

PROPOSAL

To Fund a Green Roof at the Historic  
Paramount Film Exchange —

# Paramount

*Saving 70,000+ gallons of water per year from entering the sewer system will cap the renovation of this historic community asset and aid in storm water management that's vital to this region.*



Above: Images before and after the 2014 Paramount renovation by StartUptown, site owner Alexander Denmarsh, with financial assistance from Denmarsh Photography, the County of Allegheny (a CITF Grant), the URA, 501c3 StartUptown/now Avenu., with Dollar Bank coordinating all the financial components.



CONTACT GRANT WRITER:

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FISCAL SPONSOR: UPTOWN PARTNERS of Pittsburgh

## BACKGROUND

# Entrepreneurial

*The Paramount is presently home to 3 successful startups and Denmark Photography, employing 60+ in photographic arts; business AI; robotics/STEM programming for children; and a medical device company making possible in-field stroke detection with a new \$2M round of funding in 2018.*

## Context

The historic Paramount Film Exchange (PFEX) in Uptown was slated for demolition until an entrepreneurial and committed team designated it as a historic site through the Pittsburgh Historic Review Commission — then purchased the building, investing capital, blood, sweat, and tears — successfully converting the space into a sustainably designed co-working facility. The NEW Paramount has been instrumental in attracting new jobs to its Uptown neighborhood. The building’s salvation and significance to Uptown’s future is an inspiring tale that indeed reads like the sort of movie scripts that gave rise to the structure’s original purpose as a film distribution center in 1926 — one part of Pittsburgh’s significant *Film Row* that operated until the mid-1960s.



Architect Laura Nettleton observes, “The Paramount Film Exchange is an adaptive reuse that was completed in 2014 for Avenu, formerly known as StartUptown, as a co-working space alongside a photography studio. The building exterior was lovingly restored and most of the interior details remaining were kept.

Now hosting the new entrepreneurs of our region — the interior is designed with artifacts, old Paramount movies playing in its entryway, and posters that recall an earlier entrepreneurial era of film.

The project has been a win for the community and the city — it had become a site where many community organizations schedule meetings to drive the new Uptown-West Oakland Ecoinnovation District. The project was designed on a shoestring and with luck and persistence the team was able to come up with an affordable solution that just barely penciled.”

## BACKGROUND



**“A sustainable rooftop garden that effectively manages storm water runoff, easing the burden on our sewer system, is squarely in sync with principles of our comprehensive and innovative Uptown Ecoinnovation District Plan – the result of a two-year, community-driven process, sponsored and officially adopted in 2017 by the City of Pittsburgh in a first-ever endeavor.**

**This bold Plan is Uptown’s roadmap to improved safety and mobility, housing affordability, job training, job-creation, neighborhood health, placemaking, and investment in green and sustainable infrastructure.**

**When successfully implemented, the Plan, *a genuine urban lab*, will be a replicable model for other transitioning Pittsburgh neighborhoods.**

***We believe the Paramount building can be an example of responsible historic preservation and a reflection of intelligent best practice for environmental stewardship.”***

***Above: from an Uptown Partners support letter – context continued***

The installation of a green roof and deck will function as an outdoor working environment, event/gathering space, with potential to show film and engage and educate our community on storm-water capture, and the ongoing maintenance of a green roof – it has been partially funded by a matching grant from PWSA, a County CLIP Grant, and is seen as a crucial link in developing alternate means for storm water capture, while signaling Uptown’s aspirations to drive its designation as an Ecoinnovation District.

The design envisions what our team believes is the best intersection between leaving the integrity of the architecture untouched and at the same time allowing the building to be used in new ways. There is good precedent for this in many other cities on buildings having historic significance.... *roof tops on buildings are appealing places to be.*

THE PITCH FOR FUNDING

# Open Letter

*The Green-Roof project at PFEX has been fraught with obstacles including both a rigorous State DOL review of ADA requirements; and convincing the City Historic Review Commission of the project's benefits verses street visibility.*

*It has cost 18-months of time in design revision, engineering, and legal fees toward a successful resolution of these issues — we NOW have a path forward to fundraising, and a complete design-build process — and finally, a building permit.*

## **The Green Roof**

As an early supporter of this project, PWSA is confident that it significantly contributes to raising awareness of green infrastructure and its layered benefits, helping establish a green standard in Uptown's rebuilding, and also assisting the implementation of similar projects in Pittsburgh's first Ecoinnovation district.

The green roof will showcase the use of native, resilient, pollinator-friendly plant species, water harvesting, renewable energy, and sustainable use of building materials and technology. The use of large "bladder" catchment containers in the basement can increase the capacity from 60,000 to 70,000+ gallons of water saved per year! And it eliminates the need for a large containment tank on the rooftop.

While our vision differed from the strict letter of the historic designation, it is a project that has overwhelming community support. The storm water that it will capture reduces the burden on the city's combined sewer system that is under mandate from the EPA to be brought into compliance. The Paramount Film Exchange is a model for how older buildings can adapt to new civic challenges while retaining their character and significance. If we don't help our buildings respond to today's issues aren't we placing them in jeopardy by not meeting current needs?

The PFEX building, and the people who cultivated its restoration and reinvention, are at the ground floor of Uptown's resurgence. It is regarded as a successful, grassroots model of future community-driven reinvestment in the neighborhood.

*continued —*



As such, the design and construction of the building's 2,000 sf green roof signifies much more than high-quality, biodiverse green space and environmental benefits — it also promises:

- stormwater best management practices
- restorative landscape design
- water harvesting and solar powered irrigation system
- improved building energy efficiency
- small-scale urban food production
- greenhouse gas sequestration and atmospheric particulate removal
- habitat creation, and urban green space.

*Given the context of the region's consent decree to essentially eliminate combined sewage overflows caused by excessive stormwater runoff, the critical role that green infrastructure is destined to play in resolving the consent decree, and renewed investment and energy in Uptown, the PFEX green roof promises to be a showcase project of how to responsibly and sustainably reinvest in our communities and the natural resources that sustain them.*

## Project Approach

The award of a Conservation Leadership and Innovation Program (CLIP) grant by The Allegheny County Conservation District had enabled StartUptown/McNutt to work directly with Tsuga Studios as landscape architect and project manager, to coordinate all required permitting through the City of Pittsburgh and coordination with the Pittsburgh History and Landmarks Foundation (PHLF) for approvals to building alterations. A report from Schneider Engineering states the roof can safely support 60 pounds per sf of green roof, or about 6-7" of lightweight soil media with plants, and 100 psf directly over the 1st floor's interior masonry walls. Based on recent research at the Allegheny County Office Building and Phipps Conservatory, a 6" deep green roof will retain approximately 80% of annual rainfall — for the PFEX project that amounts to about 40,000+ gallons of rainfall/year that lands directly on the green roof. Accounting for rooftop harvest from the adjacent roof and irrigation demand, it is estimated and additional 20,000 gallons of runoff will be utilized on the green roof. In total, about 60,000 gallons of stormwater removed from the combined sewer system annually, at a cost of about \$0.40 per gallon if accounting for just the green roof and water harvesting system and not the other project elements required to make the roof space safe and accessible. As noted, the basement catchment containers allow for greater capacity.

The intent of the green roof design is to showcase sustainable green infrastructure and uses of materials. Design and materials selection will be guided by the metrics laid out in the Sustainable SITES Initiative ([www.sustainablesites.org](http://www.sustainablesites.org)), the leading rating system for landscape-based site designs.

*continued —*



### **Initial Project Goals restated:**

- Create a distinctive work/gathering space for building occupants and public events,
- Harvest rainwater from the adjacent roof to irrigate the green roof
- Integrate native pollinator friendly plant species and food production gardens
- Design for accessibility and safety to accommodate City design guidelines
- Minimize costs, use local/recycled/salvaged materials wherever possible
- Make the design and sustainable practices on display applicable and scalable to other projects
- Work with local contractors, businesses, and volunteers to help create community ties and benefits
- Design and detail a system that works within the building's load bearing capacities as determined by Schneider Engineering
- Maintain the green roof and water harvesting system for 2+ years, and train key paid community personnel in the process. Work closely with a paid community member to manage and maintain the green roof's edible production gardens. *Added funding will be raised to continue the program.*

### **Tasks to be Completed**

Tsuga Studios/Joel Perkovich has now stepped into an advisory position along with architect Laura Nettleton of Thoughtful Balance. Eisler Landscapes will complete the design-build phase of the project after Phoenix Roof prepares the roof surface for application of deck and green infrastructure.

Directly following on page 7 is an outline of costs, amounts raised and spent on pre-development, and value-engineered costs subtracted from original estimates (attached on page 6) — and of course, what is left to raise through potential Corporate Sponsorship and other donations.

Uptown Partners will now take on the role as Nonprofit Fiscal Agent as PWSA holds a matching fund of \$34,000 — StartUptown, Denmarsh Photography and Dale McNutt have contributed a total of \$20,000.

A note about the PWSA Matching Grant Program follows on page 7.

**We ask for your help in supporting this important project.**

Sincerely,

A handwritten signature in black ink, appearing to read 'Dale McNutt'.

Dale McNutt, Grant-Writer, Founder of StartUptown/Avenu, and now Director of 5thAVE STUDIO, member of the CCIP Executive Management Team for the Lower Hill 28-acre Development, and Uptown community resident

**COST: PFE Green Roof Build-Out** — *Design-Build detailed cost documentation follows.***PRE-DEVELOPMENT COSTS:**

Planning/Coordination/Narrative	\$ 10,500.	Grant Writer/Other
Early Grant Application and Design Fees	9,000.	Tsuga Studio
Architectural Consultant/Legal Fees	9,500.	Nettleton/ Blumling & Gusky LLP
Engineering Fees	3,700.	Schneider Engineering

**NEW SOFT COSTS:**

Administration	\$ 7,500.	
Architecture/Design Consultant	3,400.	
Initial Community training and community maintenance person	4,500.	<i>Two-year engagement – additional funds can be raised to sustain work</i>

**SUBTOTAL/Pre-/Soft Costs**                      \$ 48,100.

**HARD COSTS:**

• <b>Eisler Landscapes: <i>Includes Finished Details, Additional Drawings and Engineering</i></b>		
– Construction	102,872.50	
– Green, Irrigation	42,443.50	
– Hoisting all items	16,541.	
– Overage Allowance, 15%	24,280.	
• <b>Phoenix Roofing</b> <i>Details Attached</i>		
– Roof Preparation	92,850	
– Overage Allowance, 15%	7,950.	<i>Based on \$52,850–see below</i>

**SUBTOTAL/Hard Costs**                                      \$ 286,937.

**TOTAL COST**    \$ 335,037.

**GRANTS TO DATE/OWNER PARTICIPATION/StartUptown/Denmarsh**

PWSA matching grant	\$ - 34,000.	Payable at completion
County Conservation CLIP Grant	- 10,000.	\$9,000 spent/\$1,000 remaining
StartUptown/Avenu	- 7,000.	Spent/Predevelopment
Denmarsh Photography	- 12,500.	Spent/Predevelopment
Reduction in Phoenix Cost	- 20,000.	Revise approach to rooftop cover
Reduction in Eisler Cost	- 12,000.	Insulation (included in Phoenix)

**TOTAL Remaining**

\$ 239,537. **Target to Raise: \$240,000**

## BACKGROUND

# Design/PWSA

A 2015 consent order issued by state and federal environmental regulatory agencies requires PWSA and other municipalities, to develop a Wet Weather Feasibility Study to bring sewer systems into compliance by managing stormwater and reducing combined sewer overflows (CSOs).

*To meet the order, PWSA and the City of Pittsburgh developed the draft Citywide Green First Plan and are adopting a green first approach to managing stormwater. The Plan outlines innovative and cost-effective ways to manage stormwater through ecological green solutions.*

## **PFEX Participation**

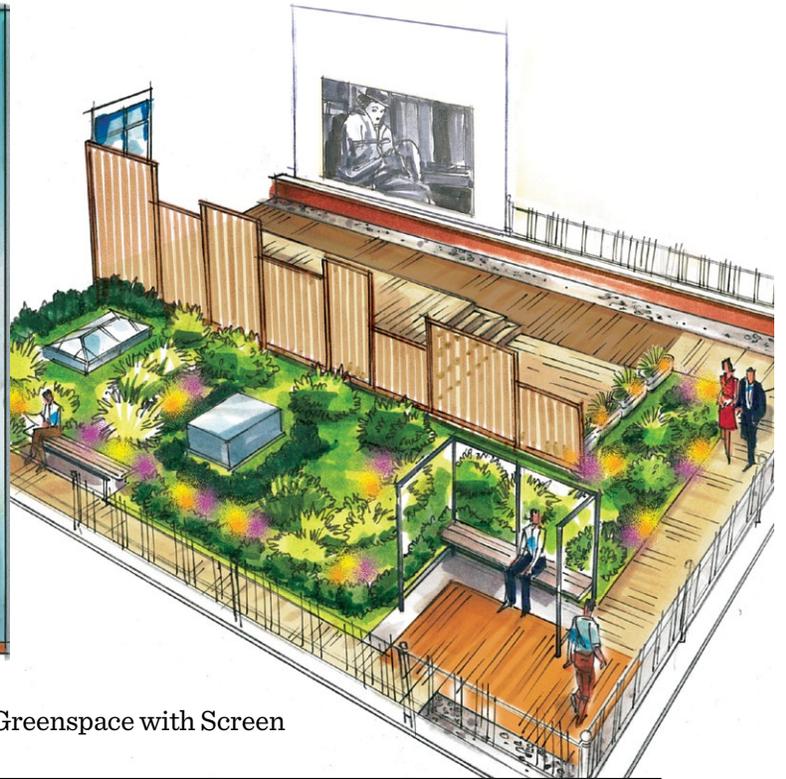
In 2015, PWSA began a grant program designed to support local, grassroots efforts that employ green infrastructure (GI) projects to manage stormwater. PWSA aims to increase GI in the City of Pittsburgh by encouraging everyone to get involved.

**Projects supported by this program will improve water quality, boost the local market for GI design and installation services, increase public awareness of GI benefits, and stimulate economic development.**

The PFEX project is part of the PWSA Matching Grant Program

- For public/private property owners in the PWSA Service Area
- Projects must be visible, engage community, and improve water quality
- Projects must have a maintenance and monitoring plan

PFEX through StartUptown/Avenu received a \$34,000 Green Infrastructure Matching Grant in 2016 — PWSA has extended our completion date, as we solved ADA and historic issues — we'll renegotiate our PWSA fiscal agent as Uptown Partners as we move forward. Uptown Partners will be our Fiscal Agent for all subsequent donations.



**DESIGN: First Conceptual Sketches** — Deck with Greenspace with Screen

BISON, 2'X2' CUMARU WOOD TILES ON BISON V2 PEDESTALS

**In-progress Sketch** — Deck with Greenspace — the blue tank below is eliminated for the basement catchment.



BISON 2X2 CUMARU WOOD TILES ON BISON V2 PEDESTA

4' TALL GREEN SCREEN, SURFACE MOUNTED TO 6" THICK X 9" WIDE CONCRETE CURB.

18" WIDE VEGETATION FREE ZONE. 4-6" DIA. RIVER STONE.

1,300 SF GREEN ROOF AREA. 4" DEEP SOIL MEDIA FOR SUCCULENT MIX PLANTING AREA, 6" DEEP FOR MIXED HERBACEOUS PLANTING AREA, 10" DEEP AROUND SHRUB

RAILING, 42" HIGH ABOVE DECKING/SOIL MEDIA. 1 1/2" WROUGHT IRON BAR WITH S.S. CABLES.

350-GALLON TO COLLECT WATER FROM 3RD STORY ROIS ON STEEL SCAFFOLD. SEE SHEET C-6.

DESIGN: Details, In-progress –



SITE IMAGES



BISON 2X2 WOOD TILES

NEIGHBORING BUILDING WALL TO PROJECT MOVIES ON

**NEIGHBORING BUILDING**  
- 3 STORIES

**MATERIALS NOTES:**

- 2,025 SF TOTAL ROOF AREA.
- 60 PSF MAXIMUM COMBINED LOAD OF PEOPLE AND DECKING, OR GREEN ROOF ASSEMBLY. ACCOUNT FOR 50 PSF LIVE LOAD FOR PEOPLE AND 10 MAX PSF DEAD LOAD FOR DECKING.
- INVERTED ROOF MEMBRANE ASSEMBLY OVER FULLY ADHERED TORCH DOWN WATERPROOF MEMBRANE WITH ROOT BARRIER. USE "CONSERVATION TECHNOLOGY" INVERTED ROOF FABRIC AND "92" DRAINAGE SYSTEM LAID OVER OVER 2" EXTRUDED POLYSTYRENE.
- APPROXIMATELY 1,200 VEGETATED ROOF AREA AT 6" MEDIA DEPTH
- 424 SF, 2X2 "BISON" WOOD TILE PAVERS (8 PSF). FINAL WOOD SPECIES TO BE DETERMINED.
- APPROXIMATELY 285 "800CM" PEDESTALS REQUIRED FOR PAVERS.
- APPROXIMATELY 300 SF 3-4" DIA. RIVER STONE BUFFER AT 6" DEPTH.
- 182' LF OF ALUMINUM FLASHING, 3/4" WIDE, BELOW EXISTING TERRACOTTA CAP TO CONCEAL PARAPET WALL AND WRAPPED UP MEMBRANE & ROOT BARRIER.
- 111' LF OF CUSTOM STAINLESS STEEL WIRE RAILING. FINAL ANCHORING METHOD TO BE DETERMINED (OUTSIDE OR INSIDE OF PARAPET WALL) OR UTILIZE WEIGHT OF SOIL MEDIA AND RIVER STONE AS BALLAST FOR EXTENDED RAILING POST LEGS.

**PFEX GREEN ROOF PLAN**

Scale: 1/4" = 1'-0"

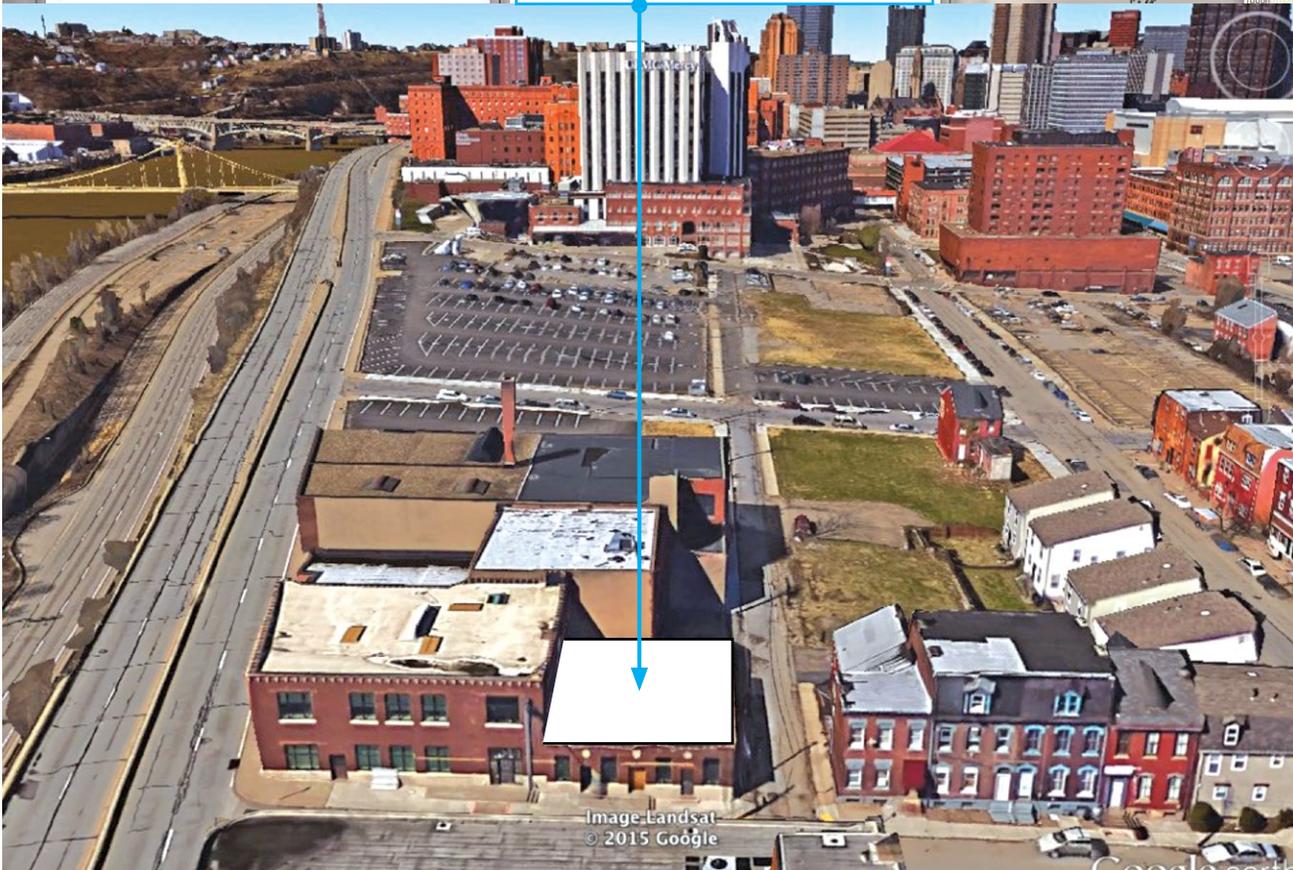


EXISTING DOOR TO GREEN ROOF AREA. 1 STEP DOWN TO TO RAMP LANDING, THEN 2 STEPS DOWN TO DECKING (4 RISERS). DOOR THRESHOLD IS 24.5' ABOVE DECKING. LANDING IS 19.25' ABOVE DECKING.

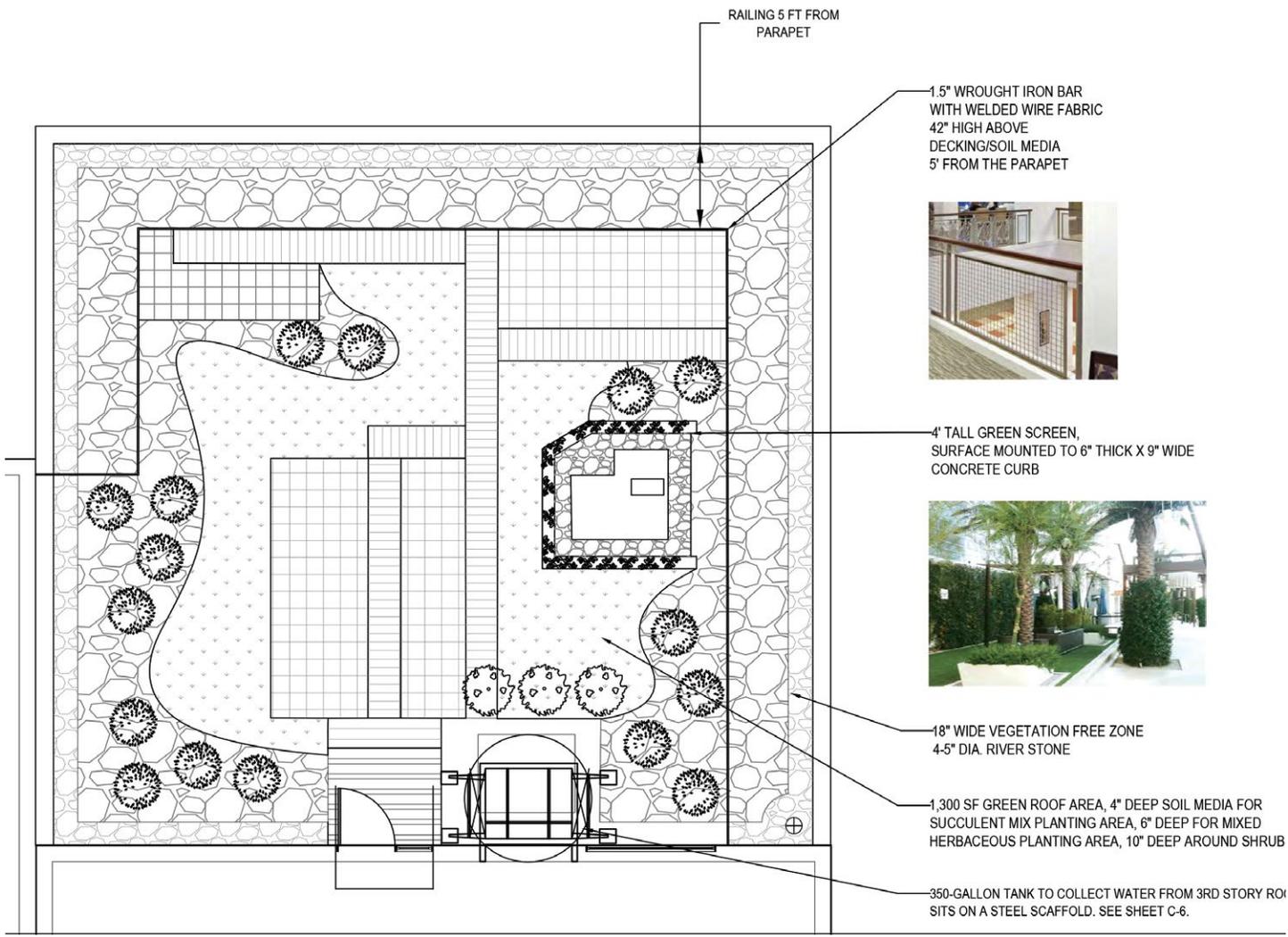
300 or 500 GALLON CISTERN. EXISTING 4" PIPE FROM UPPER ROOF DRAIN CONDUCTED THROUGH WALL TO CISTERN. VALVE BOX FOR IRRIGATION PUMP AND CONTROLS UNDER CISTERN.

- CUSTOM STAINLESS STEEL WIRE RAILING, 42" ABOVE DECKING/RIVER STONE PERIMETER.
- ORNAMENTAL GRASS, APPROX. 9" TALL.
- VEGETATED ROOF, 6" DEEP MEDIA. MIXED HERBACEOUS PERENNIALS AND SUCCULENTS. MOUND MEDIA TO 10" AROUND SHRUBS.
- 18" WIDE RIVER STONE BUFFER AT PERIMETER AND ROOF PENETRATIONS.
- PARAPET AND CAP, RANGES IN HEIGHT FROM 20" TO 31"
- "GREEN SCREEN," COVERED IN VINE TO CONCEAL HVAC
- SOLAR PANEL, TO POWER AUTOMATIC DRIP IRRIGATION SYSTEM USING CISTERN WATER.
- MASONRY WALLS BENEATH (100 PSF MAX LOAD OVER WALLS)
- DECK/MOVIE VIEWING AREA, 2X2 WOOD PAVERS ON PEDESTALS. STAIN DECKING FOR DIFFERENT COLORS AS REPRESENTED.
- EXISTING SKYLIGHT
- PROPOSED CISTERN "WATER TOWER" SCAFFOLD. LOCATE OVER MASONRY WALLS BENEATH, NOTCH BEAMS INTO MASONRY WALL.
- ADD SCUPPER
- GREEN ROOF DRAIN
- ORIGINAL UPPER ROOF DRAIN
- NEW UPPER ROOF DRAIN, COLLECTS MOST RUNOFF

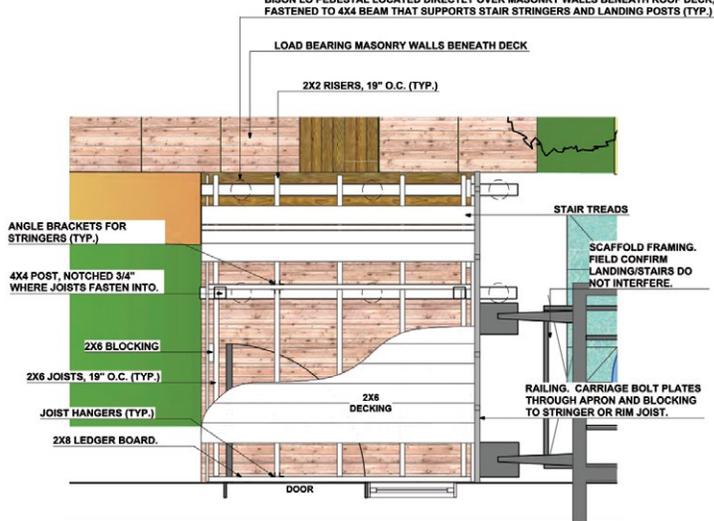
Location of the PFEX Green Roof, near the UPMC Mercy Campus — its new Vision and Rehabilitation Hospital — and Duquesne University behind.



**DESIGN: Details, In-progress** — the tank will be replaced with basement catchments.

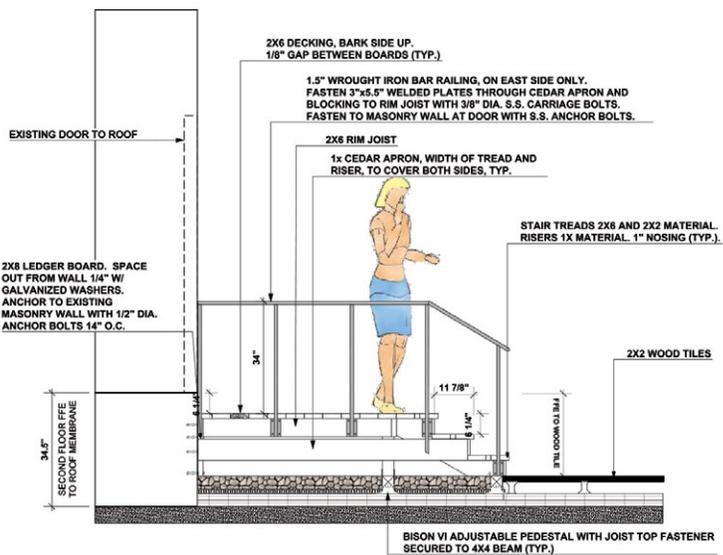


BISON LO PEDESTAL LOCATED DIRECTLY OVER MASONRY WALLS BENEATH ROOF DECK, FASTENED TO 4X4 BEAM THAT SUPPORTS STAIR STRINGERS AND LANDING POSTS (TYP.)



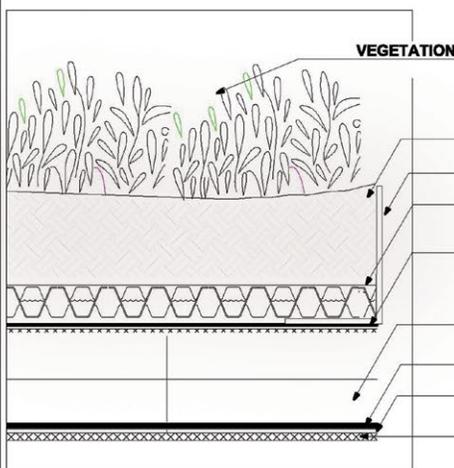
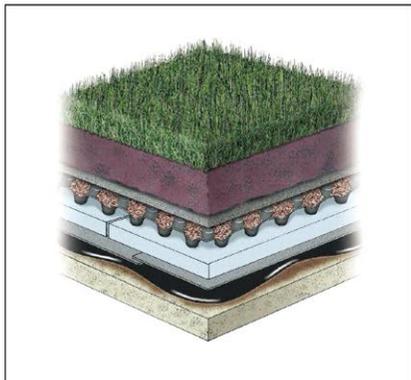
2 LANDING AND STAIRS FRAMING PLAN  
Scale: 1:20

NOTE: ALL FRAMING LUMBER PRESSURE TREATED #2 OR BETTER. ALL VISIBLE LUMBER (DECKING, TREADS, APRON) ROUGH SAWN CEDAR.



1 LANDING AND STAIRS ELEVATION  
Scale: 1:20

DESIGN: Details, In-progress –



**LITETOP SEMI-INTENSIVE GROWING MEDIA, 4" DEEP AT EDGES AND SUCULENT PLANTINGS, 6" AT HERBACEOUS PLANTINGS**

**EDGE RESTRAINT, VARIFLEX SYSTEM FILTER**

**GR30 GARDENDRAIN (1-1/4" THICK) 4" THICK, 60 PSI DOW EXTRUDED POLYSTYRENE (100 PSI REQUIRED UNDER CISTERN SUPPORTS, SEE SHEET C-6)**

**ROOT STOP ROOT BARRIER**

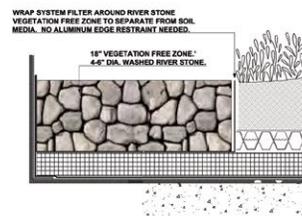
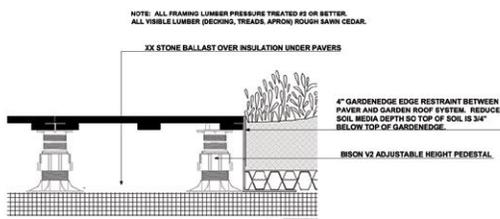
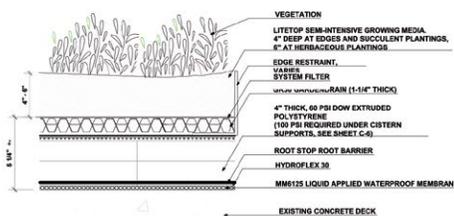
**HYDROFLEX 30**

**MM6125 LIQUID APPLIED WATERPROOF MEMBRANE**

**4 AMERICAN HYDROTECH GARDENROOF SYSTEM**

**C-5 NTS**

NOTE: IF CONDITION OF EXISTING CONCRETE DECK IS NOT SUITABLE FOR MM6125 MEMBRANE CONTRACTOR TO INSTALL 1/2" DENS DEK OVER CONCRETE DECK PRIOR TO MM6125 APPLICATION



**4 AMERICAN HYDROTECH GARDENROOF SYSTEM**

**C-5 NTS**

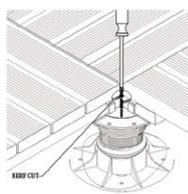
NOTE: IF CONDITION OF EXISTING CONCRETE DECK IS NOT SUITABLE FOR MM6125 MEMBRANE CONTRACTOR TO INSTALL 1/2" DENS DEK OVER CONCRETE DECK PRIOR TO MM6125 APPLICATION

**5 WOOD TILE PAVEMENT TO VEGETATION DETAIL**

**C-5 NTS**

**6 RIVER STONE BUFFER TO VEGETATION DETAIL**

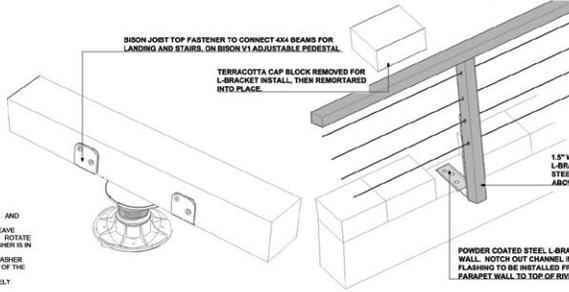
**C-5 NTS**



**INSTALL NOTES:**  
 1. PLACE THE F81 WASHER IN THE KEYS CUT BETWEEN THE BOTTOM RAIL AND THE LOWER LEGS IN THE CORNER OF THE THREE WOOD FRAMERS.  
 2. LEAVE THE NOTCH IN THE WASHER FACING OUTWARDS IN ORDER TO LEAVE ROOM TO PLACE THE 8# PAVES. AFTER ALL PAVES ARE TIGHTLY IN PLACE, ROTATE THE WASHER USING A SCREWDRIVER SO THAT THE SOLID PART OF THE WASHER IS IN CONTACT WITH THE CORNERS OF ALL FOUR PAVES.  
 3. INSERT THE F81 SCREW THROUGH THE HOLE IN THE CENTER OF THE WASHER AND THE PILOT HOLE IN THE CENTER OF THE PALETTE INTO THE TOP OF THE PEDESTAL.  
 4. HAND TIGHTEN UNTIL THE CORNERS OF ALL FOUR PAVES ARE SECURELY FASTENED TO THE PEDESTAL. DO NOT TO OVER-TIGHTEN.

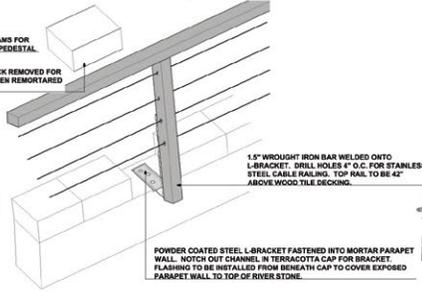
**7 WOOD TILE INSTALL DETAIL**

**C-6 / NTS**



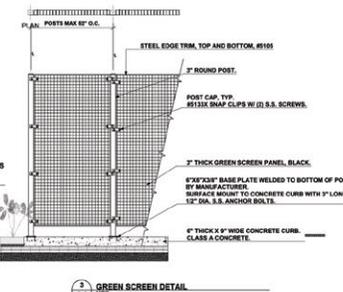
**8 BISON JOIST TOP FASTENER DETAIL**

**C-6 / NTS**



**9 RAILING DETAIL**

**C-6 / NTS**



**10 GREEN SCREEN DETAIL**

**C-6 / NTS**

## Fiscal Sponsor—Letter of Support; and an overview of Ecoinnovation Strategy

Uptown Partners of Pittsburgh has agreed to be our fiscal sponsor for this period of fundraising and implementation.



Photographs: The renovated second floor of the Paramount; Below, Sandra Mau and her Pittsburgh crew on the second floor. TrademarkVision has 28 employees spread across Pittsburgh, NY, San Francisco and Australia. Winner Alconics BEST AI BUSINESS STARTUP/2017.



*In a January 2018 Letter in Support of Historic Review Commission Application for Certificate of Appropriateness for Paramount Film Exchange, 1727 Blvd. of the Allies, Uptown, Executive Director Jeanne McNutt of Uptown Partners writes:*

Dear Commission Members;

On behalf of Uptown Partners of Pittsburgh (UP), I am pleased to support the Application for a Certificate of Appropriateness currently before you for a proposed sustainable green infrastructure project that will benefit the Paramount Film Exchange (PFX building), the Uptown community, and the region.

As the sole community organization representing the vision of the neighborhood, in 2009 Uptown Partners joined the Young Preservationists Association of Pittsburgh in its effort to celebrate the Paramount's cultural contribution and to save the long-vacant and blighted building from likely demolition by successfully advocating for City historic designation. We applaud the early efforts of the YPA.... and since, Paramount owner Alexander Denmarsh, and StartUptown/now Avenu, for their commitment to beautifully repurpose the building that now attracts a new, dynamic startup community into our urban core. The many young ambitious entrepreneurs in the co-working building are inspired by the Paramount's unique, supportive work environment. (In turn, they buy from our small, but growing retail district, while a few have begun to settle here.) The 2,000 sq. ft. green rooftop garden proposed for the Paramount will be a significant amenity for current and future tenants, a thoughtful setting for ecological learning, and a welcomed community space for Uptown events.

A more important point: a sustainable rooftop garden that effectively manages storm water runoff, easing the burden on our sewer system, is squarely in sync with principles of our comprehensive and innovative Uptown Ecoinnovation District Plan — the result of a two-year, community-driven process, sponsored and officially adopted in 2017 by the City of Pittsburgh in a first-ever endeavor. The bold Plan is Uptown's roadmap to improved safety and mobility, housing affordability, job training and jobs, neighborhood health, placemaking, and investment in green and sustainable infrastructure. When successfully implemented, the Plan, a genuine urban lab, will be a replicable model for other transitioning Pittsburgh neighborhoods.

We believe the Paramount building can be an example of responsible historic preservation and a reflection of intelligent best practice for environmental stewardship.

Thank you for your consideration.

Sincerely,

Jeanne McNutt  
Executive Director



## Uptown Partners, Fiscal Agent

*Uptown Partners of Pittsburgh (UP) is a community-based organization of residents, institutions, and business owners--working together to build a vibrant community.*

We achieve our goals through an action plan that ensures a clean, safe, green environment while pursuing equitable neighborhood development; rebuilding a mixed-income population by reclaiming vacant, blighted properties and encouraging new residential housing opportunities, supporting existing residents through advocacy and resource linkages; attracting new neighborhood retail and innovative entrepreneurship opportunities, while supporting existing business owners; fostering green, quality design in all development projects; and creating an environment where the arts flourish and are integrated into the urban landscape. A key role throughout, is a commitment to the neighborhood to provide robust outreach and inclusive engagement in all matters affecting the community.

For the past nearly two years, Uptown Partners has been working closely with the Uptown community, City of Pittsburgh, the County, Port Authority of Allegheny County, and others locally focused on sustainability and mobility in a unique public/private partnership to plan and implement the Uptown/West Oakland EcoInnovation District (EID). Through a first-ever investment of \$1.6 million, the City—with vetting input from the community—contracted with a multi-disciplinary consultant team, led by the Philadelphia firm Interface Studio, to present one of the nation’s first EcoInnovation Districts, guided by the P4 framework and metrics, developed by the City and Heinz Endowments. The EID Plan, some 230 pages, was adopted by the City in 2017... and when best practices are fully deployed, the District is intended to be a replicable model for City neighborhoods to also become “resilient, vibrant, resource-efficient, and just.”

The organization incorporated in 2007 and first staff was hired in 2009. Our diverse board of 11 is comprised of individuals with backgrounds in business, sustainability, mobility, subsidized housing, architecture, real estate and development, arts and social services. To ensure that revitalization is compatible with community vision and compliant with the organization’s bylaws, the majority of the board is residents.

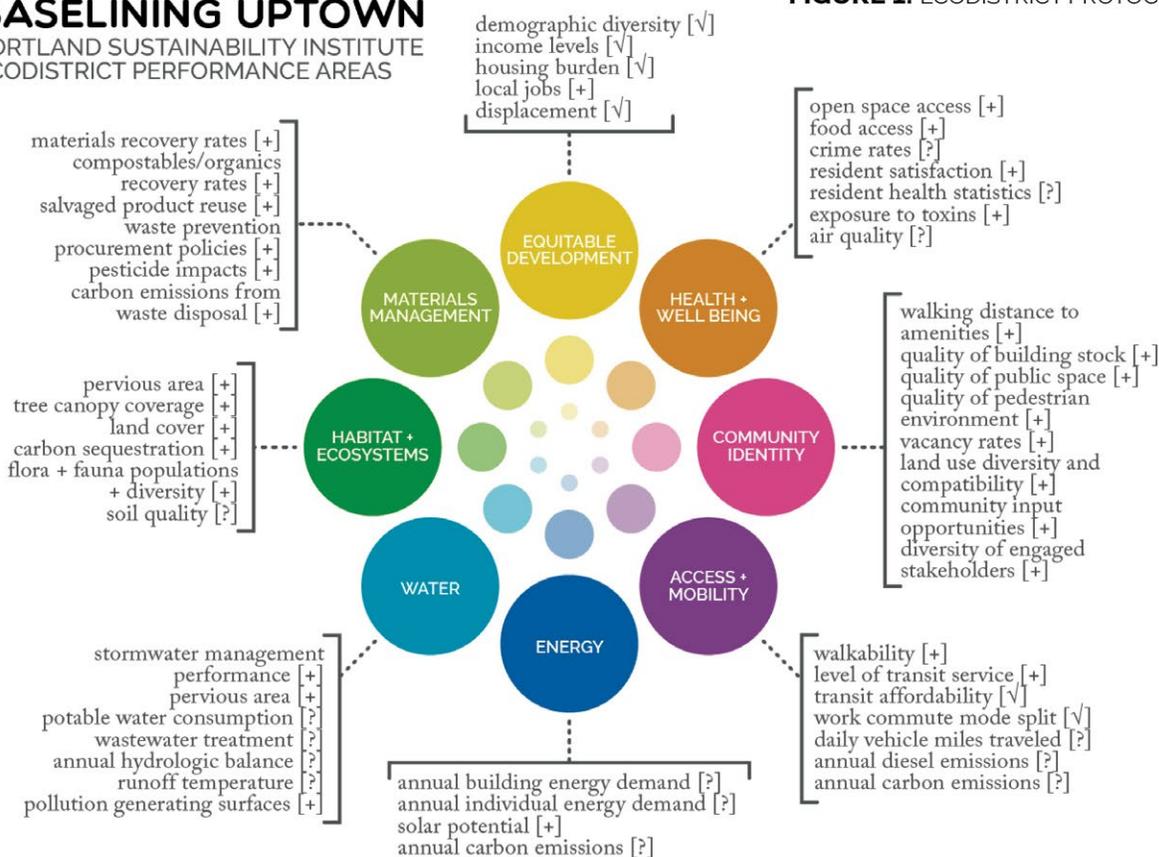
In the past four years UP has vetted and supported seven new development projects of scale, not including five significant projects currently in pre-development. These include a LEED certified building in the arena district with a four-story parking garage with five levels of housing above—70% of units affordable; a District Energy facility to provide energy-efficient and economical heating and cooling to UPMC Mercy Hospital and new projects in the pipeline, including a 1,200 space parking garage and world-class eye center at UPMC Mercy. On a smaller scale, some 23, mostly vacant single-family homes have been sold to young homeowners who are investing in their properties.

Photograph: L to R — UPMC Vision and Rehabilitation Hospital on the UPMC-Mercy campus — this project will become a beacon for the next stage of larger economic and residential development for this underserved community. And it helps anchor an innovation corridor from Downtown/Uptown to Oakland; Mixed-income housing project proposed by Midpoint Development Group to bring 106 new residential units to Uptown, 70% of them at below market rents — scheduled to break ground in 2018; Bus Rapid Transit, the 3-mile BRT line will run between downtown and Oakland, the region’s two biggest job centers at a cost of \$195M — bringing substantial infrastructure improvements to the Uptown streetscape.



**Reference page: EID:** The Ecoinnovation District (EID) in Pittsburgh is the first of its kind. Focused on the Uptown and West Oakland communities, it is a groundbreaking initiative that combines the goals of both EcoDistricts and Innovation Districts that have helped to positively transform communities across the country. ■ The EcoDistricts Protocol emphasizes a bottom-up model of planning and development to create a resilient and equitable city. The intent is to promote an alternative approach to development that is focused on economic opportunity, smart and efficient infrastructure, and green building practices, to name a few. — See chart below.

➔ **BASELINING UPTOWN**  
PORTLAND SUSTAINABILITY INSTITUTE  
ECODISTRICT PERFORMANCE AREAS



**FIGURE 1: ECODISTRICT PROTOCOL**



This project is the product of ongoing collaboration among Uptown Partners of Pittsburgh, Oakland Planning and Development Corporation, City of Pittsburgh, Envision Downtown, Sustainable Pittsburgh, Urban Redevelopment Authority of Pittsburgh, Port Authority of Allegheny County, neighborhood residents and groups, universities, and others.

**Mayor William Peduto:** *The result is a bold vision for the future where everyone is invited to come, to innovate, to build new businesses and to find a livable community to call home. The lessons we learn here, in Uptown, will shape the next generation of neighborhood plans across the city.*

## Design-Build Cost Estimates

Inserted behind this breaker page —  
Eisler Landscapes and Phoenix Roofing



Photographs: Paramount Exterior and Carmelo Montalvo, Director Operations and Human Resource, Forest Devices now occupying the Paramount first floor — a medical device company making possible in-field stroke detection with a new \$2M round of funding in 2018.



1031 New Castle Road Prospect, PA 16052  
O: 724-865-2830 F: 724-865-9018

PA HIC 001400

**LANDSCAPES** Landscape Construction - Site Work - Consultation - Landscape Architecture

<b>To:</b> Denmark Studios	<b>Contact:</b> Alexander Denmark
<b>Address:</b> 534 Miltenberger St. Pittsburgh, PA 15219	<b>Phone:</b> (412) 586-5716
<b>Project Name:</b> Paramount Green Roof	<b>Bid Number:</b> PRMNT GR18
<b>Project Location:</b>	<b>Bid Date:</b> 5/8/2018

Item Description	Estimated Quantity	Unit	Unit Price	Total Price
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### Fence

Fence & Gate Installation COST ALLOWANCE	96.00	LF	\$236.50	\$22,704.00
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**Total Price for above Fence Items:** \$22,704.00

### Green Screen

Form Up for Concrete	1.00	LS	\$880.50	\$880.50
Concrete Curb 6"x9"	53.00	LF	\$89.50	\$4,743.50
Thick Green Screen Panel 4'	1.00	LS	\$9,238.50	\$9,238.50

**Total Price for above Green Screen Items:** \$14,862.50

### Landing and Stairs

Landing and Stairs COST ALLOWANCE	1.00	LS	\$11,159.00	\$11,159.00
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**Total Price for above Landing and Stairs Items:** \$11,159.00

### Rain Water Collection System

Storm Water Irrigation System COST ALLOWANCE	1.00	LS	\$19,692.00	\$19,692.00
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**Total Price for above Rain Water Collection System Items:** \$19,692.00

### Wood Pavers

Green Roof Edging 4 inch	175.00	LF	\$14.00	\$2,450.00
GardenEdge Corners	18.00	EACH	\$8.50	\$153.00
Bison 2'x2' Cumaru Tiles (Pathway)	164.00	SF	\$31.00	\$5,084.00
Bison 2'x2' Cumaru Tiles	292.00	SF	\$31.00	\$9,052.00
Bison V2 Pedestal	456.00	EACH	\$31.00	\$14,136.00

**Total Price for above Wood Pavers Items:** \$30,875.00

### Vegetation Free Zone

Filter Fabric	44.00	SY	\$2.50	\$110.00
Green Roof Edging 4 inch	170.00	LF	\$13.50	\$2,295.00
River Rock #4/#5	5.00	TON	\$235.00	\$1,175.00

**Total Price for above Vegetation Free Zone Items:** \$3,580.00

### Green Roof

Item Description	Estimated Quantity	Unit	Unit Price	Total Price
Lite Top Extensive Media	25.00	CY	\$365.00	\$9,125.00
Paragreen Vegetated Mat	380.00	SF	\$11.00	\$4,180.00
Mixed Perennials 1 gal	250.00	EACH	\$17.00	\$4,250.00
Panicum virg. 'Heavy Metal' (Heavy Metal Switchgrass) 1 gal	16.00	EACH	\$18.00	\$288.00
Lonicera p. 'Graham Thomas' (Graham Thomas Honeysuckle) 3 gal	16.00	EACH	\$45.00	\$720.00
Root Stop Root Barrier	225.00	SY	\$5.50	\$1,237.50
Dow 60 4"	675.00	CF	\$18.50	\$12,487.50
GR-30 Drainage Panels	1,178.00	SF	\$4.50	\$5,301.00
Drain Boxes	1.00	EACH	\$259.50	\$259.50

**Total Price for above Green Roof Items: \$37,848.50**

**Irrigation**

Irrigation	1.00	LS	\$4,595.00	\$4,595.00
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**Total Price for above Irrigation Items: \$4,595.00**

**Hoisting**

Hoisting	7.00	DY	\$2,363.00	\$16,541.00
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**Total Price for above Hoisting Items: \$16,541.00**

**Total Bid Price: \$161,857.00**

**Notes:**

- Clerical errors are subject to correction.
- May we use photos of your project in future advertising? Yes \_\_\_\_

**Payment Terms:**

The project will utilize AIA documents for payment applications.

<p><b>ACCEPTED:</b> The above prices, specifications and conditions are satisfactory and hereby accepted.</p> <p><b>Buyer:</b> _____</p> <p><b>Signature:</b> _____</p> <p><b>Date of Acceptance:</b> _____</p>	<p><b>CONFIRMED:</b> <b>Eisler Landscapes</b></p> <p style="text-align: right;"></p> <p><b>Authorized Signature:</b></p> <p><b>Estimator:</b> G. Eric French 724-321-1195 eric@eislerlandscapes.com</p>
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# PHOENIX ROOFING, INC.

230 CORAOPOLIS ROAD, SUITE 200

CORAOPOLIS, PA 15108

PH (412) 778-8845

FX (412) 778-8846



May 30, 2018

Mr. Alexander Denmark  
Denmarsh Studios  
545 Miltenberger St.  
Pittsburgh, PA 15219

RE: Paramount Film Exchange Waterproofing

SUBJECT: Our Proposal P-18069

Dear Mr. Denmark:

PHOENIX ROOFING, INC. proposes to furnish all equipment, labor, material, and services required to perform the following scope of work:

1. Demo existing roof system to the existing concrete deck.
2. Scarify existing concrete deck as needed to satisfy the waterproofing manufacturer.
3. Install American Hydrotech MM6125 reinforced hot fluid applied waterproofing system including hydroflex RB protection board.
4. Terminate membrane directly below existing terracotta coping.
5. Sawcut reglet in joint below existing terracotta coping and adjacent brick wall and install .032" aluminum counter flashings over membrane terminations.
6. Perform 24 hour flood test prior to overburden installation.
7. Loose lay Hydrodrain 700 over the protection board.
8. Loose lay (2) layers of 2" 60 SPI extruded polystyrene.
9. Loose lay filter cloth over the extruded polystyrene.
10. Provide a manufacturers 20 year warranty on waterproofing. (includes 15 year warranty on garden roof components if purchased through American Hydrotech)

We will perform all of the above for the total Lump Sum of:

EIGHTY THOUSAND SIX HUNDRED DOLLARS.....\$80,600.00

Provide Electronic Leak Detection system, add..... \$3,750.00

Add for flashing and metal coping over existing Terracotta cap, add..... \$8,500.00

Please note the following clarifications and/or exclusions:

1. This proposal is only valid for 60 days from receipt and is subject to change.
2. This proposal is limited to what is stated above. 100 PSI extruded is not included because of minimum quantities. Other components of the garden system are by others.
3. This proposal assumes the ability to use the adjacent parking lot to access the work with a forklift.
4. Work to occur during normal business hours, M-F.
5. Acceptance of this proposal is specifically contingent upon payment terms of NET30 and mutually agreeable contract language.

PHOENIX ROOFING, INC. thanks you for the opportunity to bid on this project and looks forward to entering a subcontract agreement with your firm.

Sincerely,  
PHOENIX ROOFING, INC.

Brian W. Alston,  
Operations Manager

# Paramount Film Exchange

*Built in 1926 by R.E. Hall Architects, the Paramount is the original remainder of a once extensive Film Row that existed on Uptown's Bluff through the late 1960s. Through the efforts of the Young Preservationists Association of Pittsburgh (YPA), the Pittsburgh Historic Review Commission voted to recommend historic designation of the Paramount site in September 2009. Film Row provided an important distribution network for iconic film studios to reach neighborhood theaters throughout the Pittsburgh region. Early filmmaking was the high-tech darling of its day and Paramount Pictures lead the evolution of national and global film distribution. The NEW Paramount is pictured below.*

Architectural images: top down • Before and After; • First Floor; • Second Floor; • Exterior and Entrance Lobby –  
Historic black and white Paramount film plays 24 hours a day.

