



SHOPS & RESIDENCES at NEW GRANADA SQUARE

Hill District, Pittsburgh PA, USA



The Rebirth of the Hill District

One of America's Great Neighborhoods

Ranked as one of America's most livable cities by Forbes Magazine, Pittsburgh offers one of the best development opportunities anywhere, the historic Hill District.

The Hill District is known for its rich cultural legacy, active citizenry and prime location. It was formed as a diverse city within a city attracting African American Southerners and European immigrants who formed a socially, culturally and economically active neighborhood. Between the 1920s and 50s, the Hill District was established as the place to stop between Harlem and Chicago.

The Hill District was home to The Pittsburgh Courier, which was one of America's most prominent newspapers. A nationally-known Jazz circuit, legendary Jazz giants such as Lena Horne and Billy Eckstein; and Hall of Fame players like Satchel Paige and Josh Gibson hail from the area. Pulitzer Prize-winning playwright August Wilson (pictured right) used his childhood neighborhood as the backdrop and center of life for his Broadway plays, and Teenie "One Shot" Harris documented the essence and spirit of the neighborhood by snapping over 65,000 images. In later decades, the Hill District played a central role in advancing social and civic causes for the entire region.



Today, the Hill District spans 1.8 square miles and will be the focus of over \$1.5 billion of real estate and economic development over the next decade. The neighborhood sits in the heart of Pittsburgh between two of Pennsylvania's top commerce and innovation centers -- Downtown and the Oakland area.

The Hill CDC works with investors, developers, residents and local agents to assure the ongoing development of the area including financing, alignment with local regulatory bodies and neighborhood plans.

+ In the heart of “The Hill”

New Granada Theater



Photograph by B. Glenn Lewis©2010/glennlewisimages.com

The New Granada Theater is an icon representing the rich cultural heritage of Pittsburgh, Pennsylvania.

Originally constructed in 1928 as the Pythian Temple, the four-story masonry structure with Art-Deco detailing was designed by one of America's early African American architects, Louis Bellinger (1891-1946).

During its most celebrated days, the Theater, and its famous second floor New Savoy Ballroom were fixtures in the jazz culture. Some of the jazz world's most important musicians such as Count Basie, Cab Calloway, Ella Fitzgerald, Charlie Parker and many other icons played the New Granada Theater. In fact, Duke Ellington was proclaimed the “King of Jazz” during a national radio broadcast from the Theater. In 1934, Louis Armstrong led a benefit at the site after floods devastated Pittsburgh.



The New Granada was a 'required' stop for jazz aficionados as they traveled between New York and Chicago. Through the decades, the Theater has served many roles; it closed permanently in the late 70s. Concern that this architectural and cultural asset would fall victim to the wrecking ball spurred the Hill CDC to purchase the building in the early 90s.



Although the New Granada was acquired in the 90s, it is the organization's current leadership that has demonstrated the focus, determination and capacity to redevelop it. To this end, the Hill CDC has worked to build alliances with strong partners including investors, preservationists, community stakeholders and public servants; this has led to \$1.2 million in stabilization and predevelopment, and the creation of a final plan.

Today, the Hill CDC is redeveloping the 2000 block of Centre Avenue as the “Gateway” to the historic Hill District and new cultural corridor.

As the centerpiece to this urban core redevelopment, the restoration of the New Granada Theater will be the jewel where the music returns and the culture never left. The food, the arts, and the people of this iconic neighborhood will be on national display as they transform this special place in one of America's top cities to watch.

+ where commerce, community, culture and innovation converge





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Retailers, Businesses,

and Artists are

welcome!



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