

DATE: July 27, 2022
TO: Ose Akinlotan City of Pittsburgh
FROM: ECONorthwest and Mithun
SUBJECT: Strategy Concepts and Corridor Analysis (Task 1.3/2.3/2.4)

This memorandum serves as one of the deliverables for Tasks 1.3/2.3 of ECONorthwest's scope of work for the Hill District Master Plan Update. Please note that we will be providing concepts related to the Centre Avenue Gateway (Lower Hill to Centre Heldman) as part of our 2.4 Deliverable with refined corridor concepts.

The Hill District's distinct corridors have been essential to the neighborhood's past development and will be key to achieving future goals for reinvestment. In the 21st century, the Greater Hill District saw patterns of disinvestment, resulting in a range of neighborhood and community impacts such as lagging school performance, unemployment, families living in poverty, pervasive vacant land, and safety concerns.

Looking forward, community members have called for a renewed investment in the Hill District's major corridors. In particular, there are myriad opportunities to convert vacant land and lacking infrastructure into a community-serving environment that builds from the assets and strengths of the Hill District.

The purpose of this section is to highlight the opportunities and recommendations for three key corridors: Herron Avenue, Webster Avenue, and Centre Avenue. Each corridor represents a different set of opportunities. Herron Avenue is a major transportation corridor with significant infill potential, Center Avenue at Centre-Heldman Plaza is an important urban commercial corridor, and Webster Avenue is illustrative of broadly applicable concepts that can be applied throughout the Hill District.

The ECONorthwest Team studied these three corridors (Herron, Webster, and Centre) to develop a set of strategies to advance the broader Master Plan Update. Our analysis of each corridor includes an assessment of existing conditions, a design framework, evaluation of opportunities and constraints, and an outline of potential for corridor-wide implementation and implementation at specific nodes.

As identified in the Opportunities and Constraints report, encouraging new development as a means to convert vacant land into productive uses that support community goals is one of the primary needs for each corridor. This need is based both on the positive housing and economic impacts of new development, as well as the urban design contributions to the public realm that can come from new development. As part of this larger goal, there are several key factors to consider:

Housing Feasibility

As in much of the Hill District, many of the housing types studied would currently require some form of subsidy or gap financing to be feasible, although this may not be the case as areas around the Hill continue to grow. While some of the housing types evaluated are already feasible in the market now, other types would require either additional subsidy or such changes in future market conditions to be feasible in the future. Specific financing strategies, parcel assembly, and regulatory requirements all affect the type and scale of housing that can be effectively delivered along each corridor. These factors are covered in more detail in the Housing Feasibility Assessment.

Commercial Development Feasibility

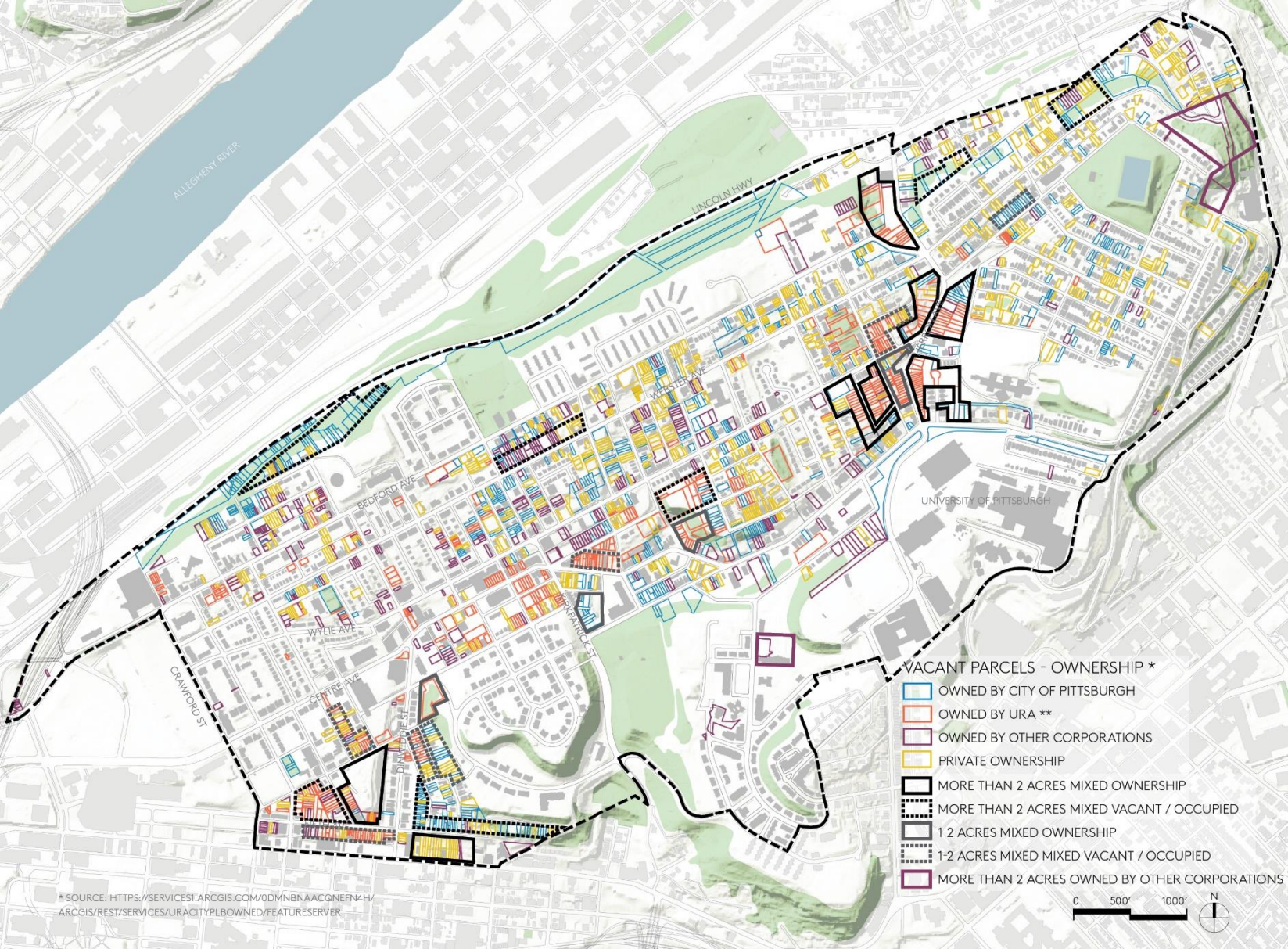
Historically, corridors like Centre Avenue and Herron Avenue were important commercial centers for the neighborhood and connections to adjacent neighborhoods such as Oakland and the East End. Many of the opportunities to restore these commercial functions will take the form of ground-floor retail in larger developments and rehab/renovation of existing structures. This can provide an important opportunity for small businesses to contribute to meeting local demand for goods and services as part of a complete neighborhood. With the Hill District's proximity to Oakland and transportation access, corridors analyzed in this document (particularly Herron Avenue) could potentially have some other types of commercial development in the future that are not feasible today as adjacent growth continues. ECONorthwest's Opportunities and Constraints analysis looked at the dollars that are currently leaving the neighborhood and found important opportunities for grocery stores, dining establishments, and general merchandise businesses in Hill District.¹ The feasibility of including these businesses in future developments may require gap financing or loss-leader status within larger developments to come to fruition. Because of the importance of commercial development as both an economic opportunity and an urban design tool, recommendations for commercial development are focused on key nodes identified within each corridor.

Vacant Parcels and Corridor Activation

Each corridor includes substantial amounts of vacant parcels, often owned by public entities. A key urban design recommendation is to prioritize parcel assembly strategies that align with the housing types and commercial opportunities that are most feasible based on the factors described above. Exhibit 1 identifies some of these areas with multi-acre vacant parcels mostly or fully in public ownership. For additional vacant or underutilized sites, a number of activation strategies can be pursued to strengthen the overall character and functioning of the corridors. These strategies are covered for each corridor.

¹ Greater Hill District Master Plan Update Opportunities and Constraints Analysis. https://cityofpittsburgh-my.sharepoint.com/:b/g/personal/ose_akinlotan_pittsburghpa_gov/EV8QTxnPNBhKiv5kvqFq01EBp-K_Tla8_CdyaM3XeZPFXw?e=HiLcSP
Greater Hill District Master Plan Update – Task 1.3/2.3 Corridor Analysis, Concepts, and Strategies

Exhibit 1. Opportunities for Assembly of Publicly Owned Parcels



1 Herron Avenue

Herron Avenue has historically been home to many significant businesses, institutions, and places representing the Hill District's legacy. The winding corridor intersects with other major thoroughfares in the Hill, including Centre, Wylie, and Webster Avenues. It is an important connection between the Strip District and Lawrenceville to the Northwest and Oakland to the Southeast. Topographically the street follows the low point between two ridges that form the Middle Hill and Upper Hill. By extension, it connects neighborhoods as far away as Uptown, Oakland, and the Strip District without requiring travelers to pass through Downtown.

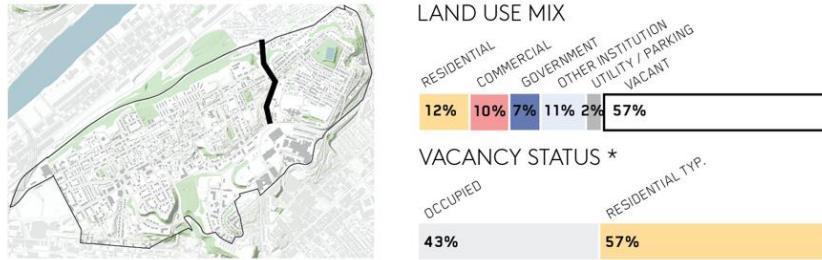
This alignment creates steep parcels along much of the corridor. Early development worked within these constraints, following the topography with stepped development. This was possible in part because of the characteristics of development of the time: smaller building footprints, no on-site parking requirements, and more incremental development patterns. As urban renewal, deindustrialization, and citywide population loss affected the Hill District, the corridor began to take on its current character, which is marked by areas of vacant parcels and a mix of occupied and vacant buildings, particularly at key intersections. Today, few storefronts remain, though it has been identified as a desirable potential area in Development Action Team meetings during the 2021-2022 Greater Hill District Master Plan Update process.

Exhibit 2. Herron Avenue – Key Nodes



Exhibit 3. Herron Avenue Existing Conditions Analysis

HERRON AVENUE



PREVIOUS PLAN CONCEPTS

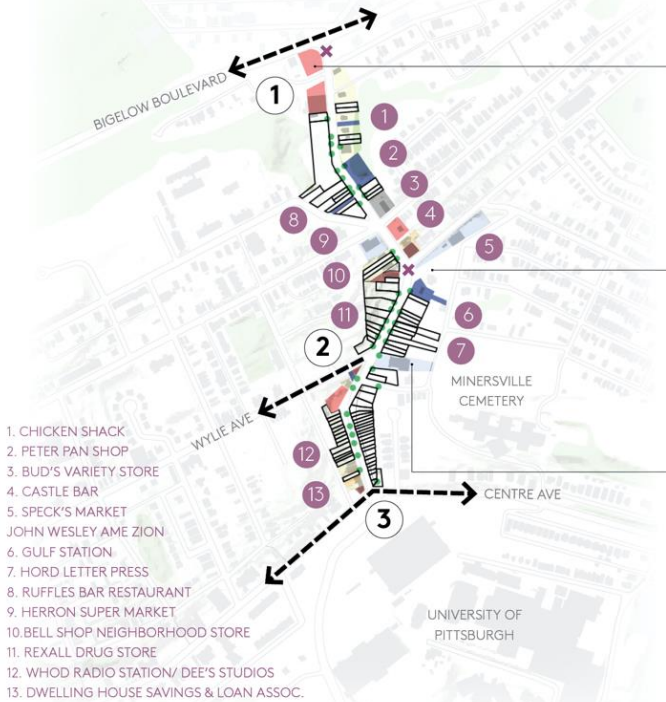
CONCEPT

- ① IMPROVE HERRON AVENUE STREETSCAPE
- ② DEVELOPE WYLIE AND HERRON MIXED-USE
- ③ ESTABLISH A DISTINCTIVE GATEWAY FOR HERRON AVENUE

SOURCE: GREEN PRINT 2009, VACANT PROPERTY STRATEGY 2013, HILL DISTRICT MASTER PLAN 2011, HERRON AVENUE REVITALIZATION STRATEGY 2011

LAND USE AND DEVELOPMENT CONDITIONS

THE HILL DISTRICT CULTURAL LEGACY: HISTORIC BUSINESSES, COMMUNITY CENTERS, RELIGIOUS INSTITUTIONS, MUSIC INSTITUTIONS AND LANDMARKS



* VACANT PARCELS INCLUDE MUNICIPAL URBAN RENEWAL PARCELS.
 ** SOURCE: HILL DISTRICT VACANT PROPERTY STRATEGY



WAREHOUSES AT HERRON AVE AND BIGELOW BOULEVARD



DISCONNECTED STREET EDGE AT HERRON AVE AND BIGELOW BLVD



MIXED USE NODE OPPORTUNITY AT WYLIE ST AND HERRON AVE



MARTIN LUTHER KING JR CULTURAL CENTER



VIEW TOWARDS 31ST STREET BRIDGE AND STRIP DISTRICT



OPEN SPACE AND WAYFINDING OPPORTUNITY CONNECTING TO THE LIBRARY AND HIGHLIGHTING THE HISTORY OF HERRON AVE



AME ZION CHURCH



MAJORITY OF THE VACANT LOTS ALONG HERRON AVE ARE STEEP GREEN AND WOODED HILLSIDES.



STEEP GREEN HILLSIDES BETWEEN WEBSTER AVE AND BIGELOW BLVD

✱ LIKELY HISTORIC MINE ENTRANCE
 MINE ENTRANCES ARE KNOWN TO HAVE BEEN LOCATED ALONG HERRON AVENUE ON EITHER SIDE OF THE CREST NEAR BEDFORD AVENUE. IN THE MID 19TH CENTURY, HERRON AVENUE WAS ACTUALLY CALLED MINER STREET, AND MINERSVILLE CEMETERY IS ALSO EVIDENCE OF THIS HISTORY. **

LAND USE



1.1 Herron Avenue - Urban Design Framework

The 2011 GHDMF calls for “a commercially viable and attractive avenue that benefits the Hill District while serving as a connector from Oakland to Bigelow Boulevard and the Strip District.” The 2011 plan also included two guiding concepts for Herron Avenue: concentrate future development near existing and planned commercial uses and establish a distinctive pedestrian identity between Centre and Bedford Avenues. Coupled with updated analysis and engagement, these concepts formed the basis for the urban design framework for Herron Avenue outlined below. This framework focuses on three design principles:

1. **Pair development with economic empowerment programs to build wealth and reinforce neighborhood identity.**

Residential and commercial development should look for ways to build wealth and reinforce the unique identity for the Hill District community through small and culturally relevant business support as well as coordinated events and programs.

2. **Leverage Herron Avenue’s connectivity into a complete mobility corridor that benefits the community.**

Today the corridor is primarily vehicular in orientation. Expanded pedestrian and cycling facilities, new transit connections, and active frontages along the corridor can connect Hill residents to regional jobs and opportunities, build demand for local businesses along Herron Avenue, and provide safe, equitable transportation choices.

3. **Focus investment at key crossroads.**

Herron Avenue’s topography and current market dynamics will require a long-term commitment to develop the full length of the corridor. To show early progress and foster a stronger sense of place, development and investments should prioritize key nodes at important crossroads. Highlight the Hill District’s unique identity and living legacy with art, wayfinding, and public realm improvements at gateways, historic places and institutions, and along the cultural legacy loop.

These principles are applied through the corridor and key nodes strategies below.

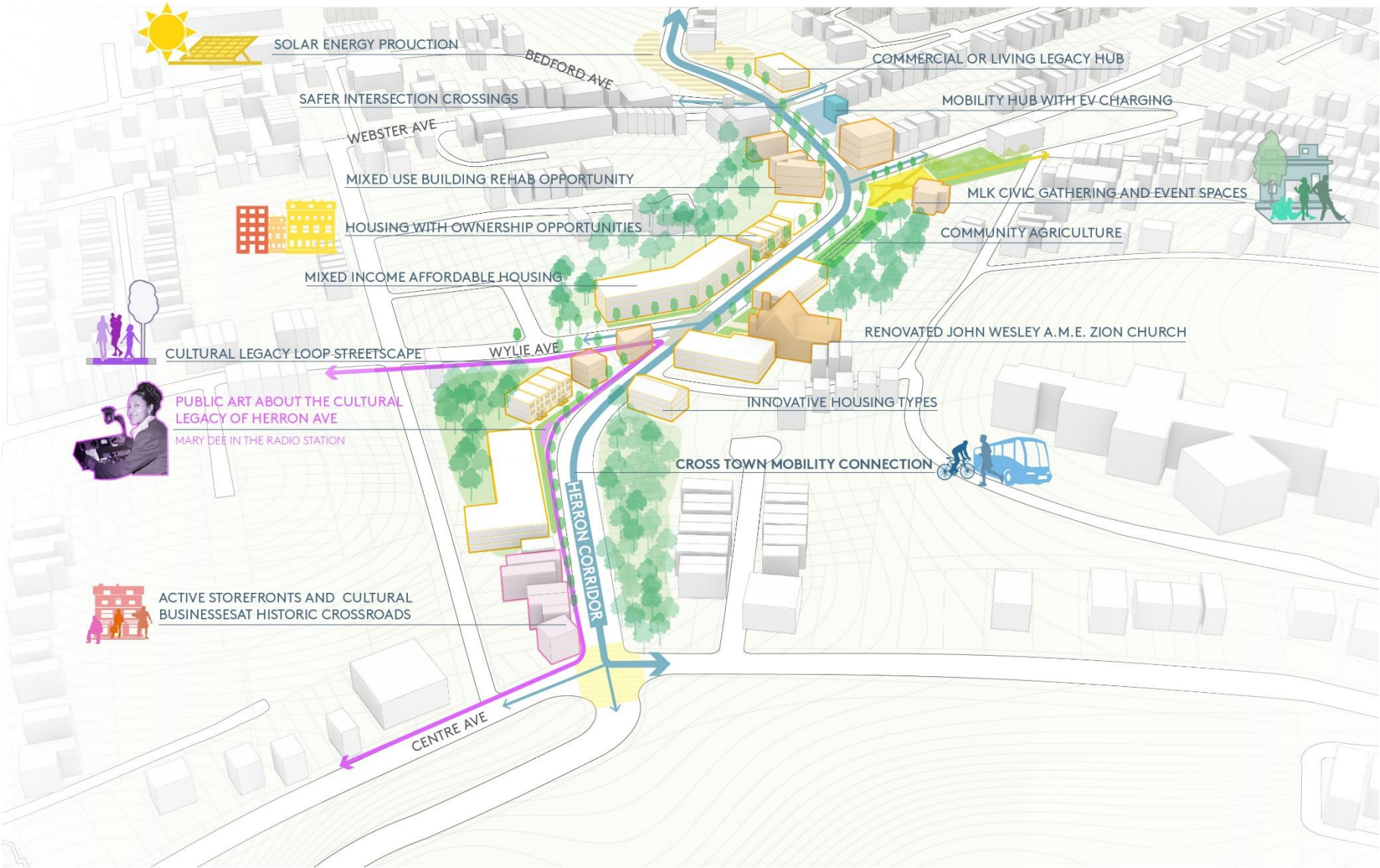
1.2 Herron Avenue - Corridor Strategies & Key Nodes

An updated analysis of Herron Avenue as part of this study reflects that there are a number of opportunities and barriers to creating a vibrant, active corridor. Exhibit 4 captures some of the key opportunities and barriers for the corridor today.

Exhibit 4. Summary of Herron Opportunities and Constraints

Opportunities	Current Barriers	Potential Strategies
Redevelop vacant land as housing, especially on publicly owned land	Need for parcel assembly and site prep (especially for steeply sloped and undermined sites)	Prioritize sites for parcel assembly, zoning changes to support a range of new housing types including triplex and sixplex models of middle housing that can fit on highly constrained sites
Create a more complete, multimodal mobility connection	Current street design and lack of adequate bicycle and pedestrian facilities	Streetscape improvements, innovative mobility infrastructure, potential opportunity around NEXTransit implementation
Reflect the cultural legacy of the corridor through preservation of historically and culturally significant sites and cultural legacy expression	Lack of policies and resources to preserve existing buildings	Cultural legacy public realm improvements, building preservation, and public art in open spaces
Establish opportunities for civic gathering along the corridor	Lack of resources to create civic gathering places and lack of activity surrounding them	Identify locations and support creation of open space and indoor gathering spaces as part of redevelopment and reaching critical density on the corridor
Contribute to the sustainability of the district and connections to adjacent neighborhoods	Lack of green infrastructure, renewable energy, and EV infrastructure to address stormwater and other climate change issues	Build on green infrastructure, renewable energy, and electric vehicle charging efforts that encourage traffic to stop and generate economic development activity
Build wealth for the community through new development and cultural business support	Lack of lease-ready commercial storefronts and wealth-building housing opportunities	Program strategies such as community land trusts, small business incubator, storefront improvement funds, and loss leading as part of new mixed-use buildings to create opportunities for small businesses to meet local demand for grocery retail, food/beverage services, and general merchandise

Exhibit 5. Herron Avenue Vision & Strategies



Strategies for Herron Avenue can be organized by those which apply corridor-wide and those intended for specific nodes.

Corridor-wide Strategies for Herron Avenue:

- **Renewable energy production:** Herron Avenue's topography makes many of the vacant, publicly owned sites difficult or unsuitable for development. Many of these sites could potentially support small-scale renewable energy production such as solar photovoltaic arrays. This could be used to reduce energy costs for Hill District residents and business or serve as a wealth-building opportunity.
- **Example:** Several sites along the frontage of Herron Avenue from Webster Avenue toward Bigelow Boulevard are difficult to develop because of geotechnical constraints. These parcels are good candidates for exploration of solar energy production. The City and other landowners can begin exploring partnerships with solar energy producers and more detailed site selection.
- **Streetscape improvements:** Sidewalks along Herron Avenue are generally narrow and often in poor repair. Improving the streetscape with wider sidewalks, street trees, and lighting can catalyze new development, improve mobility/accessibility, and create opportunities to reflect the cultural legacy of the Hill District through public art. For example, street trees and canopies can lead to improvements in air quality, mental health, business success, and crime reduction. In some cases, these improvements can be accomplished within the existing ROW, while in other locations easements or other dedications will be required from adjacent properties to realize these features.
- **ROW changes:** Herron Avenue's current configuration is optimized for vehicular traffic, with inadequate cycling or transit facilities or intersection treatments. Reallocating the ROW to balance needs among cyclists, pedestrians, cars, and transit will create a safer, more active street.
- **Prioritized development sites:** Although there are substantial vacant parcels along Herron Avenue, not all parcels are equally suited for development. Identifying development sites that match housing needs, commercial opportunities, and market viability will increase the likelihood of successful implementation and help direct resources where they can have the greatest impact.
- **Example:** There is a vacant parcel at the Northwest corner of Herron and Webster Avenue. Because of the visibility of this parcel and its size, it could be a good opportunity for a partnership with a local institution that would benefit from a high-visibility location along this important corridor. Examples of potential institutions or themes that came up in interviews and engagement included environmentally focused organizations, higher education institutions, or mission-driven start-ups that would benefit from location in the Hill District and proximity to both Oakland and the Strip District.
- **Focused gathering spaces:** There are nodes or crossroads where people naturally come together that occur along Herron. There are multiple opportunities to create gathering spaces that can bring together multiple objectives of economic development, highlighting legacy and identity and supporting residents.

- ***Preservation and restoration of existing buildings:*** There are a number of existing buildings that are in varying levels of occupation and condition. Those at the corner of Milwaukee and Herron should be prioritized for ground-level commercial and upper-level residential.

Many of these strategies have specific applications at the nodes covered in more detail below.

Herron/Webster/Milwaukee/Bedford Node

The area between Herron, Webster, and Milwaukee has several distinguishing characteristics: it is located at the high point of the corridor, and it consists of more intact and occupied historic structures than other parts of the corridor. This intersection joins several streets that stretch through a long section of the Hill District, including the terminal point of Bedford Avenue. St. Luke Baptist Church has been an anchor institution at this corner since 1929, which still holds services. Other parcels near the intersection include two vacant properties owned by the City, which are zoned as a commercial office up to two stories and garage buildings, respectively. On the steep triangular slope between Bedford and Webster there is a small pocket park and transit stop. This area could become a vibrant, walkable mixed-use area along Herron Avenue. To realize this potential, key projects and strategies should include:

- ***Support mobility hub:*** Herron Avenue will continue to be an important transportation connection as it becomes part of Port Authority's new bus rapid transit (BRT) alignment. As part of a transition to a more multimodal corridor, the two vacant parcels at Herron and Webster would be good candidates for a mobility hub. This mobility hub would combine infrastructure for multiple transportation modes in a single place with clear signage and supportive site design and land uses. Common elements of mobility hubs include shared mobility like bikeshare and scootershare, carshare, electric vehicle charging and other EV infrastructure, transit shelters and real-time transit information, and other first/last mile services (like pickup/drop-off, on-demand services). In addition to its mobility value, this hub would also help activate that intersection and encourage additional investment.
- ***Create improved, more accessible crossing at Herron/Webster/Bedford:*** The current crosswalk configuration at this node has a sharply uneven topography and a stair sidewalk that limits mobility. To support a safer street, the intersection can be simplified by extending the curb that separates Webster Avenue and Bedford Avenue to create a flatter, more direct crossing. Several street configurations could accomplish this result, including pedestrian islands with a right-turn lane on Bedford Avenue to a full curb extension. This may present the opportunity to incorporate gateway art, signage, or other installations to highlight the Hill District's identity.
- ***Create a civic plaza at MLK Cultural Center:*** This site could be a gathering place that convenes residents from different parts of the larger Hill District and welcome visitors from outside the District. Its presence on Herron Avenue also increases its visibility to those passing through the neighborhood. However, both the open space and the cultural center itself are underutilized. A new civic plaza would reactivate the area and bring new life to the cultural center building itself. This plaza could provide seating in naturalistic, quiet areas to support resident well-being, as well as programmed locations for a small playground and spillover spaces to support events. It could also serve as a meeting place for civic events, marches, or arts/cultural programs that reflect the living legacy of the Hill District. The current sculpture that is there today could be retained and given new prominence within the new plaza. South of the

plaza, there is opportunity to add community agriculture and increase productivity of the open space. These themes of food and gardening could also be an opportunity for events on the plaza, such as a market or food festival.

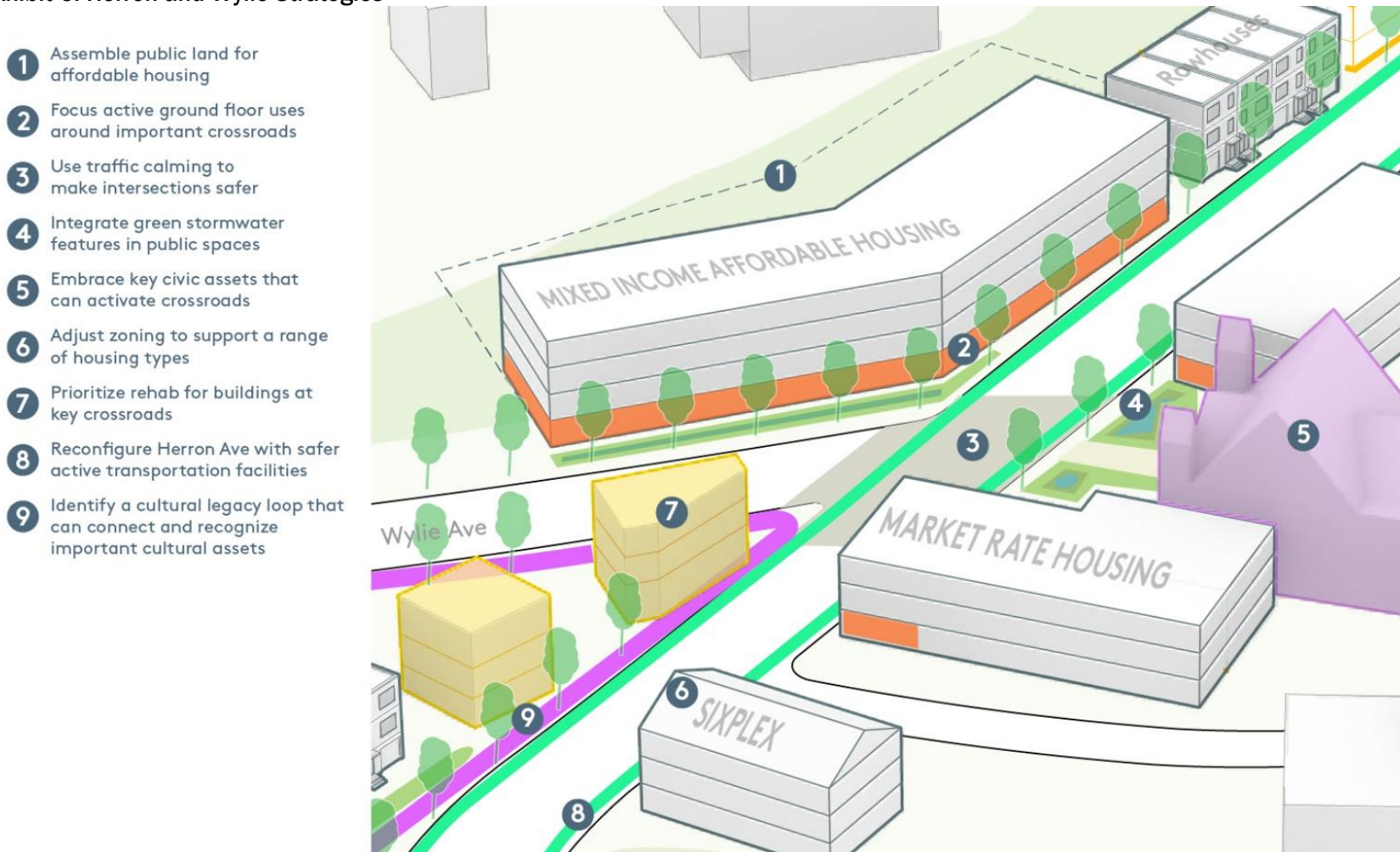
Herron/Wylie Node

The intersection of Herron Avenue and Wylie Avenue is characterized by a number of architecturally impressive but vacant buildings and significant areas of vacant parcels owned by the URA and other public entities. In addition, there is a privately owned building that was previously the John Wesley AME Zion Church (a historic Black church founded in 1836), though its current condition has created difficulties in its renovation. New mixed-use development in large open lots can capture through-traffic that flows between Oakland to the south and the Strip District to the north by leveraging the Herron's visibility with street-facing businesses and inviting public spaces. This area has an opportunity to become an important location for housing and amenities that highlight the cultural legacy and identity of the district. Specific strategies for this area include:

- ***Assemble public land for affordable housing:*** Although there is significant vacant, publicly owned land in this portion of the corridor, much of it will require parcel assembly, remediation, and other site prep to become viable for development. Land owning institutions should work with local organizations and potential developers to prioritize the most viable sites and streamline the process of assembling and preparing them for development. In many cases, these sites are good opportunities for 3-story or 4-story apartments that could become affordable housing sites for HACP.
- ***Focus active ground floors:*** One of the greatest needs for the corridor is active ground floor uses that make Herron Avenue an attractive, inviting place once again. However, retail and other commercial active uses can be difficult to sustain along the full length of the corridor. Where possible, active ground floor uses should be focused at the intersection of Wylie and Herron Avenue and transition to more passive residential or other uses outward from the intersection. These non-retail uses can still activate the street with frequent entries, stoops, porches, and other elements. This is also an opportunity to support and encourage local and culturally aligned small businesses.
- ***Encourage green infrastructure:*** Green infrastructure includes a range of solutions that use natural systems to address needs such as stormwater management, heat island effect, and air pollution. As vacant parcels are developed and existing building renovated, green infrastructure such as bioswales, permeable paving, and increased tree canopy should be part of these activities. Smaller footprint solutions can be tucked into development or streetscape improvements, and larger solutions like community gardens and rain capture can be sited where site characteristics make development infeasible.
- ***Adjust zoning to support housing diversity:*** Most of this portion of Herron falls within the LNC zone. This zone allows for both commercial and residential development. However, adjustments to parking requirements, site development standards, and height limits can support more diverse types of housing and make challenging sites more feasible for development as housing.

- **Create a cultural legacy loop and supportive public art:** In support of Goal 1 from the 2011 GHDMMP, a cultural legacy loop has been proposed. This two-mile loop along Wylie Avenue, Herron Avenue, and Centre Avenue would connect crossroads that play an important role in the historic and current cultural legacy of the Hill District. Elements of this cultural legacy loop would include cultural legacy–inspired layered streetscape, street trees, lighting, public art, and development standards that emphasize the cultural identity and legacy of the Hill District. It would include some moments of expanded public realm and open space that could be used to support gatherings, events, and programs related to the Hill District’s legacy (like music, art, activism, and athletics), as well as supporting local businesses. This loop would include the portion of Herron Avenue from Wylie to Centre.

Exhibit 6. Herron and Wylie Strategies



2 Webster Avenue

Webster Avenue extends the full length of the Hill District from Crawford Street in the Lower Hill to Blessing Street in the northern corner of the Upper Hill. It runs parallel to Bedford Avenue and Wylie Avenue, although it is more residential than those adjacent streets. This residential character, punctuated by (historically) commercial uses at major intersections, makes Webster a good example of the variety of housing found throughout the Hill District. Webster Avenue has a wide range of vacant parcels with various configurations and ownership by public entities, including the Urban Redevelopment Authority.

Webster Avenue's role as a major residential corridor and the existing base of vacant land present several opportunities and barriers for creating new housing. The size and scale of vacant parcels make it an ideal location for "missing middle" housing types that can provide significant new housing, including potential ownership and wealth building opportunities, while fitting within the traditional scale of surroundings. Examples of this can be seen in recent housing that has been introduced as part of the Bedford Hill development.

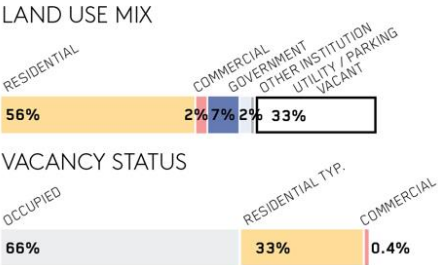
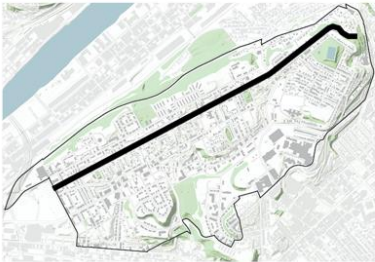
Exhibit 8 provides an overview of existing conditions along Webster Avenue, including land use mix and vacancy status and how the 2011 Master Plan addressed the corridor. The concepts included in the previous plan focused on residential and recreational concepts.

Exhibit 7. Webster Avenue Nodes



Exhibit 8. Webster Avenue Existing Conditions

WEBSTER AVENUE



PREVIOUS PLAN CONCEPTS

CONCEPT

- 1 MIDDLE HILL RESIDENTIAL INFILL
- 2 KIRKPATRICK STREET RECREATIONAL CORRIDOR
- 3 HERRON HILL PARK

SOURCE: GREEN PRINT 2009, HILL DISTRICT MASTER PLAN 2011

LAND USE AND DEVELOPMENT CONDITIONS

THE HILL DISTRICT CULTURAL LEGACY: HISTORIC BUSINESSES, COMMUNITY CENTERS, RELIGIOUS INSTITUTIONS, MUSIC INSTITUTIONS AND LANDMARKS



2.1 Webster Avenue - Urban Design Framework

The 2011 GHDMF's recommendations for Webster Avenue focus on where it intersects with other streets such as the Kirkpatrick Street Recreation corridor or the Centre View connection to Bedford Dwellings. Building on those concepts, the urban design framework for Webster Avenue is grounded in its role as a residential corridor. It is based on two design principles, which the City and its partners can apply along the corridor and key nodes strategies below.

- 1. Encourage a diverse mix of housing.**

The housing needs for the Hill District are diverse, both in physical form and financial considerations. Traditional housing types in the Hill District, like duplexes and row houses, should be encouraged along with new housing types like sixplexes and triplexes that can provide more housing and wealth-building opportunities.

- 2. Create a sense of place at key intersections.**

Unlike other corridors, Webster's character is predominantly residential. Intersections with important connections to other parts of the Hill District should be prioritized as places to reflect the neighborhood's character and encourage local businesses that serve the adjacent neighborhood.

2.2 Webster Avenue - Corridor Strategies & Key Nodes

Exhibit 9 provides a summary of key opportunities, barriers, and potential strategies to advance the Design Framework for Webster Avenue along the whole corridor.

Exhibit 9. Summary of Webster Corridor-wide Opportunities and Constraints

Opportunities	Barriers	Potential Strategies
Redevelop publicly owned vacant land as housing	Parcel assembly opportunities and site prep with mixed public and private ownership at Kirkpatrick and other nodes	Prioritizing sites for parcel assembly, zoning changes to support new housing, especially medium-density residential (co-ops, sixplex models)
Expand upon existing neighborhood-serving commercial at key nodes	Lack of lease-ready commercial and zoning restrictions	Zoning changes, financing strategies for commercial (home-based business flexibility, rehab of existing buildings for commercial)
Safe environment for pedestrians	Funding and prioritization for improvements	Improve streetscape with consistent sidewalks, improved lighting, and street trees to provide shade and tree canopy.
Establish opportunities for civic gathering along the corridor	Resources to create civic gathering places	Address open space needs and need for indoor gathering spaces

Exhibit 10. Webster Avenue Vision & Strategies



Corridor-wide Strategies for Webster Avenue:

Many of the strategies for Webster can be applied throughout the corridor. Those strategies include:

- **Land assembly for housing:** The vacant land along Webster Avenue is a mix of privately owned and publicly owned parcels. In some cases, there are significant contiguous parcels owned by one entity with a single narrow parcel that is owned by another entity in the middle. Identifying and prioritizing these cases can highlight land swaps, strategic acquisitions, or other strategies to remove these obstacles to parcel assembly and development.
- **Zoning changes:** Missing middle housing types are an important tool for meeting the diverse needs for housing in the Hill District. Current zoning makes many of these housing types difficult to implement along Webster Avenue. Development standards such as minimum lot sizes, setbacks, and parking ratios can make it easier for individual developers to creatively deliver housing for a variety of income levels and tenure type.
- **Streetscape improvements:** Webster Avenue's sidewalks are generally narrow and often in poor repair. Improving the streetscape with uniform sidewalks, street trees, and lighting can encourage investment in new and rehab housing.
- **Crossroads investments:** Because of the residential character of much of Webster Avenue, crossroads with important connections like Chauncey Street and Kirkpatrick Street are important opportunities to differentiate from surrounding areas and provide amenities for the community. Examples of these amenities can include open space, neighborhood commercial, and public art.

Webster/Kirkpatrick Node

Webster Avenue and Kirkpatrick is an important crossroad because of Kirkpatrick's role as a connector from Bedford Dwellings, commercial corridors at Wylie Avenue and Centre Avenue, and adjacent neighborhoods like Oakland. The intersection of Webster and Kirkpatrick has a mix of existing uses and potential opportunities for renovation projects. Active businesses include a bar called Jay's Lounge and the Teenie Harris Center, as well as a barber shop and laundromat nearby on Webster. Just downhill on Kirkpatrick, the street intersects with Centre at a cluster of institutions like the Carnegie Library, Central Baptist Church, and the future site of Sankofa Square. There are several vacant open parcels at this node, including one owned by the City of Pittsburgh and a large lot owned by Macedonia Baptist Church. The following strategies can foster a more vibrant neighborhood hub:

- ***Support neighborhood commercial:*** Although Webster is unlikely to compete with Centre Avenue or other commercial corridors for major businesses, there is opportunity for smaller-scale neighborhood commercial businesses like corner convenience stores, restaurants, or local services. New development can look for opportunities to design ground floors with the flexibility to support small-scale commercial, and existing buildings with ground floor commercial can be prioritized for rehab or renovation to create lease-ready spaces.
- ***Create a pocket park for neighborhood residents:*** At the northeast corner of the intersection, there is a vacant parcel that is irregularly shaped and unlikely for development. This parcel, which is publicly owned, is well suited to become a small pocket park that gives residents a place for "quiet moments" to support mental well-being, as well as implementing green infrastructure. This pocket park will also activate adjacent properties and create an opportunity for public art or educational materials that celebrate the neighborhood's legacy.
- ***Create a strategy for mixed parcel areas:*** There are a series of parcels on the northwest corner of the intersection that are owned by a mix of institutions and public entities. Taken together, these parcels could become a key site for apartments with active ground floor uses. The relevant public property owners should begin a process to assess whether negotiating and assembling parcels for public or private development as a single larger site strategy is possible.
- ***Make intersection improvements:*** The Teenie Harris Community Center is an important civic anchor at this intersection. This civic identity can be extended into the intersection itself. Paint-based designs, new paving materials, and other streetscape improvements can make the intersection safer for pedestrians, draw attention to the cultural legacy of Teenie Harris, and encourage further investment at adjacent properties.