

The Great Return of the Hill:

*A Destination for Thriving
Black Culture, Commerce &
Innovation*

**Culture, Commerce and Innovation
Activation Recommendations
on Centre Avenue**

Created in Community.
Produced by Yancey Consulting, 2023.



At a Glance

Culture, Commerce and Innovation Activation Recommendations on Centre Avenue

Conceived in collaboration with local Hill community members and their allies and produced by Yancey Consulting (YC), this report maps viable recommendations to activate the Hill District's Centre Avenue as a thriving Black cultural and commercial corridor.

Across the years, multiple generative studies have been produced that map the needed and ongoing (re)development of the Hill District. This report is not intended to duplicate or be redundant to the existing plans but to weave ideas that most resonate with Hill District community members at this time and offer up a viable road map of activating Centre Ave and surrounding areas as a Black cultural and commercial corridor in the short to long term.

The recommendations are born out of a framework that emerged from conversations with community members. When inquired about and unraveled through dialogue, a proposed mixture of experiences, basic services, safe havens,

businesses, intergenerational social gathering spaces, green spaces, learning centers, food spaces, health and wellness spaces, real estate, and entertainment venues was needed to bring a thriving commerce to the Hill.

We also learned in this process that this activation plan, although stewarded by the Hill CDC, is not only about the Hill CDC. It's about the Hill—not any one institution. A thriving Black cultural and commercial community can only manifest when many come together to advance a shared vision and agenda.

An African proverb reveals, “If you want to go fast, go alone. If you want to go far, go together.” These recommendations recognize and enjoin a collective buy-in. They are designed for every representation within the Hill to see themselves participating. You will see many activations in this report that suggest partnerships and various ways for members of this incredible Hill community to come together.

"If you want to go fast, go alone. If you want to go far, go together."

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What We Set to Explore and What We Learned

The Great Return Resides **in the We.**



We set out to *explore*

What's the model for an economically, culturally, and communally thriving district that doesn't have to sacrifice its soul to gentrification?

Our answer

Ask the people.

Rely on the people.

Bridge with the people.

Invest in people.

Bring back the people lost.

See what the people want.

See what excites a yearning and pride.

Integrate strategies for placekeeping, retention, and return, while opening up a tailored space for new entrants.

Reinforce and amplify community pride.

Create an irresistible draw to the Hill, and ensure accessibility across all financial brackets.

On the Shoulders of Those Before Us

This report that you are about to read is rooted in a deep yearning and commitment to rebuilding the Hill District with intention, mindfulness, and love and care for historic, primarily Black communities of the Hill and its new residents. Once a vibrant cultural and economic center of Black culture, the Hill is being redeveloped to honor the past and build a flourishing future that positions the Hill District and Centre Ave as a destination for local residents and visitors. In a strategy session with Marimba Milliones and Jordan Smith of the Hill Community Development Center, we picked up Marimba's futuristic phrasing, "The Great Return of the Hill." From that vision, we imagined a Hill

utopia of thriving Black artists, technologists, entrepreneurs, innovators, educators, academics, culture makers, and culture bearers (re)making The Hill as a beloved and flourishing community. The H double L will become the Pittsburgh community that beckons a return home for Black folks—whether you're from the Hill or not. And if the Hill is home, residents won't be displaced by gentrification. Folks from other neighborhoods will clammer to visit, and city guests will make a point to dedicate time in their itineraries to experience the Hill. Still, residents will be able to remain in place and reap the benefits of their investment. And the children of the Hill that left their community for

various reasons will feel a longing to return home and invest themselves back into their communities.

Across the years, multiple generative studies have been produced that map the needed and ongoing (re)development of the Hill District. Our work conducted in partnership with the Hill CDC is not intended to duplicate or be redundant to the existing plans but to weave ideas that most resonate with Hill District community members at this time and offer up a viable road map of activating Centre Ave and surrounding areas as a Black cultural and commercial corridor in the short to long term.

Learnings Guided by Local Perspectives

Over six to seven months, we spoke with a broad swath of Hill District residents, business owners, artists, creatives, urban planners, religious leaders, community developers, funders, youth, and government representatives. Here's what we learned.

We must build for multigenerations.

Community members uplifted the desire to have services, products, and infrastructure that bring delight to people of all ages. In their totality, the recommendations should put forward offerings that satisfy the needs and interests of people across the spectrum of life: toddlers, children, youth, teens, adults, middle-aged persons, and seniors.

We must retain money in the Hill District community.

Community members shared visions akin to Black Wall Street, which was a thriving and self-contained Black economy in Tulsa in the 1920s. When you enter the Hill District, and Centre Avenue in particular, you should be able to eat, rest, play, shop, and recreate without having to leave the district.

We must satisfy the needs, yearnings, and curiosities of all Hill District residents.

Community members named various wants that reflect the interest of different communities that comprise the Hill, including the Lower, Middle,

and Upper Hill. A variety of food options and restaurants, quality educational opportunities for young people across K–12, spaces for leisure across all age groups, more transportation options, and professional development opportunities were all named. They stressed the importance that these new offerings must be affordable across all socioeconomic statuses. People also expressed a deep yearning to elevate the rich Black history of the Hill District. People need to see the history and know the Hill District's importance in the Black cultural canon. The traumatic impact of how the Hill was severed, and the repercussions that followed, came up in almost every conversation. There's a desire to create healing spaces for the community to restore and rebuild together.

The Hill District should be perceived as a destination.

Community members were clear that the recommendations, using Centre Avenue as the catalyst, should position the Hill District as a destination. In this regard, a destination is a place where people seek to come to spend time and money and to have social exchanges.

Community members are ready to see what has been “coming” over the years now.

Many of the ongoing Hill District developments will not fully materialize for another five to seven years, but folks are ready to see activation now. There's only so much relational and trust currency that can withstand “It's coming” as the years roll

by. But at the same time, the pace of development is, well, the pace of development—slow, especially when there are a lot of different political interests involved.






So, we organized these recommendations to illuminate what can happen now to demonstrate progress beyond the flip charts and how we can stack the coming developments over phases. Thus, we organize the recommended activations as short-, mid-, and long-term. We uplift the more immediate low-hanging fruit that can be experienced and enjoyed by community members sooner rather than later.

Folks desire organization-agnostic representational tables.

In numerous conversations, folks expressed a deep desire for more unity among disparate initiatives and developments. Community members shared a need to come together as a coalition rather than under the banner of one organization or another.

What Learnings from Community Members Meant to Us

1. Establish a cross section of categories for activations under the arcs of culture and commerce.

 <p>Food</p> <ul style="list-style-type: none"> ◦ restaurants ◦ bars ◦ cafés/coffee ◦ shops ◦ delis ◦ grocers ◦ street carts/trucks 	 <p>Wellness</p> <ul style="list-style-type: none"> ◦ clinics ◦ yoga/meditation ◦ spaces ◦ trauma centers ◦ mental health centers ◦ leisure/relaxation 	 <p>Learning</p> <ul style="list-style-type: none"> ◦ educational spaces ◦ workshop spaces ◦ certificate programs ◦ learning centers ◦ mentorship programs ◦ training programs ◦ news
 <p>Innovation</p> <ul style="list-style-type: none"> ◦ entrepreneurship ◦ maker spaces ◦ fashion ◦ art making ◦ technology spaces ◦ incubators ◦ accelerators ◦ green space ◦ activations 	 <p>Social & Community</p> <ul style="list-style-type: none"> ◦ entertainment ◦ music, theater, and dance ◦ communal gatherings ◦ recreation ◦ block parties and festivals ◦ community picnics ◦ barber shops and beauty salons ◦ retail shops ◦ funeral parlors 	

2. We must think with complexity—not complication.

When speaking with community stakeholders, a buffet of considerations emerged as most desired and important. To neither conflate nor lose the nuanced needs of the sharers, YC felt it was important to create a filtering and decision-making framework that named the top categories and ranked them according to the objective of establishing an appealing (and viable) commercial and cultural corridor on Centre Avenue. Framework flow:

Nonnegotiables

Nonnegotiables are the conditions and qualities that stakeholders consistently named as critically important given the objective. So, all recommendations must, at the very least, satisfy at least three of the following criteria named in this nonnegotiable category:

- It is viable—economically, politically, structurally, and culturally.
- It induces or strengthens the cultural pride of the Hill—elevating the history and people of the Hill.
- It appeals to at least one of the multigenerational populations, knowing that when the final recommendations are named, all generations must be excited by their options.
- It addresses the need for a spectrum of affordable options. Every socioeconomic class should see an option across each core area that excites them.
- It strengthens community retention—staving off complete gentrification.
- It elicits joy and excitement.

Impact and timing

At this filtering level, we assess the degree to which the offering is anticipated to generate positive economic, cultural, or environmental impact at a generational scale, including encouraging retention and placekeeping of residents and a remigration of those displaced back to the Hill District if they desire.

3. Folks are ready to see results now.

We mapped activities across time, with a focus on the activations stewarded in partnership with community members and other allies and the Hill CDC over the next two to three years.

4. We need a gravitational pull that activates many from the entire Hill community while Centre Avenue activations are also happening.

In conversation with Hill residents, community members expressed a deep desire to come together to create spaces for healing and build trust within and across Hill communities. This work must prelude and then run simultaneously with the economic and cultural activation of the Hill.

Recommended Activations

Conceived in collaboration with local Hill community members and their allies and produced by Yancey Consulting (YC), this report maps viable recommendations to activate the Hill District's Centre Avenue as a thriving Black cultural and commercial corridor.¹

We submit recommendations born out of a framework that emerged from our conversations with community members. When inquired about and unraveled through dialogue, a proposed mixture of experiences, basic services, safe havens, businesses, intergenerational social gathering spaces, green spaces, learning centers, food spaces, health and wellness spaces, real estate, and entertainment venues was needed to bring a thriving commerce to the Hill. Distinct categories rose to the top. Businesses or institutions that cover food, wellness, education, technology, commerce, and culture created a mold for us to draw from. Those became our primary categories from which to build. And running through those categories, we heard—and fully understood the call—that the offerings had to satisfy Hill residents and visitors of all ages. They had to encourage and support entrepreneurial curiosities and innovations. They had to ensure safety. They also had to create an appeal for folks with roots in the Hill that would encourage them to return home to the Hill.











We also learned in this process that this activation plan, although stewarded by the Hill CDC, is not only about the Hill CDC. It's about the Hill—not any one institution. A thriving Black cultural and commercial community can only manifest when many come together to advance a shared vision and agenda.

An African proverb reveals, "If you want to go fast, go alone. If you want to go far, go together." These recommendations recognize and enjoin a collective buy-in. They are designed for every representation within the Hill to see themselves participating. Thriving can only permeate throughout the Hill if you work in

solidarity. You have all you need in terms of genius, vision, expertise, influence, power, and practical rolling up the sleeves to get it done right in front of you. You will see many activations in this report that suggest partnerships and various ways for members of this incredible Hill community to come together.

A note on organization

Recommended activations in the following pages will note the following categorization for organization and ease of informational access.

Age demographics of anticipated primary communities served	Toddlers + Children (Up to 13)	Youth (13–21)	Adults (21+)	Elders (60+)	Intergenerational	family with children focus
Primary activation focus	 Social & Community	 Innovation	 Food	 Learning	 Wellness	
Primary impact focus	 Culture			 Commerce		
Activation time	 Short-term (next 12–24 months)		 Medium-term (3–5 years)		 Long-term (past 5 years)	

Snapshot Of Activations On The Hill Across Time



Short-term 1–2 years

(12–24 months)

Weekend farmers' and art market summer block party base    Food Wellness Social & Community Location: 2148–58 Centre Ave (green space in front of Nafasi)	Food Truck Saturdays with DJ and Family Activities   Food Social & Community Location: 2041 Centre Ave (Erin St & Centre Ave) (next to Black Beauty Lounge)	Fresh produce bodega/corner store   Food Wellness Location: 2029 Centre Avenue
Coffee, smoothies, and bagels café and local Pittsburgh artists' boutique   Food Wellness Location: 2145 Centre Avenue (Nafasi on Centre)	Immersive public art alley   Innovation Social & Community Location: Nafasi immediate area: 2147 Centre Avenue (next to Nafasi), 2148 Wylie Avenue (next to Nafasi on Wylie side), 2156 Wylie Avenue (next to Buice's)	Community garden with cookout stations   Social & Community Wellness Location: 2144 Wylie Avenue
Barbershop learning series: Youth/education/training/workshops   Learning Social & Community Location: 2158 Wylie Avenue Buice's Artist Co-Living Community	Retail at New Granada Apartments    Food Social & Community Wellness Location: retail @ 2025–31 Centre Avenue	Outdoor fitness area   Social & Community Wellness Location: 2046 Centre Avenue
Seasonal picnic and music event  Social & Community Location: 2148–58 Centre Avenue		







Medium-term 3–5 years

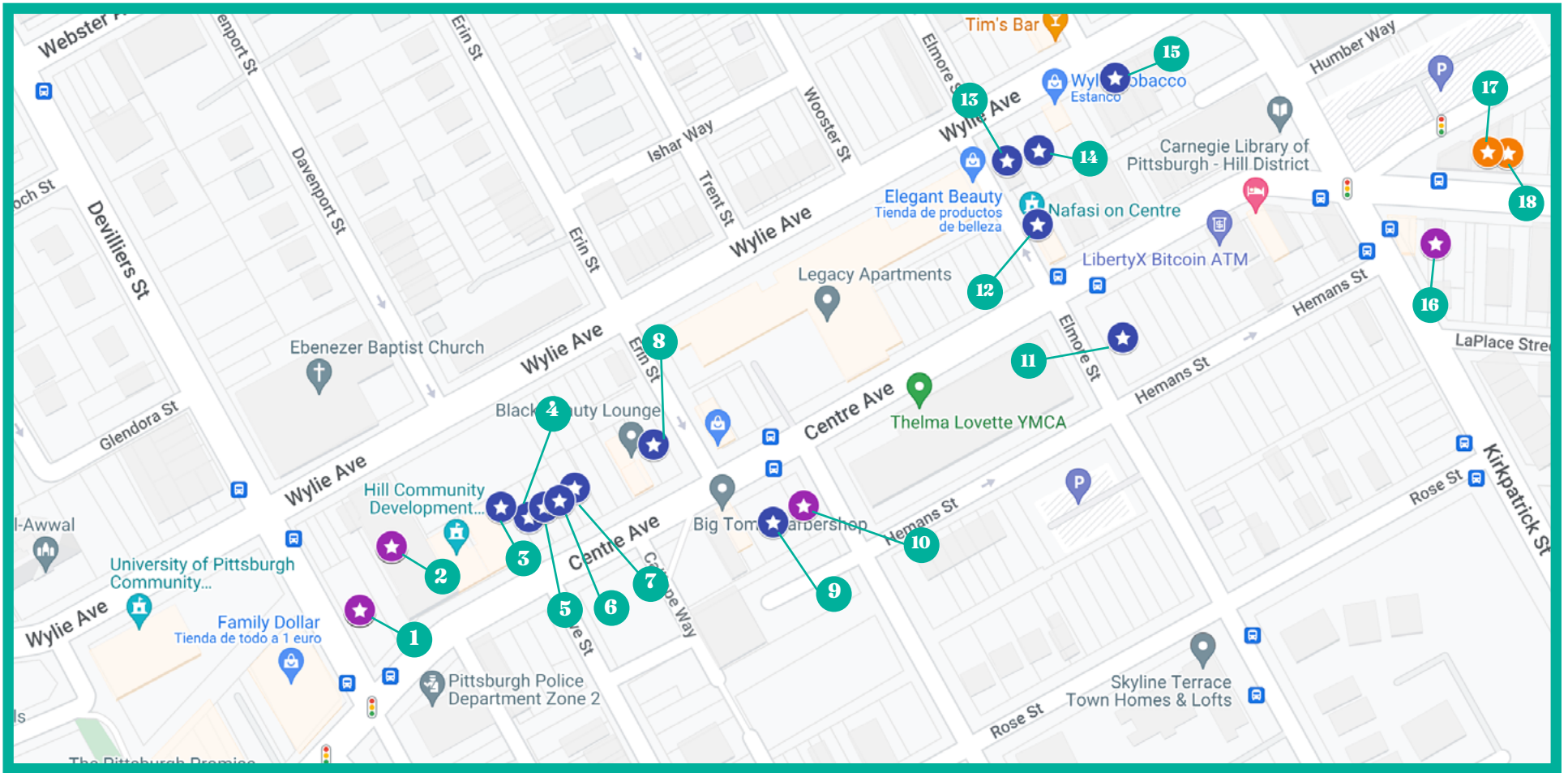
(24–60 months)

Community-led programming at New Granada Living Room   Social & Community Wellness Location: 2001 Centre Avenue (new office building)	The great return of the historic Hill tours    Learning Innovation Social & Community Location: The Hill District	University of Pittsburgh Community Engagement Center (Department of African American Poetry & Poetics and STEAM studio for children and adults)    Learning Innovation Social & Community Location: 2001 Centre Avenue (new office building)
African Diasporic food hall   Food Social & Community Location: 2007 Centre Avenue (historic New Granada Building)	Technology- and innovation-focused company workspace  Innovation Location: 2001 Centre Avenue (new office building)	Playground    Learning Wellness Social & Community Location: 2050 Centre Avenue (close to Big Tom's Barber Shop)
Films under the stars  Social & Community Location: 2204, 2210, 2212, 2214 Centre Avenue (in front and around Sylvie's)	Black box theater and flex event space  Social & Community Location: 2007 Centre Avenue (historic New Granada building)	Coffee shop/tea shop/bar and bookstore   Food Social & Community Location: 2007 Centre Avenue (historic New Granada building)
Flagship restaurant + rooftop bar   Food Social & Community Location: 2001 Centre Ave (new office building)		

Long-term 5+ years

(60+ months)

Day care/toddler and pre-K center(s)    Learning Social & Community Wellness Location: 2209 Centre Avenue
Personal finance center    Learning Social & Community Wellness Location: 2205 Centre Avenue



- 1 2001 Centre Ave**
Flagship restaurant, University of Pittsburgh Community Engagement Center, Community-led programming at New Granada Living Room, African Diasporic food hall, tech and innovation company workspace, Black box theater and flex event space.

- 2 2007 Centre Ave**
Coffee shop/bookstore

- 3 2023 Centre Avenue**
Healthy Food Cafe

- 4 2025 Centre Ave**
Clothing boutique

- 5 2027 Centre Ave**
Hair/nail salon

- 6 2029 Centre Ave**
Fresh produce bodega/store

- 7 2031 Centre Ave**
Arts supply store

- 8 2041 Centre Ave**
Weekend food truck + DJ + Life-size Games

- 9 2046 Centre Ave**
Outdoor fitness area-size Games

- 10 2050 Centre Ave**
Playground

- 11 2148 Centre Ave**
Weekend farmers' and art market & Seasonal picnic+music event

- 12 2145 Centre Ave**
Coffee, smoothies, and bagels cafe + local Pittsburgh artists' boutique

- 13 2144 Wylie Ave**
Community garden with cookout stations

- 14 2148 Wylie Ave**
Immersive public art alley

- 15 2158 Wylie Ave**
Barbershop learning series for youth

- 16 2204 Centre Ave**
Films under the stars

- 17 2205 Centre Ave**
Personal finance center

- 18 2209 Centre Ave**
Day care/pre-K center

"So be it. See to it."

Implementation will require **WE-work.**



From our conversation, we recognize that there are interconnected layers in moving from ideas to implementation. All layers of the work are important in reactivating connected, thriving, and abundant communities of the Hill. We walked away from multiple conversations with community members holding that one layer toward the fully realized future where all Hill residents thrive is continuing to focus on the economic development of the Hill as a cultural and commerce destination rooted in Black culture. Another layer, in many ways enabling economic and cultural thriving, is recognizing that the work is about weaving a collective quilt—an affirmation that the whole can and must be made of different patches that can be stitched together with support and without assimilation. The community is not homogenous. One does not have to be one for all things. **There can be plurality in a strong and cohesive WE, but we must intentionally steward and govern the creation of this beautiful multifaceted quilt.** Each layer, each patch, and each activation matters.

We want to be clear that this is not about the Hill CDC's work alone but rather about the cooperative work of Hill District communities and community-rooted organizations. The Hill CDC will continue to be a bridge, weaver, connector, and resourcer in bringing the WE of the Hill together.

To evoke Octavia Butler and her fierce and unbound imagination rooted in Afro-futurism,

"So be it. See to it."

Activation *Spotlights* and *Inspiration*

12-24 *months*

Short-term

Seasonal programming

Weekend Farmers' and Art Market



Food



Social & Community



Wellness

Primary impact area:	Commerce and culture
Focus communities:	Intergenerational, adults, elders, family with children focus
Location:	2148–58 Centre Avenue (Urban Redevelopment Authority (URA)-owned green space in front of Nafasi on Centre)
Activation time:	Summer 2023 onward
Possible partners:	City of Pittsburgh Office of Special Events URA Pittsburgh Parks and Recreation Sunny's Community Garden The Center for African Studies (i.e., Afrocentric art market or learning sessions on food originating from the African continent and the Diasporas) Other community members and community organizations

Key design elements:

- Identify and engage local farmers and art vendors, including Nafasi on Centre fellows.
- Secure closed traffic permit, if choosing to close Centre Avenue in front of Nafasi on Centre.
- Partner with City of Pittsburgh Office of Special Events which organizes farmers' markets in Pittsburgh, for registration and organization infrastructure support.
- Identify and secure infrastructure for music, including live local gigs.
- Engage local community organizations to organize family-gear art and creative activities (e.g., pot painting).

Key outputs:

- wholesome family fun
- access to healthy produce
- intentionally curated communal being and healing space

Core cost centers:

- space and programming infrastructure
- setup and cleanup
- if there's live music, musician honoraria
- promotion, including market's capacity to accept food stamps (SNAP)

Highlights on market trends:

Farmers' Markets

In Pittsburgh, farmers' markets typically run from March through the end of November. The City of Pittsburgh operates five markets, but there are over twenty-five markets in the city during the season. Currently (2023 spring), there's no farmers' market in the Hill District.²

Research from 2018 indicates that about 50 percent of visitors at Pittsburgh farmers' markets visit the markets weekly. The average purchase total per customer in 2018 was from \$15 to \$29 per visit, depending on the location of the market.³

In Pittsburgh, city-run farmers' markets accept food stamps (SNAP) as part of Just Harvest's Fresh Access program. The Food Bucks program, in partnership with Just Harvest, distributes a \$2 voucher for fresh fruits and vegetables for every \$5 of SNAP purchases.⁴

Street Fairs

Street fairs are considered a generative opportunity to increase the visibility of local businesses and attract people outside the community to the neighborhood. According to 2022 data, "three of the top event weekends for African Americans in Pittsburgh this year—Juneteenth, the Black Music Festival and Soul Food Festival—generated \$1.4 million for the small Black businesses that lined the streets as vendors."⁵

Opportunities to build cross-sector:

- Environment sustainability
- Education with schools/community gardens
- Art activations and education
- Health

²City of Pittsburgh Farmers Markets, City of Pittsburgh official website, accessed June 1, 2023, <https://pittsburghpa.gov/events/farmers-market>.

³Understanding & Improving Pittsburgh's Farmers Markets, "Pittsburgh City Planning, Farmers Market Coalition. Presentation at Community Stakeholder Meeting on November 29, 2018, accessed, https://apps.pittsburghpa.gov/redtail/images/1208_FM_CommunityMeeting-Nov29.pdf.

⁴City of Pittsburgh Farmers Markets, City of Pittsburgh Official Website, accessed June 1, 2023, <https://pittsburghpa.gov/events/farmers-market>.

⁵\$1.4 million was generated for Black businesses during this summer's Downtown festivals. Rob Taylor Jr., The Courier, October 28, 2022, <https://newpittsburghcourier.com/2022/10/28/1-4-million-generated-for-black-businesses-during-this-summer-downtown-festivals/>.

Inspiration

Healthier Living: farmers markets around the country



1. Infographic on the benefits of farmers markets. Courtesy of Farmers Market Coalition.
2. Group of people shopping at fruit and veggie stalls at a market. "Farmers Market" by NatalieMaynor is licensed under CC BY 2.0.
3. A group of people cooking at a food festival. "2011 08 06 Farmers Market" by gmtbillings is licensed under CC BY 2.0.
4. Different colorful vegetables in bins sold at a market. "Corona Farmers Market" by FarmersGov is marked with Public Domain Mark 1.0. A group of vendors and their tents at a Grow NYC market. "20180817-OC-PJK-1714_TONED" by USDAGov is marked with Public Domain Mark 1.0.
5. A group of vendors and their tents at a Grow NYC market. "20180817-OC-PJK-1714_TONED" by USDAGov is marked with Public Domain Mark 1.0.
6. A group of people shopping at a farmers' market in New York City. At the center left of the image is a sign that advertises food stamp usage at the market. "20180817-OC-PJK-1772_TONED" by USDAGov is marked with Public Domain Mark 1.0.

Seasonal programming

Food Truck Saturdays with DJ and Family Activities



Food



Social & Community

Primary impact area:	Commerce and culture
Focus communities:	intergenerational, adults, youth, family with children focus
Location:	2041 Centre Avenue (Erin St & Centre Ave) (URA-owned lot)
Activation time:	Summer 2023 onward
Possible partners:	Black Beauty Lounge and other community members and community organizations The Greater Pittsburgh Food Truck Association URA

Key design elements:

- Obtain permission to use space from URA. Consider co-organizing with URA.
- Assess needs and cleanup and setup infrastructure in the space (lights, portable bathrooms, seating).
- Identify and engage a DJ with an existing follower base.
- Engage Black Beauty Lounge as a partner; consider building a relationship with The Greater Pittsburgh Food Truck Association to invite food trucks.
- Identify and obtain life-size games (chess, Connect Four, Jenga, etc.)

Key outputs:

- family-oriented space that creates infrastructure for existing community members, who already
- aggregate in this area attraction for families outside the Hill

Core cost centers:

- lot cleanup and infrastructure installment (lights, bathrooms, games, tables)
- space maintenance during hours of operation
- marketing (citywide)
- DJ honoraria
- utilities (primarily electricity)
- permits

Highlights on market trends:

Pittsburgh residents, like all Americans, enjoy eating out. Americans overall go to restaurants or get takeout 5.9 times a week on average. Pittsburghers are reported to be second in the nation in spending most on eating out, which is \$200 a month, or 5.3 percent of yearly income.⁶ Eating-out culture is a contributing factor that drives food truck demand, which offers relatively affordable food options to go.

Roaming Hunger website, a platform that connects customers looking for food truck vendors in Pittsburgh, counts at least 151 food trucks and carts in Pittsburgh, speaking to the thriving culture of food trucks in the city.⁷

Opportunities to build cross-sector:

- Entertainment for families
- Environmental sustainability via sustainable infrastructure, like solar-powered lights
- Arts and culture

⁶Ryan Deto, "Pittsburghers spend way too much money on takeout," Pittsburgh City Paper, February 9, 5, 2019, accessed May 28, 2023, <https://www.pghcitypaper.com/news/pittsburghers-spend-way-too-much-money-on-takeout-13492210>. Frank Olito, "Here's what the average person spends on dining out in every state," August 12, 2019, accessed May 15, 2023, <https://www.businessinsider.com/what-people-spend-on-dining-out-2019-8>.

⁷Roaming Hunger website, accessed July 7, 2023, <https://roaminghunger.com/>.

Inspiration

Habana Outpost café in Brooklyn, New York

Environmentally mindful fast bite with entertainment. The space is open seasonally and attracts big crowds for its family-friendly atmosphere and innovation.

"The restaurant has set up a bike-powered blender, a rainwater collection system, composting and recycling stations, efficient lighting, compostable plates and silverware, a garden, and wheatboard panels inside the restaurant. They also have a fascinating solar chandelier that uses sunlight-focusing panels mounted outside the store to suck in light through fiber optic cables."

Source: "Habana Outpost: An Eco Restaurant Grows in Brooklyn" by Bridgette Meinhold, Inhabitat



1. A large chess board with chess pieces on it in a park. "Giant chess set, Parc des Bastions, Geneva, Switzerland" by Jack at Wikipedia is licensed under CC BY-SA 2.0.
2. Dark street food van standing in the evening in a nice warmly lit neighborhood. Gorodenkoff/Shutterstock.com.
3. A large Connect Four game frame with red and black playing pieces. "Giant Connect Four Game, Riverfront Commons, Covington, KY" by w_jemay is licensed under CC BY-SA 2.0.

All-year programming

Fresh Produce Bodega/Corner Store



Food



Wellness

Primary impact area:	commerce
Focus communities:	intergenerational
Location:	2029 Centre Avenue
Activation time:	2023/2024
Possible partners:	Black, Indigenous, or other vendors of color Community members and community organizations The Pittsburgh Food Equity Ambassador Program The Food Trust's Healthy Corner Store Initiative Just Harvest Fresh Corners Initiative

Key design elements:

- Identify and engage Black, Indigenous, or other vendor of color.
- Provide or bridge the vendor with existing educational and financial support partnerships to encourage the demand for produce.

Key outputs:

- increased access to produce (financial and geographical)

Core cost centers:

- time to identify a vendor and support building partnership to subsidize or in other ways support ability to sell produce

Highlights on market trends:

Across the country, low-income ZIP codes have 30 percent more convenience stores that tend to lack healthy options.⁸ The Healthy Food Priority Area (HFPA) designation denotes places in a city that are prioritized for action against food insecurity. In Pittsburgh, over 70 percent of the residents within the identified HFPA census tracts are Black, and the Greater Hill District, especially Bedford Dwellings, Middle Hill, Crawford Roberts, and Terrace Village, have the highest food insecurity in Pittsburgh.⁹

Approximately 800 to 1,000 households are necessary to support the average corner store.¹⁰ The Hill District had 5,883 households in 2010, which create a fertile market for a new corner store. The number of required households can be significantly reduced if the store is located on a major road like Centre Avenue is envisioned to be.¹¹

Opportunities to build cross-sector:

- Farmers' market
- Education (adult and children)
- Community gardens

⁸S. Treuhaft and A. Karpyn, "The Grocery Gap: Who Has Access to Healthy Food and Why It Matters, PolicyLink and The Food Trust," 2010, accessed March 28, 2023, <https://brookelewy.files.wordpress.com/2015/07/bodega-report-project-final-draft.pdf>.

⁹FeedPGH, "Understanding Food Insecurity in the City of Pittsburgh," report prepared under the direction of Shelly Danko and Day of Urban Agriculture and Food Policy Planner, Sustainability & Resilience Division, Department of City Planning, City of Pittsburgh, July 2020, accessed June 7, 2023, https://apps.pittsburghpa.gov/redtail/images/16669_FeedPGH_Print_Version_11.18.21.pdf.

¹⁰Centre Avenue Corridor Redevelopment and Design Plan prepared for the Hill Community Development Corporation by evolveEA and 4ward Planning, June 2015, accessed: May 28, 2023, <https://hilldistrict.org/sites/default/files/downloads/Centre%20Avenue%20Report%20FINAL%20lowres.pdf>.

¹¹Robert Gibbs, Corner stores can anchor a neighborhood. Corner stores are the smallest and most useful type of retail—here's how to make them succeed, 2020, accessed June 7, 2023, <https://www.cnu.org/publicsquare/2020/02/10/corner-stores-can-anchor-neighborhood>.

Incentivizing bodegas to carry fresh produce

New York City and Chicago examples

“What Is the New York City Healthy Bodegas Initiative?

The New York City Health Department launched its Healthy Bodegas Initiative in 2006. The goal: to boost the availability of and demand for healthy foods in New York City neighborhoods with the highest rates of poverty and chronic disease. The Healthy Bodegas Initiative works with bodegas (small corner stores) in the city’s underserved communities to stock and promote more healthful foods. It also works with community organizations and area residents to raise nutritional awareness and promote the purchase of healthier foods.”

Source: New York City Healthy Bodegas Initiative 2010 Report by The New York City Health Department, accessed March 28, 2023. <https://www.nyc.gov/assets/doh/downloads/pdf/cdp/healthy-bodegas-rpt2010.pdf>



“Healthy Bodegas Program Brings Fresh Produce to Humboldt Park 'Food Desert’

The area in question — commonly referred to as East Humboldt Park — stretches from Western Avenue to Humboldt Boulevard and Sacramento Avenue, between Chicago Avenue and North Avenue. The study identified 11 bodegas in the area, only two of which sold fresh produce.

To combat this, the Puerto Rican Cultural Center launched its Healthy Bodegas initiative in December, seeking to stock the remaining stores with fresh produce.

The owners keep the profits, and, if the produce doesn't sell, the program covers the cost and the owners lose nothing.”

Source: “Healthy Bodegas Program Brings Fresh Produce to Humboldt Park 'Food Desert'” by Victoria Johnson, 2013. DNAInfo.com. Accessed March 28, 2023, <https://www.dnainfo.com/chicago/20130205/humboldt-park/healthy-bodegas-program-brings-fresh-produce-humboldt-park-food-desert/>.

1. Fresh organic fruits and produce on a supermarket shelf in baskets. Cabeca de Marmore/Shutterstock.com.
2. Fruits and vegetables displayed in wood crates and woven baskets in a local store. “Small shops” by André Hofmeister is licensed under CC BY-SA 2.0.
3. Corner store selling fruits and vegetables. “Green Corner,” 77-19 37th Avenue, Jackson Heights, 7 December 2009 by Elyaqim Mosheh Adam is licensed under CC BY-SA 2.0.

All-year programming

Coffee, Smoothies, and Bagels Café and Local Pittsburgh Artists' Boutique



Food



Social & Community

Primary impact area:	commerce and culture
Focus communities:	intergenerational
Location:	2145 Centre Avenue (Nafasi on Centre)
Activation time:	2023
Possible partners:	Nafasi resident artists Black, Indigenous, or other vendors of color YMCA (potentially as a promotional partner) Other community members and community organizations

Key design elements:

- Identify a vendor for the café and boutique or two separate vendors.
- Affirm the relationship between the artist boutique and café.
- Determine the aesthetic and scope of the boutique (what kind of merchandise).
- Design communications strategy to attract visitors from outside the Hill District.

Key outputs:

- consistently open space that invites morning visitors to YMCA
- local space for local Pittsburgh artists to promote and sell their work

Core cost centers:

- dependent on a contractual agreement with the vendor. If the Hill CDC operates the store, staff to operate café/boutique, obtain food permits, and café equipment; e-commerce capacities for artists' boutique
- marketing

Highlights on market trends:

Data show that nine out of ten consumers say they go out of their way to shop locally, stating motivations such as a desire to support their local community (64 percent), a more personal relationship (53 percent), more unique offerings (41 percent), a want to shop at a business that aligns with their values (31 percent), and desire to support more sustainable business practices (30 percent).¹²

In terms of boutique promotion, a strong digital presence is required by the boutique, given that about three-quarters of U.S. shoppers research products online before making a purchase either online or in person.¹³

Opportunities to build cross-sector:

- Technological innovation (social commerce)
- Environmental sustainability

¹²Gabrielle Olya, "Here's Why 90% of Consumers Go Out of Their Way to Shop Local," November 22, 2022, accessed July 7, 2023, <https://www.gobankingrates.com/saving-money/shopping/why-consumers-go-out-of-way-to-shop-local/>.

¹³Retail trends 2023. Shopify, accessed July 7, 2023, <https://www.shopify.com/plus/commerce-trends/retail>

All-year programming

Immersive Public Art Alley



Innovation



Social & Community



Learning

Primary impact area:	culture
Focus communities:	intergenerational
Location:	2147, 2149, 2151 Centre Avenue and 2148 Wylie Avenue (URA-owned) and 2156 Wylie Avenue (Hill CDC-owned)
Activation time:	2024/2025
Possible partners:	URA Community members and community organizations

Key design elements:

- Engage local community to socialize the idea.
- Identify a partner organization that focuses on public art installations such as Mural Arts in Philadelphia, which uses community-driven methodology for their art work curation and installation.
- Source funding, public and private.

Key outputs:

- year-round, open-air public art exhibits

Core cost centers:

- artists' commissions
- artists' materials
- project management
- completed project upkeep
- promotion and communications

Highlights on market trends:

Studies show that investments in public art can improve street safety, provide tourism and new jobs, and combat social isolation and anxiety.¹⁴ Two-thirds of American adult travelers say they included a cultural, arts, heritage, or historic activity or event while on a trip of fifty miles or more. This equates to 92.7 million cultural travelers. Of the 92.7 million adult travelers who included a cultural event on their trip, 32 percent (29.6 million travelers) added extra time to their trip because of a cultural, arts, heritage, or historic activity or event.¹⁵

Opportunities to build cross-sector:

- Integration with the heritage trails project as outlined in the Centre Avenue Plan
- Tourism
- Tech Innovation
- Environmental sustainability
- Local businesses

¹⁴Marianne Dhenin, "Why Public Art Is Good for Cities," Yes! Solutions Journalism, December 6, 2021, accessed July 7, 2023, <https://www.yesmagazine.org/health-happiness/2021/12/06/public-art-cities>.

¹⁵Project for Public Spaces, "How Art Economically Benefits Cities," December 31, 2008, accessed June 28, 2023, <https://www.pps.org/article/how-art-economically-benefits-cities>.

¹⁶"How to Use Public Art to Boost Tourism," B.R. Howard Conservation, accessed June 28, 2023, <https://www.brhoward.com/new-blog/how-to-use-public-art-to-boost-tourism#:~:text=Examples%20of%20public%20art%20as%20tourist%20destinations&text=An%20art%20walk%20is%20a,they%20encourage%20supporting%20local%20businesses>.

Outdoor art exhibit in Central Park in New York and Light Drift at Philadelphia's Waterfront

In February 2005, Christo and Jeanne-Claude unveiled "The Gates" in New York's Central Park. The installation comprised more than 7,500 gates over 23 miles of pedestrian paths through Central Park.



1



2

"Light Drift, a collaboration between Mural Arts and artist J. Meejin Yoon, placed a temporary interactive lighting installation in Philadelphia in 2010. The project created a field of lighting elements that drew viewers into a playful engagement with the artwork, the river, and each other. The lighting elements are shaped like orbs or buoys and are equipped with electronics that allow them to respond to a viewer and to communicate with each other. The orbs on land use sensors to detect the presence of a person and relay a radio signal to the corresponding orbs in the water, allowing visitors to transform the lighting behavior and color of the orbs in the river."

Source: Text from Mural Arts website.

1. Is "Central Park NYC Gates and Penguins" by joiseyshowaa is licensed under CC BY-SA 2.0.
2. Image courtesy of Höweler + Yoon

All-year programming

Community Garden with Cookout Stations



Social & Community



Wellness



Learning

Primary impact area:	culture
Focus communities:	intergenerational, family with children focus
Location:	2144 Wylie Ave
Activation time:	2024
Possible partners:	Grow Pittsburgh Sunny's Community Garden and other community members and community organization

Key design elements:

- ✓ Determine and secure permits needed.
- ✓ Identify and partner with an organization that already works with public gardens to support the creation and upkeep of the garden.
- ✓ Design and/or identify community partner organization for programming such as summer recipe tastings, classes on farming and aquaponics, and arts and crafts.

Key outputs:

- ✓ green space for local residents to hang out
- ✓ space of learning for children

Core cost centers:

- ✓ maintenance
- ✓ stationary cookout equipment
- ✓ plants and seeds

Highlights on market trends:

Gardens serve not only as a neighborhood beautification tool but also as a strategy for healthier eating and even economic development. Data show that adults with a household member who participated in a community garden consumed more fruits and vegetables per day than those who did not participate, and they were 3.5 times more likely to consume fruits and vegetables at least five times daily.¹⁷ In addition, other studies have found that having a neighborhood garden is associated with other changes in the neighborhood, such as increasing rates of homeownership, and thus advancing the community's economic redevelopment.¹⁸

Opportunities to build cross-sector:

- ✓ Arts and culture
- ✓ Environmental sustainability
- ✓ Education
- ✓ Health and wellness

¹⁷Katherine Alaimo, Elizabeth Packnett, Richard A. Miles, and Daniel J. Kruger, "Fruit and Vegetable Intake among Urban Community Gardeners," *Journal of Nutrition Education and Behavior*, 40, no. 2 (March-April 2008): 94-101.

¹⁸V. Been and I. Voicu, 2006, "The Effect of Community Gardens on Neighboring Property Values," New York University School of Law, New York University Law and Economics Working Papers, Paper 46.

Community gardens around the nation

"The benefits of community gardens extend far beyond providing food to urban dwellers. Community gardens are a source of valuable open space and provide important shared green sites to grow food, serve as dynamic classrooms for (...) schoolchildren, create a sense of community, and encourage connection among community members."

Source: Text from testimony of Charles Platkin, Ph.D., J.D., M.P.H., Distinguished Lecturer, Hunter College, CUNY; Executive Director, Hunter College New York City Food Policy Center.



1. Teacher and school children learning about plants at a community garden. Rawpixel/Shutterstock.com.
2. 9th Street Community Garden Park, in the East Village, Manhattan, New York City. Jon Bilous/Shutterstock.com.
3. Urban community garden with picnic table and planters with vegetation. Trevor Clark/Shutterstock.com.

All-year programming

Barbershop Learning Series:

Youth Education/Training/Workshops



Social & Community



Learning

Primary impact area:	culture
Focus communities:	youth
Location:	2158 Wylie Avenue (Buice's Artist Co-Living Community)
Activation time:	2024
Possible partners:	University of Pittsburgh Community Engagement Center Carnegie Library YMCA Other community organizations and community members, such as The Children/ Adult Recreational and Educational Services (CARES) National possible partners: MasterClass Center for Justice Innovation

Key design elements:

- ☐ Determine the scope of workshops: technology and innovation, art, leadership, healing, as examples.
- ☐ Identify a content partner and community partner(s) to host the workshops.
- ☐ Fundraise.
- ☐ Co-design workshop series.

Key outputs:

- ☐ time-defined series to engage local youth to provide learning experiences around subjects they are interested in

Core cost centers:

- ☐ assessment of needs of youth in the community
- ☐ curriculum design and/or sourcing
- ☐ compensation to educators
- ☐ marketing and communications
- ☐ facilities
- ☐ food to participants
- ☐ evaluation post-series

Highlights on market trends:

Almost 18 percent of the Hill District's residents are youth, ten to nineteen years of age.¹⁹ Studies show that young people who are surrounded by a variety of opportunities for positive encounters, such as workshops and trainings, engage in less risky behavior and ultimately show evidence of higher rates of successful transitions into adulthood.²⁰

Opportunities to build cross-sector:

- ☑ Arts and culture
- ☑ Innovation and technology
- ☑ Education
- ☑ Health and wellness

¹⁹Greater Hill District Master Plan Update 2022 – Opportunities and Constraints Report, January 4, 2022, accessed July 7, 2023; <https://engage.pittsburghpa.gov/ghdmp>.

²⁰Alberty, et al., 2006; Bandy and Moore, 2009; Eccles and Gootman, 2002; Roth and Brooks-Gunn, 2000; Pittman, Irby, and Ferber, 2001; Pittman, 1999; Lerner, 2004; Lerner et al., 2012; Lerner and Lerner, 2013; Catalano, Berglund, Ryan, Lonczack, and Hawkins, 2004 via Youth.gov, access July 1, 2023, <https://youth.gov/youth-topics/effectiveness-positive-youth-development-programs>.

Inspiration

Art-driven programs

British Columbia Black History Awareness Society organized a series of workshops for youth to dive in and explore the five elements of Hip-Hop: Knowledge, MCing, DJing/Lyricism, Breakdancing/ African dance, and Graffiti.



1. An adult teaching a child about turntables. Vella Escola, CC BY-SA 3.0 via Wikimedia Commons.
2. A young person's hand spinning a turntable. "Chicago, August 28, 2011, DJ and classic turntable at Castaways - North Avenue Beach" by atramos is licensed under CC BY 2.0.
3. An adult demonstrating graffiti techniques on a screen. "Demo at blue hut youth club" by matthewvonn is licensed under CC BY-SA 2.0.
4. Young folks smiling and having fun together. Shutterstock.com.

All-year programming

Retail at New Granada Apartments:

Nail/hair salon, art supply store, clothing boutique, healthy food cafe



Social & Community



Wellness

Primary impact area:	commerce
Focus communities:	intergenerational
Location:	2023, 2025, 2027, 2031 Centre Avenue
Activation time:	to be determined
Possible partners:	Black, Indigenous, people of color vendors

Key design elements:

- Identify vendors.
- Negotiate and execute operational agreements.

Key outputs:

- local businesses to spend and recycle local money

Core cost centers:

- dependent on a contractual agreement with the vendor

Highlights on market trends:

Lack of shopping opportunities in the Hill

The vast majority of Hill District residents' household expenditures—for both daily needs and discretionary purchases—occur outside of the Hill District. This consumer spending and retail leakage is occurring across nearly all community- and neighborhood-serving retail categories in the Hill District, with the exception of gasoline stations. Key retail categories with leakages include

- food and beverage (\$10.8 million)
- general merchandise (\$8.8 million)
- food service and drinking places (\$4.6 million)
- clothing and clothing accessories (\$3 million)
- health and personal care (\$143,812)
- sporting goods, hobby, books, and music (\$1.9 million)

Hill District residents spend over \$35 million per year on community- and neighborhood-serving retail purchases outside of the Hill District. This money could be kept flowing better within the local community if new and existing businesses could capture that demand.²¹

The importance of local spending

For every \$100 spent at a locally owned business, \$68 gets recycled and remains in the local economy, as opposed to the \$43 that remains in the local community when spent at a national chain. Further, robust local business offerings create environmental benefits, as folks in neighborhoods with more local businesses log 26 percent fewer automobile miles.²²

The need for lease-ready spaces

The offerings of Hill CDC's developed lease-ready spaces address one of the economic development hurdles named in the Greater Hill District Master Plan Update 2022 Opportunities and Constraints Report, which states that "most of the vacant spaces in the Hill District require tenant improvements or substantial amounts of rehabilitation and renovation before occupancy."²³

Opportunities to build cross-sector:

- Workforce development
- Environmental sustainability

²¹Greater Hill District Master Plan Update 2022 – Opportunities and Constraints Report, January 4, 2022, accessed July 7, 2023; <https://engage.pittsburghpa.gov/ghdmp>.

²²Sustainable Connections website, accessed July 1, 2023, <https://sustainableconnections.org/why-buy-local/>.

²³Greater Hill District Master Plan Update 2022 – Opportunities and Constraints Report, January 4, 2022, accessed July 7, 2023; <https://engage.pittsburghpa.gov/ghdmp>.

Inspiration

“Everytable” - food made affordable.

With the mission to transform the food system to make fresh, nutritious food accessible to everyone, anywhere, Everytable is leading with innovative pricing models, often in food deserts. “From the start, his [Everytable founder’s] pricing has been flexible, changing according to the median household income in a particular ZIP code. (A serving of carnitas tacos will be \$5.75 in the East Village and \$7.75 in Chelsea.)”

Source: “Everytable, a California Chain With Sliding Scale Prices, Opens in New York,” by Florence Fabricant, May 17, 2022, accessed March 28, 2023, <https://www.nytimes.com/2022/05/17/dining/nyc-restaurant-news.html>



1. Fresh food in containers ready to be plated and served. “Design Your Own Salad Bar” by larryjh1234 is licensed under CC BY 2.0.
2. Interior of a restaurant with wood tables, colorful chairs, and cascading plants from the ceiling. Edvard Nalbantjan/Shutterstock.com.
3. Two bowls with fresh fruit, vegetables, and edible flower petals. “Healthy salad bowl” by ella.o is licensed under CC BY 2.0.

Seasonal programming

Outdoor Fitness Area



Social & Community



Wellness

Primary impact area:	commerce
Focus communities:	elderly, intergenerational
Location:	2046 Centre Avenue (lot owned by URA)
Activation time:	to be determined
Possible partners:	Community organizations and community members Royal Fit Live Well Allegheny Initiative National Fitness Campaign

Key design elements:

- Secure lot usage permits.
- Identify and source funding.
- Install stationary fitness equipment, such as press and pull, pull-up, and dip station, exercise bikes, squat press, etc.; also, consider paved basketball area with hoops.
- Develop initial programming to invite seniors to get familiar with exercise machines and get into a habit of exercising.

Key outputs:

- accessible space for local residents to exercise

Core cost centers:

- land preparation
- equipment and equipment installation
- programming for seniors
- maintenance

Highlights on market trends:

The Hill District has a significant elderly population. Twenty-five percent of the Hill District's population is sixty years and older. Households with seniors present, including those with a senior living alone, are more common in the Hill District than in Pittsburgh as a whole.²⁴ Free exercise spaces make exercise accessible to seniors. Initial programming to invite the elderly to exercise in groups would be important, as data from a study from the University of British Columbia shows that elderly adults are more likely to stay exercising with a group if they can do it with people their own age.²⁵

Opportunities to build cross-sector:

- Environment
- Health and wellness
- Education

²⁴Greater Hill District Master Plan Update 2022 – Opportunities and Constraints Report, January 4, 2022, accessed July 7, 2023; <https://engage.pittsburghpa.gov/ghdmp>.

²⁵University of British Columbia, "Seniors Stick to Fitness Routines When They Work Out Together," ScienceDaily, accessed July 6, 2023, www.sciencedaily.com/releases/2018/04/180427100304.htm.

Public fitness areas around the country

"A growing body of research has investigated the use of OFE (outdoor fitness equipment) and its benefits: it attracts several visitors to parks and encourages them to be active. Studies determined that the installation of OFE attracted new visitors to parks and was cost-effective as well. The installation of OFE also contributes to city scenery or landscape, and improves safety perceptions. There are unique benefits linked to OFE use not limited to physical health, e.g., fitness, muscle strength, and weight loss, but to psychological health and social connections with family/friends and other users in natural outdoor spaces."

Source: Chow HW, Chang KT, Fang IY. Evaluation of the Effectiveness of Outdoor Fitness Equipment Intervention in Achieving Fitness Goals for Seniors. *Int J Environ Res Public Health*. 2021 Nov 27;18(23):12508. doi: 10.3390/ijerph182312508. PMID: 34886234; PMCID: PMC8657271.



1. An adult exercising at an outdoor fitness center. "Outdoor fitness equipment in Wilton Park" by Jaggery, CC BY-SA 2.0 via Wikimedia Commons.
2. Outdoor exercise equipment. "Outdoor gym" by Christine Johnstone is licensed under CC BY-SA 2.0.
3. An adult exercising at an outdoor fitness center. "Outdoor fitness equipment in Wilton Park" by Jaggery, CC BY-SA 2.0 via Wikimedia Commons.
4. A group of adults exercising at The Anacostia Park fitness station. Image courtesy of Anacostia National Park.

Seasonal programming

Seasonal Picnic + Music Event



Social & Community



Food

Primary impact area:	commerce
Focus communities:	intergenerational
Location:	Centre Avenue and Calliope Way (next to Big Tom's) (lot owned by Thomas McDaniel)
Activation time:	summer 2026
Possible partners:	community organizations and community members

Key design elements:

- Obtain permits needed.
- Identify and engage music acts.
- Prepare picnic space for "bring your own blanket."
- Engage partner organizations to design and implement activities for kids, community yoga classes, and community roundtables and other healing spaces.
- Invite food vendors (could be food trucks).

Key outputs:

- annual event for local residents, other Pittsburghers, and city guests to enjoy a picnic with music

Core cost centers:

- sound infrastructure
- musical acts
- food vendors
- kids entertainment (such as face painting, bouncy houses, balloon animals)
- space upkeep and maintenance, including security
- permits

Opportunities to build cross-sector:

- Environment
- Health and wellness

Inspiration

Festivals around the country

"How the Roots Picnic Became Hip-Hop's Greatest Festival The Philadelphia party, which celebrated its 15th anniversary this year with Lil Uzi Vert, a surprise Fugees reunion, and more, is all about community."

Source: Abe Beame, The Rolling Stone.

"Questlove's 'Summer of Soul' Doc Inspires New Harlem Festival Set for 2023 Questlove's Summer of Soul, the Oscar-winning documentary about the long-forgotten Harlem Cultural Festival, has inspired organizers to plan a new fest at the site of that 1969 event. <...>HFC is our moment to show the world the vibrancy of today's Harlem — the music, the food, the look, all of it. We want to authentically encapsulate the full scope: the energy, the music, the culture. We want people to understand that this festival is being built by the people who are from, live and work in this community."

Source: Daniel Kreps, The Rolling Stone.



"Jazz Age Lawn Party, now celebrating its 18th year, is the world's original and most authentic Prohibition-era-inspired gathering. It started in 2005 as a small gathering on NYC's Governors Island and has since been consistently selected by the New York Times as one of the year's most memorable events. Jazz Age Lawn Party, a historically sold-out experience, attracts thousands of time travelers each year, who come together to discover the music and zeitgeist of the 1920s."

Source: Jazz Age Lawn Party website.

1. A crowd listening to a band performing on a stage lit with blue lights. "BRIC Celebrate Brooklyn! Festival - Ricardo Lemvo with L'Orchestre Afrisa International" by Feast of Music is licensed under CC BY 2.0
2. Sourced from www.therootspicnic.com
3. A couple dressed in 1920s outfits enjoying a picnic at a table. "Jazz Age Lawn Party @ Governor's Island" by TheLWeiss is licensed under CC BY-NC 2.0.

Spotlight *On Each Activation*

3-5 *years*

Medium-term

Year-round programming driven by Hill
District residents and local organizations

Community Living Room



Social & Community



Food

Primary impact area:	culture
Focus communities:	intergenerational
Location:	2001 Centre Avenue (Community Living Room)
Activation time:	2025
Possible partners:	community organizations and community members

Key design elements:

- Source partnerships with community-based organizations to program the space, e.g., yoga studio, open mics, poetry slams, cooking classes, story time, children's plays, town halls.
- Some costs might be shared with community organizations, but it is anticipated that the space will have to be managed and subsidized by the Hill CDC.

Key outputs:

- an accessible space for local programming by community members

Core cost centers:

- facility maintenance and staff
sound equipment
communications/marketing

Opportunities to build cross-sector:

- Children and youth engagement
- Civic engagement
- Health and wellness
- Education

All-year programming

The Great Return of the Historic Hill Tours



Innovation



Learning

Primary impact area:	culture
Focus communities:	intergenerational
Location:	no fixed location—tour
Activation time:	to be determined
Possible partners:	SRU digital archiving/histories project Community organizations and community members

Key design elements:

- Develop methodology and curriculum on different routes.
- Prepare way-finding signs and informational boards (interactive), augmented reality integration.
- Identify local-vendor stops.

Key outputs:

- tech-augmented walking tours that showcase the Hill's magnificent history

Core cost centers:

- research and creation of routes
- design and integration of technology into tours
- way-making costs (boards, signs, maps, interactive experiences)
- communications/marketing/website
- tour guides

Highlights on market trends:

There are more than 12.6 million overnight trips to the Greater Pittsburgh region annually. In Allegheny County, visitor spending contributes \$6.57 billion in new dollars to the economy.²⁶ The Hill District is envisioned to become part of a tourist cultural attraction. Data show that cultural attractions are a consideration for the majority of travelers. In fact, two-thirds of American adult travelers say they included a cultural, arts, heritage, or historic activity or event while on a trip of fifty miles or more in the past year. Of the 92.7 million adult travelers who included a cultural event on their trip, a third (29.6 million travelers) added extra time to their trip because of a cultural, arts, heritage, or historic activity or event²⁷

Opportunities to build cross-sector:

- Tourism
- Education (schools and universities)
- Art and culture

²⁶PA Tourism Office, PA Department of Community & Economic Development, "The Economic Impact of Travel in Pennsylvania" for calendar year 2019, released in February 2021, accessed June 28, 2023, www.visitpittsburgh.com.

²⁷Project for Public Spaces, "How Art Economically Benefits Cities," December 31, 2008, accessed June 28, 2023, <https://www.pps.org/article/how-art-economically-benefits-cities>.

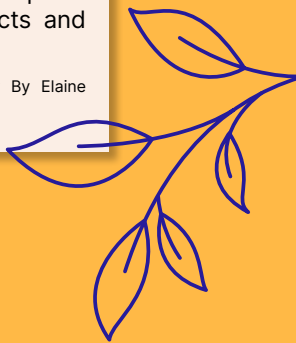
Inspiration

Innovation

Augmented reality–enhanced experiences ...imagine pointing your phone to an object and seeing its history across ages unfold on your screen or hearing and seeing the hustle and bustle coming out of the heyday Crawford Grill

"GPS technology directs users from site to site where an avatar appears on your smartphone screen, discussing the landmark from scripts developed by local experts including historians, professional guides, architects and writers."

"The Evolving Travel 'Experience': Virtual, Actual and In Between" by Elaine Glusac.2022.



All-year programming

University of Pittsburgh Community Engagement Center



Learning



Innovation



Social & Community

Primary impact area:	culture
Focus communities:	intergenerational
Location:	2001 Centre Avenue (new office building)
Activation time:	to be determined
Possible partners:	University of Pittsburgh

Key design elements:

- Work in partnership with the Department of African American Poetry and Poetics that will also house a STEAM studio for children and adults.

Key outputs:

- an accessible space for learning and engagement for community members

Core cost centers:

- dependent on a contractual agreement with the University of Pittsburgh

All-year programming

African Diasporic Food Hall



Food

Primary impact area:	commerce
Focus communities:	intergenerational
Location:	2007 Centre Avenue (historic New Granada building)
Activation time:	to be determined
Possible partners:	Four vendors serving African Diasporic food, such as Kilimanjaro Flavour food truck owner serving Tanzanian cuisine

Key design elements:

- Identify four vendors serving African Diasporic food.

Key outputs:

- quick bite that highlights African Diasporic food traditions

Core cost centers:

- food-ready rental spaces and permits to serve food
- dependent on a contractual agreement with identified vendors
- marketing (within the Hill CDCs capacity)

Highlights on market trends:

Food courts and halls in the United States are a four-billion-dollar market that is expected to grow as the pandemic subsides.²⁸ These often allow for diverse food offerings at less than restaurant costs for Pittsburghers, who have a prominent eating-out culture. Pittsburghers are reported to be second in the nation in spending most on eating out, which is \$200 a month, or 5.3 percent of yearly income.²⁹

Opportunities to build cross-sector:

- Workforce development
- Tourism (historical tours stop)

²⁸Food Courts & Halls Industry in the US - Market Research Report, IBIS World, December 27, 2021, accessed May 15, 2023, <https://www.ibisworld.com/united-states/market-research-reports/food-courts-halls-industry/>

²⁹Ryan Deto, "Pittsburghers spend way too much money on takeout," Pittsburgh City Paper, February 9, 5, 2019, accessed May 28, 2023, <https://www.pghcitypaper.com/news/pittsburghers-spend-way-too-much-money-on-takeout-13492210>. Frank Olito, "Here's what the average person spends on dining out in every state," August 12, 2019, accessed May 15, 2023, <https://www.businessinsider.com/what-people-spend-on-dining-out-2019-8>.

All-year programming

Technology- and Innovation-Focused Organization/Company Office/Workspace



Innovation

Primary impact area:	commerce
Focus communities:	adults
Location:	2001 Centre Avenue (2nd floor and part of 3rd)
Activation time:	to be determined
Possible partners:	Black, Indigenous, people of color tech company Black Tech Nation National partners: Black Tech Week

Key design elements:

- Identify a company or organization founded and led by Black, Indigenous, or people of color tech entrepreneurs.

Key outputs:

- daily occupancy and activities

Core cost centers:

- dependent on a contractual agreement with the identified company

Highlights on market trends:

Pittsburgh has been actively investing in technology in the past decade, with more than \$3.5 billion invested in 2021 alone.³⁰ Big tech companies have opened offices in the city, including Google, Facebook, Duolingo, and Microsoft, among many others. And while science and technology represent 18 percent of regional employment, Black communities are largely left out. Pittsburgh does not have specific data on Black tech workers yet; however, national 2019 workforce data from the U.S. Bureau of Labor Statistics finds that just 8.7 percent of folks working in computer and mathematical occupations are Black nationwide.³¹

Opportunities to build cross-sector:

- Workforce development

³⁰Melanie A. Zaber, Linnea Warren May, Tobias Sytsma, Brian Phillips, Stephanie J. Walsh, Rosemary Li, Elizabeth D. Steiner, Jeffrey B. Wenger, Éder Sousa, and Jessica Arana, "Assessing Pittsburgh's Science- and Technology-Focused Workforce Ecosystem," Santa Monica, Calif.: RAND Corporation, 2023, accessed: July 5, 2023: https://www.rand.org/pubs/research_reports/RRA1882-1.html.

³¹Courtney Linder, "Pittsburgh doesn't know how to leverage its Black tech talent. Could startup growth fix that?," December 14, 2020, accessed July 5, 2023 <https://technical.ly/diversity-equity-inclusion/black-tech-workforce-challenges/>.

All-year programming

Playground



Social & Community



Wellness

Primary impact area:	commerce and culture
Focus communities:	toddlers and children
Location:	2050 Centre Avenue (close to Big Tom's Barber Shop) (lot owned by URA)
Activation time:	to be determined
Possible partners:	URA City of Pittsburgh Department of Public Works Big Tom's Barbershop (specifically rehabilitation project) and other community organizations and community members Kaboom! (Focuses on playground equity)

Key design elements:

- Install safe playground equipment.
- Collaborate with local artists and schools to beautify and incorporate art into the placemaking of the playground.
- Obtain URA long-term permits to use the space for playground.
- Encourage community upkeep and care.
- Consider integrating playground into Big Tom's Barber Shop rehabilitation project, which will develop two affordable housing units on the second and third floors of the historic Hamm's Barber Shop on Centre Avenue.

Key outputs:

- an intentional space for play for neighborhood children
- If a creative attraction is incorporated into the design (such as Domino Park's playground), the playground has the potential to attract children and their parents from other neighborhoods in Pittsburgh.

Core cost centers:

- fundraising
- design and implementation of playground
- maintenance and upkeep

Highlights on market trends:

Study on access to quality playgrounds found that nationally communities with lower socioeconomic status and a higher percentage of racial/ethnic minority population are more likely to lack various physical activity settings, like playgrounds. While Kennard playground is located at the intersection of Kirkpatrick Street and Reed Street in the Hill District, with growing housing developments, more recreational spaces are necessary. This recommendation aligns with the Hill District Master Plan's direction.³²

The envisioned playground could be next to Big Tom's Barber Shop, which is anticipated to undergo a rehabilitation supported by the city and other agencies to become Big Tom's Barbershop and two affordable housing units in the Hill District at the site of the iconic Hamm's Barber Shop on Centre Avenue. Owner Thomas Boyd plans to relocate to the first floor of the rehabilitated Hamm's structure, while the second and third floors will be renovated into two two-bedroom apartments, affordable at 50 percent to 80 percent of

Opportunities to build cross-sector:

- Early childhood education
- Health and wellness

³²Jing-Huei Huang, Kyle Bunds, Morgan Hughey, J. Aaron Hipp, Colleen Coyne, and Ronda Jackson, "Review of Studies and Data on Playspace Equity for Children," KABOOM!, NC State University, and College of Charleston, <https://kaboom.org/wp-content/uploads/2022/05/Review-Playspace-Equity-Children.pdf>

Inspiration

Domino Park's fountains and playground in Brooklyn, New York

"Part of the ongoing redevelopment of the Domino Sugar Refinery site, Domino Park spreads along the waterfront just north of the Williamsburg Bridge. An elevated walkway offers views of the surrounding area and across the river to Manhattan. Two water features help you cool off, good if the kids have been running around in the factory-inspired playground. There's also a taco stand from Danny Meyer, courts for sand volleyball and bocce and some well-placed reminders that this was once a giant industrial production plant."

Source: Text from New York City Tourism website.



- 1-2. Industrial-looking playground in Brooklyn, designed by Brooklyn-based artist Mark A. Reigelman II. "20190612-108A8336_AuroraHDR2018-edit" by kellyv is licensed under CC BY-ND 2.0 and Daniel Probst, CC BY-SA 4.0 via Wikimedia Commons.
3. Children playing in water fountains at Domino Park in Brooklyn. "Domino Park Williamsburg Brooklyn" by cactusbones is licensed under CC BY-NC-SA 2.0.
4. People playing volleyball on the sand and relaxing among the green lush landscape at Domino Park in Brooklyn. "20210626 155 Domino Park" by davidwilson1949 is licensed under CC BY 2.0.

Seasonal programming

Films Under the Stars



Social & Community

Primary impact area:	commerce and culture
Focus communities:	intergenerational
Location:	2204, 2210, 2212, 2214 Centre Ave (in front and around Sylvie's) (lot owned by Howard & Lois Bron and Curtis Morehead)
Activation time:	summer 2027
Possible partners:	community organizations and community members

Key design elements:

- Identify a partner organization to support the curation of a short film festival by local filmmakers or a few film screenings across weekends in the summer.
- Obtain permits needed.
- Prepare bring-your-own-blanket viewing space, including portable bathrooms.
- Invite food vendors (could be food trucks).

Key outputs:

- film festival or film series across few weekends in the summer

Core cost centers:

- land use
- projection equipment
- film sourcing
- place maintenance, including staff and security
- permits

Opportunities to build cross-sector:

- Tourism
- Technology and innovation
- Education (film schools)

Inspiration

Movies under the stars in New York City

"Through Movies Under the Stars, the Mayor's Office of Media and Entertainment and NYC Parks bring more than 150 film screenings to parks throughout the five boroughs. Enjoy family-friendly entertainment in the city's parks and playgrounds, ranging from great new movies to all-time classics."

Source: Text from New York City Parks' website.



1. A family watching a movie in a park in the evening. "Watching the movie" by waferboard is licensed under CC BY 2.0.
2. A crowd of people, some sitting on blankets and some standing, getting ready to watch a movie under the stars. "Outdoor movie night" by smilygrl is licensed under CC BY-SA 2.0.
3. Crowds of people sitting on blankets watching a movie in a park in the evening. "A crowd watches an outdoor movie" by chadmillier is licensed under CC BY-SA 2.0.
4. People sitting on blankets in a park waiting for a movie to start. Urban buildings in the background. "Outdoor Movie Night" by Yaletown BIA is licensed under CC BY 2.0.

All-year programming

Black Box Theater and Flex Event Space



Social & Community

Primary impact area:	commerce and culture
Focus communities:	intergenerational
Location:	2007 Centre Avenue (historic New Granada building)
Activation time:	to be determined
Possible partners:	event producing company

Key design elements:

- Engage vendor(s) to run the black box theater and flex event space.
- Contractually demand a system for accessible ticket pricing, and programming culturally relevant to the Hill District.
- Ensure the Hill CDC retains a number of days for its own programming.

Key outputs:

- a space for public events, conferences, and performances

Core cost centers:

- dependent on a contractual agreement with the identified company

Highlights on market trends:

The report “Neighborhood Attraction Factors Impacting the Young Professional African American Population in the City of Pittsburgh” which explores the needs, desires, and existing infrastructure that compel (or discourage) young Black professionals to stay in the city, states that there is a demand for “cultural amenities, inuring museums, performances, festivals and exhibits that affirm, reflect, and promote the African American heritage and culture,” noting that availability of culturally focused offerings not only contributes to increased quality of life but also the sense of belonging for young Black professionals.³³ Overall, the national market demand for live entertainment has been growing and is forecasted to continue to increase.³⁴

Opportunities to build cross-sector:

- Tourism/hospitality
- Technology and innovation
- Workforce development (particularly creative focus)

³³The University Center for Social and Urban Research, 2016, “Neighborhood Attraction Factors Impacting the Young Professional African American Population in the City of Pittsburgh,” accessed July 7, 2023, https://issuu.com/afarapittsburgh/docs/poise_report_final.

³⁴Crystal Koe, “Live Nation reports ‘unprecedented’ global demand for live events,” Music Tech, May 8, 2023, accessed July 7, 2023, <https://musictech.com/news/industry/live-nation-unprecedented-global-demand-live-shows/>.

All-year programming

Coffee/Tea Shop/ Bar and Bookstore



Food



Learning



Social & Community

Primary impact area:	commerce and culture
Focus communities:	intergenerational
Location:	2007 Centre Avenue (historic New Granada building)
Activation time:	to be determined
Possible partners:	Black-, Indigenous-, people of color-founded vendor(s)

Key design elements:

- Identify a vendor for café and bookstore, or two separate vendors, focusing on Black, Indigenous, and people of color vendors.
- If two, affirm the relationship between the vendors.
- Consider specialized bookstore that focuses overall on Black, Indigenous, and people of color authors.

Key outputs:

- local space to chill, relax, and find books from Black, Indigenous, and writers of color

Core cost centers:

- dependent on contractual agreement with the identified company
- marketing (within the Hill CDCs capacity)

Highlights on market trends:

Lack of shopping opportunities in the Hill:

The vast majority of Hill District residents' household expenditures—for both daily needs and discretionary purchases—occur outside of the Hill District. Hill District residents spend over \$35 million per year on community- and neighborhood-serving retail purchases outside of the district. Key retail categories with leakages include

- food and beverage (\$10.8 million)
- general merchandise (\$8.8 million)
- food service and drinking places (\$4.6 million)
- clothing and clothing accessories (\$3 million)
- health and personal care (\$143,812)
- sporting goods, hobby, books, and music (\$1.9 million)³⁵

This money could be better kept and recycled within the local community if there were new and existing businesses to increase offerings that meet demand. For every \$100 spent at a locally owned business, \$68 recirculates and remains in the local economy, compared to the \$43 that remains in the local community when it is spent at a national chain.³⁶

Overall, the national market demand for live entertainment has been growing and is forecasted to continue to increase.³⁴

Opportunities to build cross-sector:

- Education
- Tourism (historical tour stop)
- Placekeeping (space for community gatherings and programming)

³⁵Greater Hill District Master Plan Update 2022 – Opportunities and Constraints Report, January 4, 2022, accessed July 7, 2023; <https://engage.pittsburghpa.gov/ghdmp>.

³⁶Sustainable Connections website, accessed July 1, 2023, <https://sustainableconnections.org/why-buy-local/>.

Inspiration

Kindred Stories bookstore in Houston, Texas

"Kindred Stories is a bookstore born of a love for reading and a passion for community.

Kindred Stories is a community space and bookstore that doesn't just highlight Black literature but celebrates our stories in all their diverse and genre-spanning glory. Every book on the shelves is written by a Black author or other marginalized voice, and every display can spotlight a unique aspect of Black storytelling and craft. "

Source: Kindred Stories website.



All-year programming

Restaurant + Rooftop Bar



Food



Social & Community

Primary impact area:	commerce
Focus communities:	intergenerational
Location:	2001 Centre Ave (new office building)
Activation time:	to be determined
Possible partners:	Black-, Indigenous-, people of color-founded vendor(s)

Key design elements:

- Identify vendor; negotiate and execute long-term agreement.
- Focus on Beard Foundation winners and nominees and chefs featured on TV shows.

Key outputs:

- a flagship restaurant
- vibrant rooftop bar

Core cost centers:

- food-ready rental spaces and permits to serve food
- dependent on a contractual agreement with identified vendors

Highlights on market trends:

In the nation, Gen Xers (ages 35 to 54) and millennials (ages 25 to 34) spend the most on eating out, approximately \$4,200 and \$3,400 a year, respectively. This demographic makes up almost 41 percent of Pittsburgh's population. Overall, Pittsburghers are reported to be second in the nation in spending most on eating out, which is \$200 a month, or more than 5 percent of yearly income.³⁷

In addition, locally in the Hill, the vast majority of Hill District residents' household

Opportunities to build cross-sector:

- Tourism/hospitality

³⁷Ryan Deto, "Pittsburghers spend way too much money on takeout," Pittsburgh City Paper, February 9, 5, 2019, accessed May 28, 2023, <https://www.pghcitypaper.com/news/pittsburghers-spend-way-too-much-money-on-takeout-13492210>. Frank Olito, "Here's what the average person spends on dining out in every state," August 12, 2019, accessed May 15, 2023, <https://www.businessinsider.com/what-people-spend-on-dining-out-2019-8>.

³⁸Greater Hill District Master Plan Update 2022 – Opportunities and Constraints Report, January 4, 2022, accessed July 7, 2023; <https://engage.pittsburghpa.gov/ghdmp>.

Activation *Spotlight*

5+ *years*

Long-term

All-year programming

Day Care/Toddler and Pre-K Center



Learning



Social & Community

Primary impact area:	culture
Focus communities:	toddlers and children, family focus
Location:	2209 Centre Ave (past the library) (lot owned by the City of Pittsburgh)
Activation time:	2028–29
Possible partners:	City of Pittsburgh Pennsylvania Department of Education Black-, Indigenous-, people of color-founded vendor

Key design elements:

- Engage with the City of Pittsburgh to assess the feasibility of the idea.
- Develop blueprints for space renovation.
- Renovate the space.
- Identify Black-, Indigenous-, people of color-founded vendor(s).

Key outputs:

- an Afrocentric space for children from local communities and Pittsburgh more generally

Core cost centers:

- concept and business plan development
- design and renovation
- vendor identification

Highlights on market trends:

Day care demand

Single-parent households are almost three times as common (17 percent of households) within the Hill District as they are in Pittsburgh as a whole (6 percent of households).³⁹ Day cares are a critical infrastructure to allow adults to maintain a job. Given the proliferation of single-parent households in the Hill District and the anticipated long-term growth of the Hill's population, a day care is a critical piece of family support infrastructure.

Culturally focused education

In addition, it is recommended that a day care/toddler and pre-K center focus on an Afrocentric curriculum to uplift and deepen cultural understanding and pride of a historically Black Hill District. According to the “Understanding Pride in Pittsburgh, Positive Racial Identity Development in Early Education” report, positive racial and ethnic identity has been linked to positive impacts such as higher resilience, self-efficacy, self-esteem, grades, GPA, and standardized test scores; the ability to solve more problems on exams;

Opportunities to build cross-sector:

- Workforce development
- Culturally focused education

³⁹ Greater Hill District Master Plan Update 2022 – Opportunities and Constraints Report, January 4, 2022, accessed July 7, 2023; <https://engage.pittsburghpa.gov/ghdmp>.

⁴⁰University of Pittsburgh School of Education Race and Early Childhood Collaborative, 2016, “Positive Racial Identity Development in Early Education: Understanding PRIDE in Pittsburgh,” University of Pittsburgh: Pittsburgh, accessed June 29, 2023; http://www.racepride.pitt.edu/wp-content/uploads/2018/06/PRIDE_Scan.pdf.

Inspiration

Little Sun People, Afrocentric day care in Brooklyn, New York

Little Sun People, Inc is a unique community child care center founded in 1980 by Fela Barclift ("Mama Fela"), mother of four and lifetime resident of the Bedford-Stuyvesant community.

"Our Story is the story of Luminary African descendent children who have grown up to shape the world and become leaders of the future. We instill each child with the pride that they know their true place in the world and they find joyfulness in their African heritage."

Source: Little Sun People website.



1. Children clapping and smiling. Image courtesy of Little Sun People.
2. Children dressed in graduation gowns and their teachers celebrating. Image courtesy of Little Sun People.
3. A group of children learning how to cook. Image courtesy of Little Sun People.
4. A group of toddlers dressed in festive outfits performing with their teachers on the stage. Image courtesy of Little Sun People.
5. Little children sitting on the floor listening to their teacher. Image courtesy of Little Sun People.

Text images courtes of Little Sun People website.
Image description and attribution

All-year programming

Personal Finance Center



Wellness



Learning



Social & Community

Primary impact area:	culture
Focus communities:	adults, intergenerational, family focus
Location:	2205 Centre Ave (lot owned by Orne Bey)
Activation time:	2029–30
Possible partners:	Credit union Community organizations and community members

Key design elements:

- Conduct due diligence on other community-focused personal finance centers in the country.
- Develop an operational model and plan, determining if a vendor or the Hill CDC runs the center.
- Assess the feasibility of the space with the owner, and determine terms and conditions.
- Facilitate city buy-in.
- Renovate facilities.

Key outputs:

- a central space for all Hill community members to get accessible information and support in job placement, work training, tax support, personal finance planning, wills, etc.

Core cost centers:

- concept design and feasibility study
- space renovation and upkeep
- office and tech equipment
- staff
- programming
- communications/marketing

Highlights on market trends:

The Hill District experiences a high level of poverty, necessitating the need to provide guidance and tangible professional support services to individual residents and families to develop pathways out of poverty. Sixty percent of Black households in the Hill District make less than \$25,000 per year. Some neighborhoods in the Hill face higher levels of poverty, the lowest being a median annual household income of just over \$12,000 in the Terrace Village area.⁴¹

The need for a personal finance center aligns with recommendations in the Hill District's Master Plan and 2022 Master Plan Update that speaks to the necessity of developing "a wealth generation framework that is tailored to the specific needs of the Black community in the Hill District."⁴²

Opportunities to build cross-sector:

- ✓ Workforce development
- ✓ Education
- ✓ Homeownership
- ✓ Fiscal education

⁴¹Greater Hill District Master Plan Update 2022 – Opportunities and Constraints Report, January 4, 2022, accessed July 7, 2023; <https://engage.pittsburghpa.gov/ghdmp>.

⁴² Ibid

Inspiration

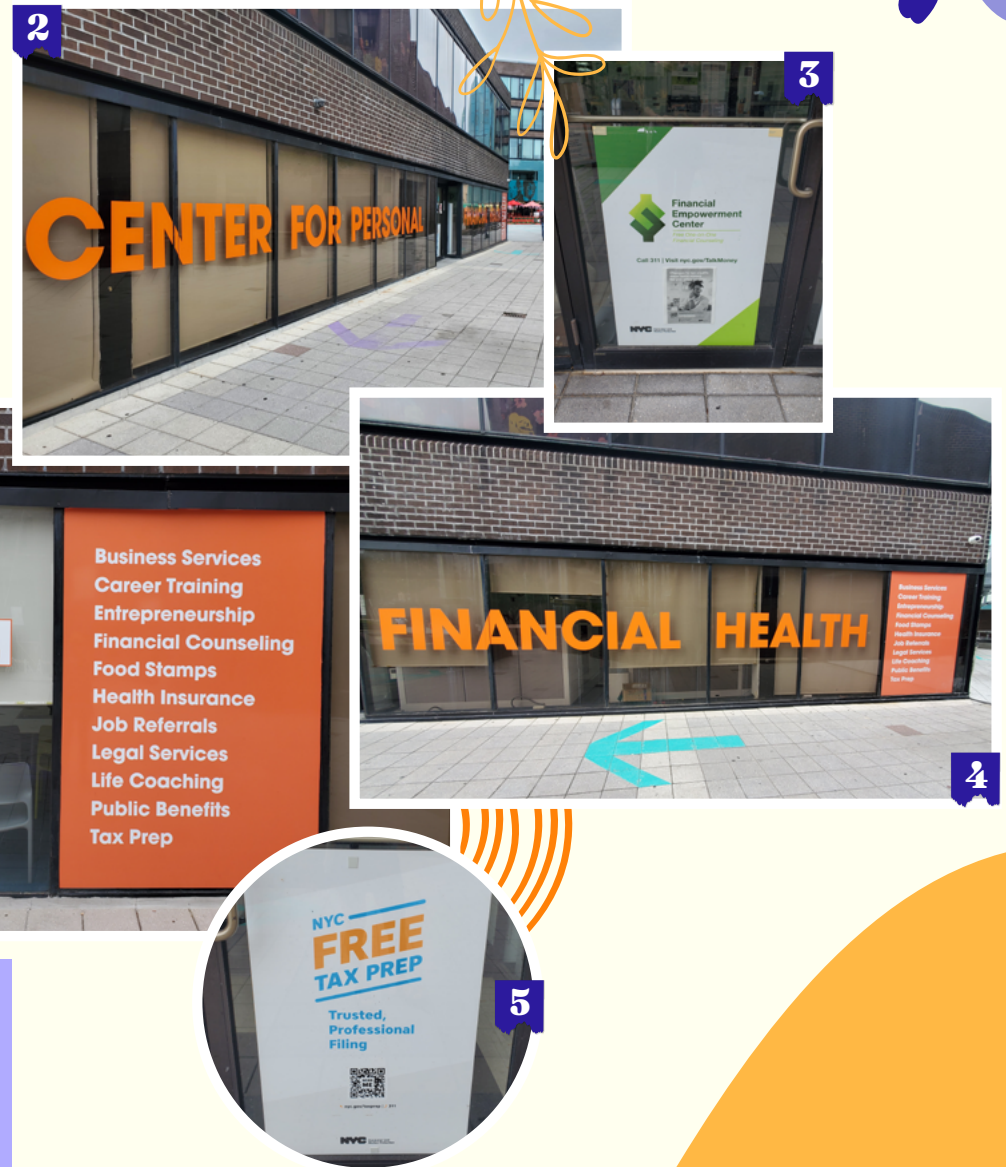
The Center for Personal Financial Health, Restoration Community Development Organization, Brooklyn, New York

The Center for Personal Financial Health offers no-cost, direct-facing financial support and resources to community members that enable them to build financial empowerment and stability.

Services	Housing stabilization and homeownership	Small business and entrepreneurship	Financial inclusion
	<ul style="list-style-type: none"> ○ Affordable Housing ○ Homeownership Assistance ○ Weatherization ○ Assistance Program 	<ul style="list-style-type: none"> ○ M/WBE Certification 	<ul style="list-style-type: none"> ○ Personal Financial Coaching ○ Tax Prep Assistance ○ Benefits and Social Services

Impacts	13,000	~\$6M	~\$1M	~\$11M
	Central Brooklyn residents have already received financial counseling	in personal debt has been alleviated by our clients over the past three years	in savings has been invested by our clients over the past three years	in tax refunds have been secured over the past three years

Source: Restoration Community Development Organization's website.



1. Center's for Personal Financial Health offerings displayed on the Center's window. Photo by Jolita Crosland.
2-3-4-5. Facade of The Center for Personal Financial Health in Brooklyn. Photo by Jolita Crosland.


Acknowledgments

YC believes that solutions and expertise live at the local level, among Hill District residents, allies, and partners in the city of Pittsburgh, thus, YC's starting point was a listening and ideation tour with community members. YC programmed two full days of initial conversations across intimate one-on-one and small groups. Those conversations revealed the need to engage even a bigger pool of folks that have historically been part of advancing the economic and cultural development of the Hill District. So YC embarked on more conversations culminating with a community meeting in the Spring of 2023.

We are deeply grateful to Hill District residents, allies, and partners for your thought partnership and commitment to the Hill and each other.

Thank you!


About Hill Community Development Organization

 **Phone: (412) 765-1820**

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Mission

The Hill Community Development Corporation (Hill CDC) works in partnership with residents and stakeholders to create, promote, and implement strategies and programs that connect plans, policies, and people to drive compelling community development opportunities in the Greater Hill District.

Philosophy

The Hill CDC's organizational philosophy is guided by the Greater Hill District Master Plan and the values listed therein. The master plan for the Greater Hill District defines the vision for future growth and regeneration of the neighborhood. The plan expresses the community's aspirations for an improved quality of life and defines goals for new investment and development. It informs prospective investors and developers about the community's priorities for new residential, commercial, cultural, and civic development in the Hill and directs them to community-supported development opportunities that exist throughout the Hill. The master plan provides the community with a framework to direct public, private, and institutional resources in supporting new projects in the Hill.

Placekeeping

The Hill CDC subscribes to a "Placekeeping" rather than "Placemaking" philosophy. Placekeeping is the active care and maintenance of a place and its social fabric by the people who live and work there. It is not only about preserving buildings but keeping the cultural memories alive, while supporting the ability of local residents to maintain and improve their way of life, however, they see fit. A "Placekeeping" approach can help to prevent the negative outcomes associated with redevelopment, such as displacement of disadvantaged residents, real estate speculation, and systemic racism, which are often inherent in traditional neighborhood planning and development practices.



About Yancey Consulting

Yancey Consulting (YC) is an organizational and leadership development consulting firm committed to unlocking, provoking, facilitating, and collaboratively imagining equitable social impacts on the local to national level™. Primarily working within the arts and culture, social/media/environmental justice, and public engagement sectors, we bring 20 years of experience in strategic collaborations.

Our mission is transformation toward just, equitable, and thriving societies.

We work on projects that directly impact historically disinvested, ineffectively served or otherwise marginalized communities. At the core of who we are, lies a deep commitment to ripping the threads of white supremacy and reconstructing a new reality woven on values rooted in humanity, equity, and love.

www.yanceyconsulting.com
