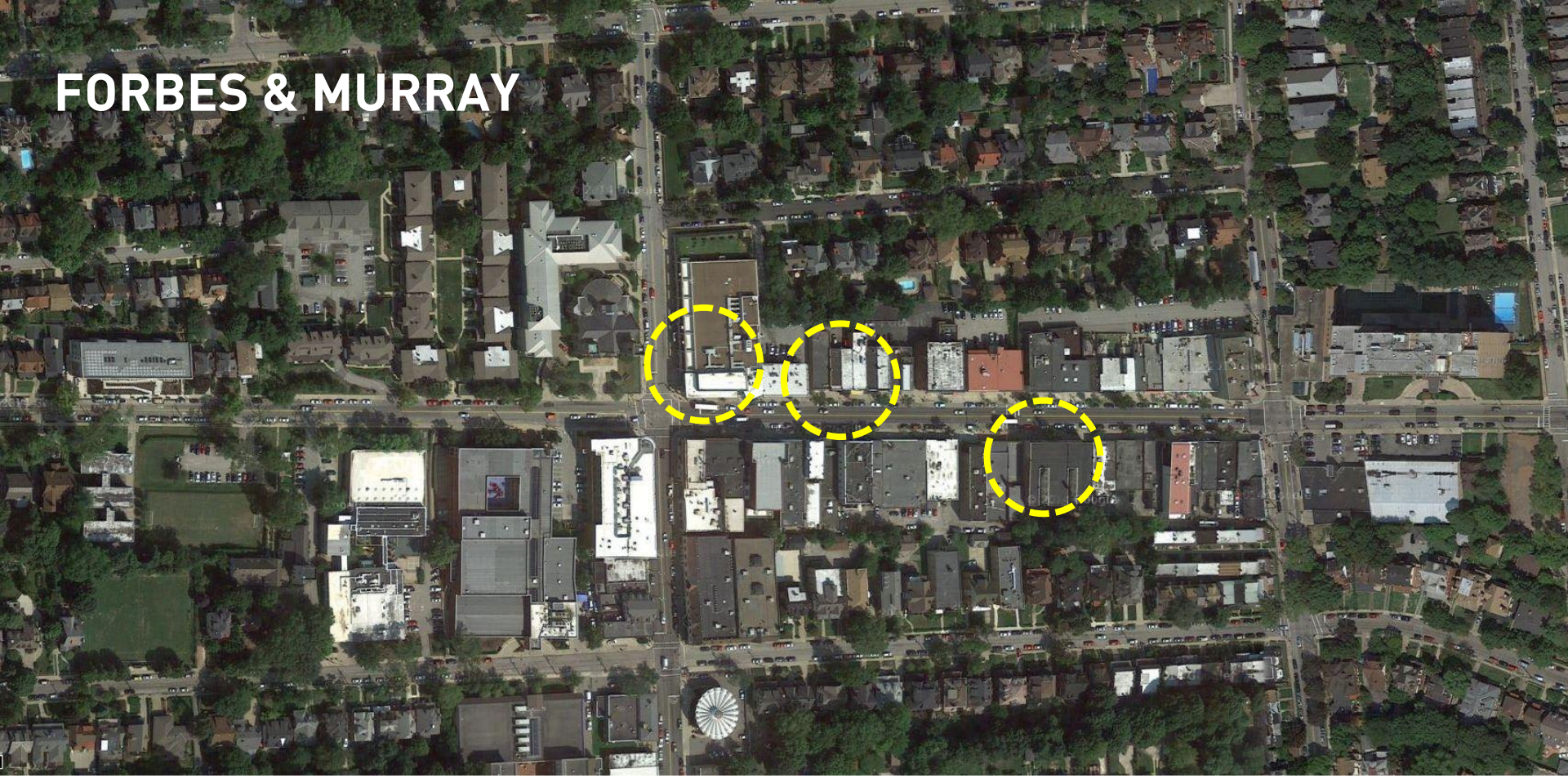


RECREATION & GREEN SPACE

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
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FOOD & CULTURE

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- 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
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COMMUNITY & FAMILY

- Festivals & Parades
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- Live/Work Studio
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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

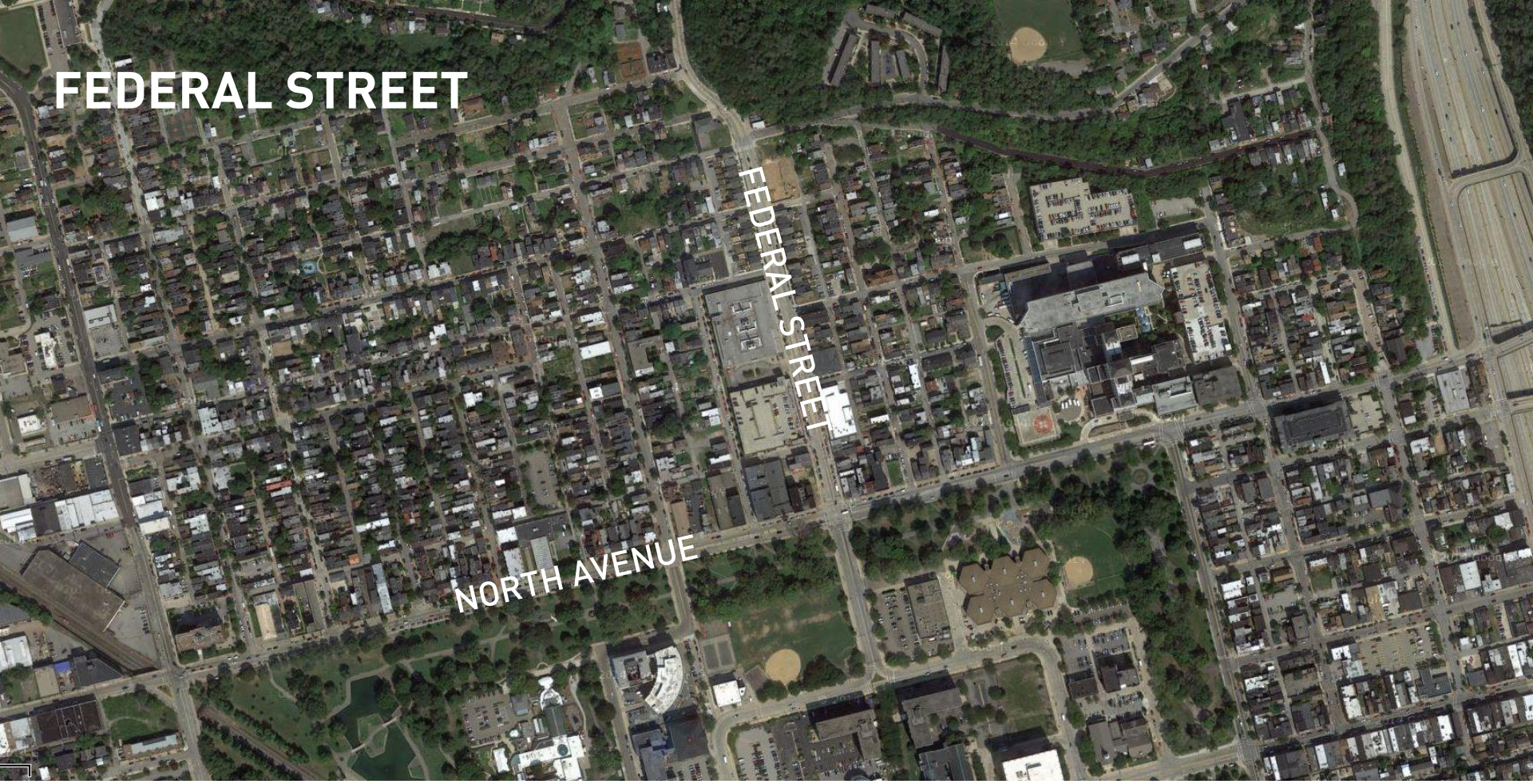
FORBES & MURRAY
LESSONS LEARNED FOR CENTRE AVENUE

INCOME TO SUPPORT DENSITY

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

LOCALLY OWNED BUSINESSES RECIRCULATE WEALTH WITHIN THE COMMUNITY

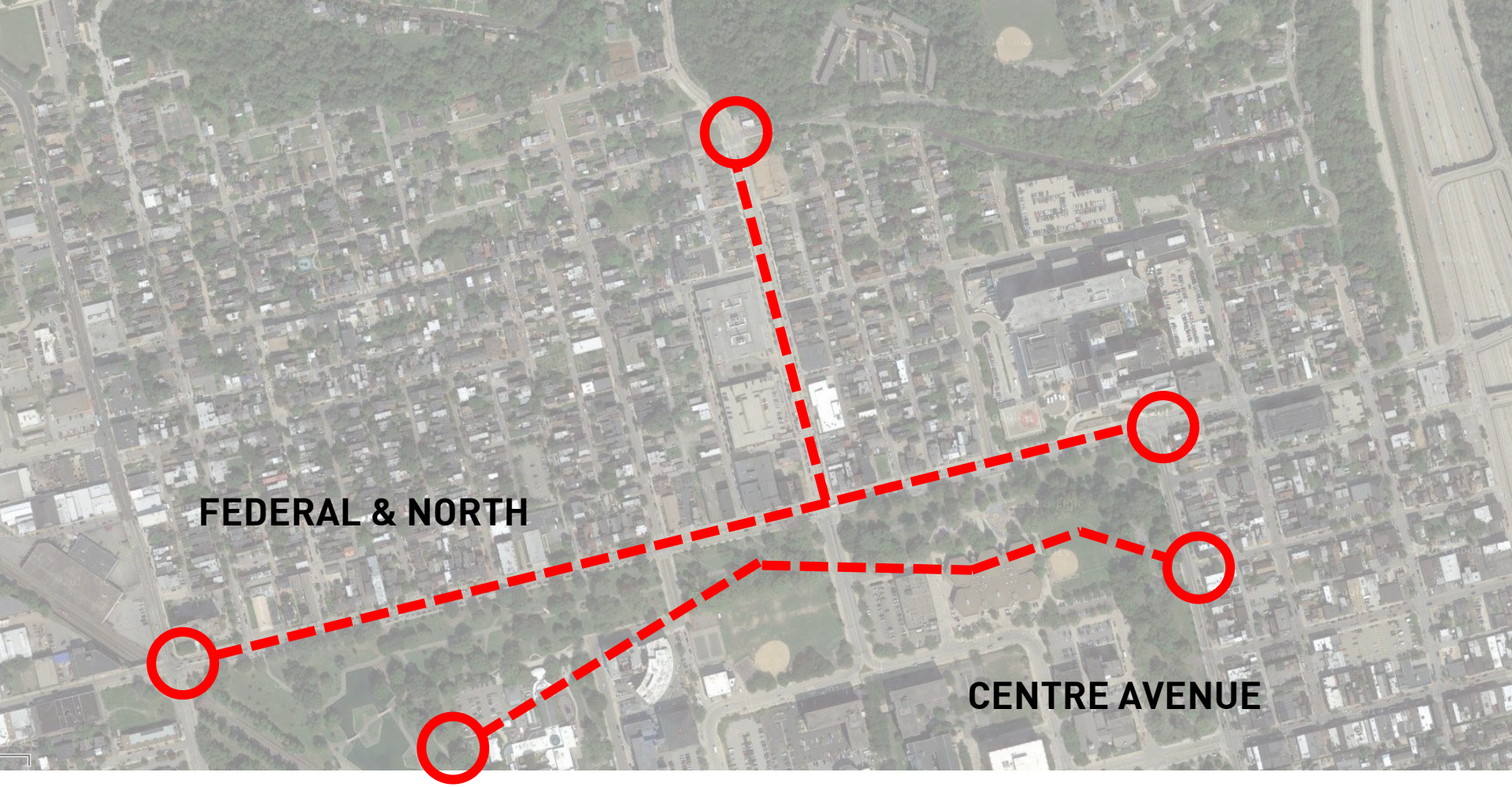
FOCUS ON RETAIL & BUSINESS AND FOOD & CULTURE



ABUTS ALLEGHENY CENTER/PARK

FUNCTIONS AS A DISTRICT [WITH MANY LANDMARKS]

CULTURAL INSTITUTIONS HAVE A REGIONAL DRAW


FEDERAL & NORTH
CENTRE AVENUE

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

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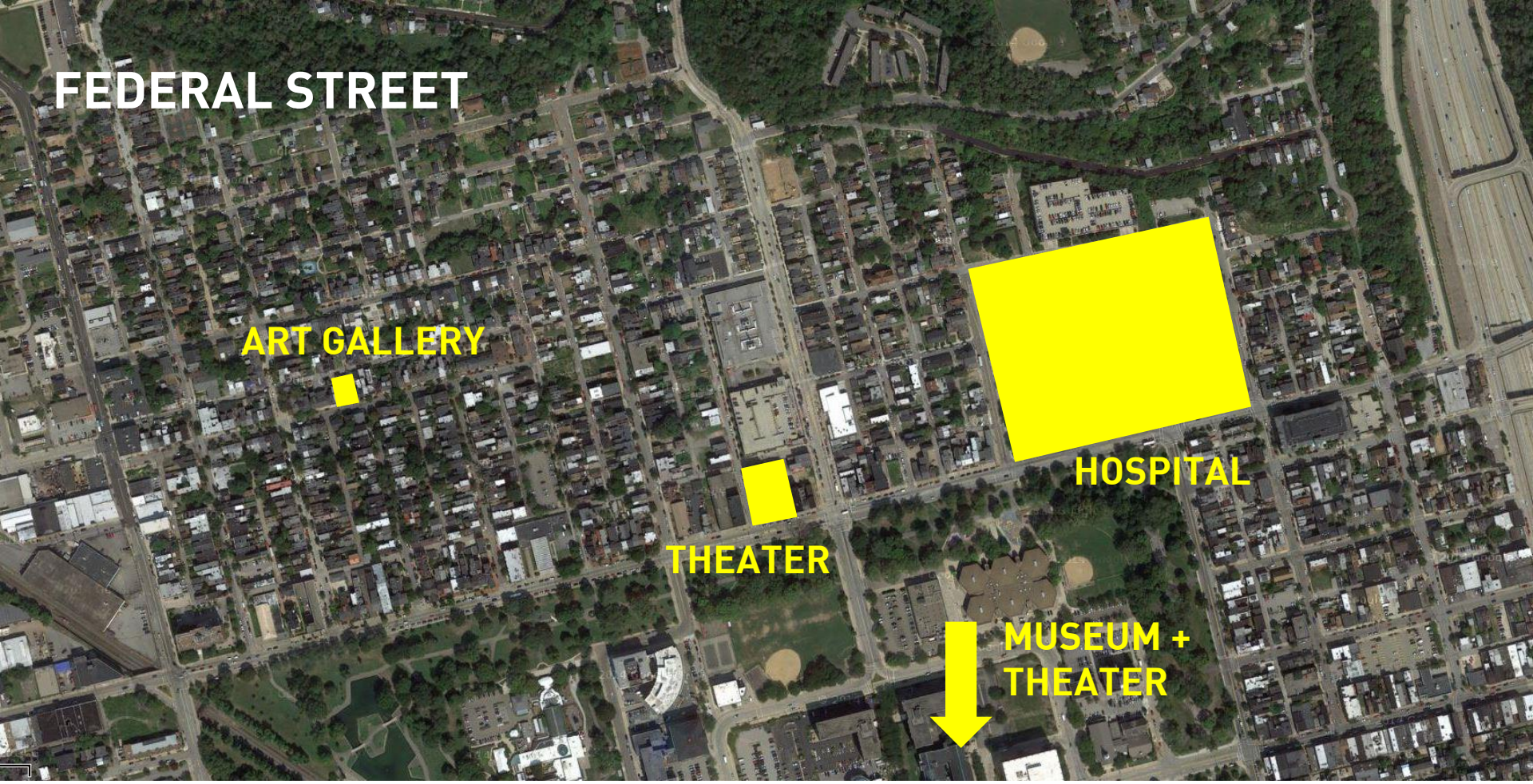

FEDERAL STREET
ART GALLERY
HOSPITAL
THEATER
MUSEUM +
THEATER

RETAIL & BUSINESSES

Hospital

Daycare

Hotel

Office Space

Staple Shops & Services

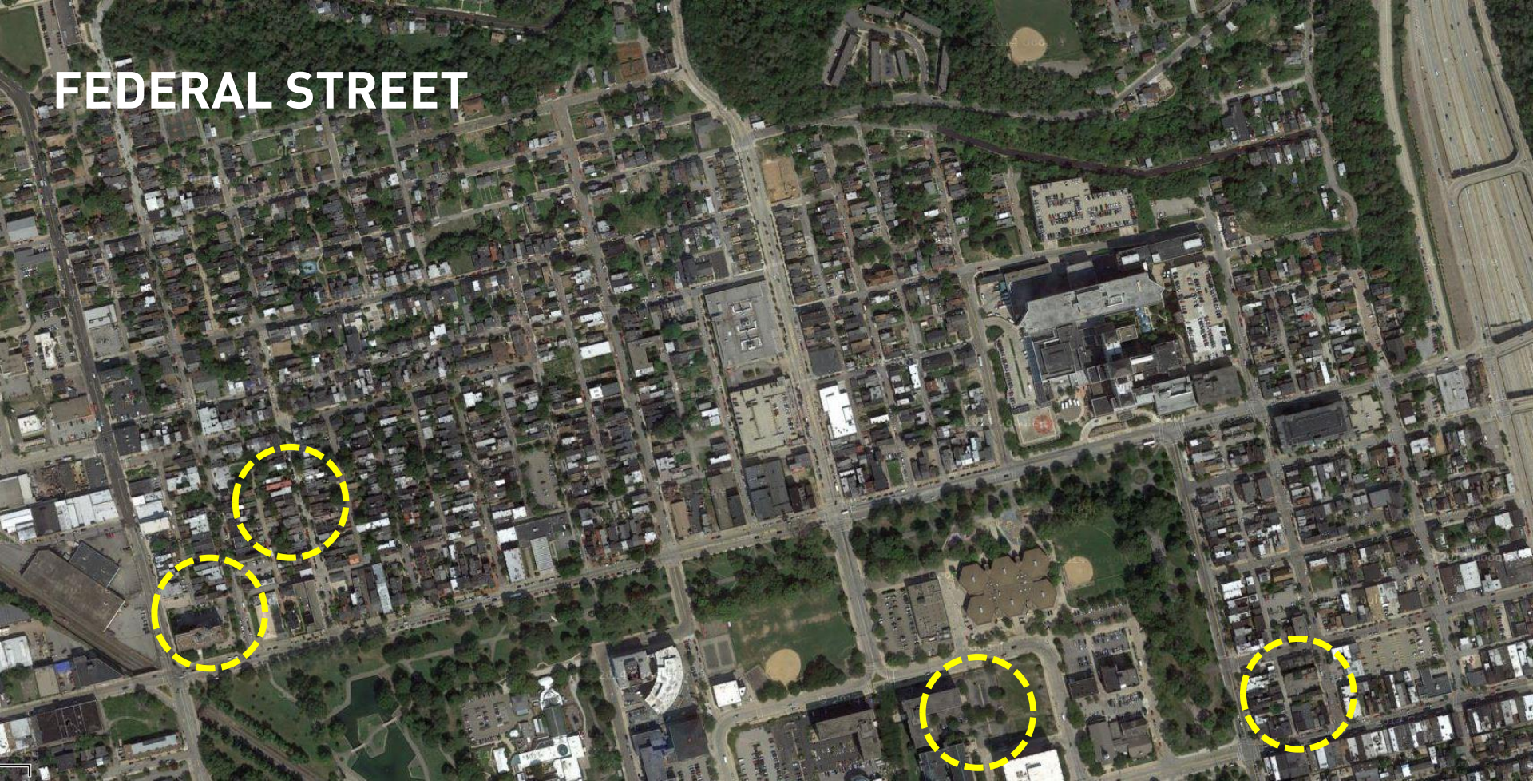
FOOD & CULTURE

Family Friendly Restaurants

Fresh Food Market

Coffee Shop

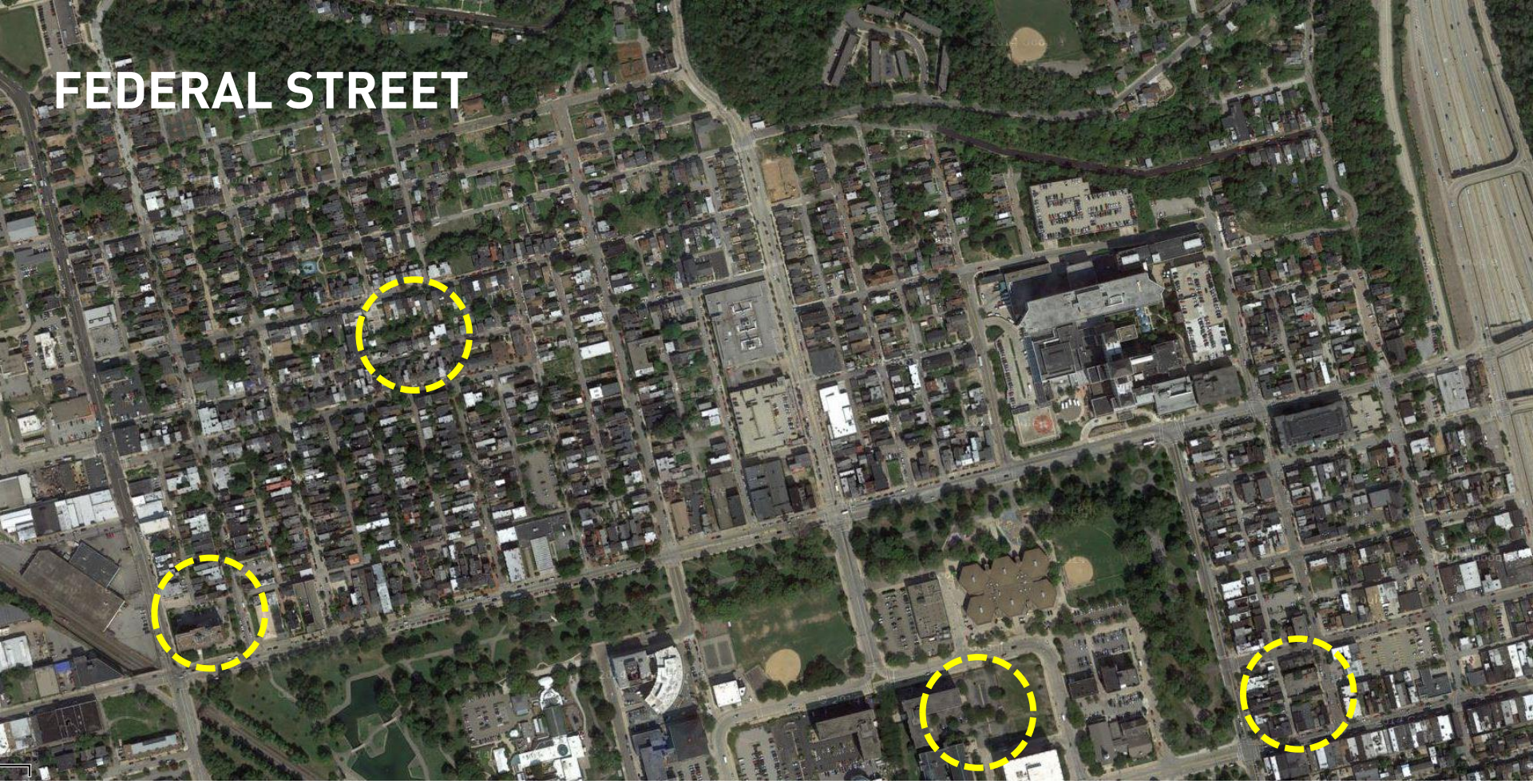
Cafe



ENTERTAINMENT

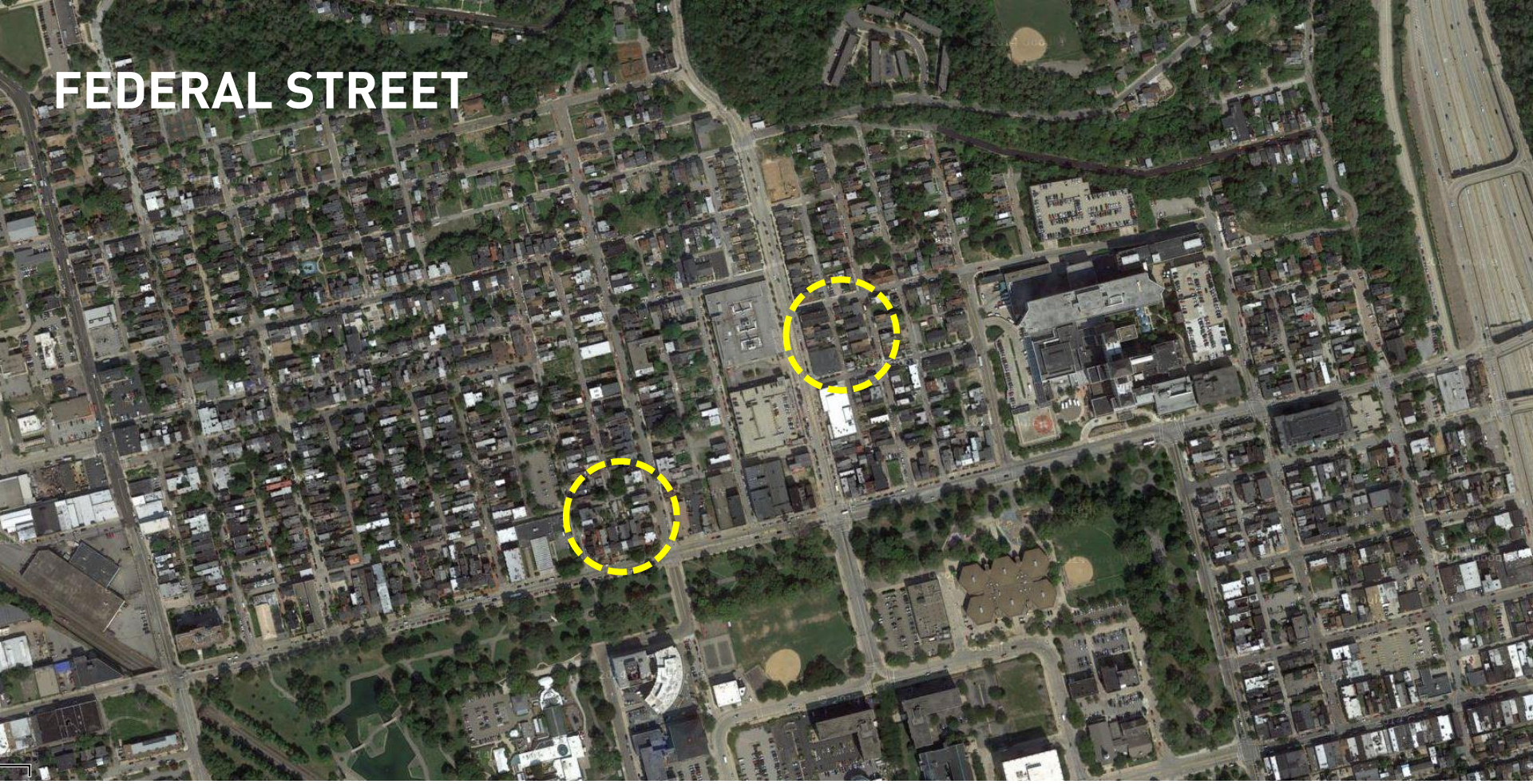
Performance Venue

Bars



ARTS & CULTURE

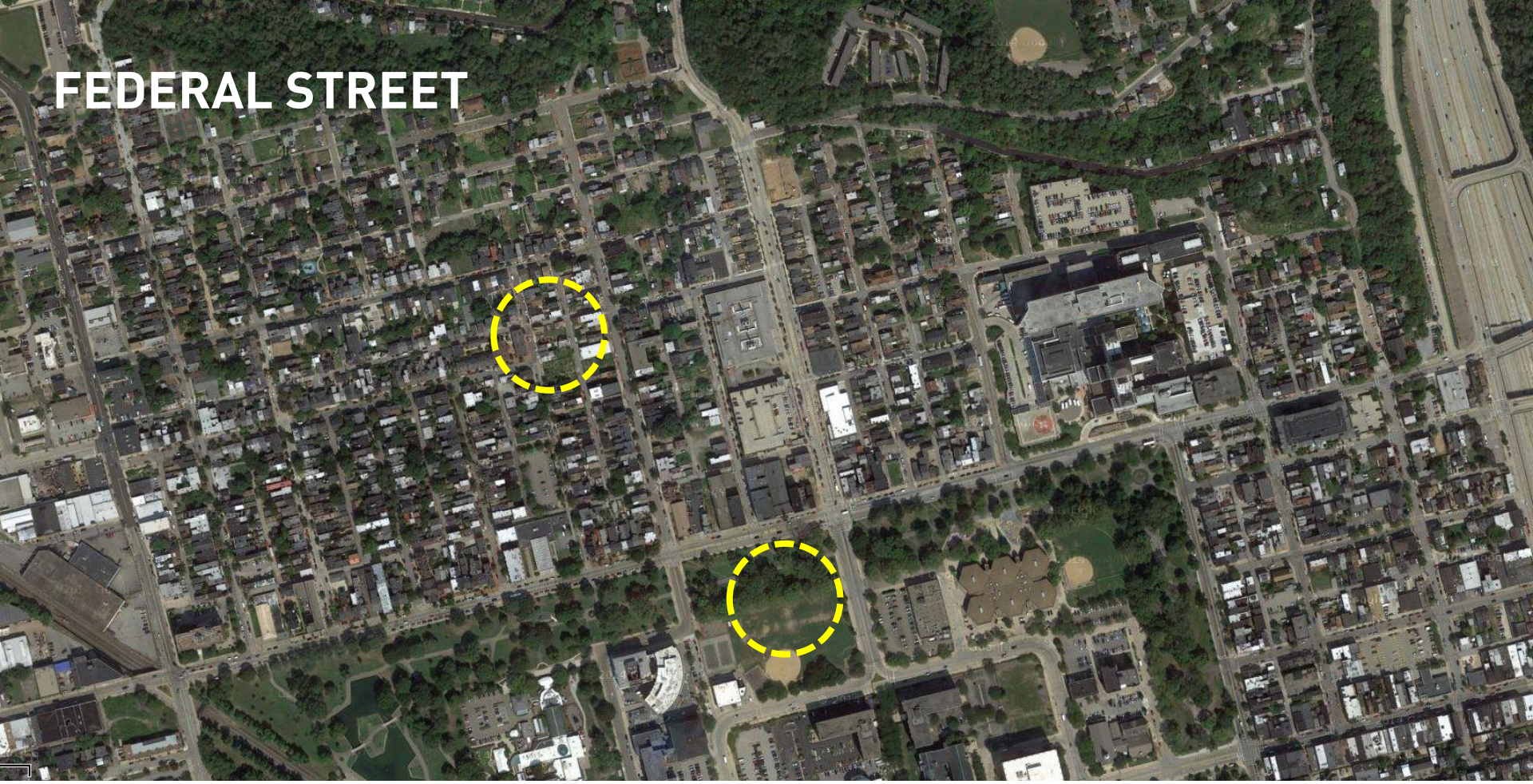
Art Gallery



COMMUNITY & FAMILY

Condos

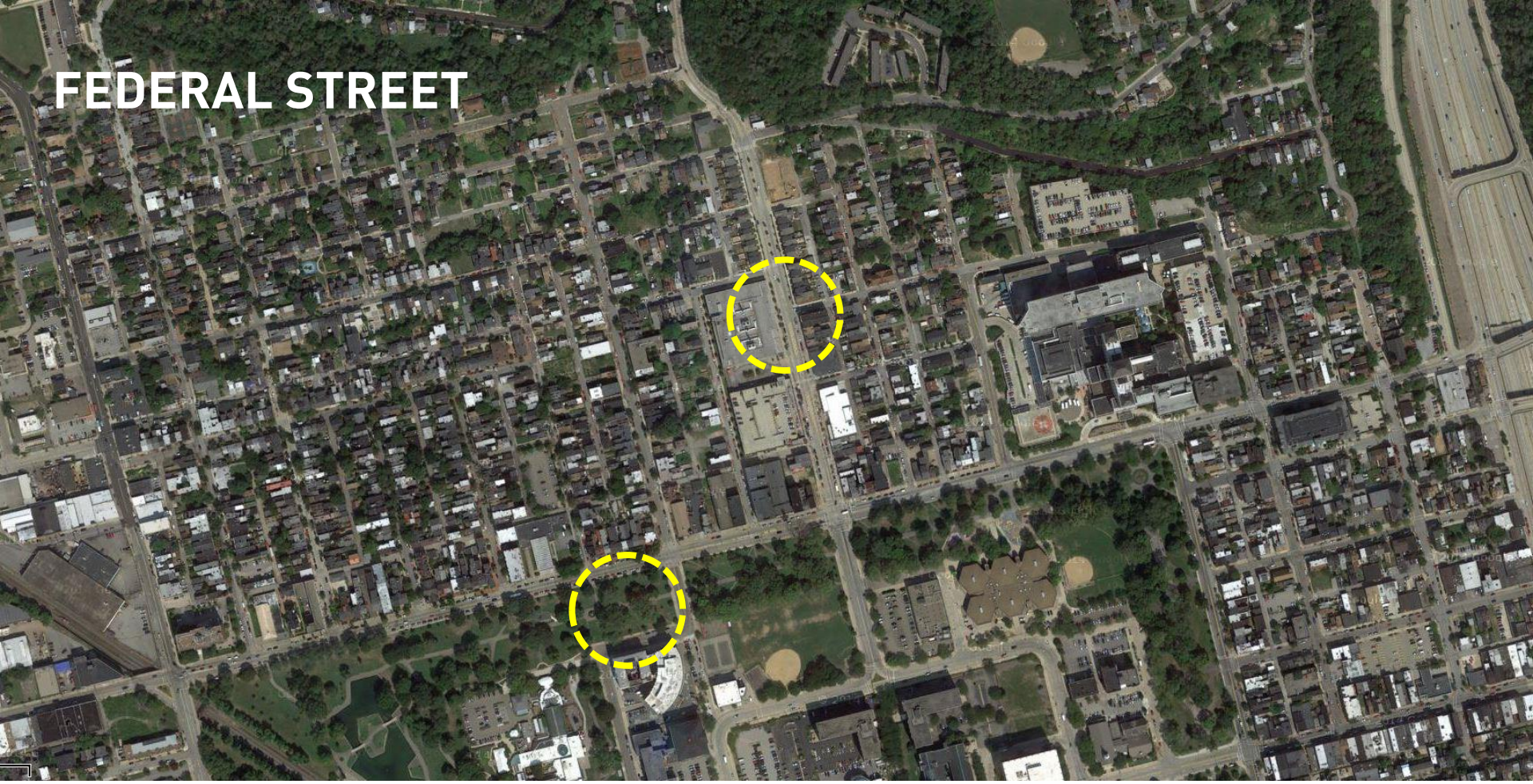
Infill Housing



RECREATION & GREEN SPACE

Parks

Community Garden



STREETSCAPE

Civic Plaza

Street Trees

FEDERAL STREET

CENTRAL NORTHSIDE/ALLEGHENY CENTER

RETAIL & BUSINESSES

- Bookstore
- Health Services *[Dentist, Urgent Care Facility, Pharmacy, etc.]*
- Daycare
- Clothing Boutique
- Hotel
- Office Space
- Flea Market
- Bodega
- Jitney Stand
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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
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- 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

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

U STREET

HISTORIC OVERVIEW

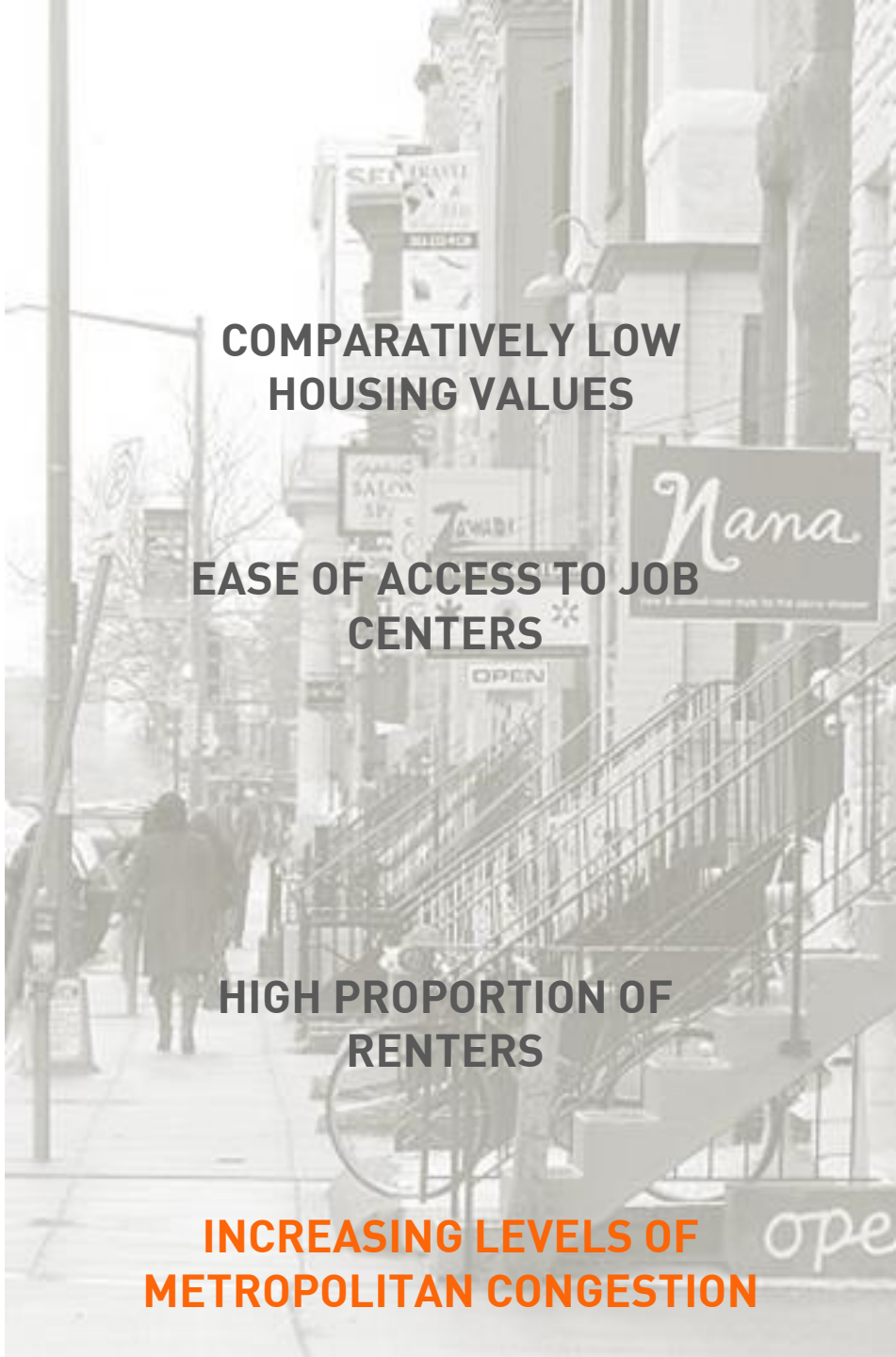
Post Civil War, there was a great migration of government employees and speculative development in efforts to separate themselves from newly freed blacks.

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 businessed 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 & Paradres, 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

COORIDOR 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

U STREET

WASHINGTON, DC

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 *[Landromat, Home Improvement Store, Shoe Store, etc.]*
- Business Incubator
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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

200 YEAR OLD TREES

Bohemian Caverns

Ben's Chili Bowl

Lincoln Theater

RETAIL & BUSINESS

Health Services	Bodega
Daycare	Staple Shops [some]
Hotel	Business Incubator
Clothing Boutique	Temporary Street Vendor/Trucks
Office Space	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

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

STREETSCAPE

Regular Street Clean Up

Civic Plaza

Bike Infrastructure

Street Trees

Wayfinding

Sidewalk Culture

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

"National News Highlights"

The New York Times

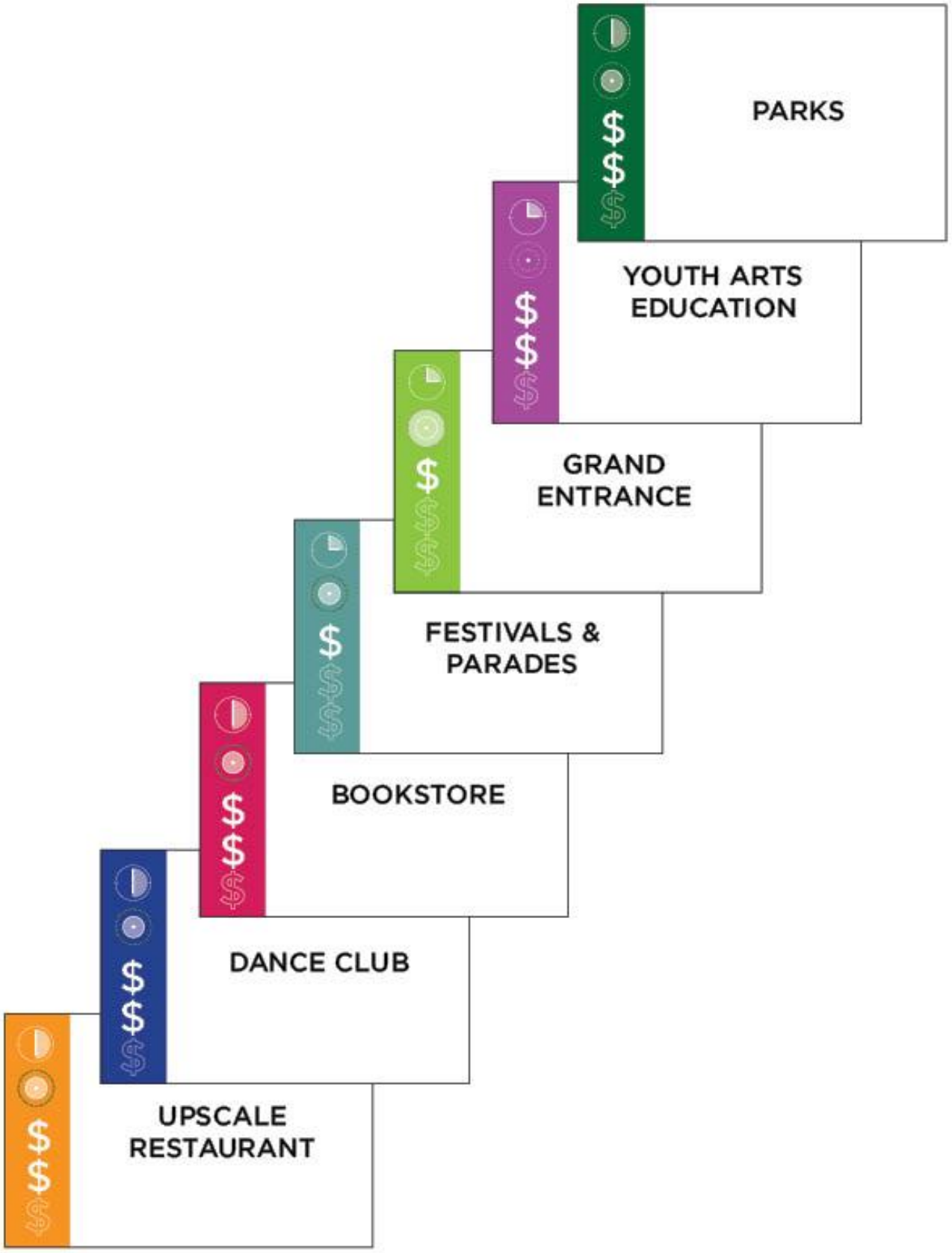
SUNDAY EDITION
National Models of Thriving Community Business Districts

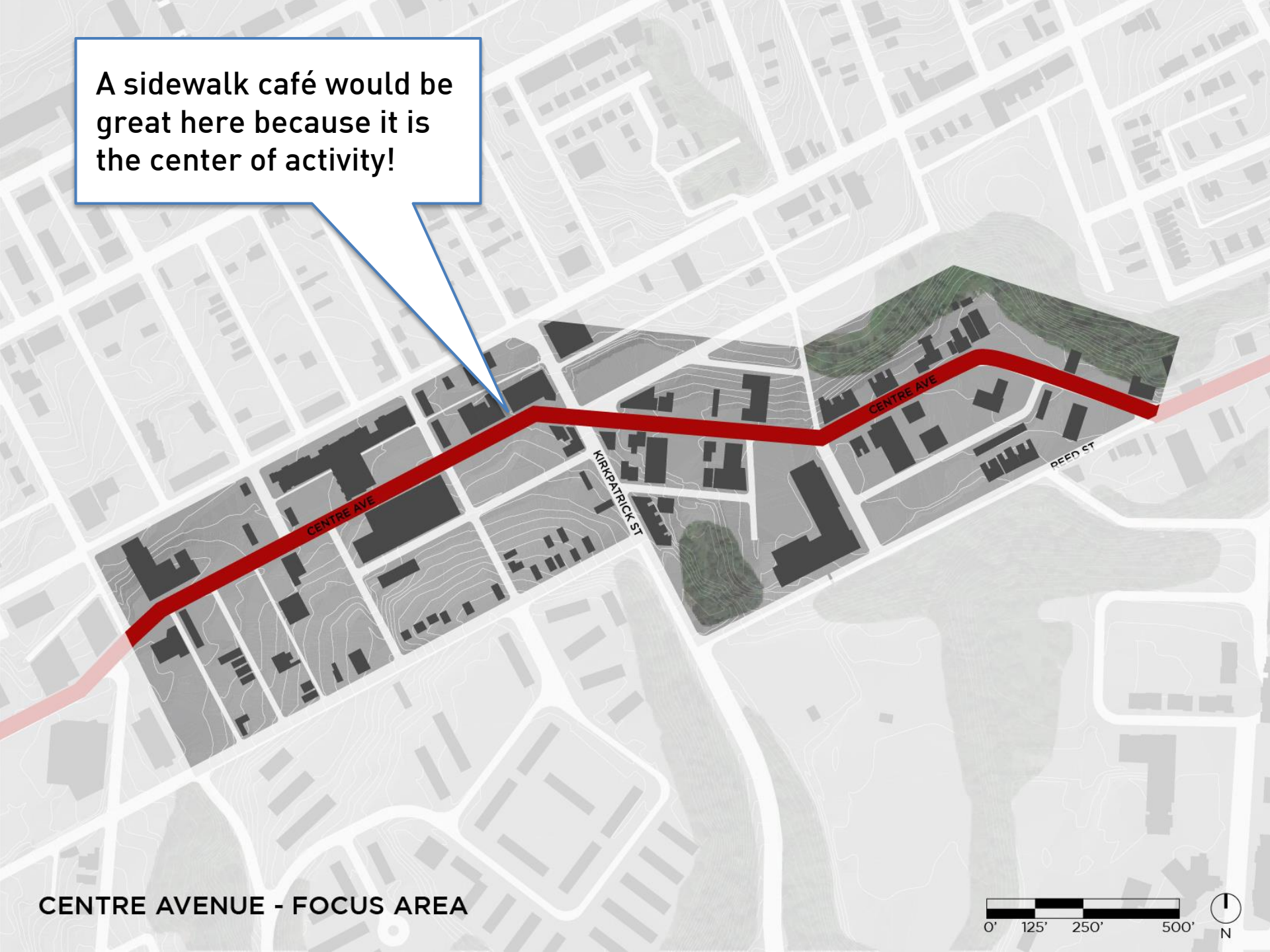
VOL. CLXII....No. 56,127 NEW YORK, SUNDAY, OCTOBER 28, 2020 $5.00

HEADLINE

COVER PHOTO

What three items should the article about Centre Avenue focus on?

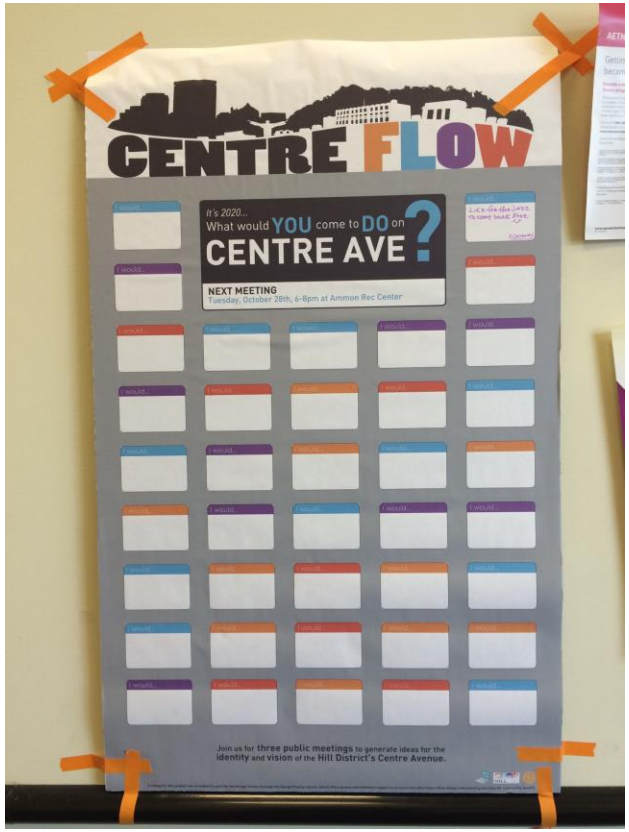

PARKS
YOUTH ARTS EDUCATION
GRAND ENTRANCE
FESTIVALS & PARADES
BOOKSTORE
DANCE CLUB
UPSCALE RESTAURANT


A sidewalk café would be great here because it is the center of activity!
CENTRE AVE
KIRKPATRICK ST
CENTRE AVE
REED ST
CENTRE AVENUE - FOCUS AREA
0'
125'
250'
500'
N

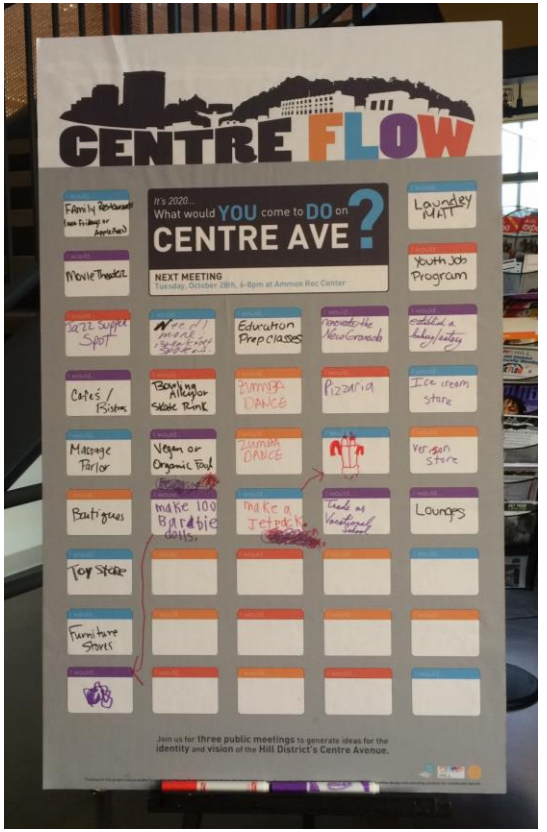
JOIN MINDMIXER!!

CENTREflow.mindmixer.com

LIBRARY



SHOP N SAVE



YMCA

I WOULD COME TO CENTRE AVE TO...

Have a cup of coffee and do a little shopping in a unique small arts, books, or home décor shop	
Go to a sports bar, an upscale spa, an upscale/semi-upscale restaurant, attend a jazz club	
See my daycare get up and going strong	
Work in a small office to run my business	**RETAIL & BUSINESSES**
Eat at a unique restaurant; see and be seen	
Eat at a restaurant I can walk to with my kids	**FOOD & CULTURE**
Theater for locals of instrumentation	
Dinner and movie on Centre!	
NIGHTLIFE!	
Go to movies, come to a festival	**ENTERTAINMENT**
Art installation, public art	**ARTS & CULTURE**
Sit and write in any green space provided	**REC. & GREEN**
Sidewalk table and chairs where you eat and greet friends and neighbors	
Work, shop, live, relax, be entertained, develop, grow, worship	**STREETSCAPE**

[as a 10-year-old]

I WOULD COME TO **CENTRE AVE** TO...

Ice cream	**RETAIL & BUSINESSES**
Arcade	**ENTERTAINMENT**
Parades	
Visit the library	
Participate in an educational, hands-on workshop at an artist's space	**COMMUNITY & FAMILY**
Play sports	
Some place to jump around	
Ice skating & roller rink	
Go bowling	**REC. & GREEN**

[as a 25-year-old]

I WOULD COME TO **CENTRE AVE** TO...

Purchase unique clothing Own my own business	**RETAIL & BUSINESSES**
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	**ENTERTAINMENT**
Go home to my great apartment or condo Introduce my first child to the Hill Better education	**COMMUNITY & FAMILY**
Workout at the Y Skate down the hills event	**REC. & GREEN**

[as a 40-year-old]

I WOULD COME TO **CENTRE AVE** TO...

Hotel stay	**RETAIL & BUSINESSES**
Dance and shop	**ENTERTAINMENT**
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	**COMMUNITY & FAMILY**
Outdoor yoga	
Gardening	**REC. & GREEN**

[as a 75-year-old]

I WOULD COME TO **CENTRE AVE** TO...

RETAIL & BUSINESSES

- 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