CRUCIBLE LOFTS
3151 Smallman Street - RIV-IMU Zoning District

City of Pittsburgh - Planning Commission Presentation
# CRUCIBLE LOFTS

## TABLE OF CONTENTS

1. **Design Narrative**
2. **Pittsburgh Context**
   - 2.1 Time & Place
   - 2.2 Culture & Roots
   - 2.3 The Warehouse
   - 2.4 Local Materials
3. **RIV-IMU Zoning & Site Context**
   - 3.1 Site Context Diagram
   - 3.2 Lot Diagram
   - 3.3 Site Context - Aerial
   - 3.4 Existing Conditions - 31st Street Bridge
   - 3.5 Existing Conditions - Sidewalks
   - 3.6 Existing Conditions - Mulberry Way
   - 3.7 RIV-IMU Building Compliance
   - 3.8 Construction Plan & Community Engagement
4. **Design Drawings**
   - 4.1 Smallman & 32nd Street Rendering
   - 4.2 P1 Level Floor Plan
   - 4.3 Level 01 Mezzanine Plan
   - 4.4 Levels 02-03 Floor Plan
   - 4.5 Levels 04-06 Floor Plan
   - 4.6 Levels 07-08 Floor Plan
   - 4.7 Penthouse Floor Plan
   - 4.8 Level 01 Floor Plan
   - 4.9 Smallman & 32nd Midair Rendering
   - 4.10 Smallman Street Pedestrian View Rendering
   - 4.11 Overall Building Section
   - 4.12 Smallman Street Elevation
   - 4.13 31st & 32nd Street Elevations
   - 4.14 Shadow Studies - Existing
   - 4.15 Shadow Studies - Proposed
   - 4.16 Shadow Studies - Existing
   - 4.17 Shadow Studies - Proposed
   - 4.18 Land Title Survey
   - 4.19 Landscape - Plant Material Board
   - 4.20 Landscape - Materials Board
   - 4.21 Landscape - Requirements Plan
   - 4.22 Landscape - Site Plan
   - 4.23 Landscape - Details
   - 4.24 Landscape - Storm Water Management
   - 4.25 Loading Access Diagram
**DESIGN NARRATIVE**

Cities throughout the world are experiencing exponential growth shaped by many forces, including governments, developers, architects, zoning, and economics. They are historically either developed by a grand master plan or, more typically, evolved through a fragmented, individualized planning process. However, many new projects are shaping today’s neighborhoods, districts, and cities with thoughtful, well-articulated design that influences and reimagines areas beyond their boundaries. Westrise Capital’s Crucible Loft building is this type of project.

The Pittsburgh “Strip District” is developing into an important urban collage where each new project strives to have a unique identity in the neighborhood. This diverse and competitive aesthetic environment unites a nostalgia for the warehouse district spirit with the remains of the historic shipping, warehouse, and industrial zone. This scenario creates an interesting challenge for Westrise to present a distinctive interpretation of the context guidelines within the emerging neighborhood.

The driving strategy has been to discover a profoundly simple, pure form that projects growth and optimism for the district; it is a symbol of progress and hope as well as respect for the historic context. The design’s inspiration is also social—it seeks to express cultural meaning by both belonging to its place and becoming a memorable, vibrant destination. The ground-level pedestrian experience promotes the notion of “placemaking” with spaces that catalyze interaction between the public and private population.

The site’s location along one of the main arteries of the Strip District creates a direct dialogue with new developments that intersect Smallman Street and 32nd Street. The building’s orientation repurposes a vital piece for this new exciting mixed-use corridor. The unique qualities of the site include vehicular connections and potential access on the two main sides for easy arrival and exit flow.

Users enter the building through a unique progression of spaces that set the stage for a premiere residential experience. TA wellness-centric designed lobby will create a holistic expression of the sustainable features to be enjoyed throughout the building. Tech spaces are envisioned as semi-private, where high-end tenants support the corporate population while activating the ground floor with open promenades that circulate around the building.

With views of the Allegheny River to the north, the city esplanade to the west and east, and the West Penn Park to the south. Each floor provides a 360-degree view to its context. These vistas, including exterior terraces, expansive glazing, high ceilings, and more, will create a vibrant indoor/outdoor experience for the buildings occupants.

The buildings design elevates luxury and cultural meaning to create an unparalleled residential environment. It defines an iconic new gateway for The Strip District and its occupants.
PITTSBURGH & THE WAREHOUSE
TIME & PLACE
Pittsburgh Now and Then
CULTURE & ROOTS
Pittsburgh Now and Then
THE WAREHOUSE
Design Language

- Heavy and solid brick base material
- Punch openings with depth.
- Horizontal buildings.
- Sub-layer window detailed framing.
- Might have ground floor canopies or material accents.
- Solid corners
- Earth tones
LOCAL MATERIALS
Adaptive and Relevant

- Masonry
- Reuse of Gantry Crane
- Insulated Glass
- Concrete
- Aluminum Panels
RIV-IMU ZONING & SITE CONTEXT
RIV-IMU INDUSTRIAL MIXED-USE SUBDISTRICT
PER PITTSBURGH ZONING CODE
“intended to address areas of the riverfront that are diversifying from their original, strictly industrial nature. It accommodates a variety of higher intensity uses, including light industrial, commercial, and high density residential development. The RIV-IMU Subdistrict is also intended for industrial areas that are focused on research and development and technology-oriented industries.”
LOT AREA: APPROX. 55,000 +/-
EXISTING CONTEXT PHOTOS 31ST STREET BRIDGE
EXISTING CONTEXT PHOTOS  SIDEWALKS AND PLAZA
EXISTING CONTEXT PHOTOS MULBERRY WAY
Massing Strategy - 10’ Step-Back
Facade is set 10’-0” back from property line (incorporating setback for structures higher than 65’-0”) to create a seamless warehouse aesthetic in accordance with the surrounding context and neighborhood.

Per Zoning Code:
905.04.E.3. Height - c.(2).c.(i)
A Minimum Font and street-side-step-back of ten (10) feet is required for structures of 65 feet in height greater.

905.04.E.3. Height - c.(2).c.(ii)
(D) Any required building step-back may begin at a lower height but at a minimum must occur at the portion of the building exceeding 65 feet or six stories, which occurs first.

Massing Strategy - 10’ Step-Back at 77’-4” Height
Massing contains a 10’ step-back at 77’-4” (below the 85’-0” requirement) to allow for a green roof terrace and stormwater management principles, further articulating the lower warehouse facade aesthetic.

Per Zoning Code:
905.04.E.3. Height - c.(2).c.(ii)
(A) Additional front and street-side step-backs of ten (10) feet are required, in addition to the (10) foot step-back required at 65 feet.

Massing Strategy - Build-To-Zone
Facade set back an additional 10’-0” from the property line, in accordance with 0-10 foot build-to-zone, to further enhance public right of way and create a wider pedestrian sidewalk.

Per Zoning Code:
905.04.E.4. Structure Placement - b. (1) & (2)
When abutting a Street, a build-to-zone is imposed between zero (0) and then (10) feet inward from the property line.

When abutting Street, a minimum of 60% of building frontage or facade must be located in the Build-To-Zone.

Note:
The above was presented to the local community groups. The historical design approach, focus on sustainability, and massing strategy with the step-backs were all well received.

Design as shown is in compliance with the approved variance.
CONSTRUCTION PLAN & COMMUNITY ENGAGEMENT

Construction Management Plan:

- A full-time on site project Superintendent (and other personnel) will manage, coordinate and otherwise ensure the Project is compliant with project drawings, applicable codes, project schedule, and other project goals/initiatives.

- Safety and compliance staff will visit the site to inspect and report/correct any health and/or safety matters.

- Coordinate testing as required by code and the specifications to ensure materials and workmanship meet the design standards of the project.

- Obtain substantial completion and a final Certificate of Occupancy from the City of Pittsburgh.

- Other construction management and safety best practices consistent with the construction industry in the Greater Pittsburgh market.

Community Group Engagement - Strip District Neighbors:

- February 11, 2021 - Final Presentation / Project Update (multiple presentations performed since 2019)

- March 22, 2021 - Letter of Support

March 22, 2021

George Mongell
Westrise Capital

Re: Development 31st St and 32nd St on Smallman St

Dear Mr. Mongell:

Thank you for meeting with the Community Development Committee (CDC) of the Strip District Neighbors (SDN) on February 11, 2021 to share your updated plans for the project located on Smallman St between 31st St and 32nd St.

Please accept this letter as a reflection of SDN support for the proposed development featuring approximately 255 multi-family residential units, 17,000 SQFT of commercial space, and 260+ vehicular parking spots.

We understand this section of the Strip District is about to undergo significant change in the coming years, with multiple new residential developments in construction and visionary proposals being considered along the nearby Allegheny River waterfront. SDN anticipates this section to be a busy and vibrant corridor with increased pedestrian and multi-modal activity between the Strip and surrounding neighborhoods, Lawrenceville and Polish Hill.

As the project moves into final designs and into construction, SDN recommends paying special attention to how the ground floor of the building meets the sidewalk to encourage a welcoming streetscape experience. Additionally, SDN reinforces your decision to manage loading/delivery via Mulberry Way to reduce conflicts along Smallman St.

If you have any questions or need anything else, please feel free to contact us anytime.

Sincerely,

Chris Watts
Chair, Community Development Committee
Strip District Neighbors
SMALLMAN & 32ND PEDESTRIAN VIEW

915.07.D TARGETED PERFORMANCE POINTS

ON SITE ENERGY CONSUMPTION [1 POINT]
1A Site energy use at AIA 2030 Commitment

RAINFALL [1-2 POINTS]
5A 50% Capture  
5B 75% Capture

PUBLIC ART [1 POINT]
9A 1% of Construction Cost

URBAN FABRIC [2 POINTS]
10A Structured Parking Designed for Conversion

TRANSIT ORIENTED DEVELOPMENT [1 POINT]
11A Within 1/2 mile of Rapid Transit
LEVEL P1 ILLUSTRATIVE PLAN

PARKING
147 SPACES
MECH / STORAGE

Drawing North
Note:
This mezzanine parking level can be (i) removed without material impact to the structural integrity of the building for future commercial use or (ii) adapted into a usable building space, amenity, etc.
LEVELS 02-03 ILLUSTRATIVE PLAN

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<th>Jr. 1 Bed</th>
<th>1 Bed</th>
<th>1 Bed Loft</th>
<th>2 Bed</th>
<th>3 Bed Loft</th>
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<td>116</td>
<td>9</td>
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Unit Mix Matrix

10' - 0" 426' - 9" +/- 16' - 3 7/16" 198' - 0"

480 3216

Drawing North

AMENITY AMENITY AMENITY AMENITY
Notes:
1) Rooftop Terrace: Design Limited to a maximum of 13,460 GSF and current/as-designed rooftop space reflects approx. 7,606 GSF.
2) Enclosed BOH / Mechanical Areas are designed for future/potential installation of Solar PV Panels.
Note:
Below grade garage / project design is in compliance with 927.07.B
31ST & 32ND STREET ELEVATIONS

SCALE: 1/32" = 1'-0"
SHADOW STUDIES - PROPOSED
MARCH 21/JUNE 21

01 Shadow Study - 06/21 - 9 AM
02 Shadow Study - 06/21 - 12 PM
03 Shadow Study - 06/21 - 3 PM
04 Shadow Study - 03/21 - 9 AM
05 Shadow Study - 03/21 - 12 PM
06 Shadow Study - 03/21 - 3 PM
LANDSCAPE
Plant Material Board

NOTE:
FINAL PLANT MATERIALS ARE SUBJECT TO CHANGE BUT WILL MEET CITY STANDARDS.
LANDSCAPE
Materials Board
**LANDSCAPE**

Requirements Plan

**LANDSCAPE (1 TREE PER 30LF OF STREET FRONTAGE)**

**SMALLMAN STREET:**
- Street Trees Required: 16 (458LF of Street Frontage)
- Street Trees Provided: 16

**31ST STREET:**
- Street Trees Required: 4 (120LF of Street Frontage)
- Street Trees Provided: 4

**32ND STREET:**
- Street Trees Required: 4 (120LF of Street Frontage)
- Street Trees Provided: 5

**NOTE:**
Final Plant Materials are subject to change but will meet City Standards.

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**GRASSES/PERENNIALS (TYP)**
**STREET TREE (TYP)**
**PROPERTY LINE (TYP)**

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10'-0" SIDEWALK | 31ST STREET
---|---
27'-0" SIDEWALK | 32ND STREET
10'-0" SIDEWALK | SMALLMAN STREET
8'-6" CLEAR | MULBERRY WAY
12'-0" CLEAR | 31ST STREET
12'-0" CLEAR | 32ND STREET
120' | 120'
NOTE:
FINAL PLANT MATERIALS ARE SUBJECT TO CHANGE
BUT WILL MEET CITY STANDARDS.
Details

LANDSCAPE

4.23

1. TREE PLANTING
   SCALE: N.T.S.

2. STREET TREE PLANTING PIT
   SCALE: N.T.S.

3. PERENNIAL PLANTING
   SCALE: N.T.S.

Retain leader, do not prune terminal leader or branch tips.
Prune away dead or broken branches and any branches in way of pedestrians.
Remove nursery applied tree wrap, tape or string from tree trunk and crown; remove any tags or labels.
Prune off suckers.
Set rootball level, slightly above grade (1/4”)

Mulch; maintain 3” circle of bare soil around trunk of tree.
Fold down or pull back string, burlap or plastic and/or wire basket from top 1/3 of rootball. Non-biodegradable materials do not remove soil from rootball.
Center rootball in planting hole, leave bottom of planting hole firm. Use water to settle soil and remove air pockets and firmly set tree.

If the top main order root is deeper than 1-2” in the rootball, remove some soil prior to establishing planting depth.
Tree stakes, see note below.

NOTE: STAKE WITH TWO 8’ LONG WOOD ‘TEE’ POSTS OR APPROVED EQUAL DRIVEN 6-8” OUTSIDE OF ROOTBALL. LOOSELY STAKE THE TREE TRUNK TO ALLOW FOR TRUNK FLEXING.
STAKE TREES JUST BELOW FIRST BRANCH WITH 1-3” POLYPROPYLENE STRAPS (2 PER TREE ON OPPOSITE SIDES, CONNECT FROM TREE TO STAKE HORIZONTALLY). DO NOT USE ROPE OR WIRE THROUGH A HOSE. ARBOR TIE IS AN ACCEPTABLE PRODUCT. REMOVE ALL STAKING MATERIALS AFTER ONE YEAR, OR AS OTHERWISE DIRECTED BY THE LANDSCAPE ARCHITECT.

NOTE: TREES IN TREE PIT ARE NOT TO BE STAKED. USE ARBOGUY TREE GUYING SYSTEM INSTEAD.

PERENNIAL PLANTING

SPREAD 1” OF COMPOST PER 6” OF TOPSOIL AND INCORPORATE IN LIFTS

EXISTING SUBGRADE

CONCRETE CURB

CENTER ROOTBALL IN PLANTING HOLE, LEAVE BOTTOM OF PLANTING HOLE FIRM. USE WATER TO SETTLE SOIL AND REMOVE AIR POCKETS AND FINALLY SET TREE.

DEciduous TREE PLANTING

SET TOP OF rootball AT FINISHED GRAde

PIT DEEPNESS

existing subgrade

Concrete walk

Permennial

Existing Subgrade

TREES IN TREE PIT ARE NOT TO BE STAKED. USE ARBOGUY TREE GUYING SYSTEM INSTEAD.

WESTRISE CAPITAL | GENSLER
**LANDSCAPE**

Stormwater Management

**ZONING CALCULATIONS**

- **Total Area of Disturbance**: 63,570 SF
- **Total Lot Area**: 54,945 SF
- **Existing Impervious Area**: 63,570 SF
- **New Impervious Area**: 0 SF
- **New Landscape Area**: 1,555 SF
- **New Impervious Area**: 62,015 SF

**Performance Points System**

- Meets 50% of 1.5 inches of rainfall in a 24-hour period requirement (1 pt.)

**Volume Capacity of System**: 5,440 CF (40,694 GAL.)

**Required Capacity of System (50%)**: 3,876 CF (29,033 GAL.)

**Required Capacity of System (75%)**: 5,814 CF (43,491 GAL.)

**Maintenance**

- Inspect underground stormwater tank annually per manufacturer’s instructions.
- Remove sediment, debris/trash, and any other water material.

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**Diagram Notes**

- **Underground Stormwater Storage**
  - 260 SF @ 48" depth (1,040 CF)

- **1,500 Gallon Capacity Stormwater Retention Tank (200 CF)**

- **Underground Stormwater Storage**
  - 260 SF @ 48" depth (1,040 CF)

- **Property Line**

- **1,500 Gallon Capacity Stormwater Retention Tank (200 CF)**

- **Underground Stormwater Storage**
  - 740 SF @ 48" depth (2,960 CF)
LOADING ACCESS DIAGRAM

PROJECT NO:  Wестире-1904
PROJECT: 3150 Smallman Street Development
City of Pittsburgh, Allegheny Co., PA

LEVEL: 01
Garbage Truck Entering Loading Spaces

SCALE: 1/50

Trans Associates
Small Firm Client Experience, NJ Firm Capabilities
4455 South Freeway, Ste. 600 Houston, TX 77092 (713) 525-6300

WESTRISE CAPITAL | GENSLER
THANK YOU