Centre District
Plan Update

May 15, 2019

Gensler
Meeting Agenda

INTRODUCTIONS

CCIP FOCUS AREA IMPLEMENTATION

MASTER PLAN & MIXED USE

RESIDENTIAL PLAN

BREAKOUT SESSION / OPEN HOUSE
Partners and Consultants

CCIP Executive Management Committee

Intergen

Pittsburgh Penguins

The Buccini / Pollin Group

Labor and Contracting Team

OHM

Jones Lang LaSalle

Dunham reGroup

Gensler

Masterplanning Analytics Brand

Mahan Rykiel & Associates

Landscape Architecture

Michael Baker

Civil Engineer

The Edge Group

Gateway Engineers

Hatch Engineers
About the Buccini Pollin Group

WE ARE MIXED-USE DEVELOPERS

BPG ACQUIRES, DEVELOPS, LEASES, AND MANAGES ITS COMMERCIAL PORTFOLIO

5 MILLION SF OF OFFICE/RETAIL
MORE THAN 40 HOTELS ACROSS THE USA
2,000 MULTIFAMILY HOUSING UNITS
SPORTS AND ENTERTAINMENT VENUES
About Intergen

WE CREATE COMMUNITIES THAT CHANGE LIVES

REVITALIZING NEIGHBORHOODS WHILE PROVIDING ECONOMIC OPPORTUNITY

ENHANCING THE QUALITY OF LIFE FOR ALL RESIDENTS
Gensler Experience in Pittsburgh

Context Experience in Pittsburgh

20M
20 million
Square Feet
50
50 Projects Overall

7
7 Active Projects
1
1 Airport

MAY 2019 PAGE 6 CENTRE DISTRICT PUBLIC MEETING
Community Collaborative Implementation Plan - Committee

LOWER HILL WORKING GROUP

Councilman Daniel Lavelle
Hill Community Development Corporation
Capital Solutions for Community Reinvestment
OLMEC Development Company
Urban Innovation 21
Minority and Women Educational Labor Agency
W Blazer Holdings
United Steelworkers
Hill District Ministers Alliance

CCIP EXECUTIVE COMMITTEE

Daniel Lavelle
Kevin Acklin
Majestic Lane
Glenn Grayson Jr.
Marimba Milliones
Dale McNutt
Glenn Mahone
Kimberly Slater-Wood
Irv Williams

PARTNERS

Pittsburgh Arena Real Estate Redevelopment LP
Allegheny County
City of Pittsburgh
Urban Redevelopment Authority
Sports & Exhibition Authority
Seven Community Collaboration & Implementation Plan Focus Areas

- Job Creation, Local Inclusion and Workforce Development
- Minority/Women Business Enterprise (M/WBE) Inclusion
- Inclusionary and Homeownership Housing Programs
- Communications, Reporting, and Tracking
- Wealth Building Initiatives
- Culture and Community Legacy Initiatives
- Coordinated Community Development Strategies
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SPORTS AND ENTERTAINMENT VENUES
Notable People and Places

AUGUST WILSON
A playwright that spent his childhood living on Bedford Ave, Wilson won two Pulitzer prizes for Drama for his work on a series of plays about the African-American experience in the 20th century.

NEW GRANADA THEATER
Now on the National Register of Historic Places, the New Granada Theater was a movie theater and music club that hosted many Jazz talents.

CHARLES “TEENIE” HARRIS
Born to Hill District hotel owners in the early 1900’s, Harris made a name for himself as the photographer for the Pittsburgh Courier. He took over 80,000 images during his career and focused on life in Pittsburgh’s black neighborhoods.

CRAWFORD GRILL
Crawford Grill was a popular jazz club that opened in the 1930’s. It hosted jazz talent from around the world and served as a frequent spot of interracial interactions.
"THE CROSSROADS OF THE WORLD"

Coined by poet Claude McKay, Lower Hill earned this nickname in recognition of its robust jazz scene and melting pot of nationalities. Lower Hill was the place to be in the early 1900s as people packed venues on Centre and Wylie Avenue all night long.
The Centre of Culture is the front door to the Hill, highly visible and with unique attractions and amenities that bring visitors from the two rapidly growing neighborhoods next door and from the region.

The Centre of Opportunity is the heart of the entrepreneurial community in the Hill. Its strong character is built on the historic buildings that invite small businesses, shops, cafes, galleries, and others to own or rent space.

The Centre of Cultivation is a place to learn and to do, where things are grown, restored, and made. It is a place of production, where the do-it-yourself spirit reigns, and all share in teaching and learning.
Previous Plans

**BIG MASTER PLAN STUDY - 2015**

**PRELIMINARY LAND DEVELOPMENT PLAN**

**ILLUSTRATIVE MASTER PLAN 2014**

**GREATER HILL DISTRICT MASTER PLAN - 2011**

**GREENPRINT 2009**

**MASTER PLAN FRAMEWORK**

- Commercial
- Mixed-Use / High Density Residential
- Residential
- Educational Institutions
- Religious Institutions
- Open Space
- Public Streets
- Kirkpatrick Recreational Trail
- Sidewalks
- Streetscapes
- Community Resources
- Gateway
- Hospital
- Citi Bike Rapid Transit

**GREATER HILL DISTRICT MASTER PLAN - 2011**

- **Lower Hill**
  - Redevelopment of Lower Hill involves re-purposing and re-developing utilitarian infrastructure and spaces.

- **Crawford Corridor**
  - Transforming Crawford Corridor into a higher density commercial corridor.

- **Kirkpatrick Street Recreational Corridor**
  - Transforming Kirkpatrick Street into a recreational corridor.

- **Herron Avenue**
  - Transforming Herron Avenue into a commercially viable and attractive avenue.

- **Upper Hill**
  - Reinforcing cohesive residential character through residential stabilization and infill development.

- **Uptown Opportunities**
  - Transforming Uptown into a high density commercial development.

- **Centre View**
  - Transforming Centre View into a gateway area.

- **Bus Rapid Transit**
  - BRT bus rapid transit is also planned to serve the Hill District and downtown.

**EXECUTIVE SUMMARY**

- **Polish Hill**
  - Strip District
  - Bedford Avenue
  - Webster Avenue
  - Wylie Avenue
  - Centre Avenue
  - Crawford Street
  - Dinwiddie Street
  - Kirkpatrick Street
  - Herron Avenue
  - **Golden Triangle**
  - Oakland University of Pittsburgh
  - Carlow University
  - Duquesne University

- **Reconnect the Lower Hill to the rest of the Hill District and rebuild it as an active connection to Downtown.**

- **Reinforce Centre Avenue as the Hill’s primary retail/commercial node as well as a strong residential neighborhood.**

- **Recreational Corridor**
  - Use existing green spaces and streets to establish recreation opportunities and improve pedestrian connections.

- **Herron Avenue**
  - Transform into a commercially viable and attractive avenue.

- **Upper Hill**
  - Reinforce the cohesive residential character through residential stabilization and infill development.

- **Uptown Opportunities**
  - Identify strategic sites for residential infill and mixed-use, catalytic development. Explore TOD opportunities and improve multimodal transit along corridors to Oakland and Centre Avenue.
Development Case Studies

SPORTS CENTERED DEVELOPMENT
- Wrigley Field, Chicago IL
- Atlanta Braves Stadium, Atlanta GA
- Entertainment Block, Milwaukee WI

NEIGHBORHOOD REVITALIZATION
- Frelard, Seattle WA
- Wynwood, Miami FL
- Over the Rhine, Cincinnati OH

BLANK SLATE DEVELOPMENT
- The Wharf, Washington DC
- Lincoln Yards, Chicago IL
- Eager Park, Baltimore MD

EXTENDING THE URBAN CORE
- Capitol Riverfront, Washington DC
- Hudson Yards, New York NY
- Discovery Green, Houston TX
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<th>DIVERSE OFFERINGS</th>
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<td>Design a balance of entertainment, office, and residential</td>
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<td>Diversified product within uses &amp; price points</td>
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<td>A few iconic, broad reaching uses</td>
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<th>COMMITMENT TO COMMUNITY</th>
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<td>Identity of place, brand, &amp; purpose clearly defined</td>
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<td>Specialization and activation of place</td>
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<td>Understand the existing context</td>
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<th>FLEXIBLE PUBLIC SPACE &amp; LANDSCAPE</th>
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<td>Design human scale spaces &amp; seating</td>
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<tr>
<td>A diversity of space types &amp; uses of space</td>
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<th>DESIGN &amp; SCALE</th>
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<td>Definite neighborhoods with distinct brand identities</td>
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<td>An understanding of the heart of the community</td>
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<td>Authentic and curated offerings</td>
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<th>GOOD TRANSIT &amp; WALKABILITY</th>
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<td>Effective sidewalk systems and design</td>
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<td>Connectivity to the neighborhoods and surrounding destinations</td>
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<td>Access to multi-modal options</td>
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<th>STRATEGIC ANCHORS &amp; CURATED AMENITIES</th>
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<td>A diversity of space types including retail and entertainment that provide a community draw</td>
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Centre District Site Overview
Three Big Ideas

Reconnecting Wylie

The Festival Street

A Commercial Centre Ave
Ground Plane and Open Space

Key
- LOBBY
- RETAIL/COMMERCIAL
- RESIDENTIAL
- HOTEL
- BOH/PARKING
Illustrative Program Distribution

Key

- LOBBY
- RETAIL/COMMERCIAL
- RESIDENTIAL
- HOTEL
- BOH/PARKING

CENTRE DISTRICT PUBLIC MEETING

MAY 2019

PAGE 30
Phasing Plan

1. CAP PARK
   SUMMER 2019

2. HOUSING
   FALL 2019

3. COMMERCIAL
   WINTER 2020
Art, Programming and Public Activation

Curtain Call - Hood Design Studio
Mosaic Tunnel - Virgil Cantini
Restaurant at The Wharf DC
Paired Kiosk
Centre District is the “centre of energy” for Pittsburgh.
WE CREATE COMMUNITIES THAT CHANGE LIVES

REVITALIZING NEIGHBORHOODS WHILE PROVIDING ECONOMIC OPPORTUNITY

ENHANCING THE QUALITY OF LIFE FOR ALL RESIDENTS
Our Team - INTERGEN

LEADERSHIP

Keith B. Key

- Keith serves as a Member of Intergen Real Estate Group and is responsible for its day to day operations.
- Keith oversees Keith B. Key Enterprises, LLC (KBK Enterprises) headquartered in Columbus, OH.
- As President and CEO, Keith has been involved with over $1 billion dollars of real estate development inclusive of residential, commercial and faith-based projects.
- A native of Pittsburgh, PA, Keith received his B.S. in Economics from The Ohio State University (OSU).
- Keith is also the founder of The Keith B. Key Buckeye Social Entrepreneurship Program at OSU.

Bomani M. Howze

- Intergen Member Bomani Howze is leading the charge as President & CEO of OLMEC Development Company.
- OLMEC specializes in acquisitions and new construction of multi-family housing.
- Co-facilitated federal inter-agency funding for White House Domestic Policy Council and Economic Development Administration (EDA) for the redevelopment of the St. Elizabeth's Hospital campus SE D.C. —conversion calls for 1,300 residential units, 206K sq.ft of retail office space and two hotels.
- Mr. Howze earned his Bachelor's Degree at Norfolk State University in Virginia and his MBA at Point Park University in Pittsburgh.

Robert O. Agbede

- Robert O. Agbede, Intergen Member, also serves as Vice Chairman of Hatch USA and a member of the Steering Committee for Diversity and Inclusion.
- Hatch is a global employee-owned, engineering and business consulting company with over 9,000 professionals in technology development.
- Mr. Agbede was the former CEO and owner of Chester Engineers, a leading Total Water and Energy Management Company that specializes in water/wastewater, micro-turbines, energy solutions through innovation and efficiencies, design-build, operations and maintenance (O&M), program & construction management, asset management and scientific research & development.
- A recognized expert in the field of environmental and water resources management, Mr. Agbede is a University of Pittsburgh School of Engineering graduate with Bachelors and Masters Degrees and a holder of several U.S. patents.
How Intergen meets and exceeds the CCIP GOALS

- RECORD SETTING MBE HISTORY
- INCLUSIONARY WORKFORCE
- COMMUNITY WORKSPACE OPPORTUNITIES
- AFRICAN AMERICAN HISTORY AND CULTURE
- MINORITY PARTNERSHIP LEADERS
OVERVIEW

• 4-STORY AND 12-STORY RESIDENTIAL AND COMMERCIAL BUILDING
• 288 UNITS (2 BR, 1BR, STUDIO & MICRO)
• 20% AFFORDABLE UNITS
• COMMERCIAL SPACES RANGE FROM 1,400 S.F. TO 5,500 S.F. - ADJACENT TO PARK AND CENTRE AVE.
• UNDERGROUND STRUCTURED PARKING

WHAT WE’VE HEARD

• PROVIDE OPPORTUNITY/ SPACE FOR COMMUNITY BASED BUSINESSES
• BUILDINGS MUST ACTIVATE AND RELATE TO THE STREETS
• WHAT IS THE VIEW FROM FREEDOM CORNER?

WHAT WE’VE CHANGED

• MULTIPLE COMMERCIAL SPACES AVAILABLE (1,400 S.F. - 5,500 S.F.)
• PULLED BUILDING TOWARD FULLERTON AND ACTIVATED COMMERCIAL SPACE ALONG CENTRE AVENUE
• STEPPED BUILDINGS OFF CENTRE TO CREATE HUMAN SCALE

WHAT’S NEXT

• LISTENING
• COMMUNITY OPPORTUNITY DEFINITION
• DEVELOPMENT PLAN PROCESS
Community Urban Open Space
Proposed Centre Avenue Commercial Space and Residential Tower
Proposed Residential Entries Along Fullerton Street
Proposed Residential Units along the Laneway (between Block A & B)
Proposed Block B Development looking towards the Hill
Future development on BLOCK A from Freedom Corner
To provide opportunities for residents from the Greater Hill District and other predominately minority communities to be employed in the redevelopment of Lower Hill.

**Workforce Development**

We are working with different organizations Partners 4 Work, Pittsburgh Promise and the Builder’s Guild in collaboration with the building trade unions to open up apprenticeships and training opportunities for Greater Hill District Residents. We are in the process of establishing our workforce development structure in collaboration with the contracting team.

**Construction**

- Community College Training Program
- Allegheny Conference Workforce Committee Collaboration
- Junior Achievement Partnership
- Pre-Apprenticeship Training

**Ongoing Operations**

Workforce Development Commitments by Commercial Tenants
Workforce Opportunities in Construction and Pre-Development

A. PHILLIP RANDOLPH INSTITUTE
CEA ENERGY INNOVATION CENTER

LABOR PROGRAMS
UNIONS
TRADES BUILDERS GUILD

PARTNER 4 WORK
DEVELOPMENT TEAM
BPG
PAR

CONTRACTING TEAM
MASSARO
MASCARO
PJ DICK

DORIN DICKERSON
SUPPORT TEAM
OUTREACH

SUBCONTRACTORS TRADESPERSON PROFESSIONAL SERVICES

LABOR PROGRAMS
EVALUATION TRAINING PLACEMENT
LABOR READY
REFERRALS
Workforce Opportunities in Construction and Pre-Development

- Introduction: Earl Buford, Dorin Dickerson
- Proactively identify and compile data base of individuals interested in working on this project
- Assess skills and develop necessary training to prepare for career in construction
- Ensure individuals obtains necessary training (both soft skills and technical)
- Participate in trades program at I2TT (Intro To The Trades)
- Ensure individual is prepared to gain entry into building trade union
- RESULT: Ready to work when project starts!
About the Contracting Team

- EIC
- Clearway Uptown Energy Plant
- PPG Paints Arena
- New Shop N’ Save
- Kaufmann Auditorium at the Hill House
- The Grenada Theater
- Dusquesne University (Various)
- YMCA
Next Steps

- Be on the lookout for our next meeting in July!
Break-Out Discussions

- Masterplan and Mixed Use
- Residential
- Workforce Development + Opportunities
THANK YOU