

Development Activities Meeting Report (Version: 02/20/2026)

This report created by the Neighborhood Planner and included with staff reports to City Boards and/or Commissions.

Logistics	Stakeholders
Project Name/Address: New Granada Square Commercial: 2023-2033 Centre Avenue, Pittsburgh PA 15219	Groups Represented (e.g., specific organizations, residents, employees, etc. where this is evident): Strada Team Hill CDC The Hill District Collaborative The Hill District Consensus Group Uptown Partners of Pittsburgh
Parcel Number(s): 0010N00016000000 and 0010N00016000200	
Building & Development Application (BDA) Number:	
Meeting Location: Zoom	
Date: 03/16/2026	
Meeting Start Time: 6:00pm	
Applicant: Hill CDC, and Strada	Approx. Number of Attendees: 20
Boards and/or Commissions Request(s): Public Art & Civic Design Commission	

How did the meeting inform the community about the development project?

<p>Hill RCOs: The Hill CDC DRP Committee expressed support for the project.</p> <p>Applicant: The applicant presented on the New Granada Square Retail location—five store fronts on the Centre Avenue corridor. They are looking to develop some standards for interiors for tenants and shared the project location site plan. Strada hosted a charrette engagement session to explore what it means to be part of the Hill and what this space has to offer. From the charrette, Strada established five key tenants of the project: vibrancy and creativity, Of the Hill, pragmatic, flexible, and cohesive identity. Proposing an awning and cladding columns with images that are yet to be designed (but are intended to be drawn from concepts of Afrofuturism). Also proposing some thermoplastic designs to fit in with the themes of the illustrations. Focusing on how to celebrate famous people and places of the Hill. The proposed awning will stretch across all five storefronts—in order to create a feel of unity and presence. Site plan includes inspiration from traditional Kente patterns.</p>

Discussion

Topic / Issue	Recap
Building Design and Materials	<ul style="list-style-type: none"> • <i>Comment/concern raised:</i> Does the thermoplastic material last? • <i>Who raised it:</i> resident • <i>Applicant response:</i> Strata has spoken with PPG Paints to see what other people have done. They have found that the thermoplastic material allows for intricate designs that have a lot less maintenance and longer life span than traditional paint. • <i>Outcome/follow-up needed:</i> N/A

Topic / Issue	Recap
Environmental Impacts	<ul style="list-style-type: none"> • <i>Comment/concern raised:</i> Will this development make the area smaller, instead of being open as it is now? • <i>Who raised it:</i> resident • <i>Applicant response:</i> The plan was always to have 5 storefronts, with one being larger and the other four being a bit smaller. The first corner was always planned to be a restaurant with the other being more flexible to public interest. The units range from about 750 square feet to close to 1,500 square feet. It is the same total of around 5,000 square feet, but it will be separated into five businesses. • <i>Outcome/follow-up needed:</i> There has not yet been a contract awarded but that is in the works. The projected date of completion is around September.
Community Benefits	<ul style="list-style-type: none"> • <i>Comment/concern raised:</i> How will these retail spaces be marketed? • <i>Who raised it:</i> Hill Consensus Group Member • <i>Applicant response:</i> Traditional methods, such as magazines, may not yield the results that community members are looking at. They hope to find Black-owned businesses to operate these spaces. • <i>Outcome/follow-up needed:</i> N/A
Budget	<ul style="list-style-type: none"> • <i>Comment/concern raised:</i> What is the cost of the entire New Granada Project—ballpark 30, 40, 50 million? • <i>Who raised it:</i> resident • <i>Applicant response:</i> It is difficult to count the numbers at this point. They are hoping for numbers that are far less than that. • <i>Outcome/follow-up needed:</i> N/A

Link to Video Recording (if available): https://us02web.zoom.us/rec/share/KSX-797rL5wgcO66UHICuNGsmdp3UzL_fYR02U7rBQIL4v4JIAk118UT8f8xlV0R.biv0U2rxJfLUX0H?startTime=1773698098000

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Planner completing report: Austin Herzog