

BAKERY SQUARE SPECIALLY PLANNED DISTRICT

PRELIMINARY LAND DEVELOPMENT PLAN

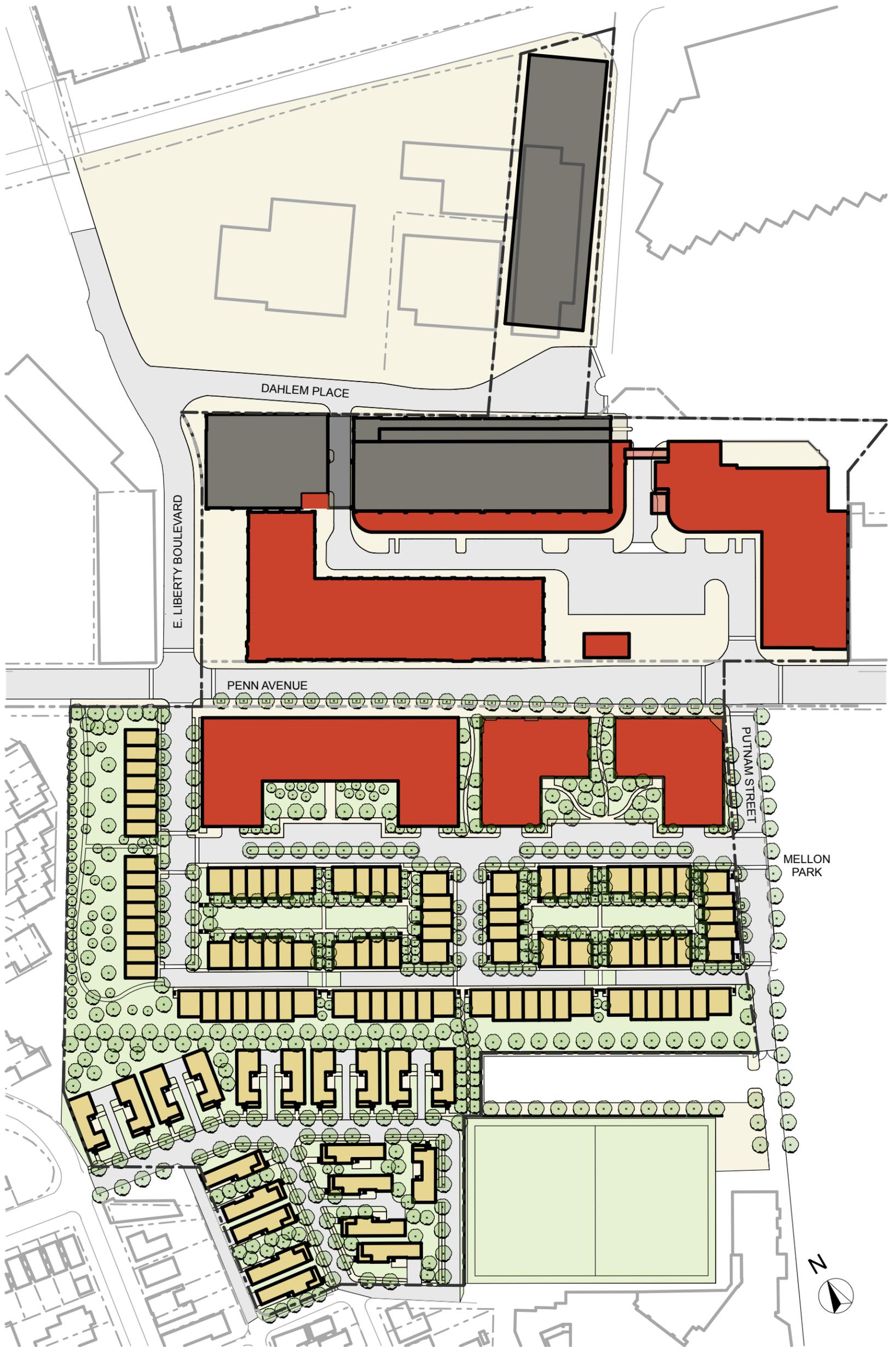


Submitted by:

Walnut Capital/RC Longview Fund

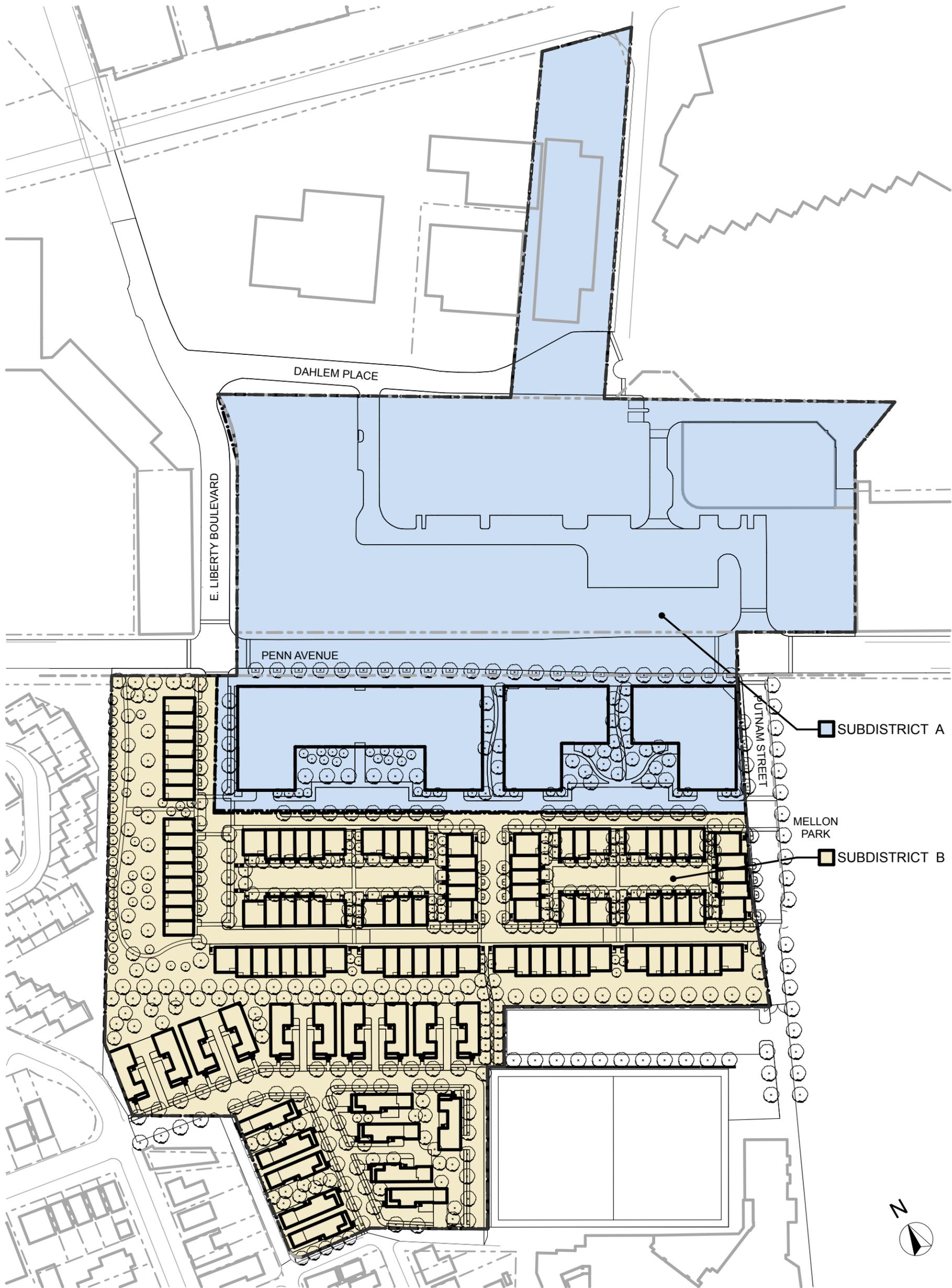
Strada Architecture

August, 2012



- Legend
- Commercial
 - Residential
 - Parking
 - SP District Boundary

MASTER PLAN

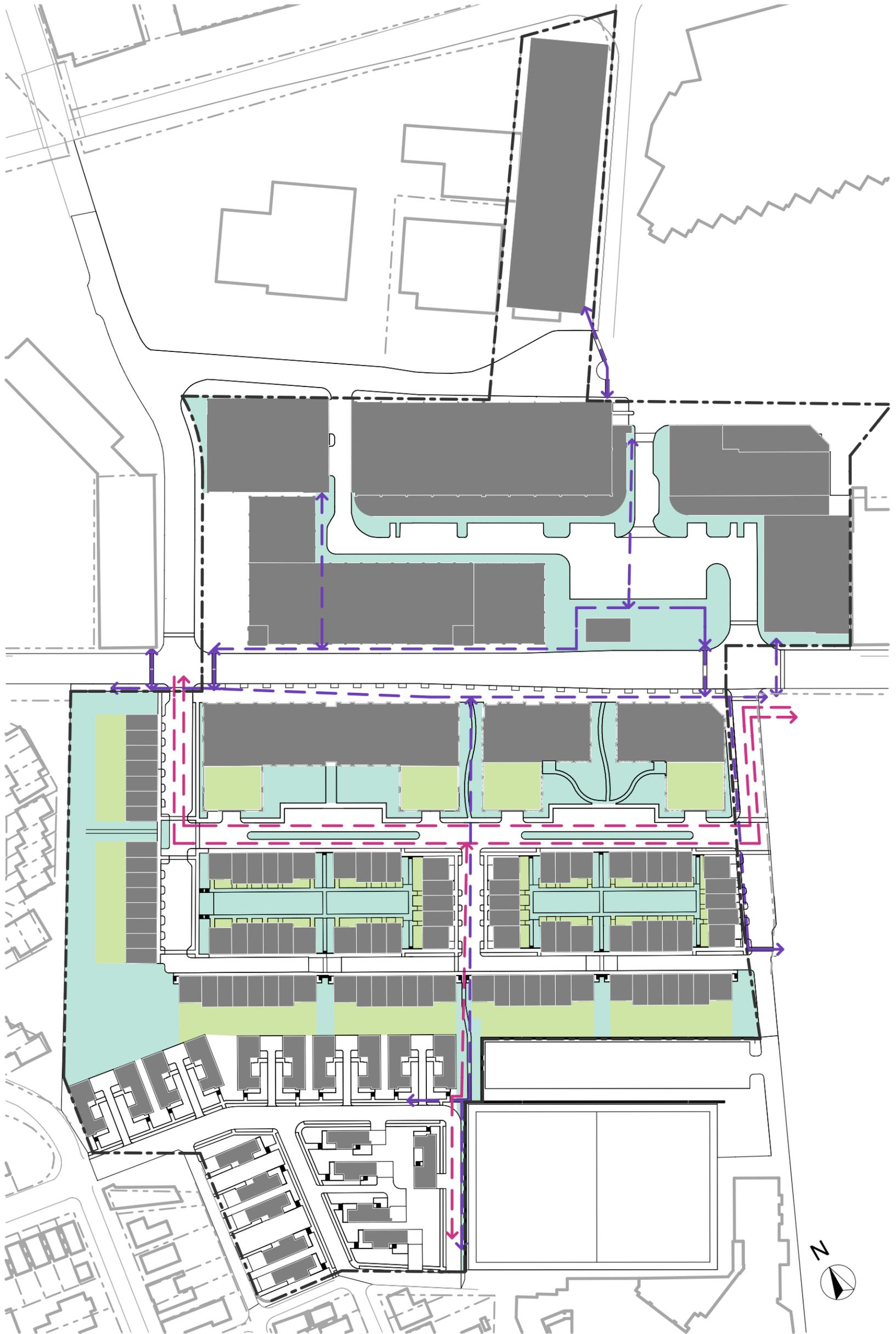


■ SUBDISTRICT A

■ SUBDISTRICT B



SUB-DISTRICTS

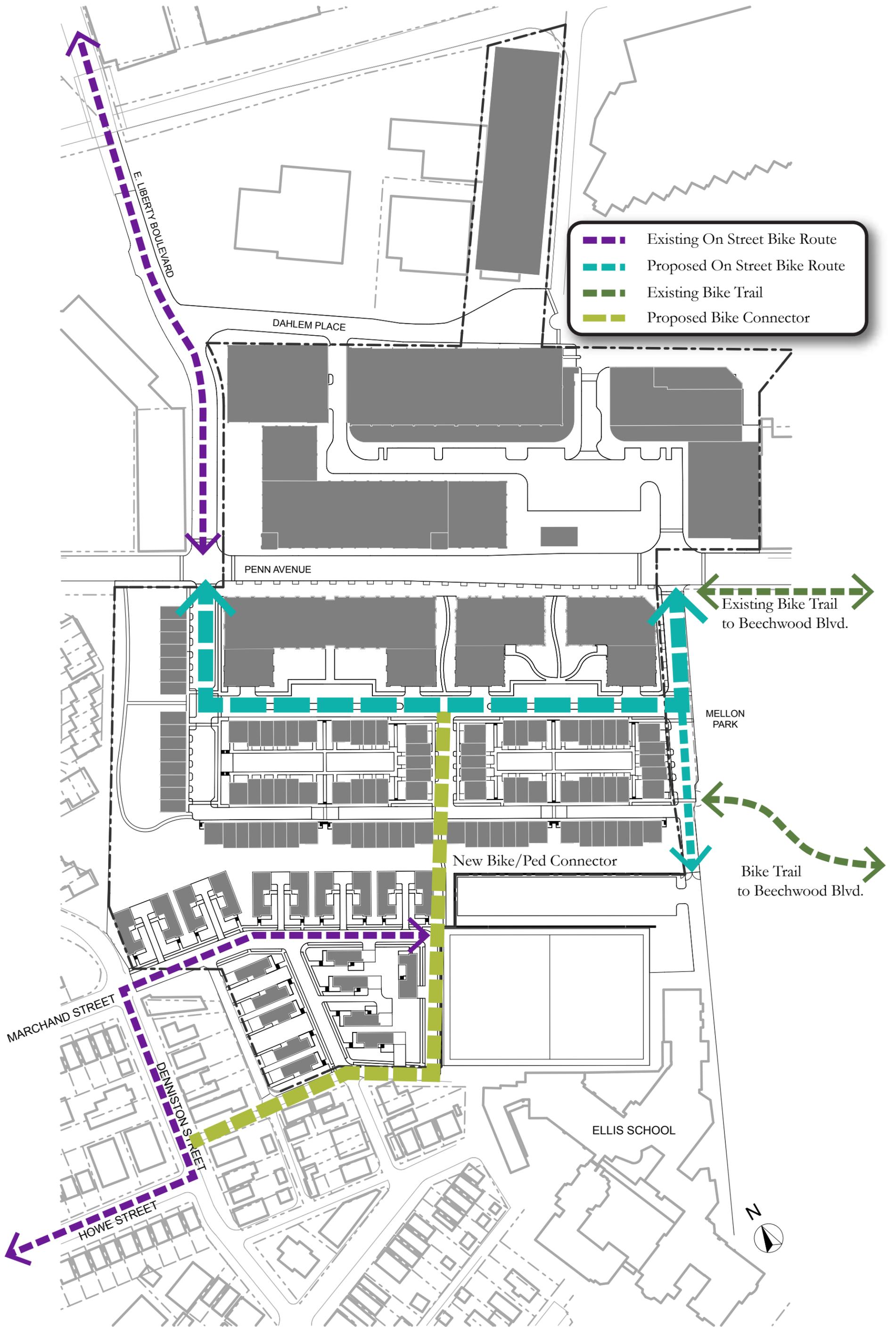


Urban Open Space Area: 162,450 sf
 SP District Total Area: 892,700 sf (exclusive of Penn Ave. and Dahlem Place)
 18% Urban Open Space, 10% Req'd

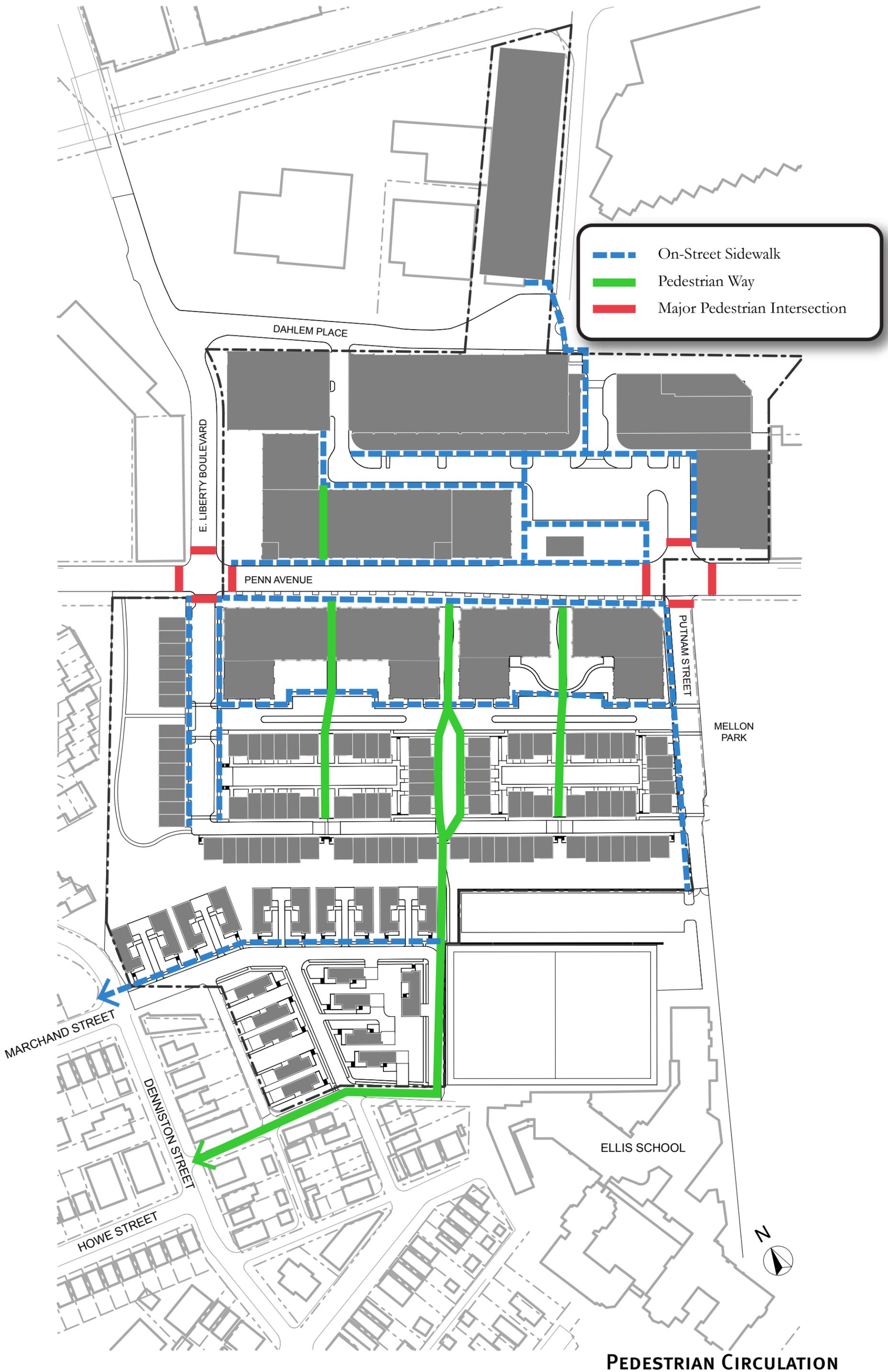
- Legend
- Urban Open Space
 - Private Gardens
 - ↔ Pedestrian Connections
 - ↔ Bike Connections
 - SP District Boundary

	URBAN OPEN SPACE	TOTAL AREA
Subdistrict A	72,250 sf	487,200 sf - 14%
Subdistrict B	90,200 sf	405,500 sf - 22%

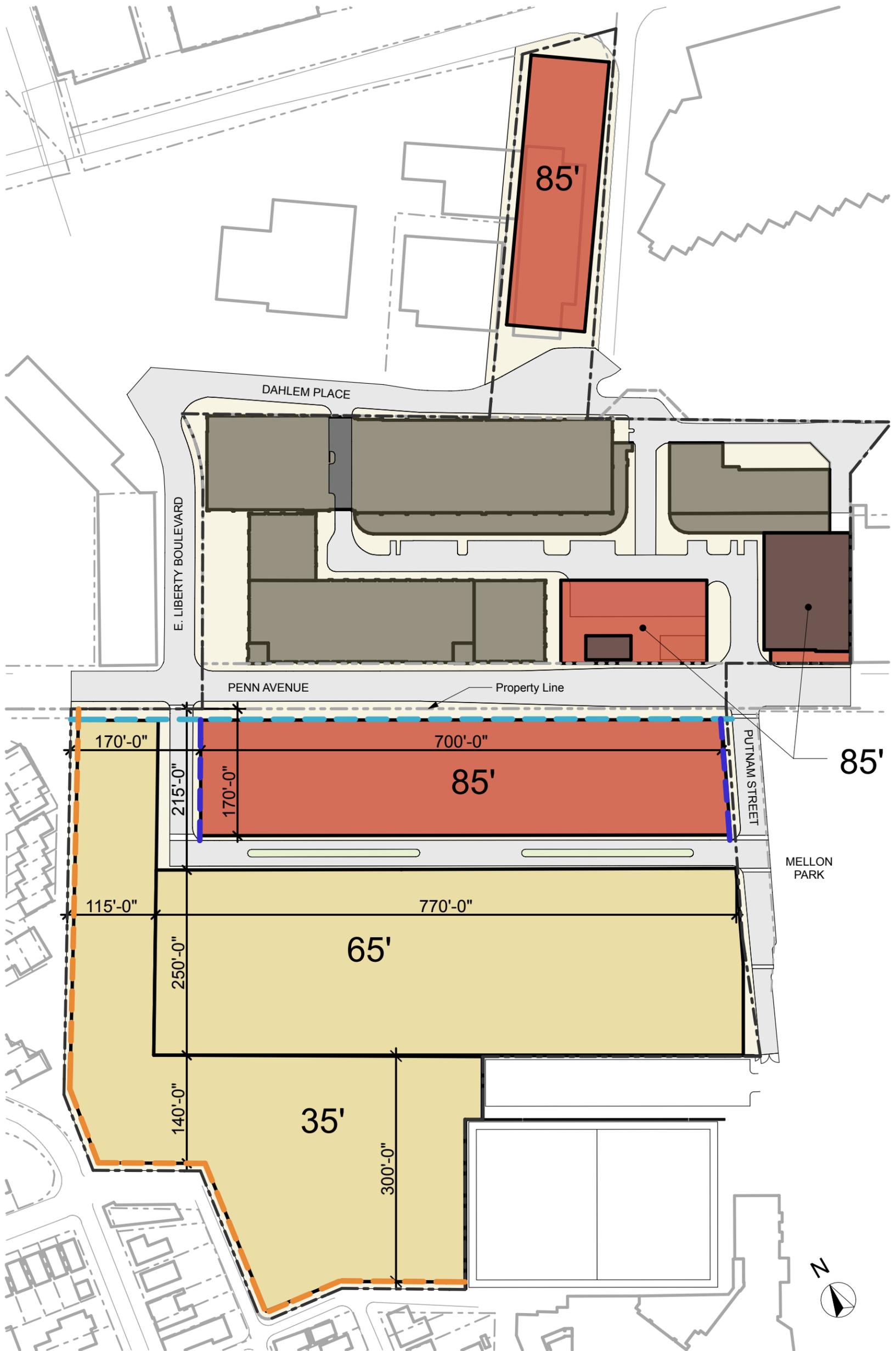
URBAN OPEN SPACE



BICYCLE CIRCULATION



PEDESTRIAN CIRCULATION



- Legend
- Commercial
 - Residential
 - Existing Buildings
 - Build-To Line
15' from Property Line
 - Build-To Line
15' from Curb
 - 10' Setback Line
 - SP District Boundary

HEIGHTS, BUILD-TO & SETBACKS



MASSING DIAGRAM



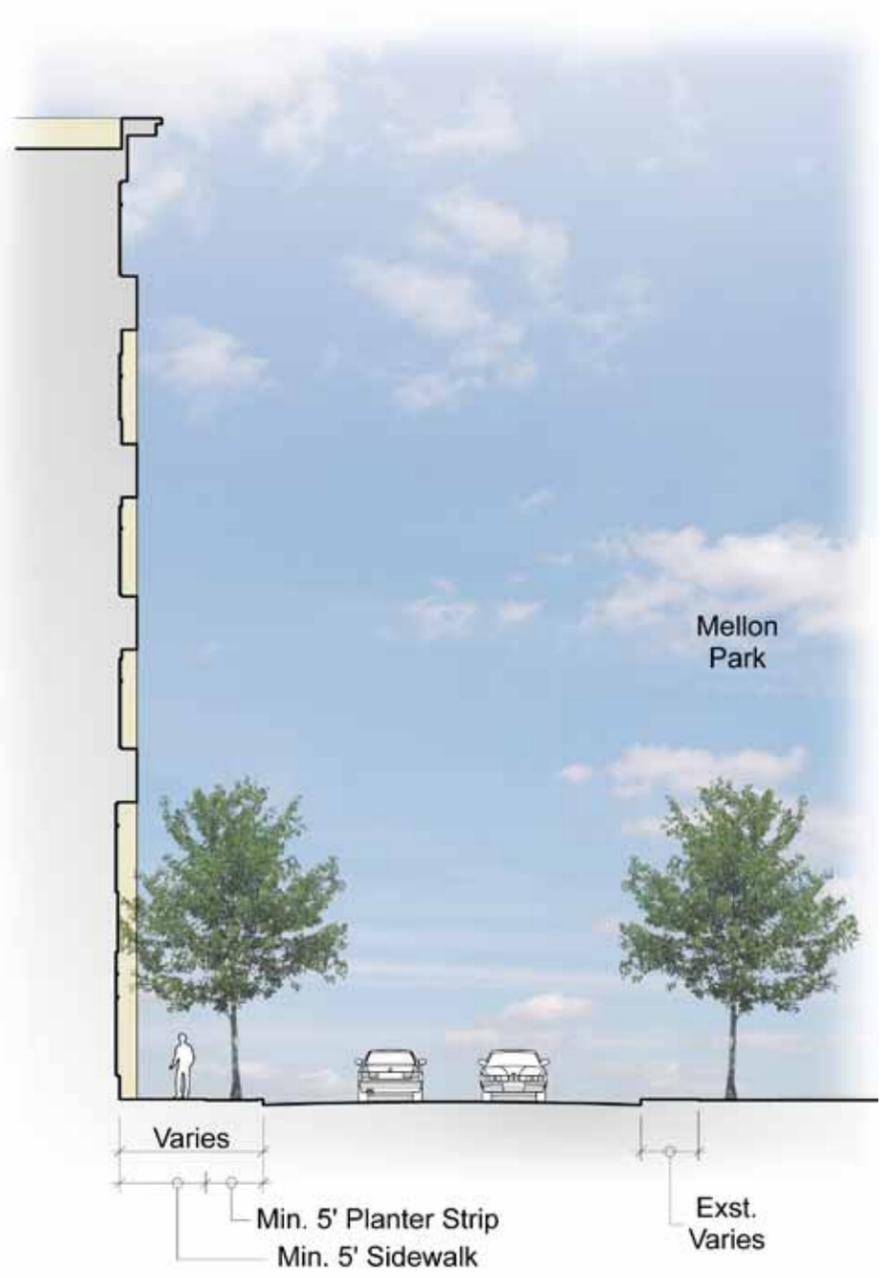
SECTION AT PENN AVENUE



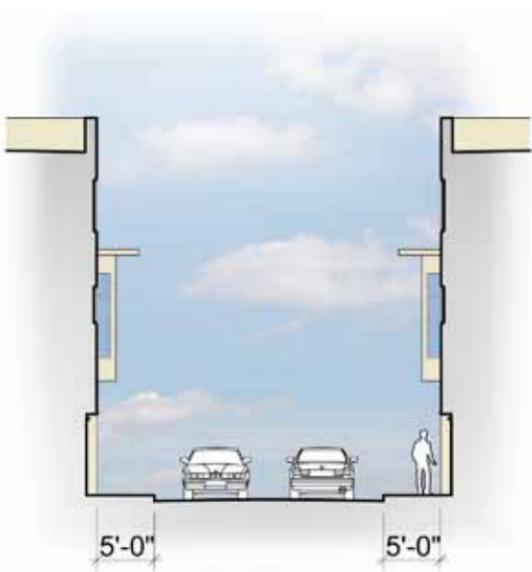
SECTION AT BOUEVARD



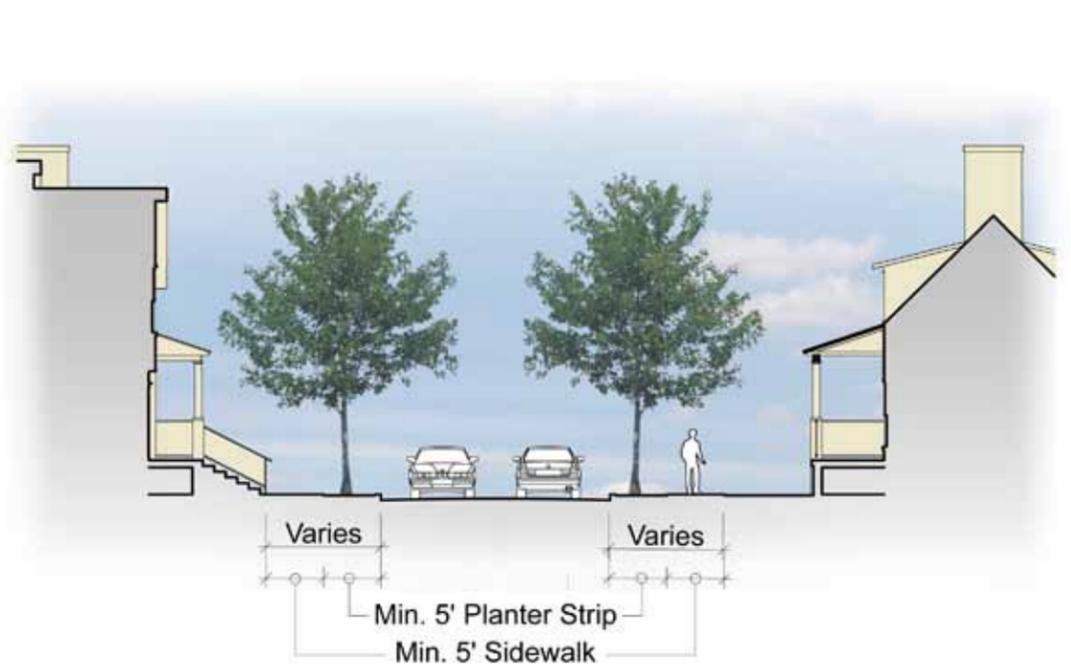
SECTION AT NEW WEST STREET



SECTION AT PUTNAM STREET



SECTION AT MEWS



SECTION AT NEW RESIDENTIAL STREET

STREET SECTIONS



Penn Avenue in the early 20th Century when it was a bakery row; the building across from the Nabisco building was also a bakery.

Bakery Square 2.0 is designed to draw on the historic character of Shadyside that is dense, urbane and above all, walkable. By incorporating a mix of residential uses arranged around mews and courtyards, and modern office buildings – all directly connected to the city’s urban fabric – the project will establish a benchmark 21st century urban neighborhood.

Architecturally, the development will draw on the traditional qualities represented in historic projects like the Nabisco building, Chatham Village, Dover Gables and the many townhouses and small apartment buildings of Shadyside, but update them for contemporary needs. Many of the time-honored values of these buildings – open, flexible spaces filled with natural light, durable, locally made materials like brick, stone, metal and glass, and direct connections to beautiful, intimate green streets and courtyards – are also those embodied in modern standards of sustainable architecture and urban design. Contemporary styles of architecture, based on these traditional 19th and 20th century buildings will be used to create a neighborhood that feels like it has always been there, yet fresh and modern at the same time.

Bakery Square 2.0 will employ current best practices in architecture, landscape architecture and urban design, which emphasize green and sustainable standards of design and construction. Within 1500’ of the East Liberty Bus Station, and numerous bus routes on Penn Avenue, it is a transit-oriented development that will be designed to LEED for Neighborhood Development standards. The organization of streets and blocks will extend neighborhood connections for pedestrians and cyclists while limiting vehicular traffic through existing residential neighborhoods, and capitalize on the ideal solar orientation of the site with a series of south-facing courtyards.

Architectural Standards – Commercial Buildings

Commercial buildings should be designed to LEED Silver standards as a minimum, using passive and active strategies to capitalize on this solar orientation. Stepped rooftop terraces and solar panels and green roofs will be explored as part of the overall sustainability strategies.



The historic Nabisco building is a good model of future new commercial buildings with its large, open daylight spaces and clean facades.

Building Massing:

New commercial buildings should maintain a consistent street wall along the Penn Avenue Build-to-Line indicated in the plans, and establish a visual relationship with the existing Nabisco building. The principal facade of the buildings shall occupy the build-to line for a minimum of sixty-five percent of the Penn Avenue frontage and rise without setbacks from street level. Recesses within the street wall of the building should be used strategically and in association with building entries or particular retail or entertainment venues and other proposed open spaces.

All efforts should be made to emphasize the three-dimensionality of the facade and the building: elements that create shadow and depth in the facade such as, recessed window reveals and openings, cornices, columns & pilasters, recesses and projections should be used.

Commercial building massing should encourage natural light in interior spaces with appropriate solar controls by framing south-facing courtyards. Narrow buildings with appropriate orientation will encourage solar gain, natural light and energy efficiency.

Facades:

As an industrial building of the early 20th century, the existing Nabisco factory provides a useful model for future architectural interventions. It has a predominantly masonry facade of brick and stone that reflects the large bay concrete and steel structure of the building. The large metal and glass windows and storefronts that infill the bay space between the structure admits ample natural daylight. It is a straightforward utilitarian building that uses a restrained palette and robust massing of the corners, along with strategic ornament and detailing to create a strong urban presence.

New buildings should maintain this approach. The street level facade shall – at minimum – be transparent between the height of three feet and eight feet above the walkway grade for no less than sixty percent of the horizontal length of the building facade. The principal street facade of new commercial buildings is considered to be the Penn Avenue street wall elevation, new construction of this street wall and all other facades, shall conform to these guidelines.



Prototypical view of new commercial buildings along Penn Avenue.

Facades Elements

- Exterior walls should vary in depth and dimension in order to break down the mass and enhance the human scale and articulation of buildings.
- Maximize passive daylighting strategies with large window openings.
- Use human-scaled elements (porches, balconies, windows, entries) to articulate the façade.
- Use landscaping and architectural detail at ground level to integrate the building and site and connect pedestrians to the interior.
- Facades should provide clear entries. Entrances should be gracious, human-scaled architectural devices.

Commercial Building Circulation

- Use multiple building entrances to address programmatic needs – i.e. service entrances, pedestrian entrances, etc., but there will be no parking entrances to the commercial buildings.
- All commercial buildings should provide a prominent and highly visible street level doorway or entrance on all facades of the building which front on a street. Main entrances to buildings should be emphasized using larger doors and framing devices such as deep overhangs, recesses, roof forms or arches.
- Use internal circulation of buildings as connective elements for neighborhood pedestrian connections, where appropriate so that it does not compromise building security and enhances connectivity.
- Entries to any retail commercial activities shall be directly from the street, rather than from interior arcades.
- Entries to service yards, docks and other service areas of buildings should be treated in an architecturally sympathetic manner to the rest of the building. Servicing of commercial and mixed-use buildings should be internal to the building with no exterior loading docks, trash storage or waste facilities visible from streets or public spaces.

Residential Buildings

Residential buildings shall follow similar strategies and materials to contextually relate to existing neighborhood precedents, along with contemporary styles. Residential structures shall be built close to streets and mews.



Examples of existing neighborhood precedents



Examples of townhouse prototypes.

Stoops, porches, bay windows, and eaves shall be used to create human scale elements in the facades and articulate the building elevations and entries. Residential parking garages should be located along alleys, service streets and mews in order to establish a pedestrian-oriented public realm that connects courtyards, open spaces and streets.



Example of 5-story apartment building that would fit within the 65' high building envelope.

Multi-family residential buildings may be built in the 65' height zone indicated in the plans. These shall follow standards similar to those for the commercial buildings and

smaller residential buildings, with minimum setbacks from streets and sidewalks in order to establish clear streetwalls. The transparency standards applied to commercial buildings are not required for multi-family residential buildings. Facades shall be designed to clearly articulated entries, while preserving interior privacy for ground floor dwelling units.

General Building Requirements

Building Roofs

- Roof elements, including all mechanical equipment, should be given architectural treatment. Equipment should be treated as a design element and rationally organized and/or screened or ornamented.
- Screening of roof elements so that they are not visible from the ground is required. The use of mansard or pitched roofs as part of screening is acceptable, as are screen walls of metal, perforated metal, stone, and brick.
- Explore green roofs for energy efficiency, stormwater management and visual interest.
- Habitable roofs are encouraged for green roofs, rooftop terraces, balconies and decks.
- Roof elements: dormers, chimneys, light monitors, etc. are encouraged to activate the roofscape as well as provide additional light to the interior of the building.
- Roof materials should be durable and have a high reflectivity index. Acceptable roofing materials are metal, T.P.O., Asphalt shingle (residential only) terracotta, and slate. Stone ballasted roofs are discouraged.

Building Materials

- a. Use durable, timeless, sustainable materials:
 - Brick: earthtones
 - Stone or cast stone
 - Glass: non-reflective, transparent or lightly tinted
 - Naturally durable wood
 - Metal: natural or earth-tone with high performance finishes
- b. Unacceptable materials, except in visually isolated service areas:
 - EIFS
 - Dryvit
 - Vinyl
 - Treated lumber
 - Glazed tile, brick, and other brightly colored synthetic materials.
 - Dark tinted or mirrored glass.

Stormwater Management:

This should be integrated with the site and landscape design in order to assist in meeting City of Pittsburgh zoning requirements for stormwater removal and control. The landscapes and infrastructure will be designed to sustainable standards of stormwater management, and internal streets will be built to minimum dimensions in order to reduce impervious surfaces and privilege the pedestrian over the car. Opportunities exist across the site for the following measures:

- Raingardens for water quality and infiltration along streets, sidewalks and parking areas.
- Green roofs where applicable.
- Rain barrels, cisterns and other possible rooftop rainwater capture and reuse options.
- Porous paving.
- Underground storage and detention when required.

Site Design Standards

Generally, the open space character of the district will be defined by tightly contained pedestrian-friendly streets, with public courtyards and gardens as the primary gathering places defined as Urban Open Space. This system of interconnected courts and gardens with a range from public to private will extend across the district and connect to the surrounding neighborhood. The pedestrian and bicycle connections across Subdistrict B



Residential mews



Shared street designed for multi-modal use.

between Penn Avenue and Marchand and Denniston Streets shall be designed to be open, welcoming and universally accessible; they shall remain open and accessible to the community without constraints or permanent closure.

Parking:

Surface parking lots and parking garages are prohibited along the Penn Avenue frontage of Subdistrict B. Small parking lots up to 10 spaces are permitted within Subdistrict B and shall meet the following standards for landscaping and screening: a minimum of 30 square feet of landscaping per parking space and 1 tree for every 3 parking spaces. Landscaping shall be arranged on the perimeter of the parking lot and used to screen it from public view as well as a storm water BMP.

Above-ground parking garages and structures are permitted only along Dahlem Place in Subdistrict A and shall meet the following design guidelines:

- Provide clear and accessible pedestrian connections between vertical garage circulation and defined Urban Open Space.

- Organize vehicular entrances and exits so that they do not conflict with or impede pedestrian connections.
- Treat primary facades along public streets and ways in an architecturally suitable manner that creates an organized facade with a clear emphasis on the vertical circulation and pedestrian movements. Any new garage constructed along Dahlem Place shall meet the same design standards as the existing Bakery Square garage.

Landscaping:

Plant large shade trees to establish neighborhood forests, groves and allées. Use large trees to spatially define places. Frame circulation paths with planting. Plant materials should consist primarily of Pennsylvania native and native-adapted plants. Invasive species should not be used. Unacceptable plant materials include:

- Norway Maple – *Acer platanoides*
- Sycamore Maple – *Acer pseudoplatanus*
- Princess Tree – *Paulonia tomentosa*
- Tree of Heaven - *Ailantus Altissima*
- Bradford Pear – *Pyrus calleryana*
- Mimosa - *Albizia julibrissin*
- Paper Mulberry *Broussonetia papyrifera*
- Sawtooth Oak - *Quercus acutissima*
- White mulberry - *Morus alba*
- Japanese Spirea - *Spirea japonica*
- Burning Bush – *Euonymous alatus*
- Butterfly Bush – *Buddleja spp.*
- Japanese Barberry – *berberis thunbergia*
- Autumn Olive – *Eleagnus umbellata*
- Honeysuckle – *Lonicera spp.*

Hardscape and site furnishings materials should harmonize with the building materials and should be durable, timeless, and sustainable:

- Brick: earthtones ranging from tan to red, depending on context. Stone or cast stone
- Naturally durable wood
- Metals: natural or earth tones with high performance finishes.
- The following materials should be avoided or limited to visually isolated service area:
 - Treated lumber
 - Brightly colored materials
 - Segmented retaining walls, such as versa-lok.

BAKERY SQUARE SP DISTRICT – IMPLEMENTATION PROGRAM

The current Bakery Square development includes approximately 6.5 acres along Penn Avenue which was the former Nabisco Bakery plant. It is nearly fully developed with the renovated Nabisco Building, a 850 car parking structure on top of approximately 80,000 square feet of retail space on two levels, and a 110 room hotel on top of approximately 35,000 square feet of retail space. There is an open courtyard, surface parking and a small retail building on the site. In addition the Bakery Square development includes an approximately 1.0 acres parcel on Dahlem Place adjacent to the Port Authority garage which

is currently developed with an industrial warehouse building and adjacent surface parking. Both of these current sites have the necessary utilities and infrastructure of their current and intended uses.

The Bakery Square development will be expanded to include the former Reizenstein School property containing approximately 12 acres along Penn Avenue directly across from the current Bakery Square development. This site includes the current school building and related accessory improvements including parking areas. The site is currently vacant, as the School District has closed the building for students.

The site is currently void of the necessary utilities and infrastructure necessary to implement the Bakery Square 2.0 development plan. The developer is working with the Urban Redevelopment Authority and other public and private sources, to design, construct and finance the demolition of the current building and the installation of the necessary infrastructure. These improvements include the public roads shown on the master plan drawings as well as the necessary utility connections to support the intended development activities. These include new water and sewer lines, storm water management, gas and electric lines, and traffic signal and road improvements.

As the Reizenstein School property is currently vacant, there will be no displacement of any person or business as a result of the development activities.

The Bakery Square 2.0 development assumes the continued demand for market rate housing options and market rate office demand in the east end area of the City of Pittsburgh. With the successful absorption of the office space at Bakery Square and the strong housing market, it is commercially reasonable to assume that these trends will continue. As this is an “urban infill” site, no off site public improvements are necessary for the continued development of this site. As part of the original Bakery Square development, the surrounding roads were widened, where possible, and new traffic signals and other improvements were installed to anticipate this growth.

It is estimated that the total cost of the Bakery Square 2.0 project will be in excess of \$100 million. The public private partnership that was so successful with the original Bakery Square project will continue with Bakery Square 2.0. The developer is working with the URA to access necessary public funds for the public infrastructure and other improvements to prepare the site for future development. The developer has the proven ability to access the necessary private capital to implement the development plans.

Bakery Square 2.0 will continue the extraordinary growth in employment experienced by construction of Bakery Square. With the closing of the Nabisco plant and its successors, employment was near zero on the original site. Current estimates show in excess of 1,200 new jobs in the first phase, and as many as 2,000 new jobs upon full build out of phase 2.0. This growth in employment has resulted in new projects throughout the immediate area, including the Highland Wallace project and others to meet the needs of new employees moving to the area. Local shops and restaurants have also benefited from this growth. With Phase 2.0, bringing residential options to Bakery Square, we expect this trend to continue and flourish.

It is the intent of the developers of Bakery Square 2.0 to be on the forefront of sustainable design, not only with the buildings, but with the storm water management and other infrastructure improvements. We intend to work with the appropriate regulatory agencies to design and implement these plans. When completed, the development will likely create less of an impact on the overall environment than exists today with the Reizenstein School building.

It is estimated that the overall implementation of the Bakery Square 2.0 plan will take approximately 5 years, but could be compressed or expanded depending on market and other conditions. De-construction and demolition will begin in January 2013, and take approximately 3 months. The public infrastructure improvements will then be installed, including new public streets, water and sewer lines and storm water management facilities, as required by code. Construction of the residential and office components should commence in the summer of 2013.