



PITTSBURGH CITY COUNCIL

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FOR IMMEDIATE RELEASE

HILL DISTRICT BUSINESS CORRIDOR MOVES TOWARD REVITALIZATION

Request for developer proposals to be released next week

Pittsburgh, PA: Nearly two years ago, with involvement from residents, business owners, non-profit organizations, elected officials and philanthropic leadership, the Hill District community came together to dream. Today, that dream is a plan -- The Greater Hill District Masterplan (the Plan).

“This is a milestone for the Hill District and presents a rare opportunity in which the neighborhoods’ interest and market can be aligned”, Councilman R. Daniel Lavelle said.

“This extensive effort is proving to be one of the smartest investments made in the neighborhood in decades,” said Marimba Milliones, executive director of the Hill Community Development Corporation.

The Hill CDC is focused on promoting the neighborhood, attracting new development and fostering the implementation of the urban design portions of the Plan.

One such urban design portion is called Centre View. Centre View encourages the redevelopment of Centre Avenue as the commercial and cultural corridor for the neighborhood. Currently Centre Avenue is where the energy is - with the upcoming development in the Lower Hill District, much anticipated food market, and new housing development in the Middle Hill.

The Urban Redevelopment Authority (URA), through the leadership of Councilman Daniel Lavelle, recently announced that it would put its Centre Avenue land up for developer proposals using the community’s vision and the Plan as its guide.

“The Hill District community is central to our entire city, and the community has invested so much effort in this Plan, the URA is excited that it won’t just sit on a shelf”, said Robert Rubinstein, executive director, URA.

The Hill Community Development Corporation will drive the community process.

“We’re excited by the challenge. There’s a lot at stake. Our process will be centered on the principles of the people, and we will also be keen on sustainability and market viability,” Milliones said.

The Centre Avenue corridor holds the dreams of many people and emotions run high for its active citizenry.

“This is going to be a process of rebuilding and that’s always tough -- I’m ready for all that it brings,” said Councilman Lavelle.

The Urban Redevelopment Authority plans to release the Centre Avenue RFP the first week of August, which will be made available online at www.ura.org.

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