



Centre & Heldman Activation Strategy

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MITHŪN

1. Acknowledgements

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- The Sankofa Group
- The Hill District Federal Credit Union (Hill FCU)
- Trek Development
- Salem's Market and Grill
- Omicelo LLC
- Studio Volcy
- Action Housing
- University of Pittsburgh, Community Engagement Center
- Catapult Greater Pittsburgh

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2. What is the role of Centre Avenue?

This activation strategy outlines proven approaches with some innovative ideas for twenty-first century retail corridors. For over a century, Centre Avenue has provided a natural gathering space for the Hill District community. As a distinct neighborhood adjacent to Downtown and Oakland, it exerts a sense of gravity that pulls in Hill District neighbors and people from all over the city.

Centre Avenue is changing. Even in the midst of the COVID-19 pandemic, dedicated partners have been working together to reinvest in key projects from Heldman to Kirkpatrick in the Hill as part of the Avenues of Hope project. With vertical development comes the need to think about how the streetscape and public spaces support new and long-standing businesses. These development projects will breathe new life into the business corridor and open new possibilities for businesses, residents, and stakeholders to collaborate.

Exhibit 1. Proposed New Granada Square Project

Source: NEXT Pittsburgh



This activation strategy builds upon the strategies laid out in previous community plans and initiatives and continues the process of building a bustling business district, including the 2015 Centre Avenue Corridor Plan and 2011 Greater Hill District Master Plan. In an era when more commerce and social interactions have moved online, the Centre Avenue Corridor needs to be creative and adapt to new uses.

This strategy focuses on Centre Heldman Plaza (which sits between Heldman and Dinwiddie Streets) and its surrounding area on Centre between Heldman and Kirkpatrick. This section of

Centre is seeing strong momentum at the time of this plan update, and the goal of this activation strategy is to build off previous strategies to support current projects.

Why now?

In 2022, the City will complete its update of the Greater Hill District Master Plan (GHDMP) created in 2011 to reflect the current conditions and desired future of the Hill District. This effort includes overarching goals that guide the process: Exhibit 2 lists these goals and highlights how they apply specifically to this activation strategy for Centre Avenue.

Exhibit 2. Applicability of 2022 GHDMP Update Goals in Centre Heldman

Goal	Relevance to Centre Heldman
Build upon African American legacy	• Focusing on uplifting Black-owned businesses • Concentrating public art and district design themes on the Hill's Black arts and culture
Family-friendly housing without displacement	• Creating assets for future residents of adjacent Reed-Roberts affordable housing project • Implementing improvements that support a 'complete' neighborhood (grocery store)
Economic empowerment and commercial development	• Providing opportunities for household wealth building through entrepreneurship • Meeting the gap for new businesses to access storefront space • Supporting existing businesses operating on Centre
Make the district a green and well-designed community	• Providing more opportunities for pedestrian-focused retail • Improving public realm to make accessible and inviting spaces
Mobility, transportation, parking	• Supporting public transportation and multimodal access along the transit corridor

What is the progress to date?

A number of existing plans address the Centre Avenue corridor and related initiatives, concepts, and projects. Notably, the 2011 Greater Hill District Master Plan identified the Centre Avenue Business District between Devilliers and Kirkpatrick as a key to achieving economic empowerment and commercial development goals over ten years ago. Upcoming projects related to these goals include Salem's Market and Grill, the New Granada Theater, and Catapult Gallery, which provide essential momentum and represent key jumping-off points that we used as guiding subjects for this document.

In 2013, the Hill District Vacant Property Strategy also acknowledged this corridor as a vital area to redevelopment; specifically, it calls attention to the URA's strategically located vacant properties to support the GHDMF. In 2015, the Centre Avenue Corridor Redevelopment and Design Plan provided development proposals at three intersections: the Centre of Culture (Dinwiddie), Centre of Opportunity (Kirkpatrick), and Centre of Cultivation (Reed). The Centre of Culture is the closest of these key nodes intended to highlight the history and arts of the Hill.

These plans have proposed catalytic projects and strategies for drawing in visitors from the neighborhood, adjacent areas, and region. There have been several programs and events in recent years on Centre Avenue with retail and arts supportive activities in partnership with the Hill CDC and Urban Redevelopment Authority laid out in **Error! Reference source not found..**

Avenues of Hope is a current initiative of the URA to revitalize neighborhood commercial corridors and support Black-owned businesses; centers of Black arts and culture; mixed-use, transit-oriented, and pedestrian-friendly built environments; and education, health-care, senior care, recreation, and human supportive services. The URA's investments in Centre through the program so far have included the Centre Heldman Plaza as well as the Thelma Lovette YMCA and Carnegie Library of Pittsburgh Hill District Branch. It plans to help transform 170 vacant properties and use \$3.9 million in overall investment to support the GHDMF and Corridor Plan.



Exhibit 3. Past Plans and Progress

	Application to Centre Ave.	Project Alignment with Activation Strategy	What's Missing?
Greater Hill District Master Plan (2011)	The plan discusses renewal of Centre Ave as a great “main street,” which is a key feature of Economic Empowerment and Commercial Development	• Catapult Gallery at Centre Heldman • Hill CDC's New Granada Theater • Sankofa Square development • Activation events (Arts on the Ave, August on the Ave) • Nafasi live/workspace for artists	• Support for storefront renovation • Supportive public realm features • Design around cultural legacy specific to Centre Avenue
Hill District Vacant Property Strategy (2013)	This strategy includes significant development of Centre Avenue Business District supported with URA vacant properties and adjacent housing	• Salem's Market & Grill • Investment in CLP renovation • TREK's Reed-Roberts development • TinyRetail program • HillWorks	• Tenanting more vacant storefronts • Adjacent housing development • Continued/sustained activation of vacant space
Centre Ave Corridor Plan (2015)	This plan demonstrates a will to connect residents, welcome visitors, uplift small business, and catalyze development in three nodes on Centre	• New Granada and Sankofa Square development (named catalytic projects in plan)	• Green space walk • Heritage Walk • Heritage Square project
Hill House RFQ (2019)	This document states four sites on Centre must be developed in line with existing plans and benefit the community	• Pitt CEC open in Blakey Center • Hill House Main – Building Upgrades	• Tenants for Family Dollar, One Hope Square
Avenues of Hope RFP (2021)	The AoH RFP lays the foundation for development of vacant and idle properties for commercial, residential, and office space	• First Source Resource Center • Investments in Big Tom's Barber Shop • CommuniTEA Café • Sankofa Square • Studio Volcy's Rhythm Square	• Funding gaps for additional development projects

3. What are the challenges and opportunities?

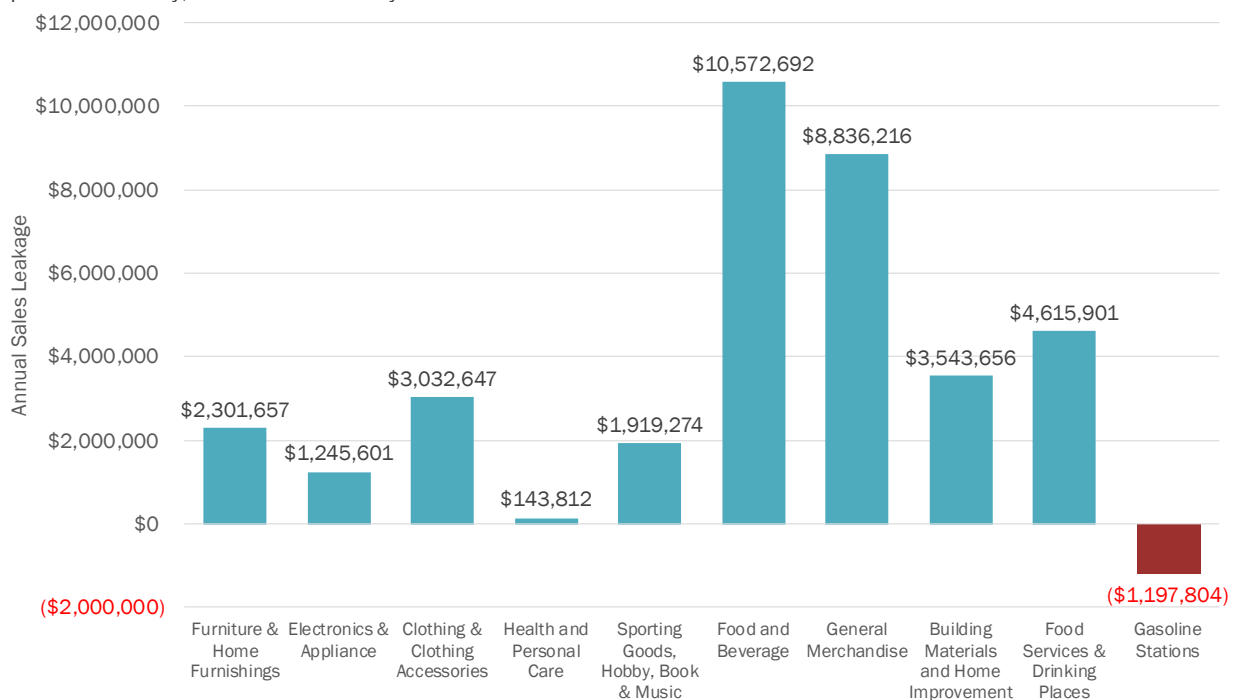
Centre Avenue is a vibrant corridor with a mix of workers, residents, shoppers, and visitors. While various projects are under construction, the business corridor still struggles with many of the challenges that face other business districts in the region: vacant parcels, empty storefronts, and an uneven sense of identity. Compared with the redeveloping Lower Hill area that aims to offer larger, regional-scale attractions, Centre Avenue can develop an identity as a more unique, intimate mix of small shops, venues, and restaurants that highlight Black artists and entrepreneurs. While the Lower Hill will focus on generating jobs, Centre Avenue will focus on generating ownership. Below are a series of challenges and opportunities brought up in conversations with people who live, work, and own businesses in the Hill.

Challenge: Residents need to leave the Hill District for most of their daily needs.

Money is leaving the neighborhood in almost all retail categories except for gasoline stations (primarily the Sunoco located in the Middle Hill). Food and beverage, general merchandise, and food service and drinking places are all business types that are currently lacking. Aside from leasable commercial space, a major challenge for new businesses is the need for proximity to concentrations of neighborhood housing, transportation lines, and high traffic in general.

Exhibit 4. Annual Retail Sales Leakage by Retail Store Type

Source: ECONorthwest Greater Hill District Master Plan Update 2022 Opportunities and Constraints Report, BLS Consumer Expenditure Survey, ESRI Business Analyst



Opportunities:

- **Cluster restaurants in the business district.** Analysis also shows that around 10,000 square feet of restaurant space could be supported by existing demand within the Hill, which could equate to between ten and fifteen restaurants. There are plans in the works for food hall concepts in the New Granada building as well as Sankofa Square, which could be supported by other new complimentary uses (arts, entertainment, shopping, etc.). Clustering of food-related services on Centre is likely to support their success, though as discussed earlier, overconcentration could prevent some additional traffic for other uses (such as an arts or entertainment scene).
- **Leverage the grocery store as a community focal point.** The new Salem's Market and Grill will help to address the community's need for a grocery store but will also serve as a community hub. Improvements to the shopping center could help to strengthen its role as a gathering space.
- **Improve access to retail goods.** While there is not sufficient demand for a larger-scale general merchandise store such as Target or Walmart, a slightly smaller grocery store or hardware retailer could offer a wide range of products.

Challenge: There is a lack of active storefronts.

Current vacancies and underinvestment in commercial real estate stock fronting on Centre Avenue is a major challenge for supporting revitalization. There are abundant vacant commercial spaces in the Hill District, comprising 14.4% of commercial spaces as of 2020 compared to 3.8% citywide.¹ Additional related challenges to business startup include lack of access to start-up capital and financial resources for local business owners and zoning constraints for ground-floor retail in residentially zoned areas just off Centre.

Opportunity:

- **Invest in retail spaces to make them leasable and functional for businesses.** Creating a more vibrant district with active storefronts that showcase the culture of the Hill District will require overcoming cost barriers to renovation and ownership within the community.

Challenge: Centre Heldman is centrally located but needs increased accessibility.

This area of the Hill District is centrally located in Pittsburgh with streets connecting to the Strip District, Downtown, Uptown, and Oakland (Exhibit 5). However, the combination of steep terrain and missing sidewalk connections create challenges for pedestrian access.

¹ Opportunities and Constraints Report

Exhibit 5. Key Connections to Centre Heldman Plaza



Opportunities:

- **Strengthen streetscape in and around Centre Avenue.** More accessible entrances and streetscape features (seating, lighting, etc.) along Centre Avenue and Dinwiddie Street are important to the success of the Centre Heldman Plaza site. Other access points to the site should also be considered for improvements. Revitalization efforts along Centre Avenue and other areas of the Hill District are likely to increase foot traffic along the Centre Heldman Plaza site, further supporting the need for improved streetscape elements.

Challenge: The District lacks a distinct marketing brand.

Attempts at creating a districtwide brand have been discussed in the past but have not come together into a cohesive program for Centre Avenue. Putting together an overarching theme that can be used to distinguish the district would require an organization or partnership with the capacity to create concepts, identify funding, engage with businesses and residents, and implement a branding scheme.

Opportunities:

- **Build upon arts and culture assets.** The New Granada Theatre development and Nafasi on Centre are emblematic of the potential for the arts on Centre. Activation events like Arts on the Ave and the Hill District Arts Festival also show opportunity for creating a hub of creative activities. Supporting these and future cultural spaces can cultivate a cluster of assets that establishes a distinct brand for the corridor.

Challenge: It is difficult to attract customers from beyond the Hill District.

While small local businesses are a key component of community wealth building, drawing in a wide enough range of customers from inside and outside the neighborhood to support their growth is a challenge.

Opportunities:

- **Explore anchor tenants.** Anchor tenants are a way to ensure that the district has enough pull from a wider market area to support smaller, emerging establishments. These may include more recognizable local companies or regional/national chains that provide a sought-after product or service.
- The U-Street corridor in Washington, DC, provides an example of this concept; anchor businesses like Ben's Chili Bowl highlight the culture and history of a historically Black neighborhood while helping to draw customers to the area (p. 17). Beyond just chain stores, a well-known local business can incentivize people to travel to an area from throughout the city.

Challenge: There is no one organization tasked with leading an activation strategy.

Many of the strategies proposed for activating Centre Avenue will be most successful as a comprehensive effort with clear oversight. With no one organization that has the capacity to lead and coordinate actions, it has been difficult for past plans to realize their goals for the district.

Opportunities:

- **Work with existing organizations.** Nonprofit and community-based organizations are a vital asset to this area of Centre Avenue, having done significant groundwork on revitalizing the corridor.
- **Increase organizations' capacity.** Some strategies may require greater and more diversified capacity, particularly in identifying a potential master lease operator with interest in community benefits and ability for property management.
- **Discuss hiring a business district manager.** A designated individual in a managerial position for the business district would also be advantageous to implementing strategies. Having such a manager has been advantageous for redevelopment in other neighborhoods of Pittsburgh and would provide long-term continuity and oversight between projects.

4. Who are key partners for activation strategy implementation?

Nonprofit Organizations

On Centre Avenue, there is a strong presence of nonprofit organizations who have propelled forward essential projects and overseen implementation of several strategies from the 2011 plan. The Hill Community Development Corporation (Hill CDC) has notably overseen the Design Review Panel to ensure that new development aligns with community goals. Hill District residents with the desire for creative and entrepreneurial opportunities also have access to programs through organizations like Catapult PGH, Neighborhood Allies, and Omicelo Cares.

City Agencies

Currently vacant space offers the potential for aspiring entrepreneurs in the neighborhood to capitalize on Centre Avenue's recognition and location. The City of Pittsburgh and the Urban Redevelopment Authority own parcels along Centre and throughout the Hill District, which will be critical to leverage in this activation strategy. These agencies will also likely be key partners for programmatic support and funding by extending citywide programs like Avenues of Hope, Biz Buzz, and the Storefront Renovation Program.

Businesses

Economic empowerment through entrepreneurship is a key feature of this activation strategy. It will be essential for strategies to support existing establishments and aspiring future businesses on Centre Avenue.

Financial Institutions

Small businesses looking to locate in the area will need start-up capital and ongoing technical assistance. Local financial institutions could partner with community organizations and public agencies to help to provide these services.

Universities

The area is already home to several facilities that advance partnerships with universities adjacent to the Hill District. Exploring how to strengthen these partnerships could be key to unlocking the potential of the Hill District's location near major universities.

5. Centre Avenue Activation Strategy

Framework

This section elaborates how the activation effort for Centre Avenue can be organized and implemented. The tactics listed in this document will require coordination and intentional phasing to maximize the benefits for the corridor and the neighborhood as a whole, in line with the 2022 Greater Hill District Master Plan Update. The framework lays out these overarching considerations, followed by strategies that contain goals, challenges, actions, and examples.

How were these strategies identified?

Throughout this process ECONorthwest and Mithun have gathered input from individual interviews, discussions with the GHDMP Steering Committee and Action Teams, survey responses in the Engage PGH platform, and feedback provided through the City's in-person engagement activities. Through these efforts we heard from residents of the Hill District, businesses operating on or near Centre Avenue, staff from city agencies, local developers, and representatives from nonprofits, financial institutions, and the University of Pittsburgh. We used what we heard from these conversations to identify potential projects/programs and evaluate which actions would be the most valuable for the Centre Avenue corridor.

Who will be involved?

Successful implementation of public realm and business district activation strategies will require partnerships between organizations laid out in Section 4. **Error! Reference source not found.** provides details on strategy timelines and suggestions for entities who may want to be involved or lead each strategy.

When should actions take place?

Phasing for Centre Heldman should begin by building on existing momentum created by current projects in the corridor discussed in Section 2. Short-term strategies will take place in the next one to five years, focusing on quick wins and complementary actions for existing progress. Long-term actions should take place in the next five to ten years, building off the results of initial efforts.

Exhibit 6. Overview and Phasing of Activation Strategy Actions

	Short Term: 1-5 years	Long Term: 5-10 years	Key Partners
Improve the Public Realm on Centre Avenue	• Gateway experience • Streetscape and crosswalk improvements	• Renovation of transit infrastructure	• DOMI • URA • Port Authority
Activate the Business District on Centre Avenue	• Development financing • Strategic development grants • Flex space/coworking/micro entrepreneurship • Branding concepts • Vacant Land Strategy • Commercial master lease	• Develop vacant lots under temporary use • Explore additional outdoor events	• URA • Hill CDC • Neighborhood Allies • Omicelo Cares • Catapult PGH • Pitt CEC
Enhance Centre Heldman Plaza	• Negotiating parking lot agreement • Renovate public-owned storefronts on Centre • Seating and streetscape transition • Create strong gateway experience • Pedestrian connection from Dinwiddie and Rose Streets to Salem's	• Introduce event space in parking lot • Prioritize high-foot-traffic, active-use tenants	• URA • City of Pittsburgh • Salem's Market • Centre Ave storefronts
Consider Long-Term Development in Centre Heldman Plaza	• Interim activation events in parking lot • Create RFP activation conditions for development on underutilized sites	• Explore market supportive uses for underutilized sites • Engage Reed-Roberts residents to find best uses • Discuss expansion potential for Salem's	• URA • City of Pittsburgh • Salem's Market • Centre Ave storefronts • HACP • TREK

Strategy 1: Improve the Public Realm on Centre Avenue

Centre Avenue is an important corridor within the Hill District. It has historically served as the primary transportation, cultural, and economic corridor for the district. In the 2011 Greater Hill District Master Plan, it is called out as a key corridor for reinvestment. This has already been pursued through projects like the New Granada development, as well as recent efforts to find a new tenant for the Centre Heldman Plaza grocery site. The 2015 Centre Avenue Corridor Plan captures strategies for the long-term planning of the main commercial portion of the corridor. This section summarizes strategies for a portion of Centre Avenue that was not the focus of that effort, roughly bound by Crawford Street and Dinwiddie Street. A summary of opportunities and challenges for that portion of Centre Avenue is in Exhibit 7.

Exhibit 7. Summary of Centre Avenue Opportunities and Constraints

Opportunities	Barriers	Potential Focuses
Create a more walkable, urban scale environment	Existing development and car-oriented site design	Identify phased improvements for existing developments
Encourage pedestrian-oriented neighborhood-serving commercial	Lack of lease-ready commercial spaces that engage the street	Renovation and improvement for existing spaces
Safe environment for pedestrians	Funding and prioritization for improvements	Streetscape improvements to lighting, tree canopy, and furnishings, and partnerships with adjacent property owners and city departments such as DOMI
Establish opportunities for civic gathering along the corridor	Resources to create civic gathering places	Open space needs and indoor gathering spaces

Design Framework

The 2011 Greater Hill District Master Plan and the 2015 Centre Avenue Corridor Plan both envision a Centre Avenue that is a vibrant, primary commercial corridor for the district. The Design Framework for this study area of Centre Avenue continues that vision through the following primary design principles:

1. Cultivate a culturally rooted, pedestrian-oriented public realm.

Existing buildings along Centre Avenue from Dinwiddie to Kirkpatrick reflect the urban, walkable commercial character that is part of the legacy of the district. Extending that character into the study area should be a primary focus. Improvements to the streetscape and buildings should achieve this pedestrian-oriented character while also reinforcing the cultural identity of the Hill District.

2. Create the right commercial spaces to support small businesses, create economic opportunity, and support residential areas.

One of the primary challenges for Centre Avenue, as with much of the Hill District, is matching the commercial needs of the community with the corresponding commercial spaces that meet those needs. Similarly, the site design of these businesses should be optimized to make them accessible and contextually responsive to surrounding residential areas.

Actions

Many of the strategies outlined below are covered in more detail in other portions of this memo. They have been summarized here to show how they connect to the larger design framework for the corridor.

- **Improve the streetscape.** This portion of Centre Avenue currently includes consistent sidewalk coverage and several improvements have been made to create safer pedestrian crossings. Future improvements should focus on building up the character of the streetscape to create greater pedestrian safety, recognize and celebrate the cultural legacy and identity of the Hill District, and improve the quality of life for those using the corridor. Distinctive paving patterns, seating, and public art as part of the public ROW can all be chosen in a way that achieves these goals.
- **Renovate for existing buildings to activate the street.** Several properties along the corridor, such as the Centre Heldman Plaza site and the Hill House site, are important economic and cultural anchors for the neighborhood. However, these same sites today pull away from the street with street-facing parking, passive open space, and retaining walls that detract from the activation of the public realm. As these sites are improved and renovated, they should consider opportunities to partner with public agencies like DOMI and the URA to create an integrated public realm that supports on-site businesses and makes a stronger public realm. A more detailed example of these strategies can be found in the Centre Heldman Plaza section of this memo.
- **Improve experiences at gateway experience and brand identity.** As the Lower Hill District continues to redevelop, Centre Avenue will gain even more significance as a gateway into this portion of the neighborhood. Residential areas like Crawford Square will become important transition moments for visitors and residents, and commercial areas like Centre Heldman Plaza will become key announcements that visitors have “arrived” in the commercial portion of Centre Avenue. As streetscape and other public realm improvements are considered, the history, legacy, and contemporary identity of the community should be imbued in the public realm. This could take the form of public art beginning at Crawford Avenue, unique streetscape elements within those residential areas, and gateway elements at the Centre Heldman Plaza site. All of these should be part of a larger effort to reconnect the cultural identity of the Centre Avenue Corridor to the Lower Hill District.

Examples

Arts and Culture District

An arts and culture district on Centre could celebrate the Hill's history and heritage while supporting active street use. In a local precedent, the growth of the Penn Avenue business corridor in between Pittsburgh's Bloomfield and Garfield neighborhoods was combined with a successful First Friday gallery crawl called 'Unblurred' and street improvements (including attractive street lighting, sculptural seating, and distinct public art motifs).

Penn Avenue Corridor, Pittsburgh

The Penn Avenue Arts and Commercial District in the city's East End brings together the neighborhoods of Garfield and Friendship along a major corridor. The district provides a local example of an innovative arts initiative with supportive streetscaping. The 'Unblurred' First Friday gallery crawl has been a way of activating the street alongside improvements to seating and public art.

Source: [Bloomfield-Garfield Corporation](#)

Exhibit 8. Penn Avenue Corridor in Bloomfield-Garfield

Source: Bloomfield-Garfield Corporation



Strategy 2: Activate the Business District on Centre Avenue

Centre Avenue has great retail operators that support the neighborhood and generate income for their households. There is capacity on the corridor for additional storefronts to be filled with businesses or nonprofit organizations to fill in the vacant spaces and provide additional opportunities for wealth generation. Based on conversations with current and upcoming businesses located on Centre, there is a quickly growing cluster of eating and drinking establishments that district-level strategies should support. Coordinating destination amenities like entertainment and arts venues with active storefronts should aim to draw in visitors from inside and outside the neighborhood, then sustain a critical mass of users.

Goals

The goal for the business district is to activate vacant storefronts and empty lots on Centre Avenue. This goal also supports wealth building and career development for Hill residents through ownership opportunities in ventures as business owners or property owners. Actions should support existing small businesses and upcoming entrepreneurs while maintaining community control to mitigate displacement pressures. This builds off the 2011 Greater Hill District Master Plan's identification of Centre as a key commercial area and the 2015 Corridor Plan that focuses investment recommendations along the avenue.

Challenges

In general, neighborhood-serving retail and restaurants are challenged in areas with lower density and with lower levels of disposable income. Drawing in a combination of visitors from the Hill District itself and other areas of Pittsburgh can address this difficulty by bringing in more customers to patronize Centre Avenue businesses. Creating a strong pull for additional customers will require an intentional approach to marketing, programming, and synchronization with public realm improvements. Additionally, while vacant real estate is a challenge across the Hill District, the condition of commercial building stock in particular is relevant on Centre Avenue. Business owners wishing to locate a brick-and-mortar enterprise along this corridor may not have the additional up-front capital available to invest in improvements necessary for operation.

Actions

- **Explore development financing.** Rebuilding the missing pieces of a business district takes patience and patient capital. The return needed by banks or investors for construction loans requires lease rates that are higher than can reasonably be expected. For a business district like Centre Avenue to see more properties developed, grants or patient loans are needed. The URA's Avenues of Hope investments have helped close the gap on certain projects, and more investment dollars, whether they be via grants or loans, will be needed to continue the momentum.

- **Consider implementing a commercial master lease.** If the goal is to activate storefronts, one approach is to structure a master lease that can manage multiple spaces. There are various advantages to this model:
 - The master lessee will likely have the assets to provide sufficient collateral to allow a higher-risk tenant to secure a space.
 - If the master lessee is able to secure grants, those funds can be put into up-front renovation costs that provide a reduced lease rate on the space. This would also allow for more “move-in” ready spaces that reduce the need for tenants to incur large up-front costs from common needs like bathroom renovations, HVAC systems, or ventilation hoods.
 - If the master lessee is able to secure grant funding, it could also establish a reserve fund that would allow it to take on more risk with tenants. If the tenant fails to perform, the reserve fund could be tapped to offset losses
- **Seek strategic development grants.** Grants that focus on specific structural items: site work, public infrastructure, façade, HVAC systems, energy upgrades, parking, utilities, etc. may be all that is required to allow certain projects to move forward.
- **Commit to business district programming.** Events add energy to a business district and give residents an excuse to socialize along the corridor. Some clever branding along with music, arts, activism, food, or sports can help bring additional customers to businesses in need of an occasional boost.
- **Identify opportunities for flex space/coworking/microentrepreneurship.** Whether goods or service based, many small businesses are evolving a hybrid approach of utilizing both online and in-person sales. To support all local entrepreneurs, spaces may need to be developed that provide storefront space but also provide resources like workspace for making goods, meeting spaces to engage with clients, technology resources such as printers or postage machines, and assistance with e-commerce services to support the viability of their enterprise. Business districts such as Centre Avenue may be a good opportunity to explore this new model.
- **Update the vacant land strategy.** A vacant land strategy for the Centre Avenue corridor should consider temporary flexible uses in the near term in tandem with new projects and long-term infill plans.
 - Pop-up events can highlight the Hill District’s arts and culture and provide a starting point to build momentum for continuing activation if timed in sync with districtwide initiatives.
 - Events held in open spaces could incorporate microentrepreneurship opportunities in the same spirit as Hill CDC’s past Tiny Retail program in 2015-2017.
 - The City of Pittsburgh provides a Vacant Lot Toolkit with guidance for resident projects, which could expedite the implementation process with step-by-step suggestions.

- Long term, some vacant land may require additional assessment before it is ready for development; geotechnical or brownfield considerations should be identified early to show a fuller picture of potential uses.
- **Brand the district.** Concepts for district branding should be developed with the community to identify themes that resonate with Hill District residents. Themes should be intentional about highlighting the legacy of the Hill as a center of Black arts and culture. Motifs could be reflected both in business district marketing and public realm improvements.
 - The commercial master lease model could be used in coordination with a branding effort that emphasizes Black-owned businesses in Centre Avenue storefronts.
 - References to past or existing initiatives could also be incorporated into new concepts to continue and acknowledge those who have already been doing work in the corridor and throughout the Hill District

Initial Branding Concept:

One theme explored for district branding could pull together the commercial master leasing strategy and cultural legacy goals by specifically providing opportunities for Black-owned creative businesses in spaces with baseline renovation: ‘Build Your Own Black Experience’ (BYOBE).

Examples

Food Business Support

A group of complementary businesses (like the emerging food cluster around Centre Avenue) could be supported with all-ages attractions like entertainment venues. Live performances that attract younger and older residents are ideal for Centre Avenue given the age demographics of the Hill (in general, the neighborhood skews older than Pittsburgh’s average). Washington, DC’s, ‘Black Broadway’ on U Street demonstrates a combination of live jazz venues, nostalgic antique stores, and nightlife that supports the neighborhood’s iconic food businesses.

“Black Broadway” on U Street, Washington, DC

Washington, DC’s, U-Street corridor combines celebration of the city’s Black history with an active entertainment scene and historic food businesses like Ben’s Chili Bowl (right), which has been in the neighborhood since 1958. The district is anchored by Howard University and is full of Black-owned retail, restaurant, and specialty businesses. It features live jazz clubs as well as an African American Civil War Memorial and Museum.

Source: [Black Broadway on U](#)

Exhibit 9. U-Street “Black Broadway” in Washington, DC

Source: Bens Chili Bowl



Flexible Commercial Space & Active Storefronts

Creating lease-ready spaces for new small businesses can help uplift emerging Black entrepreneurs in the Hill District. In Baltimore, the Black-Owned and Occupied Storefront Tenancy (BOOST) program supported five new health and wellness businesses on Howard in the Market Center-Bromo Arts District with affordable leases as well as financial assistance for storefront renovation.

Healthy Howard Row, Baltimore

Baltimore's Downtown Partnership developed a Black-Owned and Occupied Storefront Tenancy (BOOST) program, which has helped cultivate a cluster of five wellness and health-themed businesses owned by Black women on Howard St. The program involved below-market-rate leases and up to \$50,000 of assistance per business with renovations, as well as financial, legal, and marketing training.

Source: [Baltimore Sun](#)

Exhibit 10. Howard St in Baltimore's Market Center-Bromo District

Source: Baltimore Fishbowl



District Branding and Cultural Heritage

Creating a distinct brand that celebrates Black culture and history of the Hill District can combine overarching plan goals in the Centre Avenue corridor. Austin, Texas, has undertaken a similar strategy in the city's Six Square District that both acknowledges past harms of redlining and celebrates the neighborhood's heritage.

Six Square District, Austin

Austin's Six Square District refers to the roughly 6-square-mile area of the city that Black residents were once forced into by racist redlining. The initiative rebrands the area as a place to celebrate Black culture and heritage by identifying key historic sites, providing bicycle tours, supporting preservation efforts, operating a gallery, and investing in emerging Black artists.

Source: [Six Square](#)

Exhibit 11. Mural in Austin's Black Cultural District

Source: Six Square



Vacant Lot Activation

Centre Avenue has underutilized vacant storefronts and empty lots, which could be leveraged for events and programs in the district. In Cleveland, a partnership with Kent State University implements short-term activities in vacant spaces that combine arts, entrepreneurship, and community gathering in a way that could be applied in the Hill District.

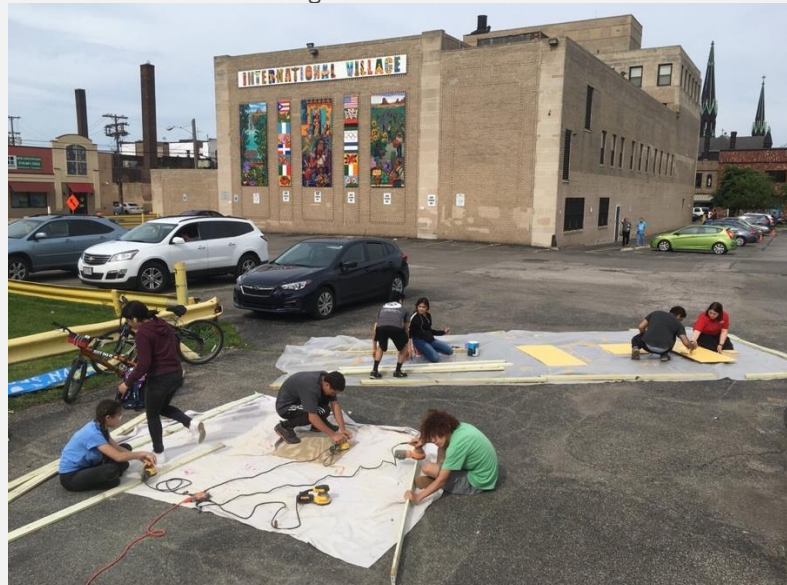
Case Study: Pop Up City, Cleveland

The Cleveland Urban Design Collaborative's series of activation events in vacant lots and spaces was supported by a combination of philanthropic foundations, urban designers, and Kent State University. Pop Up City created a series of short-term interventions in public space. One theme of the series was pop-up commercial space in vacant storefronts and adjacent lots and collaboration with youth to create fun, active spaces as part of their 'Making Our Own Space' (MOOS) project.

Source: [Kent State University](#)

Exhibit 12. Public Space Improvements in Buckeye, Cleveland

Source: Cleveland Urban Design Collaborative



Strategy 3: Enhance Centre Heldman Plaza

Centre Heldman Plaza is an important gateway into the Hill District and an anchor site along the corridor. As the upcoming sight of the Hill's new grocery store Salem's Market and Grill, it will play a significant role in attracting visitors to the area while providing an essential service to the neighborhood. The storefronts on the plaza's northern end face Centre Avenue, while the large parking lot is frequently used for visitors to the corridor. Considering the configuration of Centre Heldman and intentional improvements can contribute a great deal toward accessibility, safety, and connectivity.

Goal

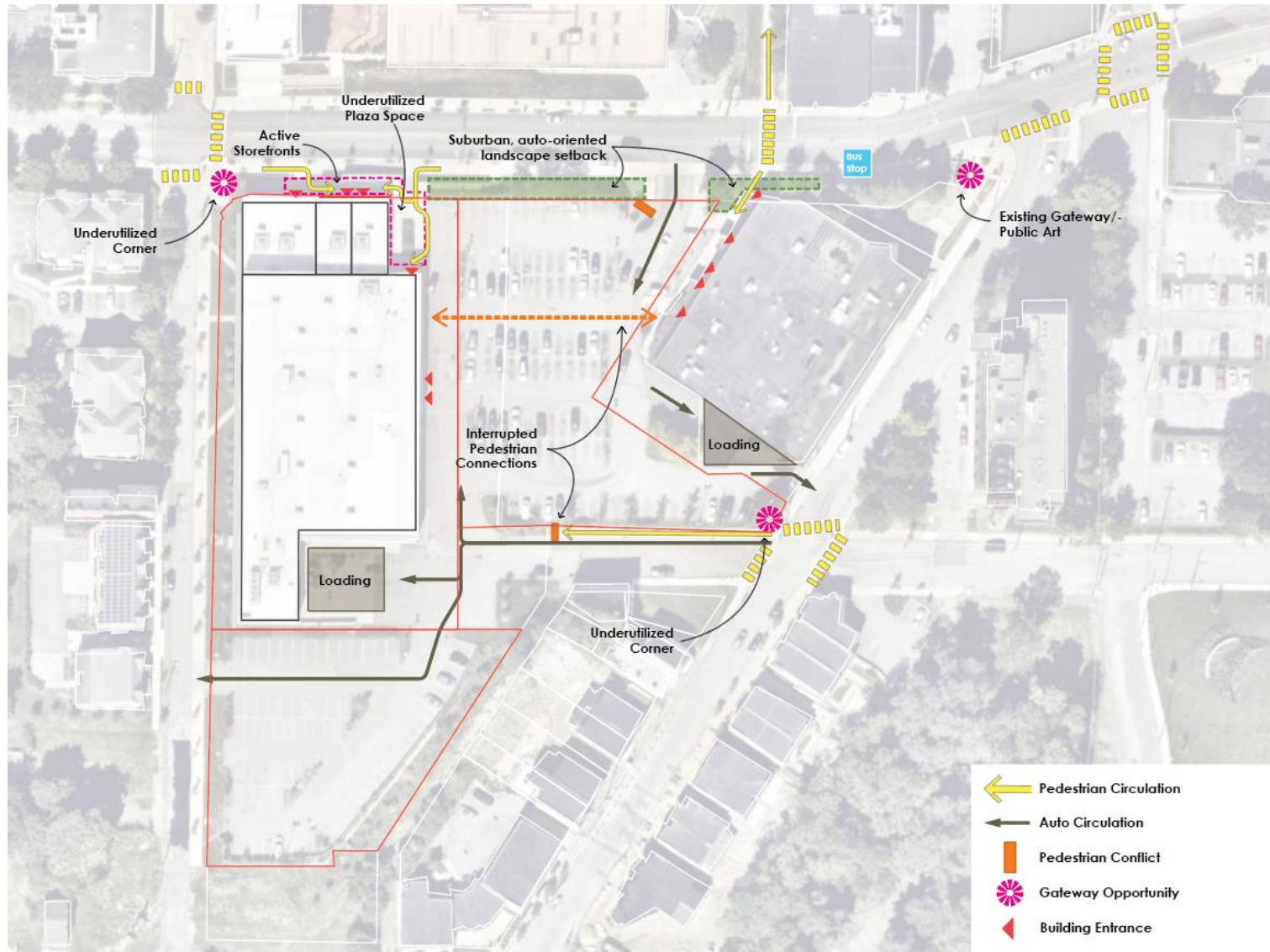
The goal for Centre Heldman Plaza is to create a strong gateway experience into the Centre Avenue district, prioritizing high-foot-traffic and active-use tenants fronting on the corridor. This aligns directly with the vision set forth in the 2015 Centre Avenue Corridor Redevelopment and Design Plan, which imagined this node as the front door to the Hill District. It identified commercial redevelopment in the plaza as an important area for future projects. Priority actions should improve the public realm to support local businesses and create outdoor gathering spaces. These should position the site for future phased redevelopment.

Challenges

The former tenant of the grocery store site struggled to succeed in this location and shuttered after only five years of operation when they were unable to meet the company's targets. Pulling in a wide enough market to sustain a large retail location is a key consideration for this area. Pedestrian connectivity, inviting streetscape, and accessibility are also critical public realm concerns for the plaza, particularly entrances facing Dinwiddie and Heldman Streets.

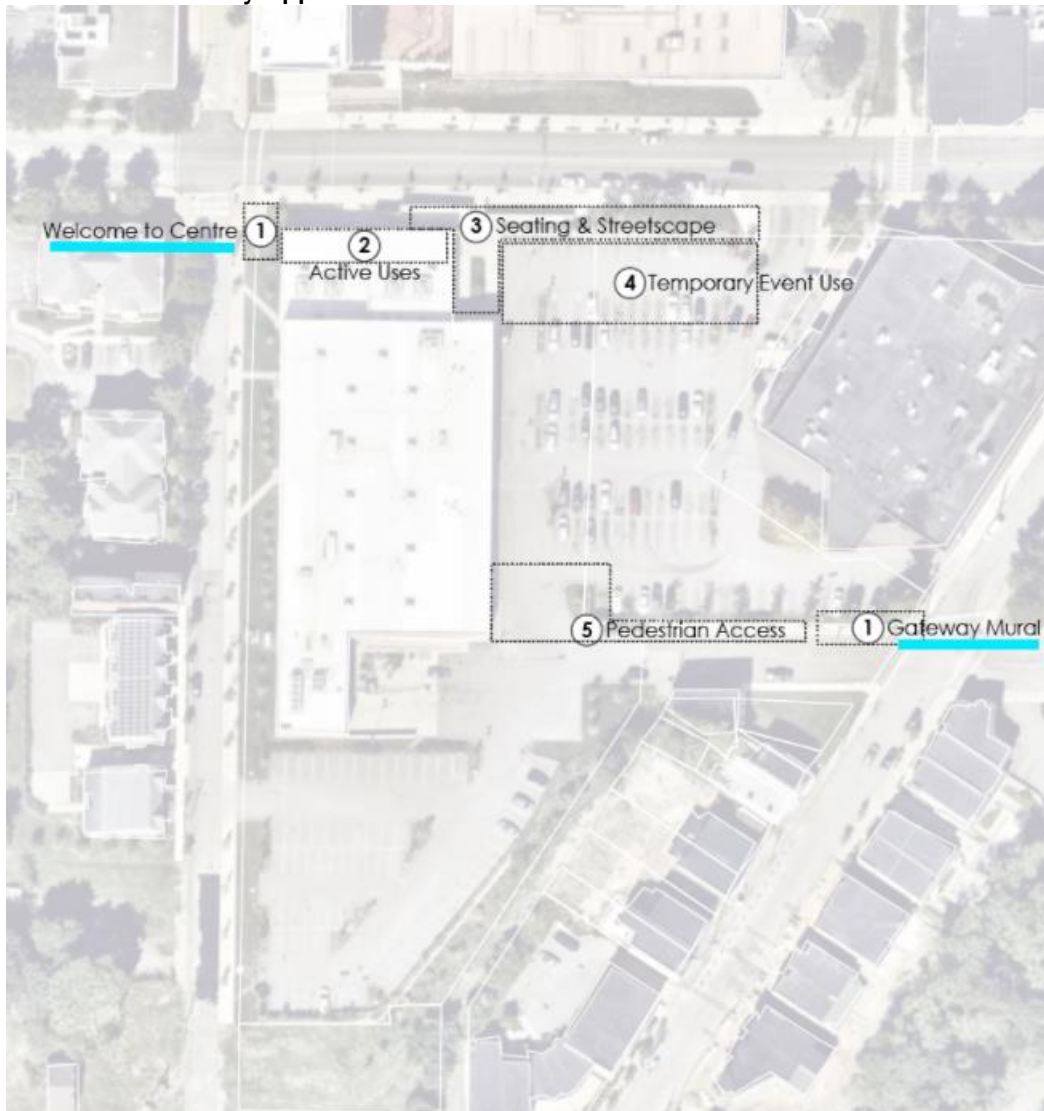
In 2013, the current incarnation of the Centre Heldman Plaza site brought an important economic anchor to the neighborhood in the form of a grocery store and new small commercial spaces. The site design is similar to other full-service grocery stores designed at the time, which reflected a suburban, auto-oriented approach to site elements like parking, store entries, and landscaped open space. As the Hill District continues to return to a more walkable, urban district with a vibrant commercial corridor, there are a number of opportunities to leverage the Centre Heldman Plaza as a stronger contributor to the quality of life of the corridor and the district. Exhibit 13 below summarizes some of the key opportunities for the site.

Exhibit 13. Centre Heldman Plaza Site Analysis



Actions

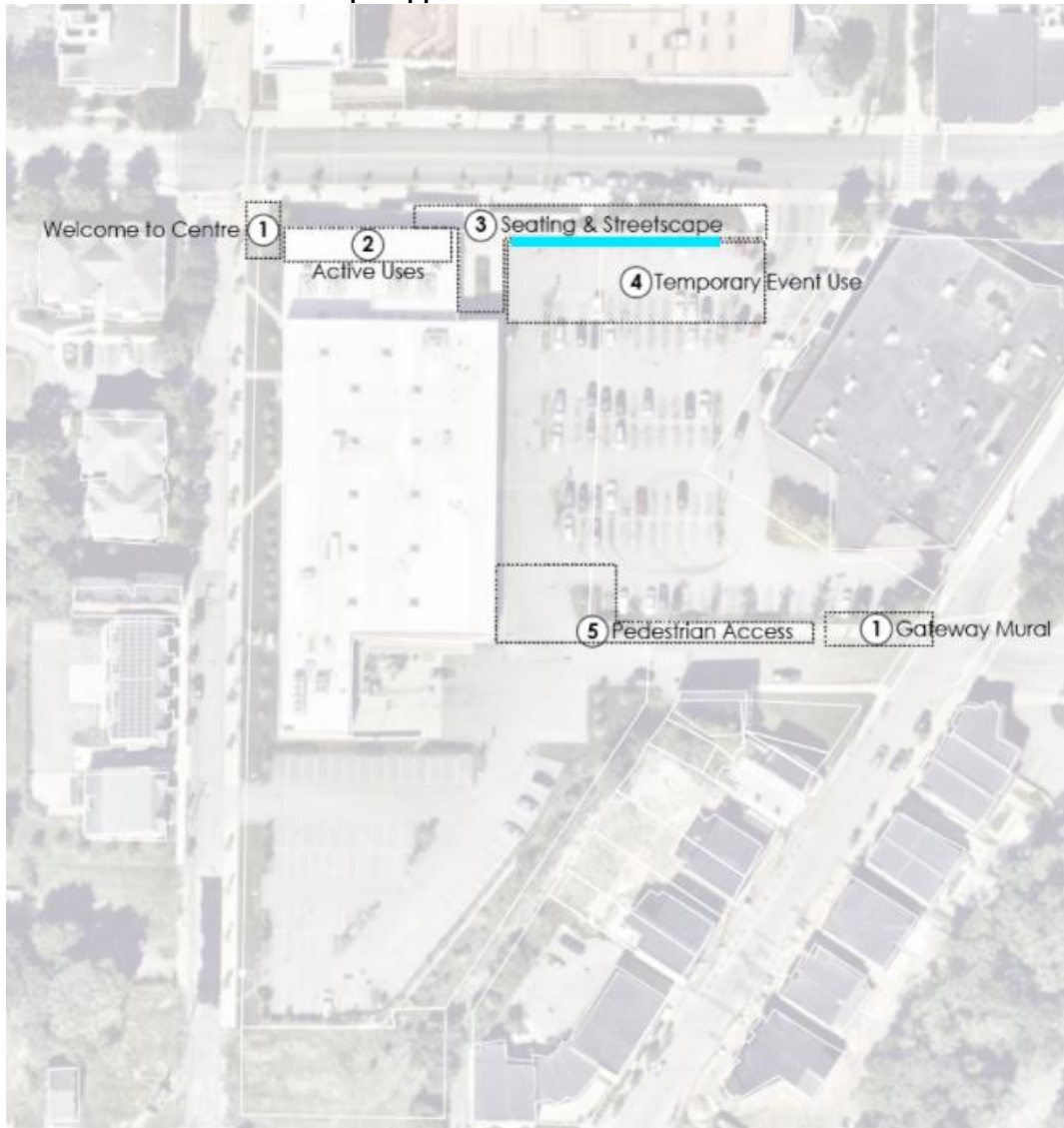
Exhibit 14. Gateway Opportunities and Precedents



ACTION: Create a strong gateway experience into the Centre Avenue Corridor.

As the most visible site as one enters from both Centre Avenue and Dinwiddie, the Centre Heldman Plaza site is well located to serve as a gateway to the Centre Avenue commercial corridor. There are two particular sites that can create this gateway experience. The first is at the northeast corner of Centre Avenue and Heldman, where signage and public art can announce the arrival into the corridor. The second is at Rose Street and Dinwiddie, where a retaining wall could provide a prominent opportunity for a mural along with additional streetscape improvements.

Exhibit 15. Active Streetscape Opportunities and Precedents

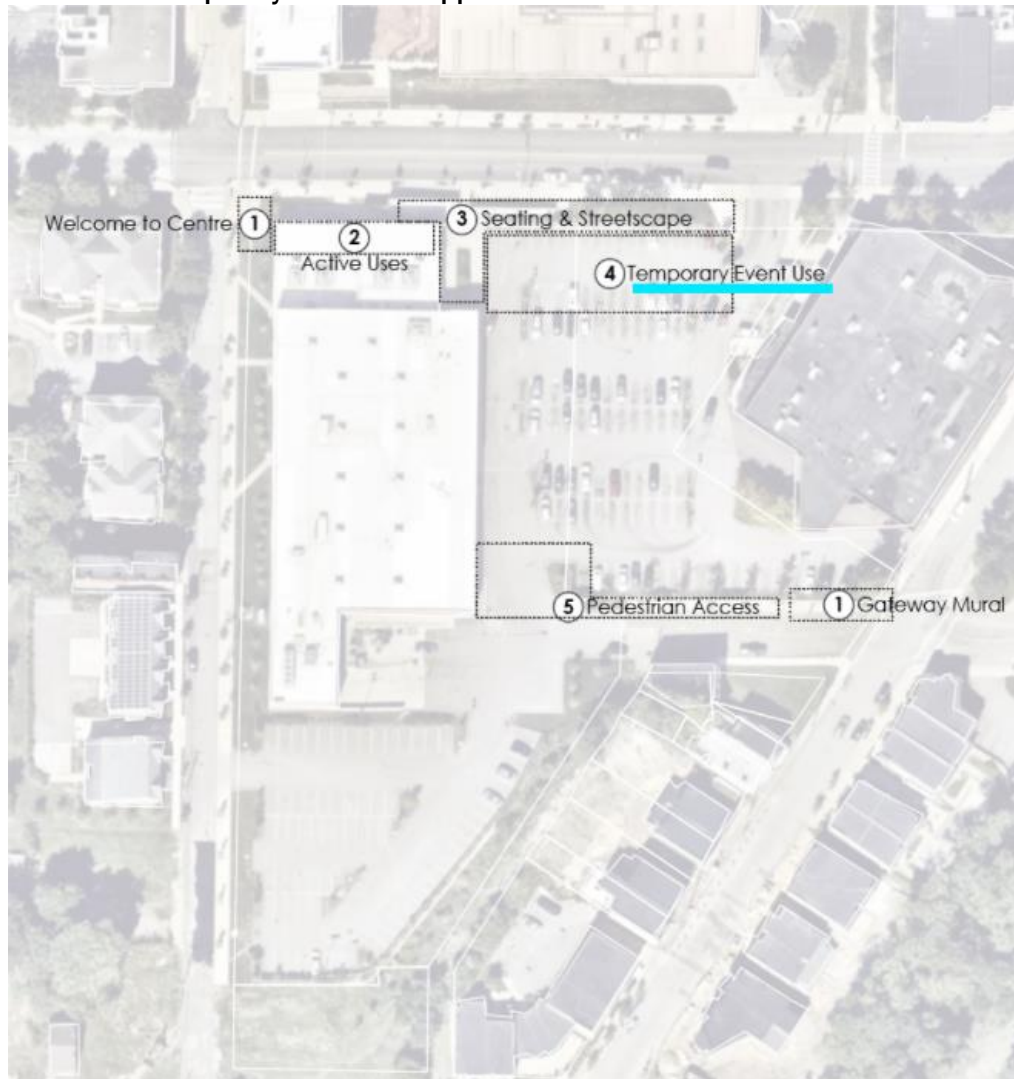


ACTION: Prioritize higher-foot-traffic, active-use tenants along Centre Avenue frontage. Both the remaining buildings and the legacy of the Centre Avenue business corridor reflect a walkable, pedestrian-oriented approach to the corridor. This approach is affirmed in the Greater Hill District Master Plan from 2011 and the 2015 Centre Avenue Corridor Plan. Where Centre Heldman Plaza has street-facing spaces, those can be prioritized for tenants that can support higher foot traffic and active uses. This is a long-term strategy that shouldn't displace existing tenants but provide a framework for recruiting future tenants as spaces become available. Examples of these types of tenants could include:

- Cafes/small food and beverage businesses
- Retail and other home goods
- Arts and culture or other civic storefronts

ACTION: Create seating and a streetscape transition that invites people in and supports local business. Today the streetscape at the Centre Heldman Plaza consists of passively landscaped areas and underutilized sidewalk space. The frontage of the site along Centre Avenue can become a people-oriented public realm that provides seating and landscaping that invites people into the site. Within the ROW, the sidewalk can be programmed with seating within the furnishing zone, street trees, and other elements that support the pedestrian oriented commercial character of the street, including new and existing food-based businesses. The Centre Heldman Plaza site can coordinate with this new streetscape by converting passive open space into occupiable spaces with cafe seating and other elements that encourage people to gather and linger.

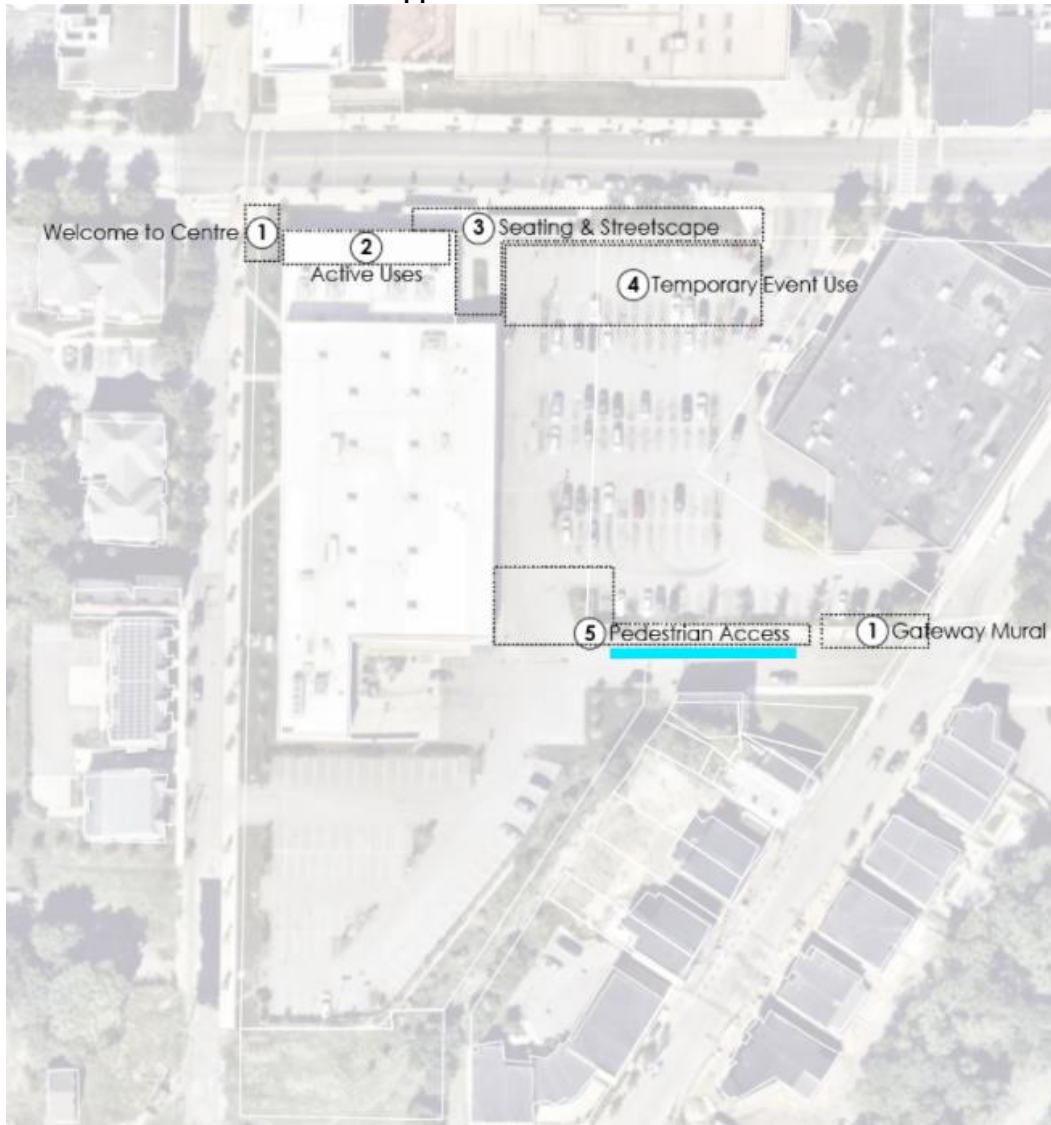
Exhibit 16. Temporary Event Use Opportunities and Precedents



ACTION: Gradually introduce a portion of parking for larger temporary events, eventually adding paint, material changes, or other markers.

Parking is one of the principal uses of the site today. While parking will likely continue to be important for the foreseeable future, there are opportunities to repurpose some of that space during special events. These temporary events can be part of a gradual process of repurposing space by introducing new paving patterns, paint, or other material changes that allow for parking when needed but also utilize the space for other community uses in the future. These changes should initially be introduced adjacent to the streetscape improvement recommended in Strategy 3 and be gradually extended.

Exhibit 17. Pedestrian Access Opportunities and Precedents



ACTION: Improve the pedestrian connection from Dinwiddie Street and Rose Street to the Grocery Store. For many, Centre Avenue is the primary connection to the grocery store site, but Rose Street is another important connection for visitors coming from Dinwiddie Street. Today, the sidewalk along Rose Street terminates abruptly, creating a pedestrian conflict with vehicular traffic within the site. Along with the mural gateway improvement, improvements to the intersection at Dinwiddie and Rose Street as well as a continuous pedestrian connection to the grocery store entrance will activate this portion of the site and improve pedestrian safety. This will require partnership between the City and the Centre Heldman Plaza site ownership to create a continuous connection.

ACTION: Negotiate parking solutions. With the addition of Salem's Market there will be increased demand for parking in Centre Heldman Plaza, which is currently used by many people going to other destinations on Centre as a convenient parking location. It will be necessary to negotiate a solution for parking by increasing communication with businesses and nonprofits. This conversation should be in tandem with DOMI's upcoming parking study.

Examples

Gateway Features



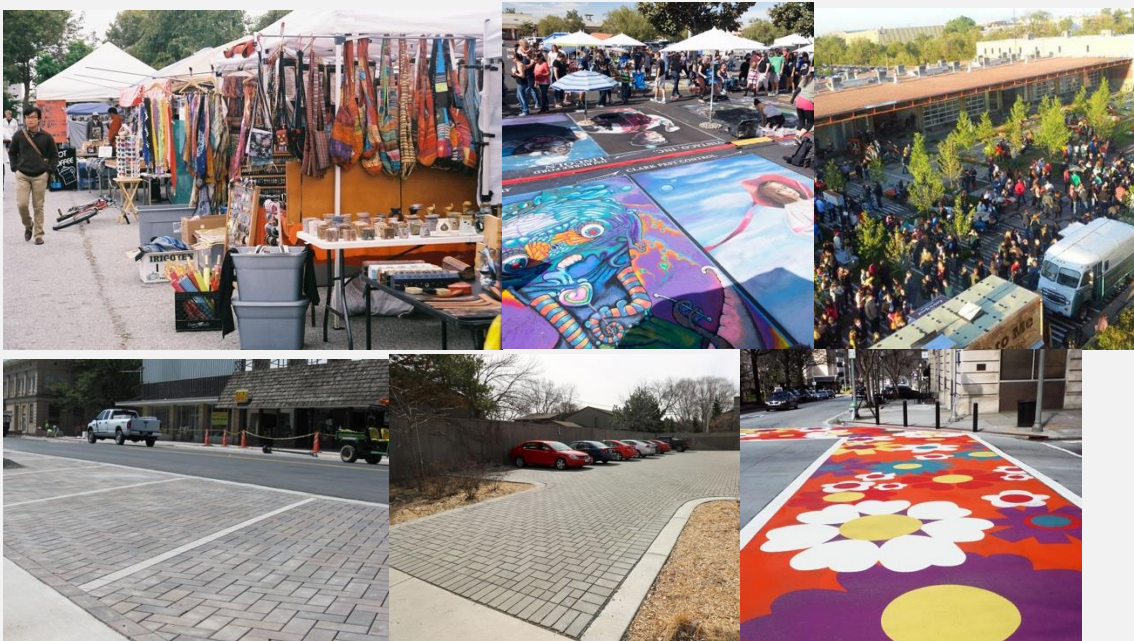
Pedestrian Access



Active Streetscape



Temporary Event Use



Strategy 4: Consider Long-Term Development in Centre Heldman Plaza

South of the grocery store site slated to become Salem's Market and Grill, there is a triangular parking lot area that could hold potential for long-term redevelopment on Heldman and Reed. The parking area is part of the Centre Heldman Plaza parcel owned by the URA and is included in the Commercial Planned Unit Development zoning designation (Appendix B). Just below this parking lot the URA owns a separate vacant lot on Reed Street.

Goal

Current plans should anticipate the potential to activate underutilized space within Centre Heldman Plaza in five to ten years if current efforts successfully sustain their momentum. Looking ahead toward what these parcels could be in the future can facilitate a direction for interim events and uses. Long-term options should also consider the timing of the new Reed-Roberts development and integrate input from these future residents.

Challenges

Anecdotally, the southern triangular section of the Centre Heldman parking lot sees less use than other areas closer to the entryways of the grocery store and strip of commercial storefronts to the eastern side of the plaza. A targeted observation of parking in the plaza could reveal whether the land would be better used for another function. As activity picks up with Salem's Market, the site may become a needed area for vehicles or signal higher potential for complementary development. It has a wide range of potential uses given its commercial zoning designation; those which would be most market supportive are identified below. However, the parcel just below the lot may need to be assessed for geotechnical or brownfield constraints.

Actions

- **Long-term uses for adjacent City-owned properties.** On the southern end of the Centre Heldman parking lot there is a triangle-shaped extension of the lot and a vacant property just outside of its boundaries, which are owned by public entities. Once Salem's Market is operational, alongside the URA, it should assess whether this extension of the lot is being utilized by the market. If not, this space and the adjacent lot could be considered for new uses that activate this space. It will also be adjacent to the new Reed-Roberts housing development with a potential uptick in foot traffic going through the Heldman Street entrance. The vacant lot will also likely need to undergo a geotechnical assessment before solidifying any plan
- **Evaluate market supportive uses.** Track the progress of current and upcoming food-related business projects along Centre Avenue, including the New Granada and Sankofa Square food halls, Salem's Market deli space, and eateries in the shopping strip on the opposite side of Centre Heldman Plaza. Conduct a follow-up sales leakage analysis once

they have been operational for five years. If there is still unmet demand for food services and drinking places, consider microrestaurants or a food cart cluster for the parking triangle.

- According to the Opportunities and Constraints report, consumer spending and retail leakage is occurring across nearly all community and neighborhood-serving retail categories in the Hill District. The exception is for gasoline stations (primarily the Sunoco station located in the Middle Hill). Food and beverage (\$10.8 million), general merchandise (\$8.8 million), and food service and drinking places (\$4.6 million) are key sectors where the Hill District is losing out.
- In addition to the unmet demand for a grocery store, it is likely that Salem's Market will capture demand for general merchandise and health and personal care. There are also several plans for food-related development along Centre Avenue, including the New Granada food hall and Sankofa Square Smokehouse. However, market leakage analysis shows that an estimated 10,000 square feet of restaurant space could be supported by existing demand in the district, which could mean between ten and fifteen new restaurants (Exhibit 9).
- **Allow for interim uses.** Prior to investment in a new building, the triangle site could be an outdoor community events hub in the interim period. There are already events held in Centre Heldman, such as Roller Sk8 Connection and tabling with Catapult PGH. Moving events to this area of the site could draw activity more evenly across the plaza and prevent disruptions to vehicles once the grocery store is operational.
- **Engage with future residents of Reed-Roberts development.** If there is **not** remaining unmet demand for food businesses, other options could be explored for these sites. Salem's Market and Grill may need additional space for expansion in five years, in which case these areas could be considered for storage or other auxiliary uses as a part of their lease. Alternatively, new demand may arise from the new Reed-Roberts housing development. In addition to existing residents around Centre Heldman Plaza, occupants of this new housing development should have input about any redevelopment, particularly if it requires revisiting the RM-M zoning in the currently vacant lot.
- **Create a set of conditions to activate an RFP process.** Establishing conditions that would activate an RFP process could clarify the timeline and goals for these vacant or underutilized sites. These conditions could include:
 - If Salem's Market remains steadily operational.
 - If Salem's Market indicates the ability to increase business growth with utilization of the additional parcel.
 - If the Reed-Roberts housing development site is complete and occupied.
 - If there is still unmet demand for uses identified (food and beverage, general merchandise, etc.)
 - If there is capacity for a geotechnical analysis of the vacant lot site.

Appendix A. Background Documents

Exhibit 18. Existing Plans for Centre Heldman Site - Timeline and Implications

	Economics	Design	Overall
Greater Hill District Master Plan (2011)	- Centre Ave Business District Initiative between Devilliers and Kirkpatrick - Concentration of economic development efforts to strengthen corridor	- Centre View strategy to strengthen north-south pedestrian connections, maximize views, and concentrate mixed uses - Centre Ave location for Hill History Center, wayfinding, and signage	Renewal of Centre Ave as a great “main street,” which is a key feature of Economic Empowerment and Commercial Development goals.
Hill District Vacant Property Strategy (2013)	URA held vacant properties strategically located near Centre Ave. Business District will be vital to redevelopment	Adjacent stretch of Centre between Kirkpatrick and Junilla is an opportunity for a future gateway to business district	Significant development of Centre Avenue Business District should be supported with URA vacant properties and adjacent housing.
Centre Ave Corridor Plan (2015)	- Growing entrepreneurial community around Centre - Future destination areas for commercial activity - Variety of future programming to support businesses - Mixed-uses to create a ‘critical mass’ that draws in users from the neighborhood, adjacent areas, and region	- Heritage & Greenspace Walks of small and connected sites, common signage, and branding - Mixed-use buildings with ground-floor retail and upper-floor residential - Cultural institutions and amenities to activate plaza - Renovation of existing historic buildings - Centre-Reed intersection as a gateway - Catalytic projects include Opportunity Square Community Garage, New Granada Theater, Heritage Square	Desire to connect residents, welcome visitors, uplift small business, and catalyze development. Three key centers along corridor intersections: Centre of Culture (Dinwiddie), Centre of Opportunity (Kirkpatrick), Centre of Cultivation (Reed)
Hill House RFQ (2019)	Required commitment to use the sites for the benefit of the community	Required continued use of Hill House’s current space for two years	Four sites on Centre must be developed in line with existing plans and benefit the community.

	Economics	Design	Overall
	Required alignment with the GHDMP	- Required alignment with Centre Ave Corridor Plan - Easement must be obtained on adjacent lot	
Avenues of Hope RFP (2021)	\$3.9 million for investment that supports Black-owned business and aligns with GHDMP and Corridor Plan	- Partnerships to rehab vacant and idle spaces on Centre 162 vacant lots and 8 structures included in plan	Laying foundation for development of vacant and idle properties for commercial, residential, and office space.

Greater Hill District Master Plan (2011)

The 2011 plan lists the renewal of Centre Avenue as a great “main street” as its Economic Empowerment and Commercial Development goal. Strengthening Centre Avenue as a commercial center is likewise listed in a checklist for project market viability. The Centre Avenue Business District Initiative includes delineating Centre between Devilliers and Kirkpatrick Streets as a special business district. The plan also suggests economic development efforts, physical improvements, streetscape enhancements, and programming like a Centre Avenue Street Fair. Additionally, “the success of this strategy depends on having a concentration of businesses along this portion of Centre Avenue and sufficient nearby residential density in order to draw customers. With too much nearby competition, demand may be diluted and both locations may suffer” (60). Centre View is a related proposal, which includes design principles that strengthen north-south pedestrian connections, maximize access to views, and build higher density and mixed uses on Centre.

Exhibit 19. Centre View Concept Map

Source: Greater Hill District Master Plan (2011)



Hill District Vacant Property Strategy (2013)

This vacant property strategy names the Centre Avenue Business District as a key area because of its relevance to the Hill District Master Plan and “significant new development” (5). The plan recognizes that the URA holds strategically located property “where public ownership will aid in realizing proposals in the Hill District Master Plan” (10). It examines the area between Centre Avenue and Webster just east of Devilliers Street to Kirkpatrick. Nearby, the plan also identifies Centre between Kirkpatrick and Junilla Streets as an area of concentrated vacancy and an opportunity for a future gateway to the adjacent business district.

Exhibit 20. Centre Avenue Business District Area Map

Source: Hill District Vacant Property Strategy



Centre Avenue Corridor Redevelopment and Design Plan (2015)

This plan lays out the history of Centre Ave, background of recent planning efforts, process used to arrive at its framework, and recommendations for redevelopment and design on Centre between Dinwiddie and Reed Streets. It uses a design approach of three distinct areas to realize specific goals for the corridor—the Centre of Culture, the Centre of Opportunity, and the Centre of Cultivation. These areas are connected to design principles intended to facilitate greater social and commercial activity. They are respectively located at Centre’s intersections with Dinwiddie (Culture), Kirkpatrick (Opportunity), and Reed Street (Cultivation). Each site employs a combination of urban design principles and specific catalytic projects, including the New Granada Theater, Heritage Square, Opportunity Square, and a Community Garage.

A 2014 market study called the Commercial Potential Analysis: Centre Avenue Corridor/ New Granada Theater developed by Griffin Consultants (Griffin) and Development Economics (DE) was also summarized in the report. This included attention to Adjacent Development Districts (ADDs) in the Lower Hill and Uptown as well as Oakland, which may benefit Centre Avenue with connections. This summary also reports favorable trends for new housing and commercial services, as well as favorable trends for mixed-use development opportunities. The analysis finds that “a sustaining force supporting both retail and commercial development in the Hill District will be the growth in and changing characteristics of residents over the short term.

Reversing years of decline, recent data indicate positive growth in housing units and, therefore, population” (36).

The plan also employs a phasing strategy beginning with anchoring and activation projects in 0-5 years, infill and populating activities in 5-7 years, and major projects in 7-10 years. Activation opportunities in the plan are outlined in a matrix that measures their specificity to the district’s identity and frequency. This matrix identifies uses that appeal to adjacent communities, regional communities, and interior growth. The end section of the plan advocates for the creation of a dashboard tool to give a visual representation of metrics and progress for projects that would allow the community to direct and prioritize actions.

Exhibit 21. Centre Avenue Development Proposals

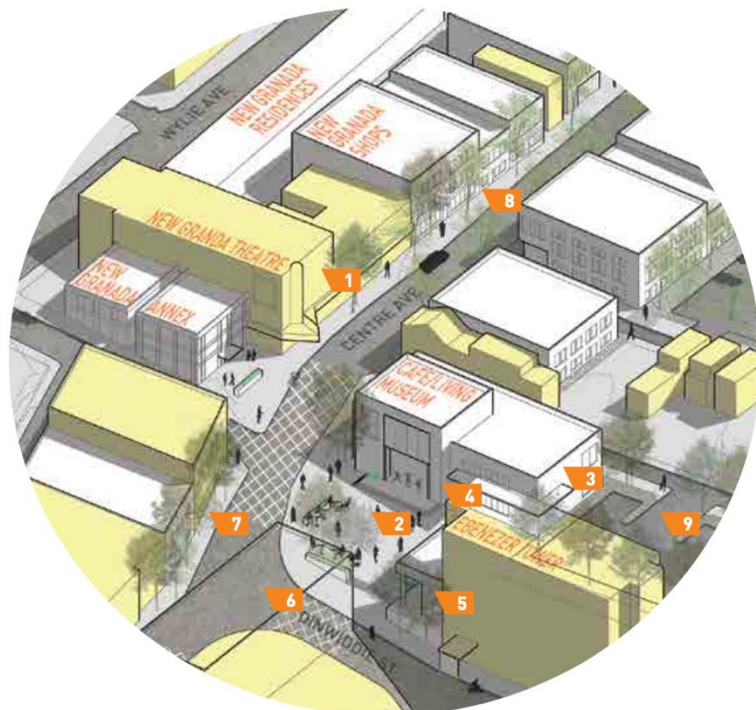
Source: Centre Ave Corridor Redevelopment and Design Plan

CATALYTIC PROJECT NEW GRANADA / HERITAGE SQUARE

The New Granada / Heritage Square project will house cultural institutions that will become the gateway to the Hill. The New Granada Heritage Square will become:

- a highly visible entry landmark and cultural icon for the Hill
- a place for generations to meet daily
- a place for day/night performances and special events
- supportive of each other and an emerging restaurant/hospitality scene
- provide clarity to the intersection and spur adjacent development

- 1 New Granada Theater
- 2 Heritage Square
- 3 Living Museum (upper levels and rear)
- 4 Cafe/bookstore/stage (first floor)
- 5 Ebenezer Tower “Front Porch”
- 6 Reconstructed intersection
- 7 Renovated buildings with street entrances
- 8 Restaurants/hospitality, New Granada Square Shops & Residences
- 9 Phased Parking Strategy: Surface Parking, then Structured Parking

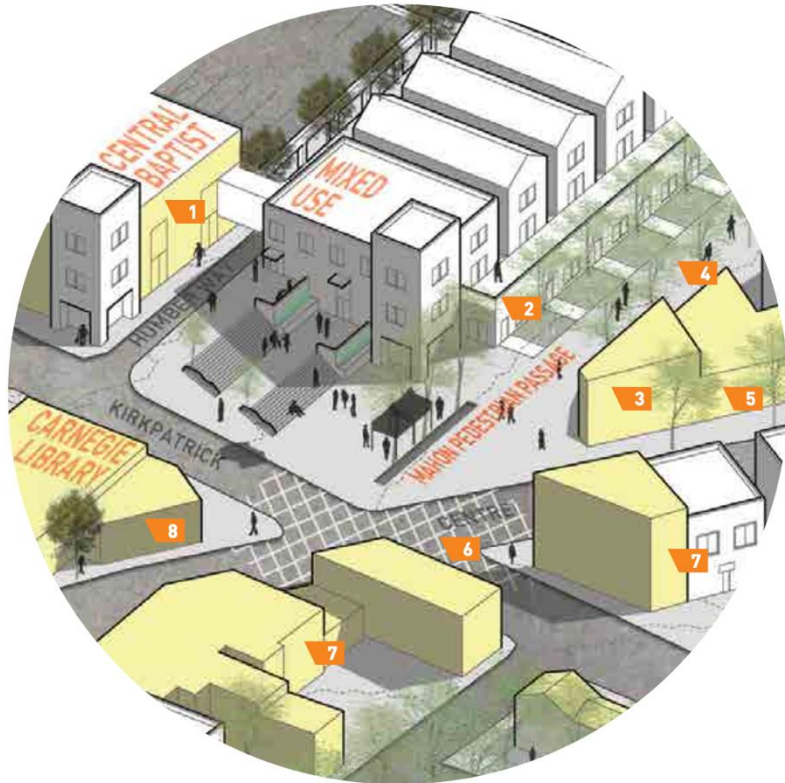


CATALYTIC PROJECT OPPORTUNITY SQUARE

The Centre of Opportunity has two diverse strategies: the long term development of Opportunity Square and the ongoing restoration of the historic fabric and infill. Opportunity Square is the major catalytic project at Centre and Kirkpatrick and is aligned with Central Baptist's long term plans to develop their properties. Together with an emphasis on small scale redevelopment of historic properties, the projects will:

- Activate existing structures around a new plaza
- Improve safety at the intersection
- Create places for businesses to thrive with local community support but also attract visitors with unique offerings
- Allow for the generation of local wealth with projects and programs to attract small businesses and to cultivate entrepreneurial activity
- Preserve small scale heritage structures, building on the neighborhood's identity and allowing for diversity of investor size

- 1 Renovated Central Baptist (rear)
- 2 Mixed use building / institutional
- 3 Mixed use building / retail
- 4 Pedestrian passage
- 5 Historic storefront
- 6 Reconstructed intersection
- 7 Renovated buildings
- 8 Carnegie Library

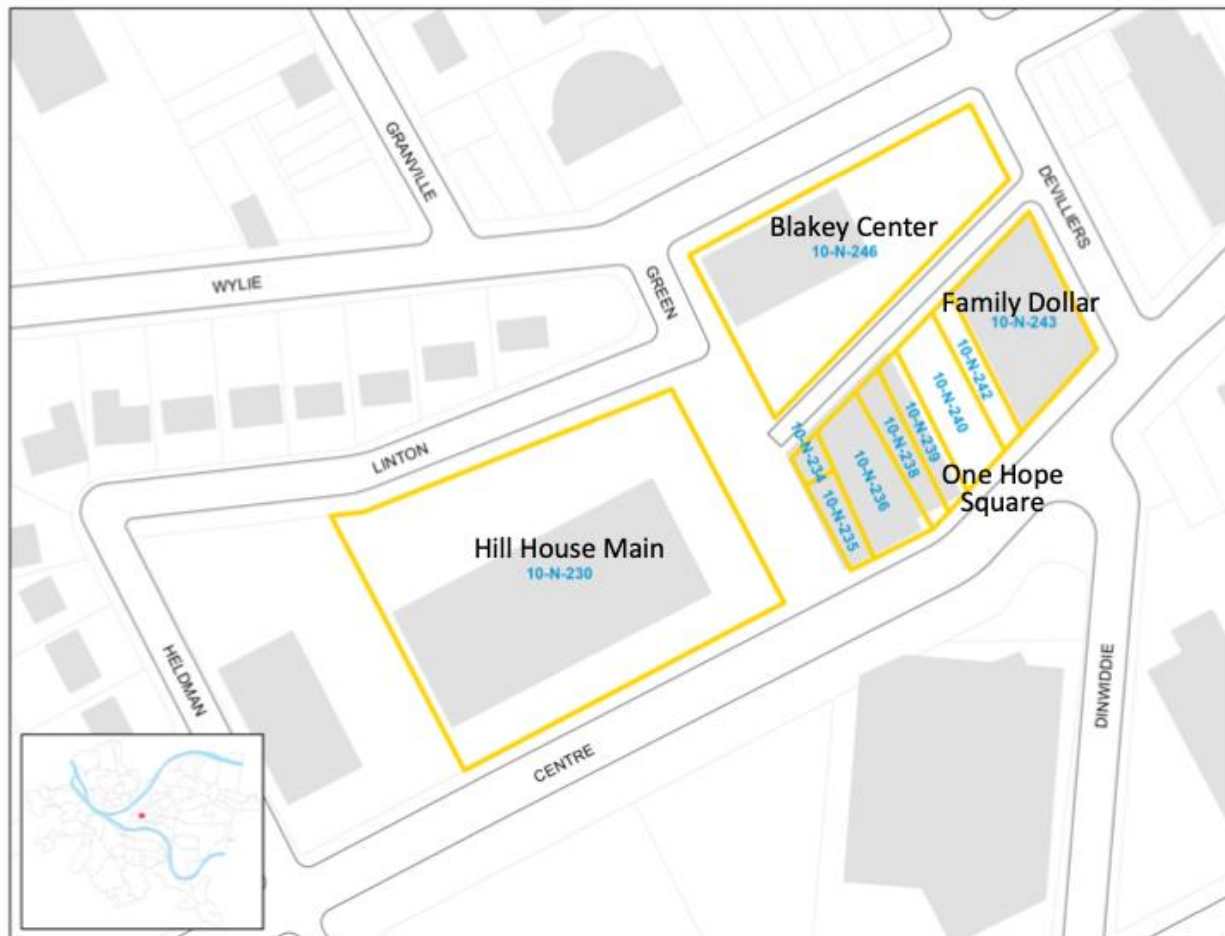


Hill House Association Scattered Sites RFP (2019)

This request for proposals for four sites on Centre was put out on behalf of the Hill House Association by the URA, working as technical advisors to identify developers. The sites include Hill House Main (1835 Centre Avenue), Blakey Center (1908 Wylie Avenue), One Hope Square (1901-1915 Centre Avenue), and Family Dollar (1917 Centre Avenue) between Heldman and Devilliers. The document stipulated that the developer obtain an easement on an adjacent parcel and allow Hill House to continue using its current space for two years at no cost. In addition to selection criteria based on ability/intent to purchase and maintain the properties, the RFP specifically listed commitment to continue using the properties for the benefit of the community and that future development plans conform with the requirements of the Greater Hill District Master Plan and the Centre Avenue Corridor Redevelopment and Design Plan.

Exhibit 22. Map of Scattered Sites on Centre

Source: Hill House Association RFP



Avenues of Hope Business District Strategies (2021)

Avenues of Hope is an initiative of the URA to revitalize neighborhood commercial corridors and support Black-owned businesses; centers of Black arts and culture; mixed-use, transit-oriented, and pedestrian-friendly built environments; and education, health-care, senior care, recreation, and human supportive services. The URA's investments in Centre through the Avenues of Hope so far have included the Centre Heldman Plaza as well as the Thelma Lovette YMCA and Carnegie Library of Pittsburgh Hill District Branch. It plans to help transform 170 vacant properties and use \$3.9 million in overall investment to support the GHDMF and Corridor Plan.

Appendix B. Triangle Site Details

Exhibit 23. Parking Triangle and Vacant Lot on Heldman and Reed

Source: Google Earth

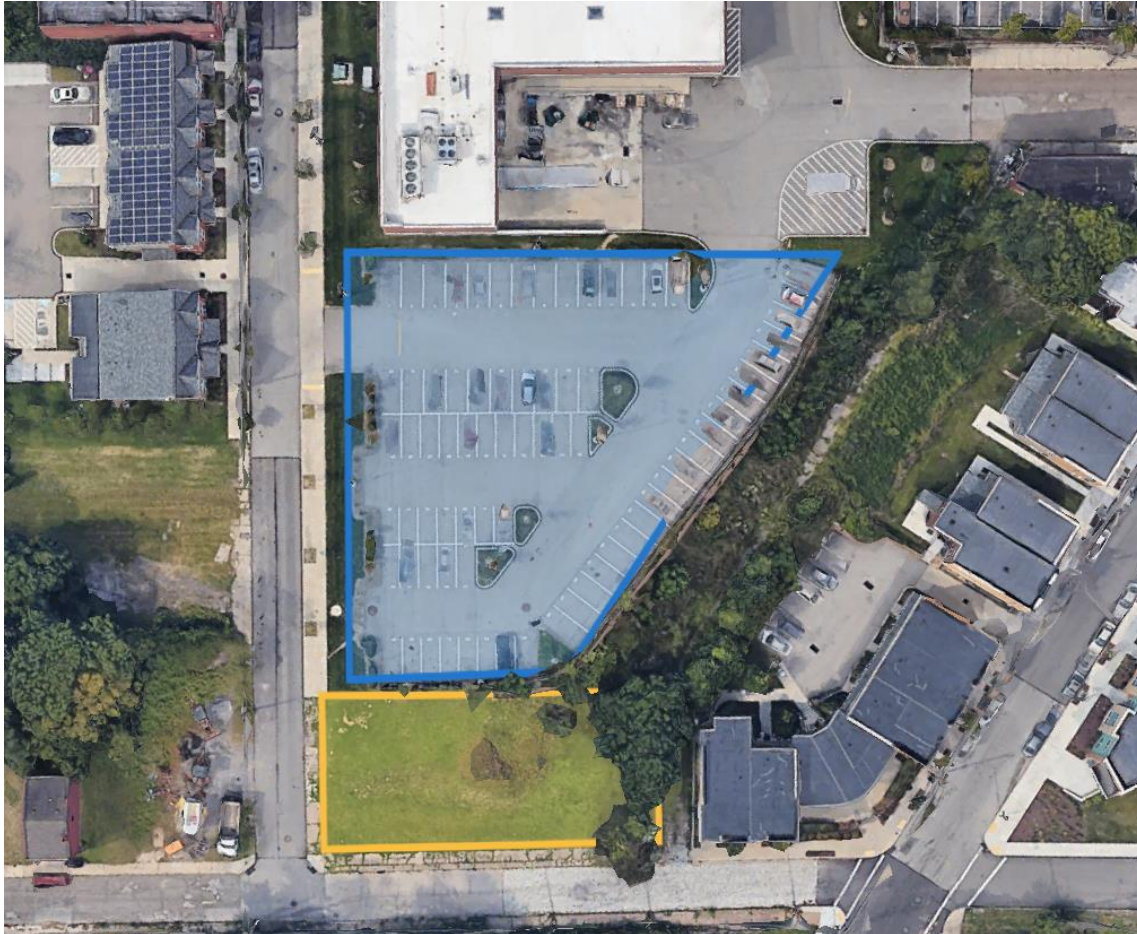


Exhibit 24. Basic Information: Lot 11-A-123000 (“Triangle Site”)

Lot Size	112,115* sq ft (~20,000 for parking triangle)	Owner	Urban Redevelopment Authority
Height Limit	45 ft (max. three stories)	FAR Limit	2:1, same as underlying LNC zone
Last Sale	11/22/2019*	2021 Assessed Value	\$10*
Open Space Req.	At least 20% of CH Plaza must remain ‘Open Space’		
Zoning Designation	CP–Commercial Planned Unit Development (same as all of CH Plaza)		
Allowed Uses	All permitted by right under HC may be approved by Planning Commission: Agriculture, assisted living, animal care (limited), art or music studio, bank or financial institution, bed and breakfast, childcare, club (limited), community center, cultural service (limited), laboratory or research services (limited), library, medical marijuana dispensary or growing/processing facility, medical office or clinic, nursery, office, parks and recreation, indoor or outdoor recreation/entertainment, recycling collection station, religious assembly, restaurant, retail sales/services, safety service, car service station, utility (limited), vehicle/equipment repair or sales, vocational school, warehouse (limited), and residential storage.		

*Lot size, last sale, and assessed value are for the entire parcel, not only the southern portion

Exhibit 25. Basin Information: Lot 11-A-00151 (“Vacant Lot”)

Lot Size	8,169 sq ft	Owner	Urban Redevelopment Authority
Height Limit	55 ft (max. four stories)	Setback	25 ft. front, rear & exterior side yard; 10 ft interior side yard
Last Sale	2/24/2009	2021 Assessed Value	\$81,700
Open Space	None		
Zoning Designation	RM-M—Multi-Unit Residential Moderate Density		
Allowed Uses	Single-family attached and detached, duplexes, triplexes, multifamily, assisted living (class A), childcare		

Exhibit 26. Full Parcel for Triangle Lot Site

Source: Allegheny County Real Estate Portal

