



a redevelopment design plan for the

CENTRE AVENUE CORRIDOR

22 January 2015

Community Meeting | evolveEA





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**
JANUARY 2015

DEVILLIERS STREET

ERIN STREET

Grenada Theater

PHYSICAL & FUNCTIONAL ASSETS

MAPPING EXISTING & DESIRED

Public art & gathering space

Arts Center

Historically significant. Should be restored as the main venue for the community. The building is a landmark and should be preserved. Make this building the centerpiece of the Hill. Shows, theater, return it to its jazz/musical MECCA.

Movie theater

Dance studio for seniors

Dance studio for seniors
Dance studio for seniors
Dance studio for seniors

Urban parklet

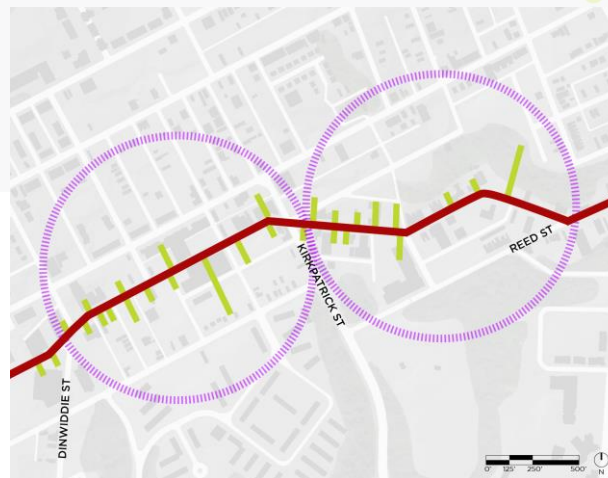
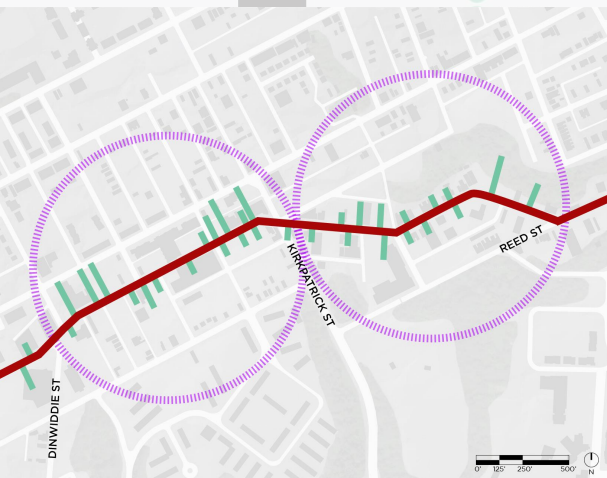
Urban parklet
Urban parklet
Urban parklet

REMOVE - Does not benefit community at a positive light

REMOVE - Does not benefit community at a positive light
REMOVE - Does not benefit community at a positive light
REMOVE - Does not benefit community at a positive light

Needs to be removed

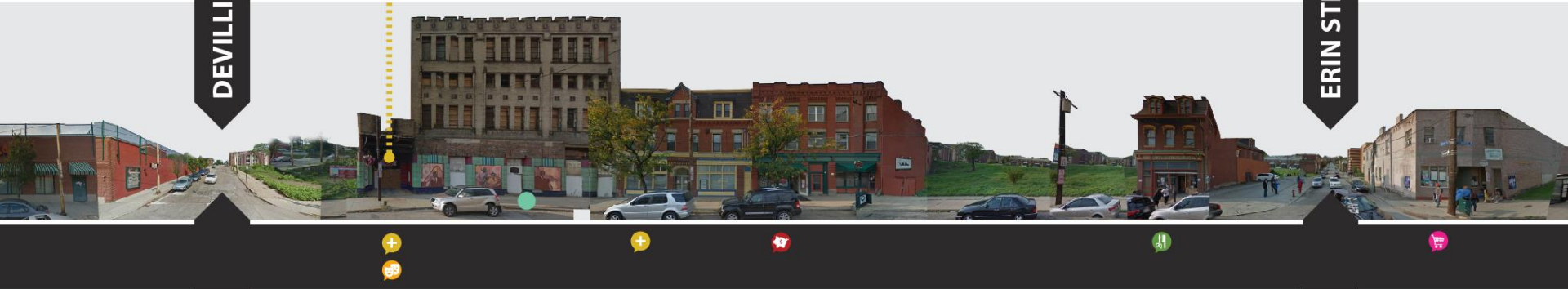
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Needs to be removed



DEVILLERS STREET

Grenada Theater

ERIN STREET



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 for the design firm program, which offers a place and technical support to artists and designers to create design and planning solutions 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
Sleep & 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

Places that are important to the COMMUNITY

Places that could be IMPROVED

IMPORTANT TO ME
IMPORTANT TO COMMUNITY
NEEDS TO BE IMPROVED

SEEING WHAT WE THINK CENTRE AVE



PLACES THAT ARE IMPORTANT TO **ME**

**SUPPORT FOR EXISTING
COMMUNITY ANCHORS**

**INTEREST IN COMMUNITY
FOCUSED GREENSPACE**

**EXCITEMENT FOR
EXPECTED
IMPROVEMENTS**

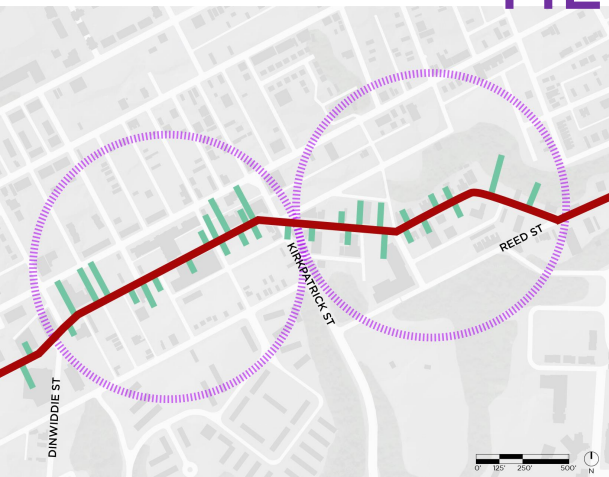
**COMMUNITY ASSETS
FUTURE DESIRES
HISTORIC PRESERVATION**

0' 125' 250' 500'



IMPORTANT TO

ME

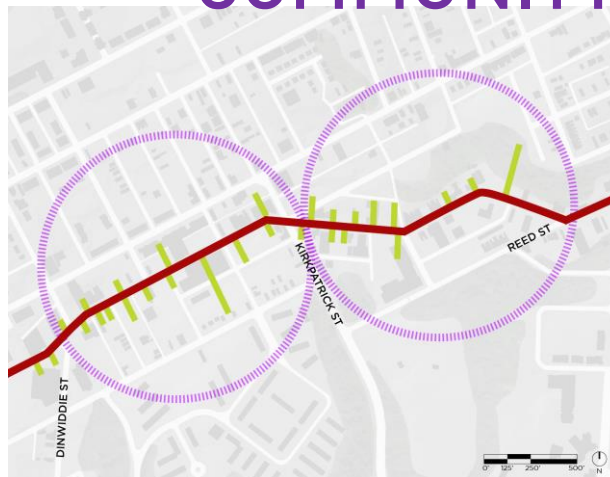


SUPPORT FOR EXISTING
COMMUNITY ANCHORS

INTEREST IN COMMUNITY
FOCUSED GREENSPACE

EXCITEMENT FOR EXPECTED
IMPROVEMENTS

COMMUNITY



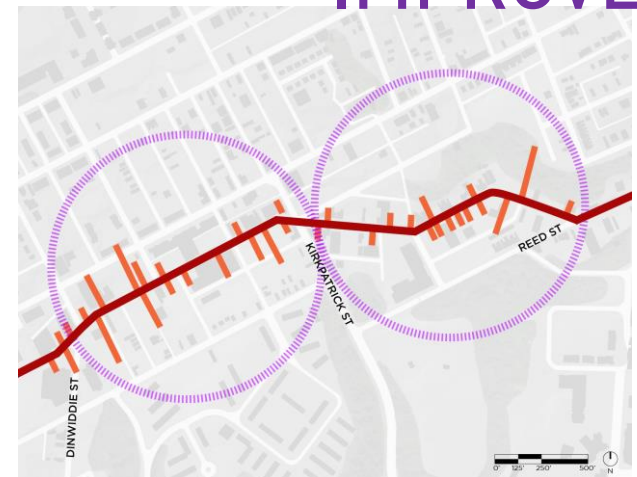
ANCHORS INSTITUTIONS
ARE SUPPORTED

INTEREST IN COMMUNITY
FOCUSED GREENSPACE

MAINTAIN HISTORIC LOOK
AND FEEL

LACK OF CURRENT ACTIVITY
= LOW ACCEPTANCE

IMPROVE



LESS DESIRED USES AND
VACANCY

INTEREST IN COMMUNITY
FOCUSED GREENSPACE

MAINTAIN HISTORIC
INTEGRITY

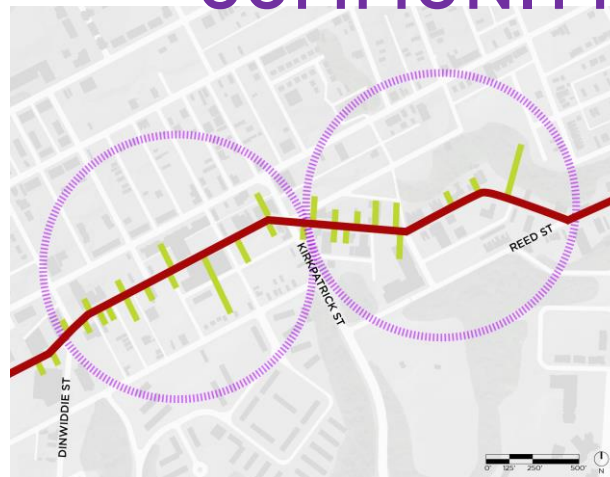


IMPORTANT TO

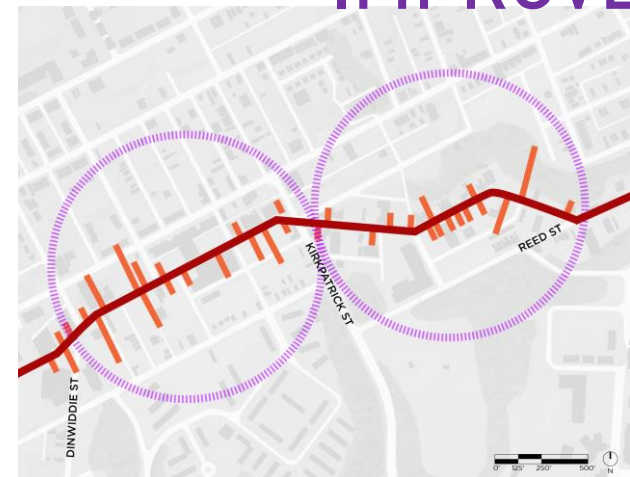
ME



COMMUNITY



IMPROVE



SUPPORT FOR EXISTING
COMMUNITY **ANCHORS**

ANCHORS INSTITUTIONS
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LESS DESIRED USES AND
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INTEREST IN COMMUNITY
FOCUSED **GREENSPACE**

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FOCUSED **GREENSPACE**

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EXCITEMENT FOR EXPECTED
IMPROVEMENTS

MAINTAIN **HISTORIC** LOOK
AND FEEL

MAINTAIN **HISTORIC**
INTEGRITY

LACK OF CURRENT ACTIVITY
= LOW ACCEPTANCE



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/Truck
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

USES & QUALITIES

INVENTORY EXISTING & DESIRED

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

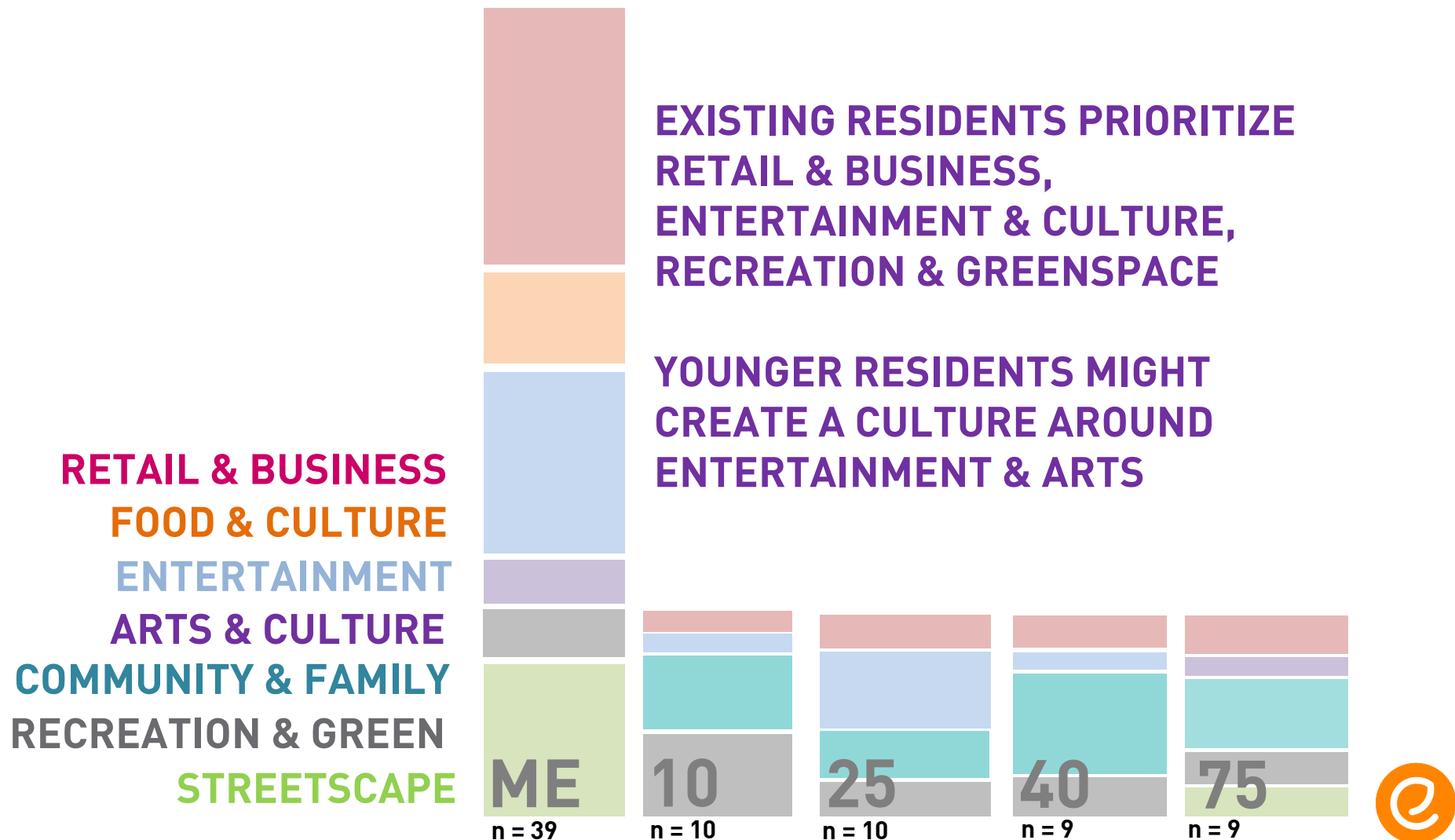
STREETSCAPE

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





WE WOULD COME TO **CENTRE AVE** TO...



“National News
Highlights”

The New York Times

SUNDAY EDITION
National Models of
Thriving Community
Business Districts

VOL. CLXII....No. 56,127

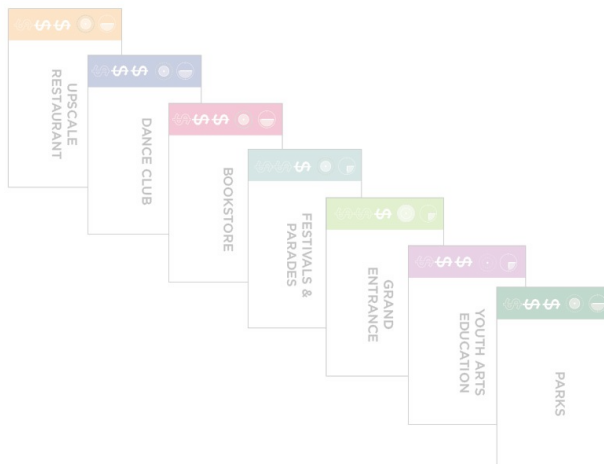
NEW YORK, SUNDAY, OCTOBER 28, 2020

\$5.00

IDENTITY

HEADLINE

ASPIRATIONAL THEMES & GOALS



"National News
Highlights"

The New York Times

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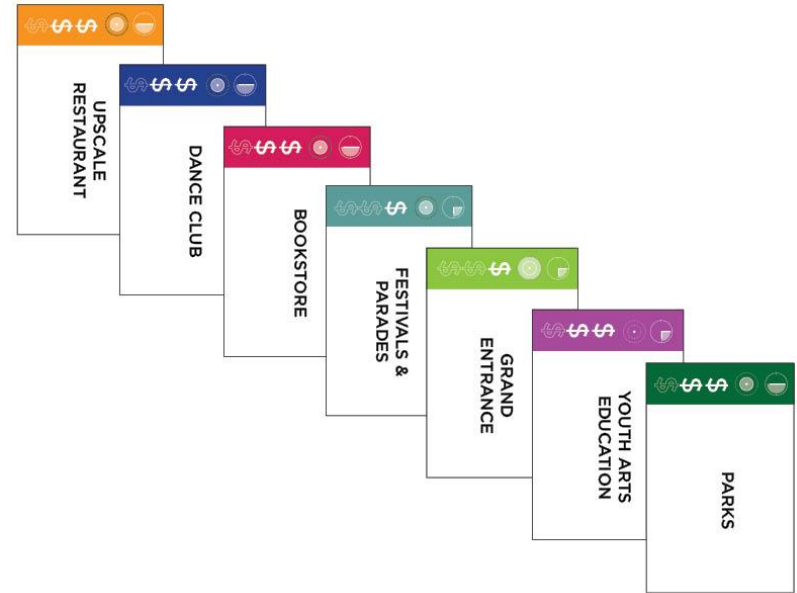
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HEADLINE

COVER PHOTO

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



PROJECTION

Makes reference to time
(past, present, future)

“Hill District Rebirth- Pittsburgh’s
Rich History Propels New Vitality”

“Hill District Ziplines
Into the Future”

“Pittsburgh’s Centre Ave
Corridor- A Vision of Tomorrow”

“The Rich History of
Centre Ave,
'City in the City'”

PROCEDURE

Provides specific suggestions
for improvement

“Hill District Residents are
Given Opportunity to
Develop Businesses and
Own Property in the
District”

“Hill District, Coming Soon with
New Redevelopment, Housing,
and Recreational Center for
All Ages”

REVIVAL

Highlights areas of interest to
the community

“The Rebirth of Crossroads
of the Center of the
World”

“The Crawford Grill is Alive!!”

“Hill Renaissance:
Jazz Alive Again!”

“The Hill Upon a City: Centre Ave
and Wylie Corridor Thriving Once
Again!”

RETAIL & BUSINESSES



Bookstore
Health Services
[Dentist, Urgent Care Facility,
Pharmacy, etc.]
Clothing Boutique
Hotel
Staple Shops & Services
[Landromat, Home
Improvement Store, Shoe
Store, etc.]
Business Incubator
Assistance for Small
Businesses

FOOD & CULTURE



Upscale Restaurant
Soul Food Restaurant
Family Friendly Restaurant
International Cuisine Cluster
Fresh Food Market
Coffee Shop
Bakery
Cafe

ENTERTAINMENT



Dance Club
Movie Theater
Jazz Club
Performance Venue [Art,
Music, Plays, etc.]

ARTS & CULTURE



Hill District History Tour
Art Gallery
Youth Arts Education
Hill District History Museum

COMMUNITY & FAMILY



Infill Housing

RECREATION & GREENSPACE



Recreational Events

STREETSCAPE



Civic Plaza [w/ seating,
chess, benches, etc.]
Facade Improvement
Program



BENCHMARKING

PRINCIPLES & PRACTICES

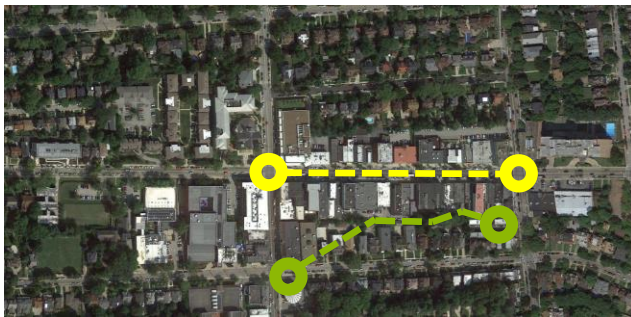


EXAMINING

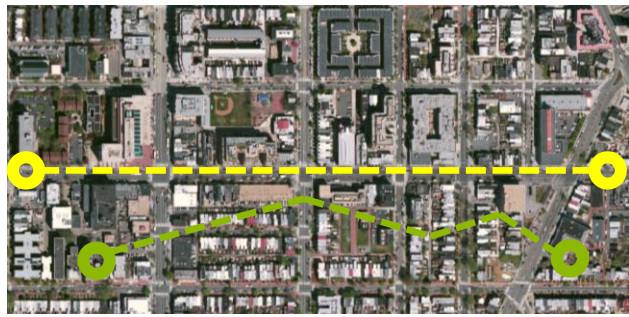
NORTH & FEDERAL



FORBES & MURRAY



U-STREET, DC



PHYSICAL & FUNCTIONAL ASSETS USES & QUALITIES IDENTITY

DISTRICT/CENTER

- ANCHORS** CULTURAL INSTITUTIONS AND HEALTH
- IDENTITY** ARCHITECTURAL, CULTURAL, & INSTITUTIONAL LANDMARKS
- INCOME** DIVERSE, BUYING POWER AUGMENTED BY REGIONAL VISITORS
- BUSINESS TYPES** NATIONAL BUSINESSES FILL THE VOID WHERE LOCAL BUSINESSES ARE ABSENT
- CAPTIVE COMMUNITIES** HEALTH CARE

CORRIDOR

- ANCHORS** INSTITUTIONAL & RETAIL
- IDENTITY** LOCALLY SERVING RETAIL & BUSINESS AND FOOD & CULTURE, SOME REGIONAL ATTRACTIONS
- INCOME** DIVERSE, SUPPORTS DENSITY & RETAIL DIVERSITY
- BUSINESS TYPES** LOCALLY OWNED BUSINESSES RECIRCULATE WEALTH WITHIN THE COMMUNITY
- CAPTIVE COMMUNITIES** STUDENTS AND RELIGIOUS

CORRIDOR/DISTRICT

- ANCHORS** RESTAURANTS AND ENTERTAINMENT
- IDENTITY** ARCHITECTURAL, CULTURAL, & INSTITUTIONAL LANDMARKS
- INCOME** DIVERSE, BUYING POWER AUGMENTED BY REGIONAL VISITORS
- BUSINESS TYPES** NATIONAL & LOCAL
- CAPTIVE COMMUNITIES** UNIVERSITY, YOUNG BUSINESS PROFESSIONALS, AND PART OF CLOSE NETWORK OF MULTIPLE COMMUNITIES



HILL DISTRICT PEOPLE
2012 Demographics



8,923
people



HILL DISTRICT HOUSING
2012 Demographics



4,374
housing units



**HILL DISTRICT
MARKET ANALYSIS**
2013 Information

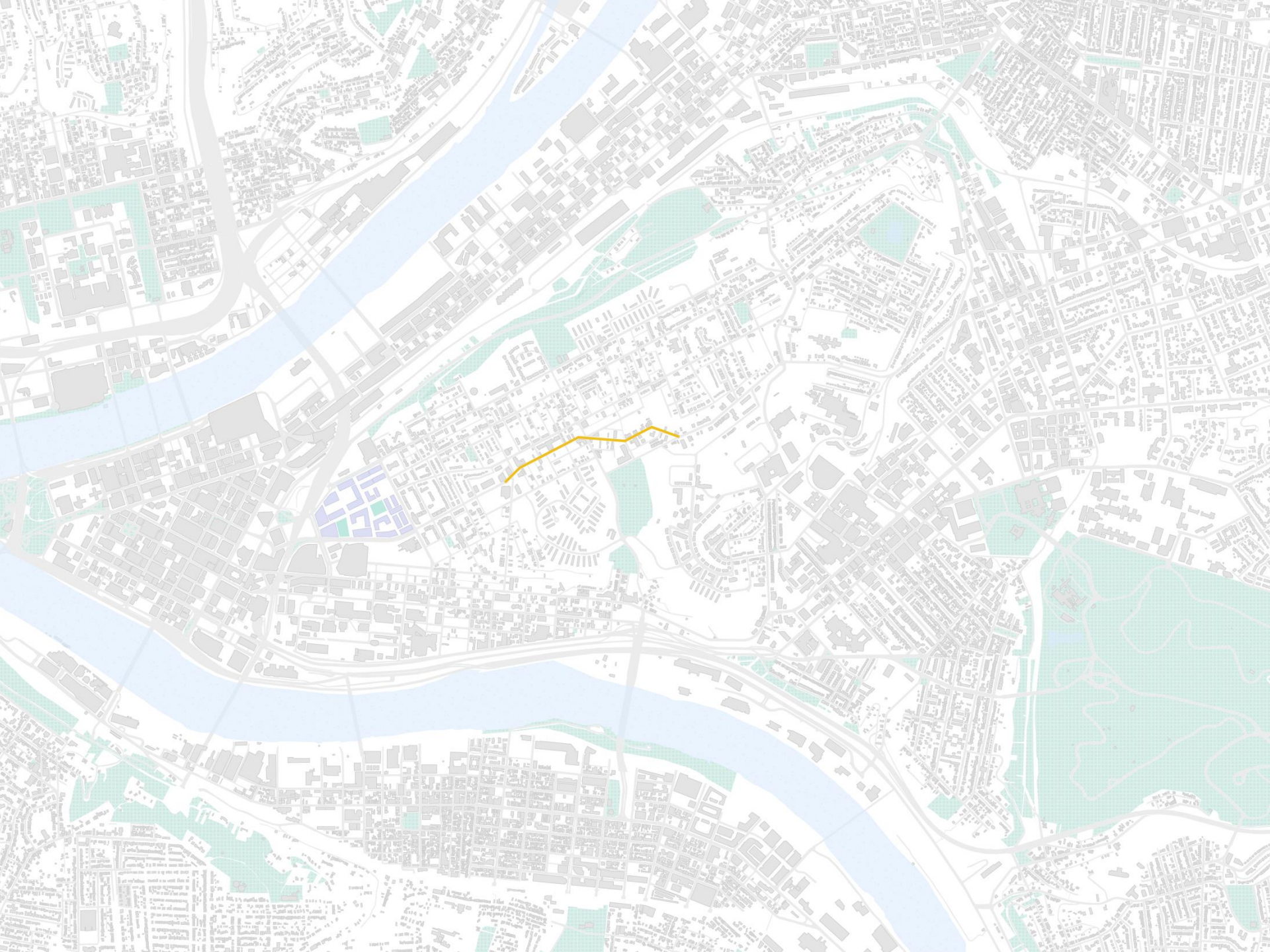


\$37,725,773
retail gap
Centre and Wylie & Centre and Herron

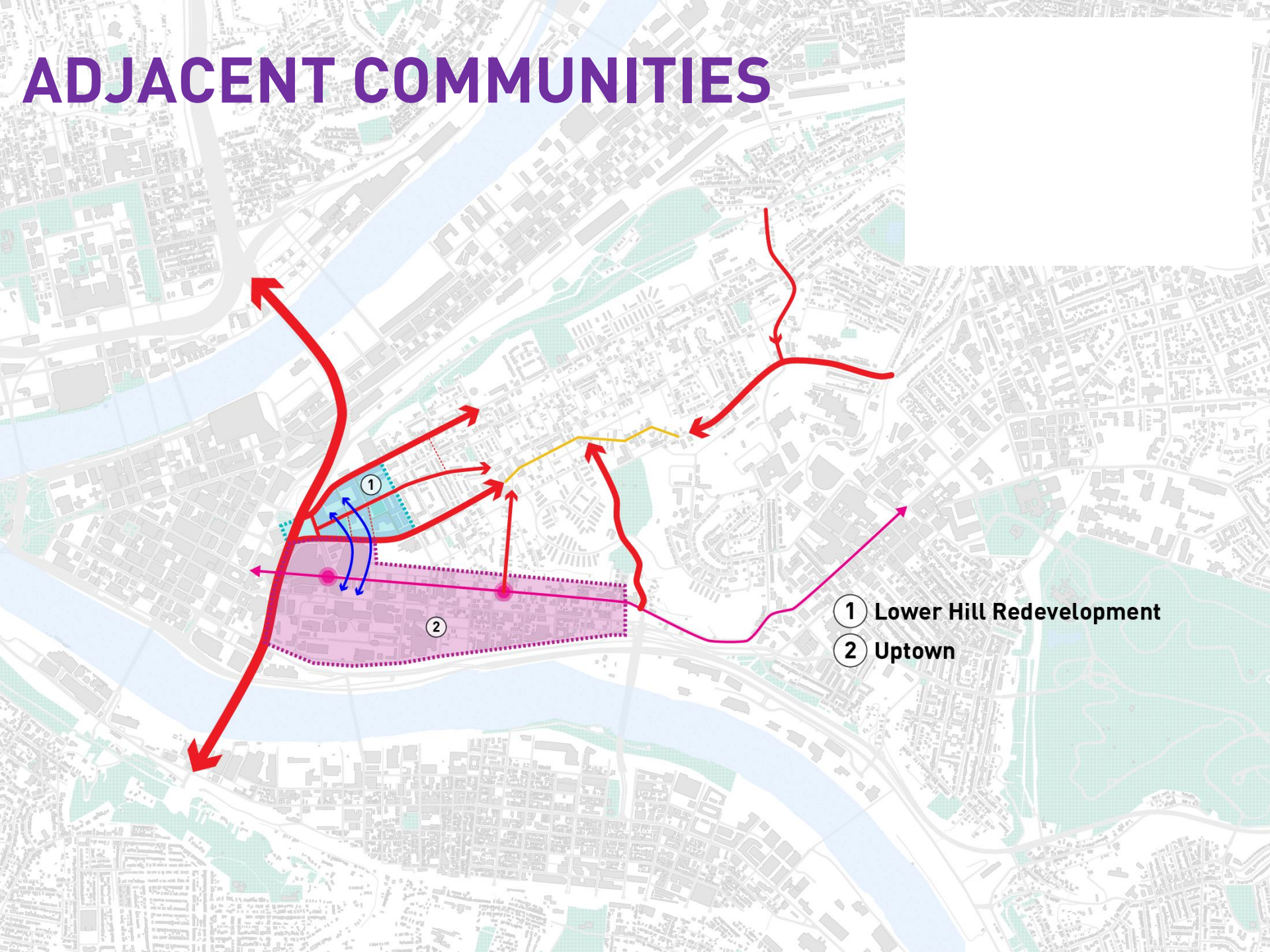
SCENARIOS

IMAGINING THE FUTURE OF
CENTRE AVENUE



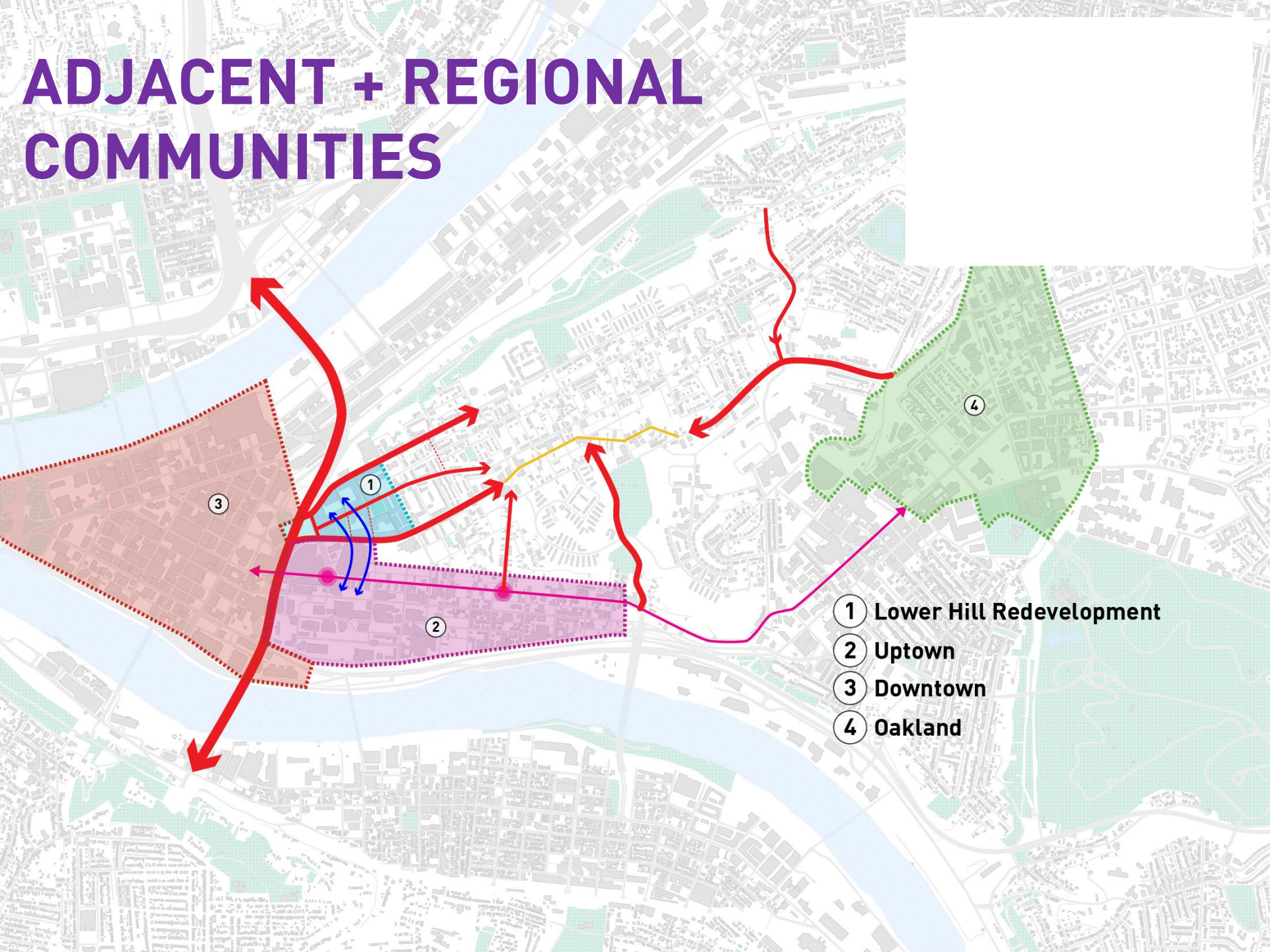


ADJACENT COMMUNITIES



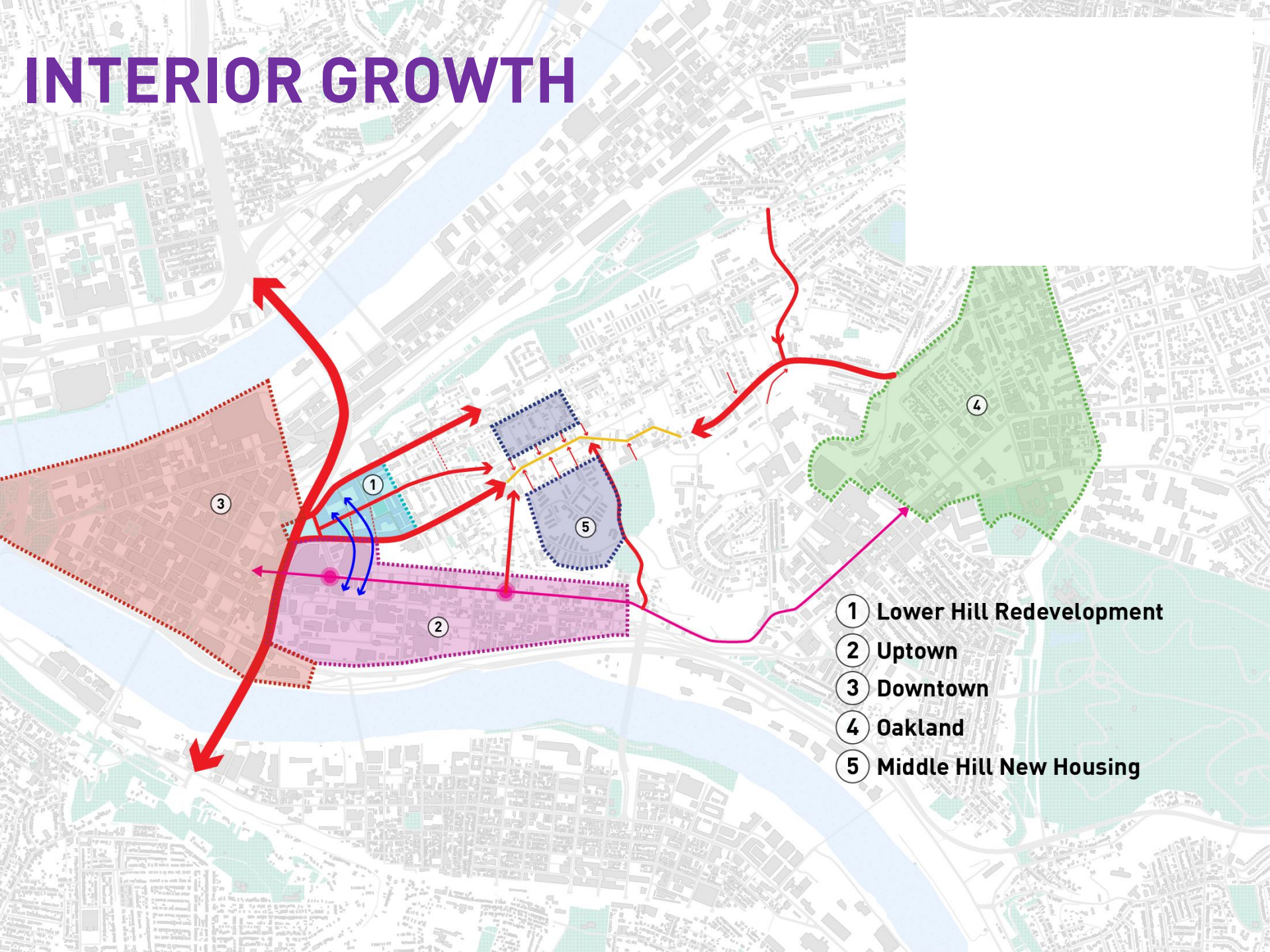
- 1 Lower Hill Redevelopment
- 2 Uptown

ADJACENT + REGIONAL COMMUNITIES



- ① Lower Hill Redevelopment
- ② Uptown
- ③ Downtown
- ④ Oakland

INTERIOR GROWTH



USE

REGION
geography

LOW
frequency

HIGH
frequency

LOCAL
geography



USE

REGION
geography

LOW
frequency

HIGH
frequency

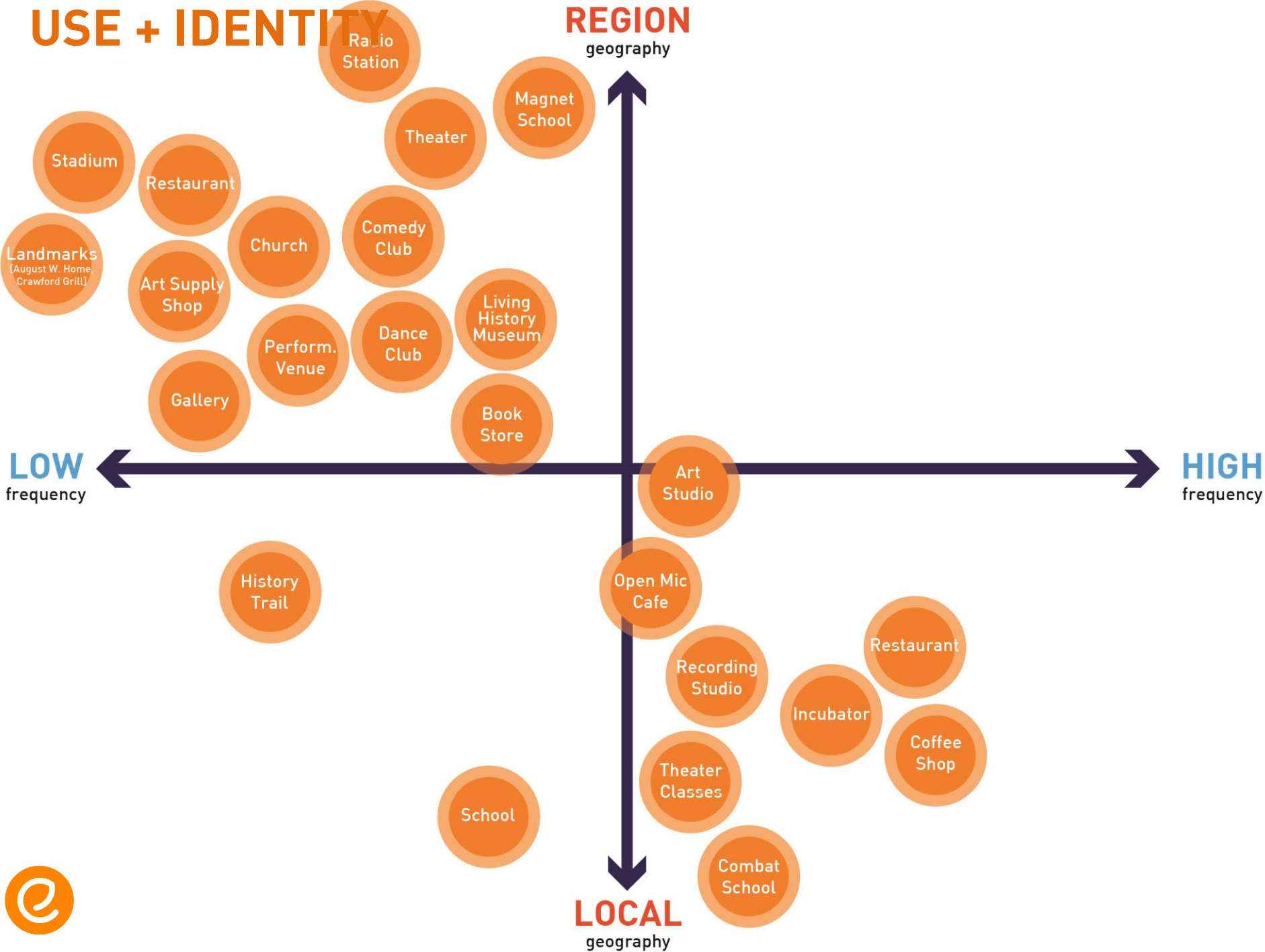


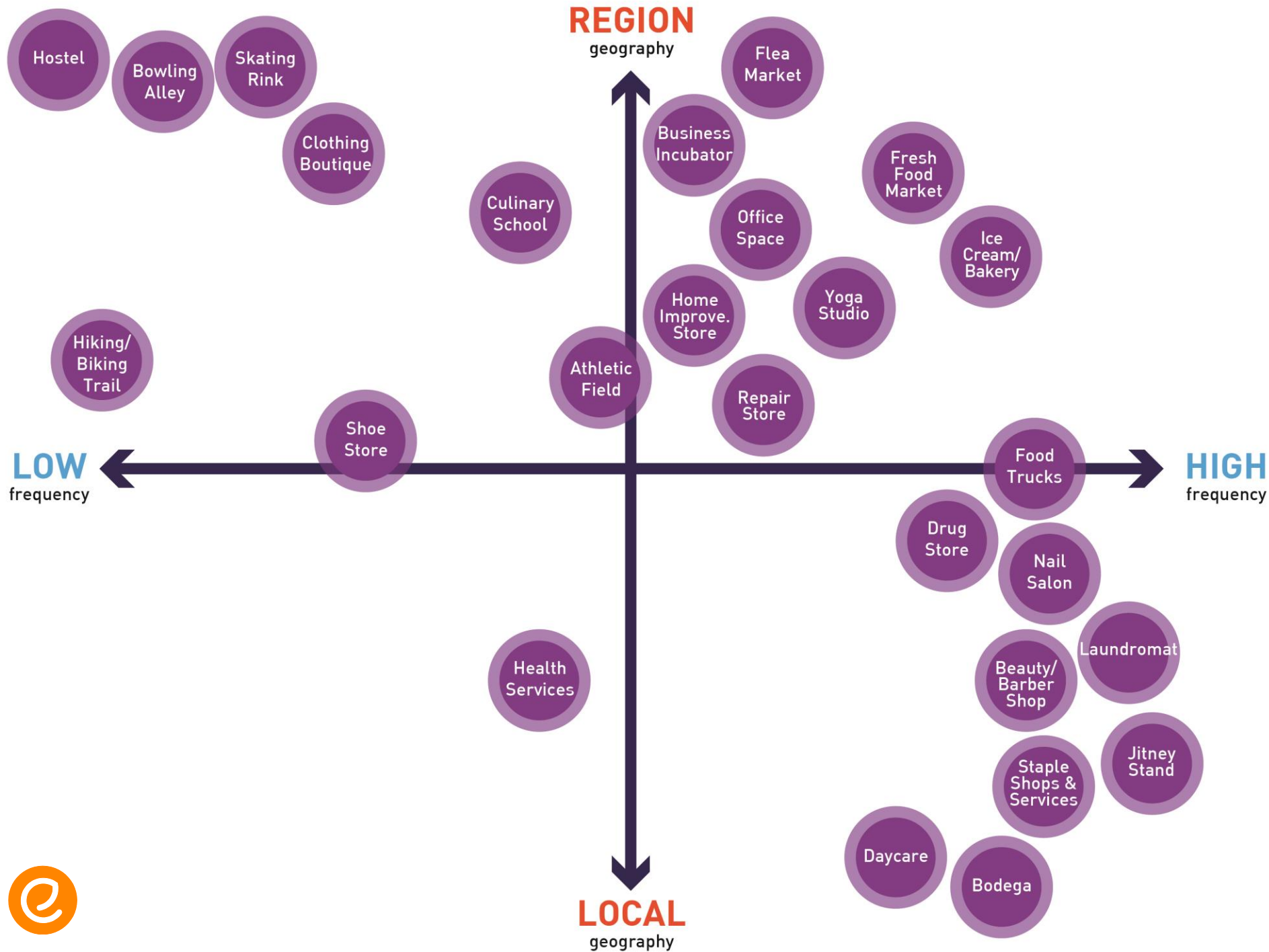
LOCAL
geography

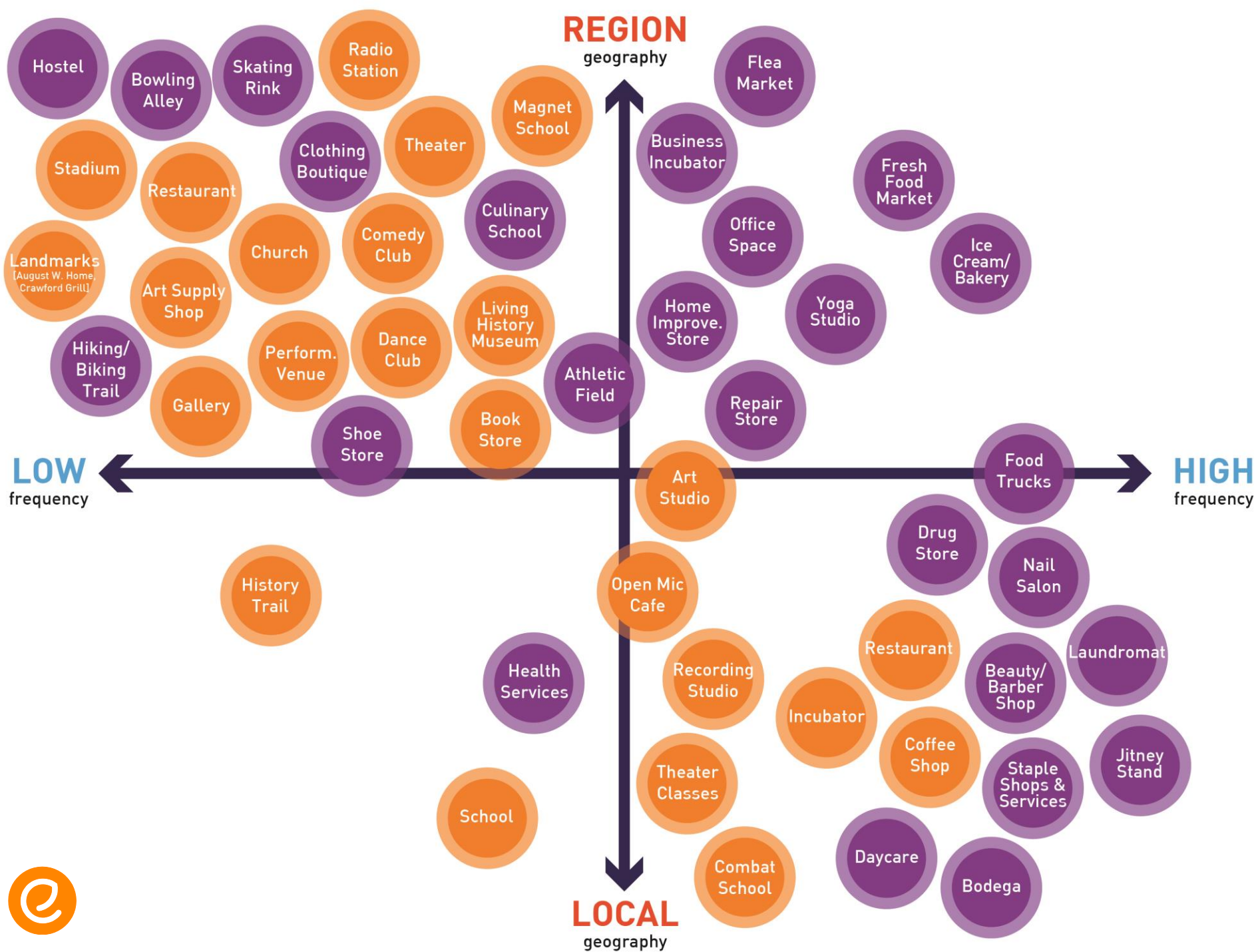
USE + IDENTITY

REGION

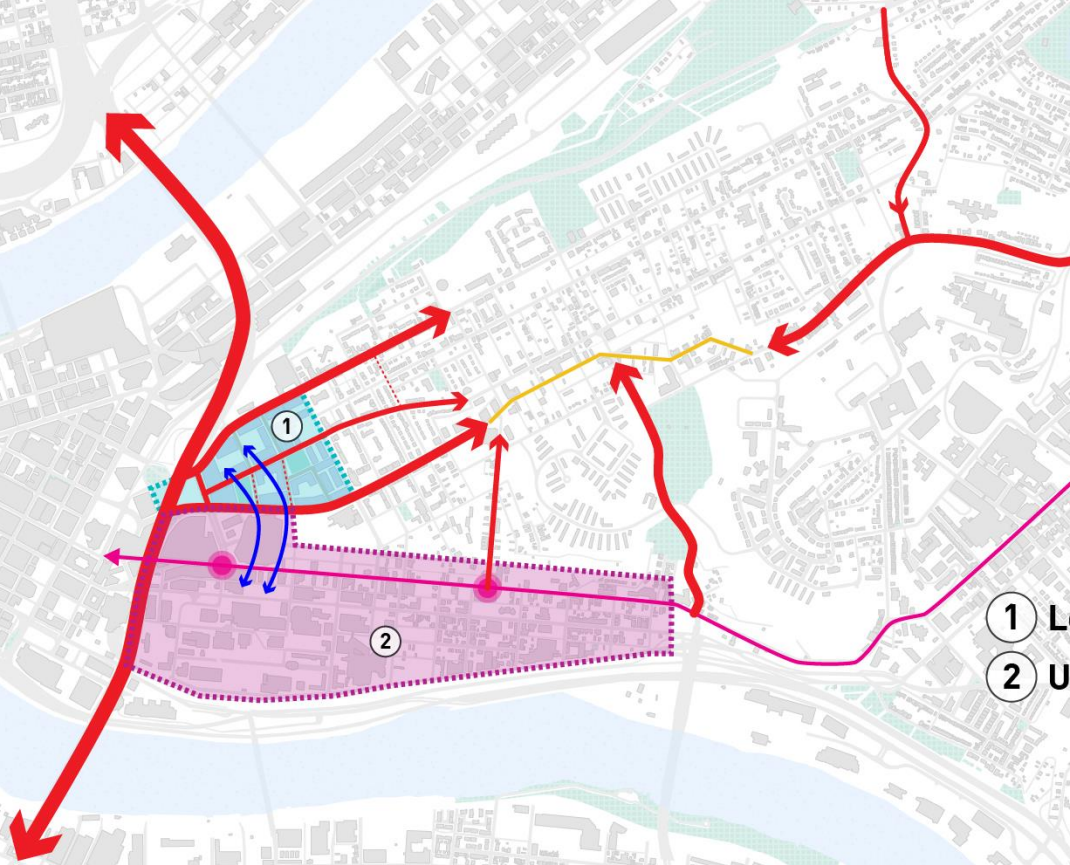
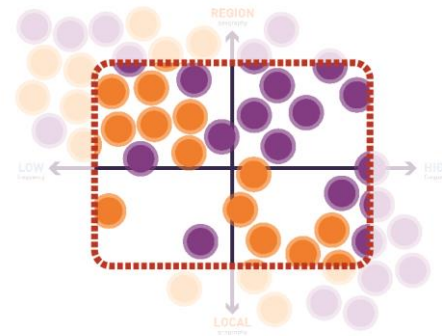
geography





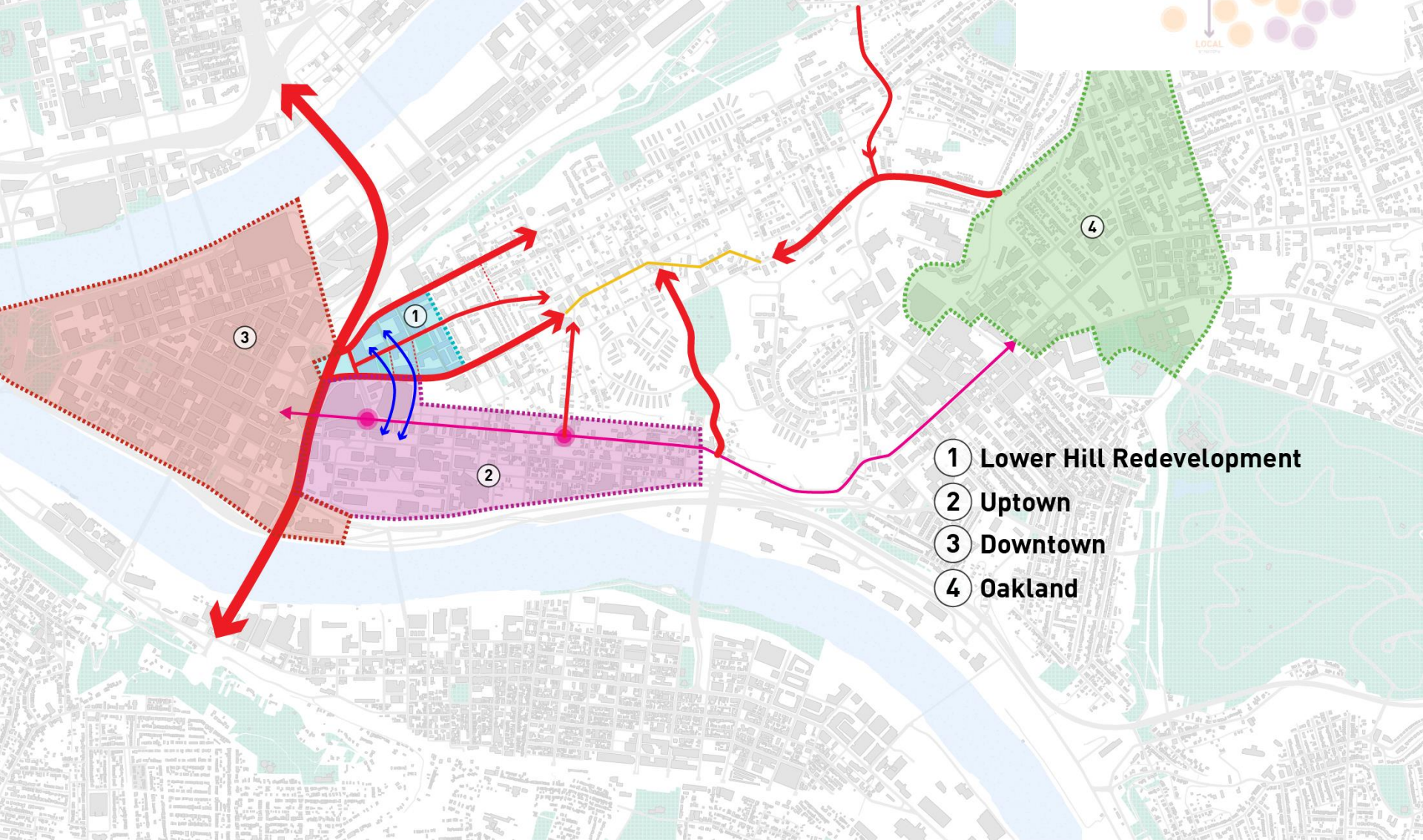
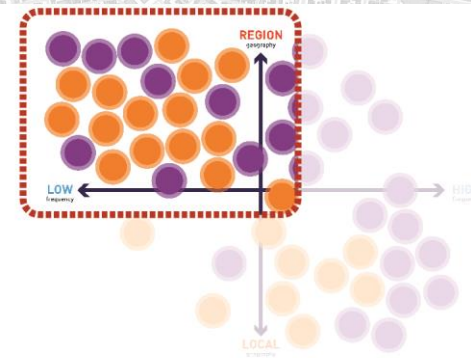


ADJACENT COMMUNITIES

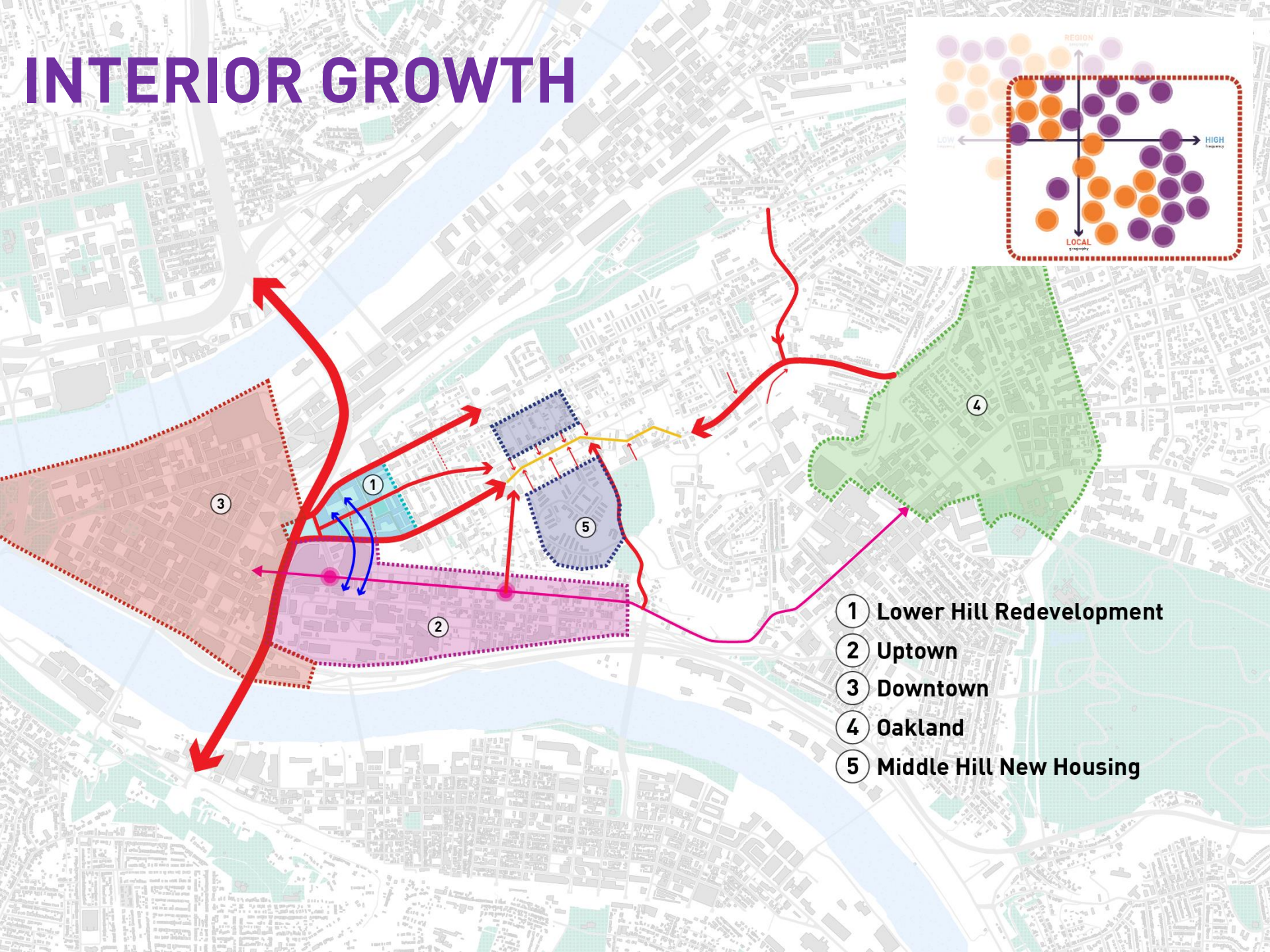


- ① Lower Hill Redevelopment
- ② Uptown

ADJACENT + REGIONAL COMMUNITIES



INTERIOR GROWTH



CENTRE FLOW SCENARIOS

WELCOME HOME

STAY AWHILE



CENTREFLOW

DRAFT SCENARIO 1.15

ARTS & ENTERTAINMENT DISTRICT

Possible uses, from community preference surveys and existing condition inventory

REGIONAL DRAW

Restaurants
Arts retail
Art supply store
Gallery
Theatre
Comedy club
Nightclub/dance club
Performance venue
Living history museum
Bookstore
History trail
Recording studio
Art studio
Open mic cafe
Theatre classes
Combat school
A&E focus business incubator
Grab and go/cafe

NEIGHBORHOOD DRAW

RETAIL & BUSINESS CENTER

Strengthen existing retail and business facilities, adding retail and Class A/B office space. Cluster openings to create activity nodes.

Renovate or rebuild buildings to address the street and public spaces and to clarify entry. (Hill House, PNC bank building)

Retail has main first floor presence with offices and/or social services on secondary floors (above or below).

Catalytic project: Shopping Center

WELCOME (HOME) ARTS & ENTERTAINMENT DISTRICT

Centre Avenue & Dinwiddie Street to Kirkpatrick

This district is the front door of the Hill, triangulating with the growing markets in the Lower Hill and Uptown. It is place where former residents might enjoy the renaissance of cultural assets and where newcomers find new and unique attractions.

Strong **invitational identity** is informed by legacy and contemporary arts and entertainment amenities.

Emphasis is on the **regional scale**, and should relate unique cultural destinations with regionally serving local enterprises.

The area will attract visitors from **growing adjacent districts** (Lower Hill and Uptown/Bluff) with complimentary uses.

STAY A WHILE CIVIC DISTRICT

Centre Avenue & Kirkpatrick Street to Reed

The intimate, historic feel of this district creates opportunities for a neighborhood serving local neighborhood commercial district. It is a place where small business is intimately connected to the street and where entrepreneurial spirit is part of the flow.

Key heritage buildings and small scale give a **unique historic identity** and should be developed to allow for lower cost occupancy and potential for **small business incubation and growth**.

People come here to **connect with neighborhood institutions and amenities**, including green space networks, schools, recreation, health, social services, as well as locally serving businesses.



CIVIC DISTRICT

Possible uses, from community preference surveys and existing condition inventory

REGIONAL DRAW

Hostel
Skating Rink
Bowling Alley
Hiking/biking trails
Clothing boutiques/shoe store
Fresh food market/bakery
Culinary school
Home improvement store
Flea market
Food trucks
Business incubator
Athletic fields
Ice cream store
Yoga studio
Office space
Repair store
Drug store
Health services
Nail/beauty salon
Daycare
Staple shops and services
Jitney stand

NEIGHBORHOOD DRAW

CULTURAL CENTER

Renovate theatre and create a cultural center on current police station site.
Align Dinwiddie and reclaim Deviliers to create a new heritage plaza, emphasis pedestrian safety and invite sidewalk activity around cultural institutions.

Improve existing buildings (such as the housing tower) to connect directly to plaza level and adding of Istories above Family Dollar).

Catalytic project: New Granada Theatre

COMMERCIAL INFILL

Vacant lot parcels average 10,000+ sf and are aggregated for development of multistory, multiuse structures.

All developments should have first floor activity. Upper floors can be residential or commercial. Parking can be aggregated south of Centre, creating secondary access parallel to Centre. Grade will be a challenge.

Greenways and infrastructure are important. Integrate into Addison Terrace grid.

Catalytic project: parking infrastructure

CIVIC CENTER

District is defined by preservation and renovation of heritage structures. First floors have commercial and mixed use, with an emphasis on small business and an incubator concept.

Large vacant properties present opportunities for multi unit residential and/or market rate residential.

Civic functions such as the police station or social services may be located here. Connections to the greenway and recreation are here.

Catalytic project: Ongoing restoration, Central Baptist parcel multiunit

CENTRE-REED DISTRICT

This area of Centre Ave has a weak edge to the east but may develop based on the future plans for the Herron Avenue corridor. It has little pedestrian traffic and has some parcels suitable for destination entities, including churches, gas stations, etc. Scenarios for development include:

IMPROVEMENT DISTRICT

Community serving for profit retail combined with social mission purpose, perhaps related to neighborhood NGOs. Examples could be automotive retailer or hardware store paired with educational/job training facility.

GARDEN DISTRICT

A keystone tenant such as a low impact nursery or garden center would create identity for a district with highly visible green infrastructure and green space identity that might add to residential desirability.

RECREATION DISTRICT

If a regionally attractive recreational amenity at Kennard (such as an ice rink) could bring in financial resources, small businesses might pop up to support and service the facility.



WELCOME (HOME) ARTS & ENTERTAINMENT DISTRICT

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"National News Highlights"

The New York Times

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

PROJECTION	PROCEDURE	REVIVAL
<small>Makes reference to time (past, present, future)</small>	<small>Provides specific suggestions for improvement</small>	<small>Highlights areas of interest to the community</small>
“Hill District Rebirth: Pittsburgh's Rich History Propels New Vitality”	“Hill District Residents are Given Opportunity to Develop Businesses and Own Property in the District”	“The Rebirth of Crossroads of the Center of the World”
“Hill District Ziplines Into the Future”	“Hill District, Coming Soon with New Redevelopment, Housing, and Recreational Center for All Ages”	“The Crawford Grill is Alive!”
“Pittsburgh's Centre Ave Corridor: A Vision of Tomorrow”		“Hill Renaissance: Jazz Alive Again!”
“The Rich History of Centre Ave, 'City in the City'”		“The Hill Upon a City: Centre Ave and Wylie Corridor Thriving Once Again!”

“The Rebirth of Crossroads of the Center of the World”



STAY A WHILE CIVIC DISTRICT

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"Hill District Ziplines Into the Future"	"The Crawford Grill is Alive!"	"Hill District, Coming Soon with New Redevelopment, Housing, and Recreational Center for All Ages"
"Pittsburgh's Centre Ave Corridor: A Vision of Tomorrow"	"Hill Renaissance: Jazz Alive Again!"	"The Hill Upon a City: Centre Ave and Wylie Corridor Thriving Once Again!"
"The Rich History of Centre Ave, 'City in the City'"		

"Hill District Residents are Given Opportunity to Develop Businesses and Own Property in the District"





The Centre Avenue Redevelopment Plan - centreFLOW - 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

ONE ORANGE STATION
(Welcome Home) and
ONE BLUE STATION
(Stay Awhile)

for a chance to win!

NAME:

EMAIL:

PHONE:

☐ I signed up for MindMixer!

WELCOME (HOME) ARTS & ENTERTAINMENT DISTRICT

This district is the front door of the Hill, triangulating with the growing markets in the Lower Hill and Uptown. It is a place where former residents might enjoy the renaissance of cultural assets and where newcomers find new and unique attractions.

I visited these stations and this is what I think about it...

☐ #1 RETAIL & BUSINESS CENTRE

I Think...

☐ #2 CULTURAL CENTRE

I Think...

☐ #3 COMMERCIAL INFILL CENTRE

I Think...

STAY A WHILE CIVIC DISTRICT

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I visited these stations and this is what I think about it...

☐ #4 CIVIC CENTRE

I Think...

☐ #5 CENTRE-REED DISTRICT

I Think...

CENTREFLOW

DRAFT SCENARIO 1.15

ARTS & ENTERTAINMENT DISTRICT

Possible uses, from community preference surveys and existing condition inventory

REGIONAL DRAW

Restaurants
Arts retail
Art supply store
Gallery
Theatre
Comedy club
Nightclub/dance club
Performance venue
Living history museum
Bookstore
History trail
Recording studio
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Theatre classes
Combat school
A&E focus business incubator
Grab and go/cafe

NEIGHBORHOOD DRAW

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Renovate or rebuild buildings to address the street and public spaces and to clarify entry. (Hill House, PNC bank building)

Retail has main first floor presence with offices and/or social services on secondary floors (above or below).

Catalytic project: Shopping Center

WELCOME (HOME) ARTS & ENTERTAINMENT DISTRICT

Centre Avenue & Dinwiddie Street to Kirkpatrick

This district is the front door of the Hill, triangulating with the growing markets in the Lower Hill and Uptown. It is place where former residents might enjoy the renaissance of cultural assets and where newcomers find new and unique attractions.

Strong **invitational identity** is informed by legacy and contemporary arts and entertainment amenities.

Emphasis is on the **regional scale**, and should relate unique cultural destinations with regionally serving local enterprises.

The area will attract visitors from **growing adjacent districts** (Lower Hill and Uptown/Bluff) with complimentary uses.

STAY A WHILE CIVIC DISTRICT

Centre Avenue & Kirkpatrick Street to Reed

The intimate, historic feel of this district creates opportunities for a neighborhood serving local neighborhood commercial district. It is a place where small business is intimately connected to the street and where entrepreneurial spirit is part of the flow.

Key heritage buildings and small scale give a **unique historic identity** and should be developed to allow for lower cost occupancy and potential for **small business incubation and growth**.

People come here to **connect with neighborhood institutions and amenities**, including green space networks, schools, recreation, health, social services, as well as locally serving businesses.



CIVIC DISTRICT

Possible uses, from community preference surveys and existing condition inventory

REGIONAL DRAW

Hostel
Skating Rink
Bowling Alley
Hiking/biking trails
Clothing boutiques/shoe store
Fresh food market/bakery
Culinary school
Home improvement store
Flea market
Food trucks
Business incubator
Athletic fields
Ice cream store
Yoga studio
Office space
Repair store
Drug store
Health services
Nail/beauty salon
Daycare
Staple shops and services
Jitney stand

NEIGHBORHOOD DRAW

CULTURAL CENTER

Renovate theatre and create a cultural center on current police station site.
Align Dinwiddie and reclaim Deviliers to create a new heritage plaza, emphasis pedestrian safety and invite sidewalk activity around cultural institutions.

Improve existing buildings (such as the housing tower) to connect directly to plaza level and adding of Istories above Family Dollar).

Catalytic project: New Granada Theatre

COMMERCIAL INFILL

Vacant lot parcels average 10,000+ sf and are aggregated for development of multistory, multiuse structures.

All developments should have first floor activity. Upper floors can be residential or commercial. Parking can be aggregated south of Centre, creating secondary access parallel to Centre. Grade will be a challenge.

Greenways and infrastructure are important. Integrate into Addison Terrace grid.

Catalytic project: parking infrastructure

CIVIC CENTER

District is defined by preservation and renovation of heritage structures. First floors have commercial and mixed use, with an emphasis on small business and an incubator concept.

Large vacant properties present opportunities for multi unit residential and/or market rate residential.

Civic functions such as the police station or social services may be located here. Connections to the greenway and recreation are here.

Catalytic project: Ongoing restoration, Central Baptist parcel multiunit

CENTRE-REED DISTRICT

This area of Centre Ave has a weak edge to the east but may develop based on the future plans for the Herron Avenue corridor. It has little pedestrian traffic and has some parcels suitable for destination entities, including churches, gas stations, etc. Scenarios for development include:

IMPROVEMENT DISTRICT

Community serving for profit retail combined with social mission purpose, perhaps related to neighborhood NGOs. Examples could be automotive retailer or hardware store paired with educational/job training facility.

GARDEN DISTRICT

A keystone tenant such as a low impact nursery or garden center would create identity for a district with highly visible green infrastructure and green space identity that might add to residential desirability.

RECREATION DISTRICT

If a regionally attractive recreational amenity at Kennard (such as an ice rink) could bring in financial resources, small businesses might pop up to support and service the facility.

