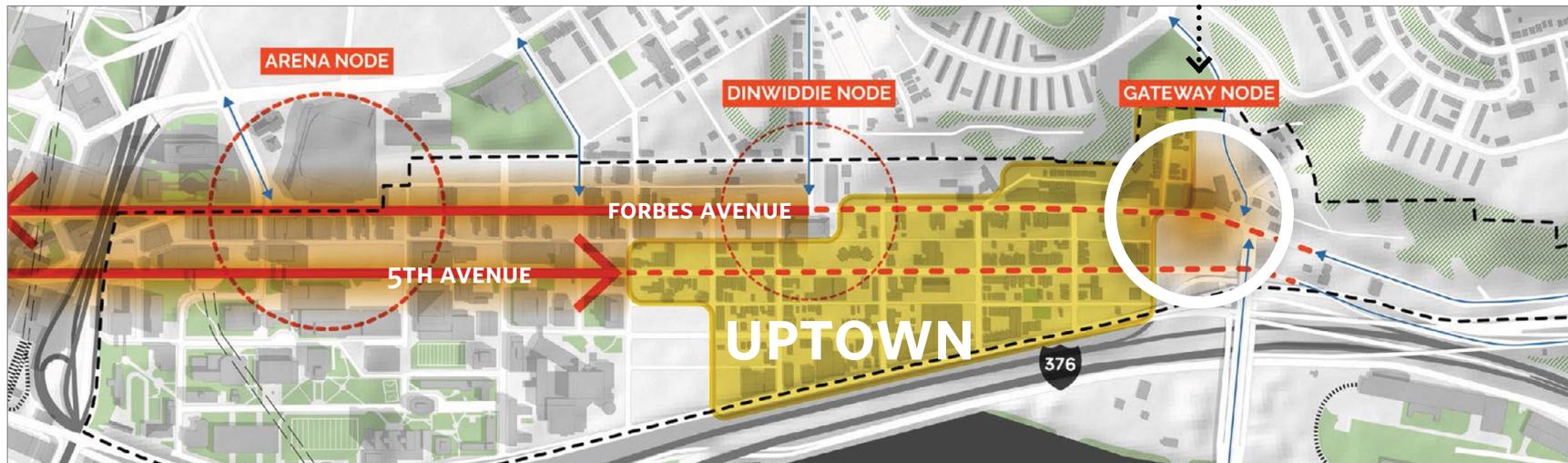


# The Uptown Gateway Properties — a vision for a Community Innovation Hub and Academic Village — Dale McNutt/5thAVE STUDIO

11/8/17 — A Brief History of the visioning evolution for the Burrell Scientific site and the use of the 6+ acre Uptown Gateway Properties as an innovation hub and academic village. Uptown occupies the city-designated Bluff neighborhood, one of the seven communities of the Greater Hill District.

UPTOWN, 5th/Forbes Corridor: this is the area defined as the Uptown Gateway Properties, near the Birmingham Bridge at 5th Avenue and Kirkpatrick Street — a primary entry point to Centre Avenue and the Greater Hill communities.

MAP: Ecoinnovation District  
Major Nodes by Interface Studio



The Uptown Gateway Properties can jumpstart economic development at the eastern quarter of this long neglected community, help give definition to the Ecoinnovation District, while connecting and encouraging development with Oakland university and life-science partners. At 200+ acres Uptown can extend the boundaries of “downtown” Pittsburgh with scale of building height and density at the west and east portals that most are just not imagining.

### **The Uptown Gateway Properties — a Community Innovation Hub and Academic Village — 6+ acres.**

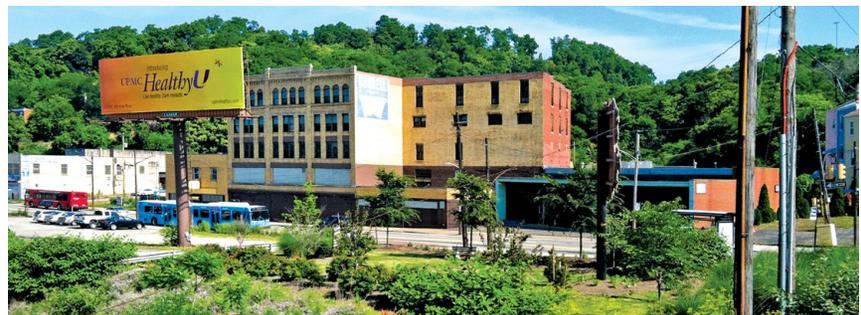
The general pitch has included this language from the outset, with slight variations since 2013 — to McAuley Ministries, Hillman Foundation, the City (Kevin Acklin, URA, and the Ecoinnovation team with City Planning), and other stakeholders both inside and outside the Uptown community:

**The Uptown Gateway Properties:** A cluster of properties at the eastern gateway to Uptown present opportunities for redevelopment. The Uptown community promotes this gateway, that includes the Burrell warehouse, the Meyers properties owned by Francois Bitz, and properties owned by Duquesne Light and others, to become an innovation hub that supports mul-

ti-ple, integrated activity, from the tech, life-sciences, social, maker, education and arts communities — to ignite the development of Uptown along Forbes and Fifth Avenues from Kirkpatrick Street, West — and to build a deliberate bridge North to the Upper Hill through entrepreneurship, creativity, job training and *significant urban place-making*.

**This vision embraces the intent of the Ecoinnovation District** approach as a new model of public-private partnership that emphasizes innovation and deployment of district-scale best practices to create neighborhoods of the future — places that are resilient, vibrant, resource efficient and just<sup>1</sup> — and reflects a convergence of movements and disciplines around place-making: providing a community destination for an intersection of ideas and disciplines from historic preservation, health and culinary education, sustainability and community engagement, and wealth-building<sup>2</sup> — all imperatives for the city of Pittsburgh as it evolves to a *values-driven smart city*.

<sup>1</sup> From: *EcoDistricts Incubator* — <http://ecodistricts.org/> <sup>2</sup> From: *Project for Public Spaces* — <http://www.pps.org/>



Photos: Uptown Gateway Properties — 6+ acres: Left: Forbes Avenue East from Downtown to Oakland — and Right: the Burrell site on Fifth Avenue — view from the Birmingham Bridge.

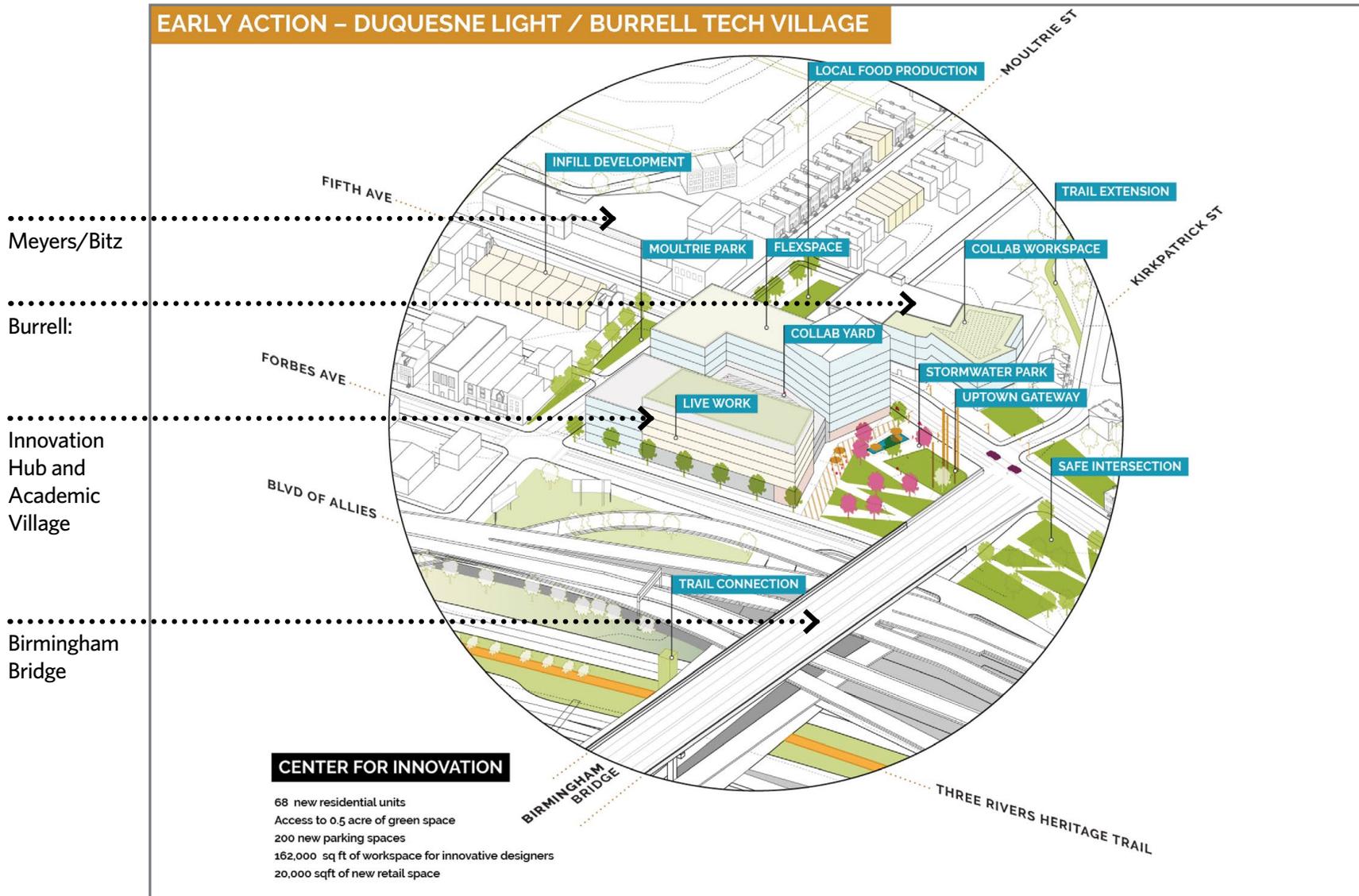
## Context — Location of the Uptown Gateway Properties —

- Orange perimeter, all potential sites.
- Later drawings include this entire block
- Green perimeter = Burrell, 1.5 acres.



## Further context through the Ecoinnovation District Planning process: noted as “Burrell Tech Village” at the Uptown Gateway Properties —

Through the eco-planning engagement — the community has determined that the “innovation hub” concept is a best use for the Gateway Properties — it signals the aspirations of the community to be associated with innovation, makership and the entrepreneurial experience.



## The Burrell Scientific site

# FIRST Iteration Sketches — Phase One

Dale McNutt, former director of StartUptown/Avenu, now director at 5thAVE STUDIO — with Pittsburgh illustrator Mike McQuaide created a new vision for an entrepreneurial, multi-use site, at the Burrell warehouse properties, formerly occupied by Burrell Scientific and early Pittsburgh startup Little Earth. The site is owned by William Eisinger. These drawings were made in the summer of 2013.

**Architectural vision:** to signal technology and creativity while preserving the core historical structure. Add light/glass, and contemporary components inside and out while creating interior spaces that take advantage of the inherent material aesthetic (concrete, brick, and ceramic), creating cool and functional multi-use spaces — without “breaking the bank” — and to support multiple integrated activities from the tech, social, maker, education and arts communities. The site could also create a permanent home for the Ecoinnovation District implementation team and Uptown Partners — with 4,000 sf of community gathering space — with a Soho “story” gallery<sup>1</sup> (to preserve black community history), and classrooms.

**Sustainability strategy:** build-out high end, market rate components, to help financially support the site.

<sup>1</sup>NOTE: Soho was a neighborhood within the Bluff community that extended from Seneca Street to the Oakland Portal.

# FIRST iteration — Burrell: Phase ONE

**BURRELL — 63,000 sf, 1.5 acres**  
**Additional structures could bring**  
**total sf closer to 120,000.**

Potential additional height — glass and steel structure, +25,000 sf.

Historic adaptive reuse with contemporary materials plus lots of glass and transparency.

Top floors could be market rate residential or business spaces to create financial sustainability.

Interactive mural by HackPittsburgh — a gallery of images both real and abstract that also promotes the black heritage of SOHO and black tech in Pittsburgh.

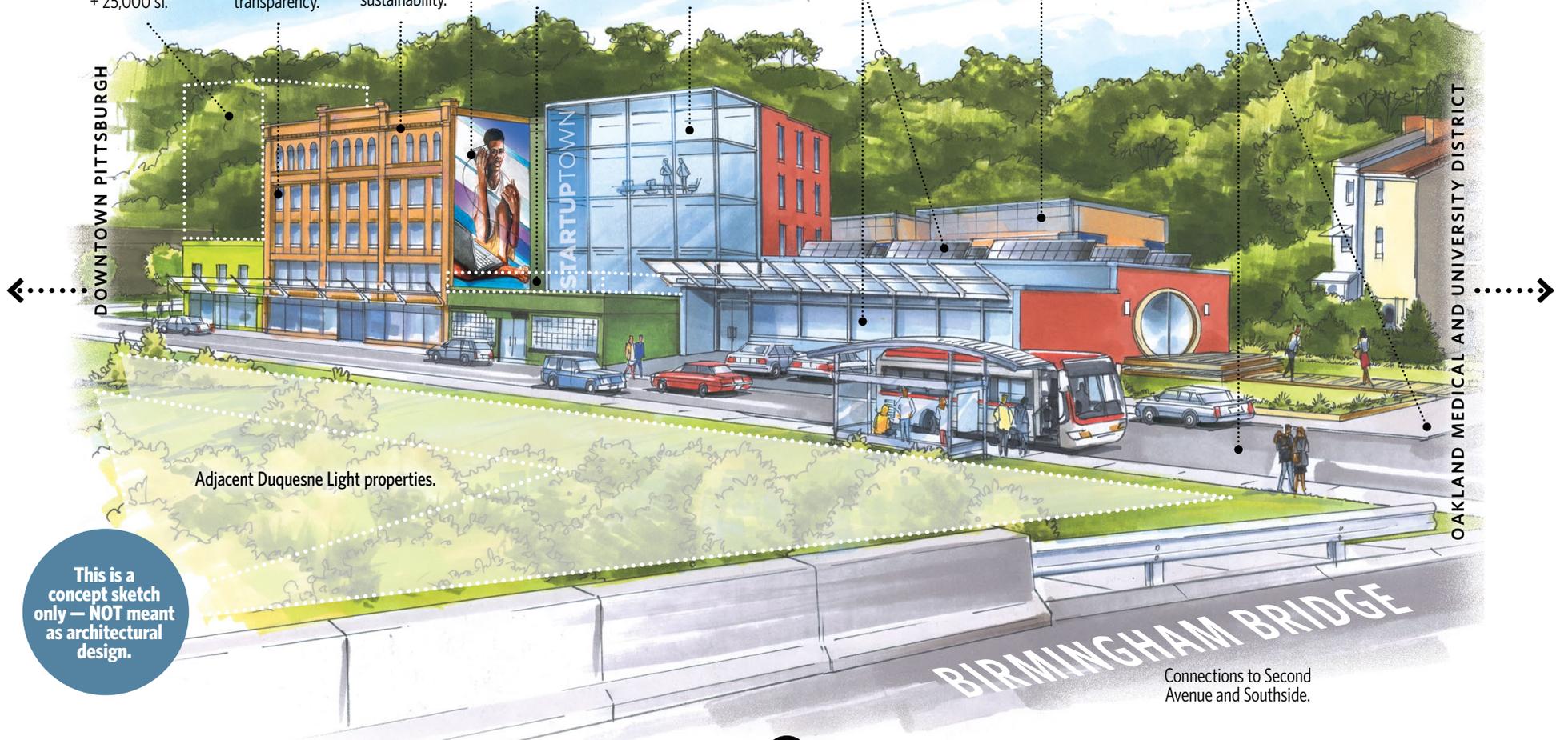
Potential new “clear-story” construction for additional light.

New glass and steel structure to bring light and conference spaces into the 5 story warehouse structure.

Culinary incubator and education hub with day care and food and coffee service — or other opportunities. 10,000 sf includes clean open warehouse space with loading dock. Rooftop solar array.

Potential new partner structure: job/trade-maker training.

Fifth Avenue is part of the city's new Bus-Rapid-Transit that provides enhanced digital shelters and streetface amenities, connecting Oakland and Downtown. Kirkpatrick Street, far right, links to the Upper Hill and Center Avenue corridor development.



DOWNTOWN PITTSBURGH

OAKLAND MEDICAL AND UNIVERSITY DISTRICT

Adjacent Duquesne Light properties.

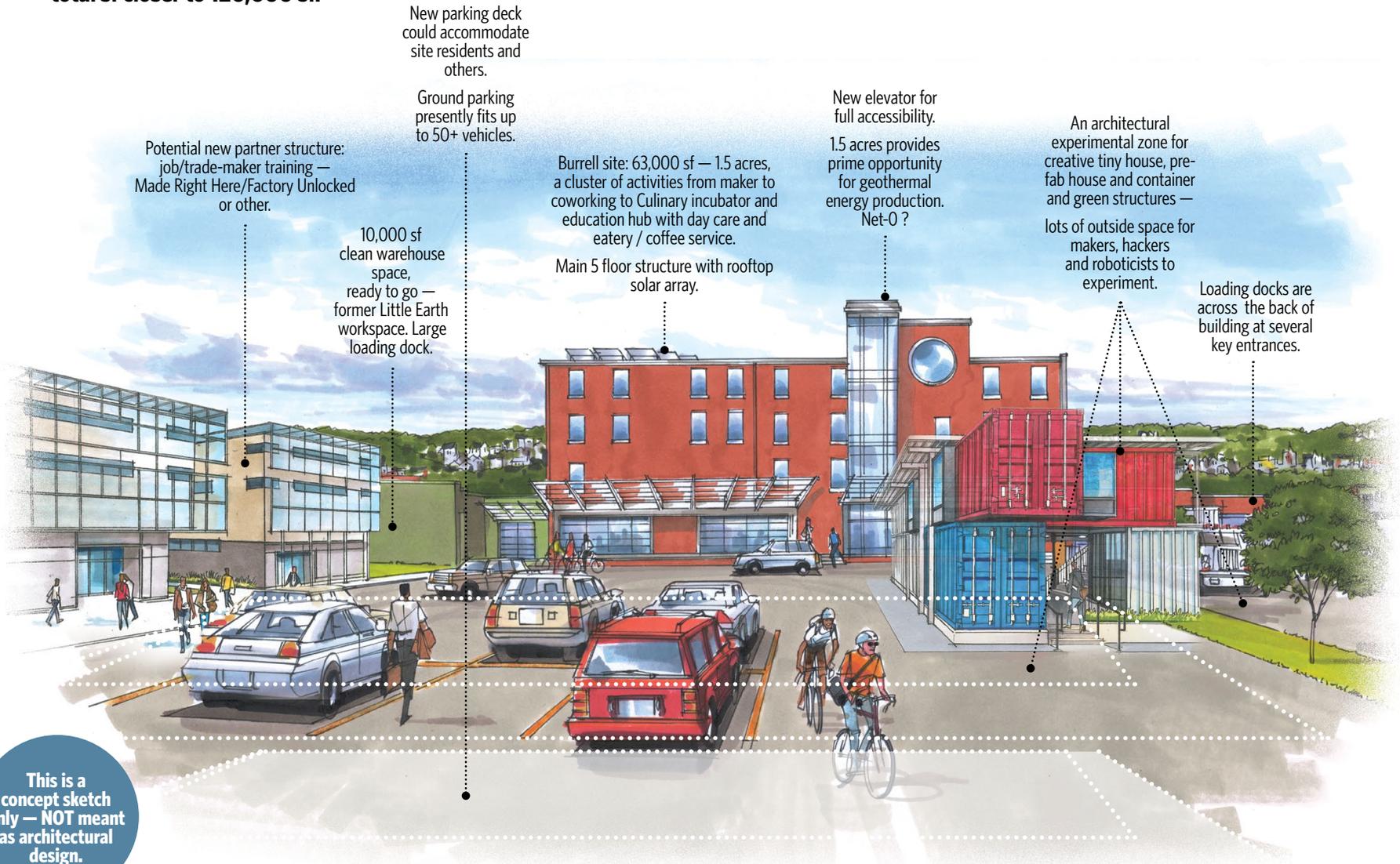
This is a concept sketch only — NOT meant as architectural design.

BIRMINGHAM BRIDGE  
 Connections to Second Avenue and Southside.

# FIRST iteration — Burrell, back of site: Phase ONE

**BURRELL — 63,000 sf, 1.5 acres**  
**Additional structures could bring total sf closer to 120,000 sf.**

An additional tiered parking structure in partnership with the URA, could provide up to 300 spaces, with green space or additional work space above. The site could be dramatically connected to MLK community garden as part of a culinary endeavor, and potential food coop, here, or at the nearby Meyers site.



Potential new partner structure: job/trade-maker training — Made Right Here/Factory Unlocked or other.

10,000 sf clean warehouse space, ready to go — former Little Earth workspace. Large loading dock.

New parking deck could accommodate site residents and others.

Ground parking presently fits up to 50+ vehicles.

Burrell site: 63,000 sf — 1.5 acres, a cluster of activities from maker to coworking to Culinary incubator and education hub with day care and eatery / coffee service.

Main 5 floor structure with rooftop solar array.

New elevator for full accessibility.

1.5 acres provides prime opportunity for geothermal energy production. Net-0?

An architectural experimental zone for creative tiny house, prefab house and container and green structures — lots of outside space for makers, hackers and roboticists to experiment.

Loading docks are across the back of building at several key entrances.

This is a concept sketch only — NOT meant as architectural design.

## **The Uptown Gateway Properties**

# **SECOND iteration — Phase Two**

Dale McNutt/5thAVE STUDIO, with planning architect David Roth — Downtown Design Co. — create a vision for a Community Innovation Hub and Academic Village<sup>2</sup> across 5th Avenue from the Burrell Scientific site. It sits on property presently owned by Duquesne Light.

Uptown Partners with McNutt and the Ecoinnovation team have convinced the URA, through Kevin Acklin, to swap-out this location for another site where Duquesne Light can build a transformer station — note: that potential transformer construction had been opposed by the community 5+ years ago.

Note too, adjacent are the Meyers site(s) owned by Pittsburgh entrepreneur and real estate developer, Francois Bitz.

<sup>2</sup>“Academic Village” is a concept brought forward by the University of Pittsburgh. See their description in Appendix E, page 22.

## The Uptown Gateway Properties — a Community Innovation Hub and Academic Village: Phase Two

Potential Hub stats: 70+ live-work units, 200+ parking spaces, 162,000 sf of entrepreneurial/corporate/university lab and workspace, plus 20,000 new sf of retail/performance and art studios. It's a logical connector to the Second Avenue corridor and the Hazelwood Almono site. This vision sets the right tone for what Uptown is to become in an advantageous part of the community with right zoning, with community, corporate and institutional support.

Community Innovation Hub and Academic Village with Performance space and parking below. It continues Watson Street, and Brady to Fifth Avenue.

Properties presently owned by Duquesne Light

..... 6+ ACRE DEVELOPMENT POTENTIAL

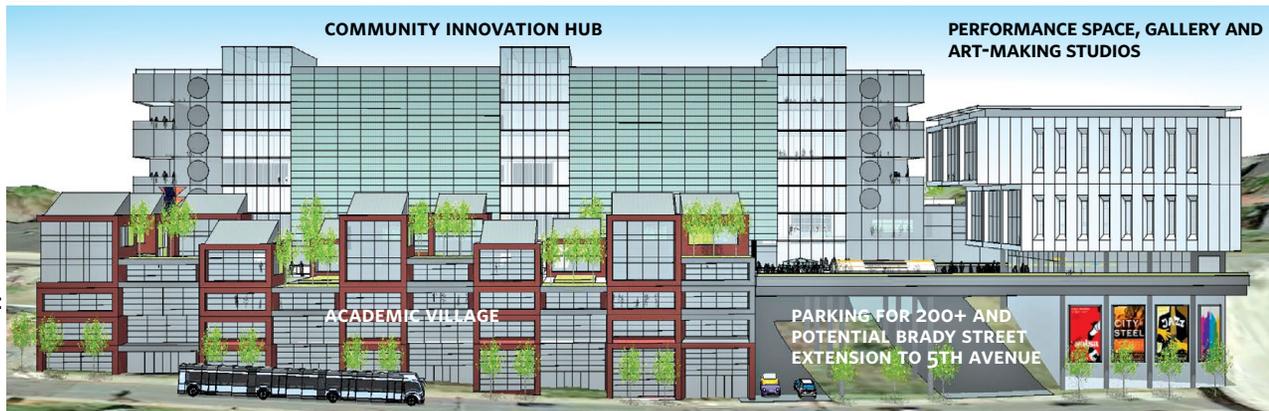


# The Uptown Hub and Village — Elevation Drawings: Phase Two

1.  
Fifth Avenue:  
BRT Station at  
Burrell—  
not shown.



2.  
Forbes Avenue:  
BRT Station—  
not shown.



3.  
Fifth Avenue



This is a  
concept sketch  
only — NOT meant  
as architectural  
design.

# **Innovation Hub/Academic Village**

## **Architectural Style References —**

Inspiration from:

Science Center/Performance Center/other — Columbia University Campus, Manhattanville; and ODA Architects, New York, various projects.

# The Uptown Gateway Properties — Style References



## **Innovation Hub/Academic Village + (West Campus)**

# **THIRD iteration — Phase Three**

Dale McNutt/5thAVE STUDIO with planning architect David Roth expand the vision for a Community Innovation Hub and Academic Village on the full 6+ acres.

# THIRD Iteration: Innovation Hub+ Phase Three, West Campus

The full 6+ acres. This concept sketch is about "vision" and scope — not building materials and "color" .....

Mixed income Housing and Live-Work cluster

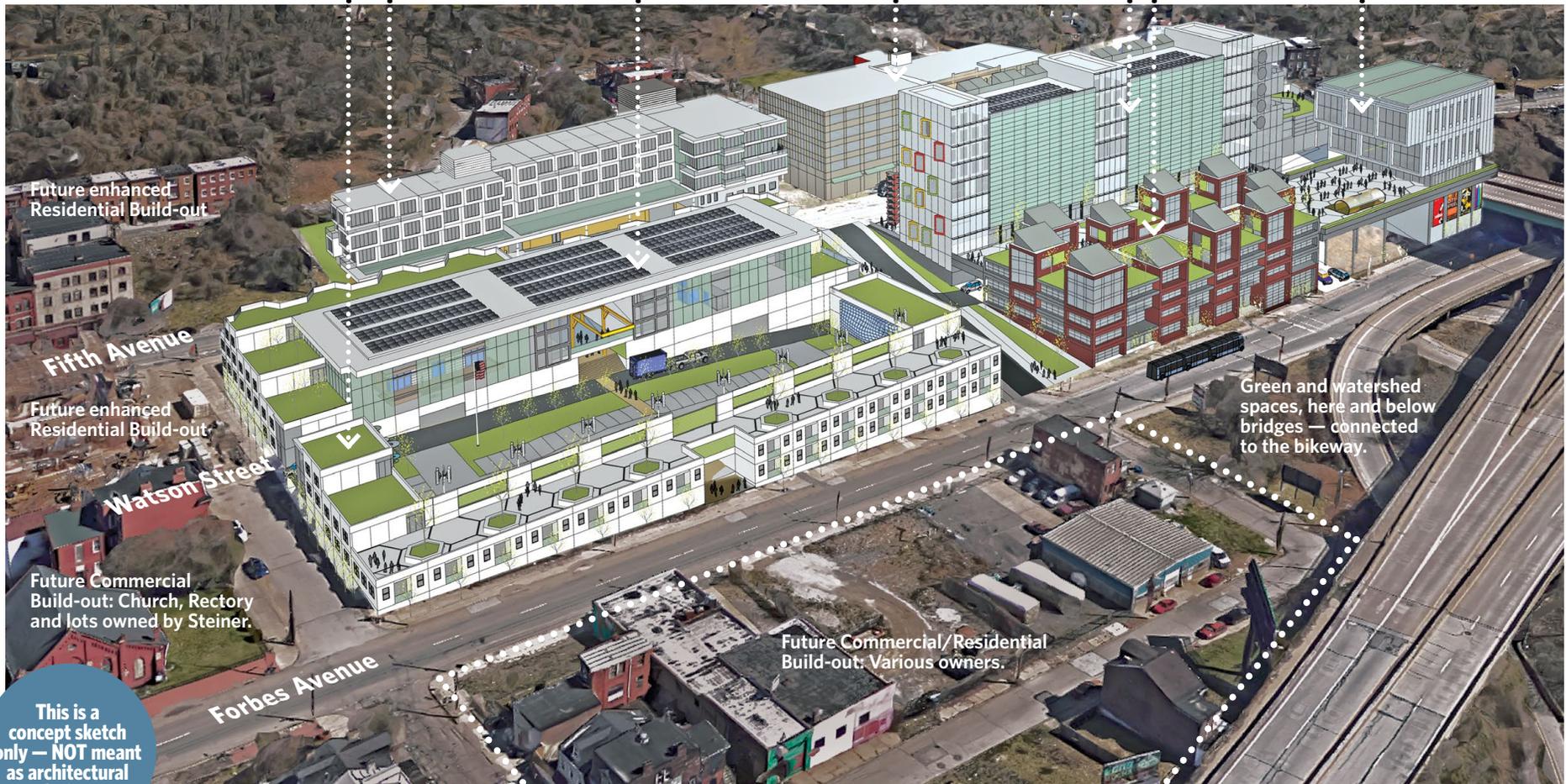
Meyers/Bitz site rebuilt for mixed use development. Potential tech offices, mid-size grocery like the East-End co-op, and others.

Meyers/Bitz site and other properties to be acquired. Shown as a potential Robotics Hub and Conference Center.

Enhanced Burrell site.

Community Innovation Hub and Academic Village — as shown on page 9.

Performance and Arts Center



Future enhanced Residential Build-out

Future enhanced Residential Build-out

Future Commercial Build-out: Church, Rectory and lots owned by Steiner.

Future Commercial/Residential Build-out: Various owners.

Green and watershed spaces, here and below bridges — connected to the bikeway.

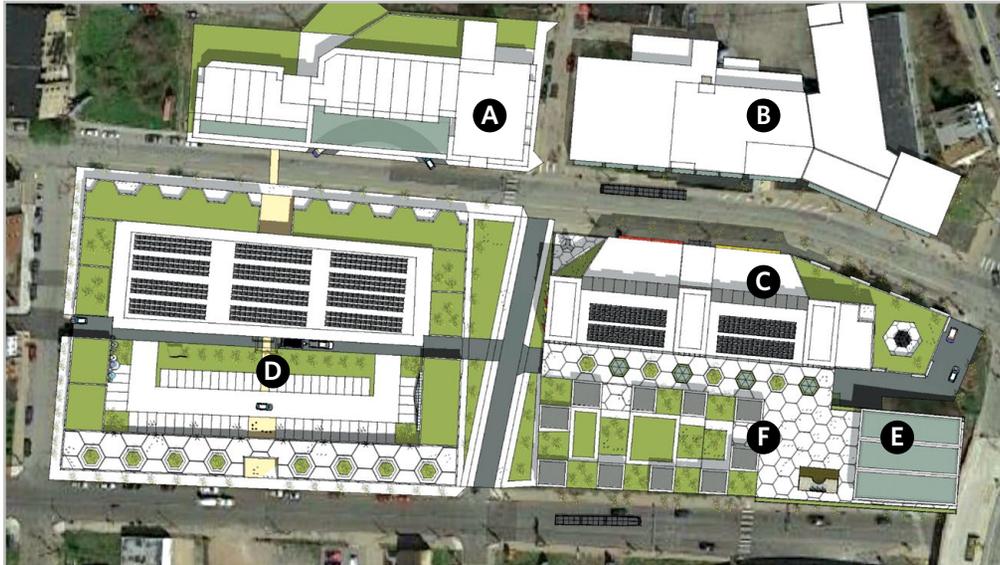
This is a concept sketch only — NOT meant as architectural design.

# THIRD Iteration: Innovation Hub+ Phase Three, West Campus — Plan and Elevation Drawings

1. Forbes Avenue



2. Full Plan View with Burrell — Forbes Avenue is below.



- A. EXPANDED MEYERS SITE/BITZ
  - B. EXPANDED BURRELL
  - C. COMMUNITY INNOVATION HUB
  - D. WEST CAMPUS/ROBOTIC HUB AND HOUSING
  - E. PERFORMANCE SPACE, GALLERY AND ART-MAKING STUDIOS
  - F. ACADEMIC VILLAGE
- PARKING FOR 200+ POTENTIAL BRADY ST. EXTENSION TO 5TH AVENUE

3. Watson Street Robotic Hub



This is a concept sketch only — NOT meant as architectural design.

# APPENDICES

- A:** Interim iteration of the Burrell by Intrinsic Ventures and MRH/Strategic Development
- B:** Potential uses: Uptown Gateway Properties
- C:** Cost/Program for Burrell, phase One, Innovation Hub/Phase Two and Three, and Meyers
- D:** Amazon HQ2\_Pittsburgh — View from the Bluff
- E:** Academic Village: definition

## APPENDIX : A

### **Iterim iteration of Burrell site that partnered City Center Self-Storage (Intrinsic Ventures) with Made Right Here and Factory Unlocked**

Developers Intrinsic Ventures (Daniel Lackner and Evan McDonald) held the sales agreement for the Burrell site in late 2016, the Uptown community fought the use of the site as self-storage and asked the developers to partner with Made Right Here/Factory Unlocked. They backed out of the agreement in mid 2017. That sales agreement was immediately taken over by MRH/Strategic Development, though the efforts of Uptown Partners. — MRH/Strategic Development missed their last opportunity to close October 1, 2017.



This is a concept sketch only — NOT meant as architectural design.

## APPENDIX : B

### Opportunity — Potential activity at the Uptown Gateway Properties might include:

- Sustaining market-rate residential or business spaces on top floors to help create sustainability: 14,000 sf at \$26/sf = \$364,000/year
- 20,000 sf of coworking space to create organization sustainability — includes locked private business offices that share amenities with the full floor:  $\text{apx } 170 \text{ desks} \times \$200 = \$408,000/\text{year}$  (2 floors)
- Culinary Incubator and Education Hub: a new Avenu endeavor partnering with Leah Lizarondo's Community Kitchen Project or other: 8,000 sf at \$12/sf = \$84,000/year
- Day-Care facility to help support the Culinary Incubator and other on-site residents: 5,000 sf at \$6/sf = \$18,000/yr
- Meeting, Education and Community Activity spaces that might include Uptown Partners and Eco-Innovation District offices: 7,500 sf at \$4/sf = \$22,000/yr
- 4 maker-production studios at 1,200 sf each for existing robotic and maker residents or other: 4,800 sf at \$12/sf = \$57,600/yr
- Build out with target of Net 0 energy usage — a combination of solar and geothermal
- A Soho gallery of imagery and storytelling and a large exterior electronic screen devoted to that history and other artistic/electronic discovery driven by SU resident HackPittsburgh
- Parking structure: 3 levels, 300 spaces: lease at \$65/month = \$234,000/yr — with rooftop greenhouse gardens or additional work spaces — behind the Burrell building
- HackPittsburgh: in an expanded maker environment of 10,000+ sf — part of a 30,000 sf Uptown and Upper Hill Learning Lab with potential Job Training through Made Right Here.
- Architectural entrepreneurship: small house and shipping container laboratory.
- Meyers site: 25,000 sf East End Food Coop or other marketplace with restaurant and coffee shop and a coworking "pit stop" or other maker component.
- Robotics hub with Girls of Steel training center
- Academic Village for living and learning adjacent to innovation economy activity — in part engineered by University of Pittsburgh and other universities with for-profit development partner
- Mark Southers: Pittsburgh Playwrights Theater Company or similar cultural activity — as noted this year: Bricolage, Attack Theater, Quantum look for rehearsal, storage, and performance space
- Artist coworking facility by Radiant Hall, via Ryan Lammie
- Life Sciences lab and research facilities, corporate or university affiliated
- Catalyst Connection, Petra Mitchell
- The URA requires a much more entrepreneurial space. City Planning?
- A large corporate entity
- Mixed income living spaces. There's a need for ownership.

#### Architects square feet notes: See detail on page 19.

▪ Burrell: Phase ONE without tiered parking:	120,000 sf (63,000 as is)
▪ Innovation Hub/Village: Phase Two	270,260 sf (includes parking)
▪ Hub: Phase Three/West Campus	244,000 sf (includes parking)
— Meyers site potential/Bitz	100,000 sf

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Total square feet	734,260 sf
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# APPENDIX : C

## Costs: Innovation Hub, Phases Two and Three/David Roth Burrell estimated without parking/McNutt

An enhanced Burrell site at 120,000 sf at \$150 average/sf = \$18,000,000 — at 63,000 sf at \$150 average/sf = \$9,450,000

### Innovation Hub and Academic Village — first look at numbers:

element	description	net sf	quantity	notes	est \$/sf	budget
innovation hub	business spaces & labs	90,000		includes 25k sf anchor tenant		
	coworking	20,000		private offices & shared spaces		
	culinary incubator	7,500		coffee shop & food service		
	day care	3,000		for hub tenants		
	meeting	5,000		education & community spaces		
	studios	8,000	4	maker @ 2k sf ea		
<b>total innovation sf</b>		<b>133,500</b>			<b>\$150</b>	<b>\$20,025,000</b>
culture hub	performance & gallery spaces	20,000		includes soho gallery	\$200	\$4,000,000
academic village	live-work, not dorms @ 500 sf ea	34,000	68	university & for-profit partners	\$120	\$4,080,000
village start-up	live-work, companies @ 2k sf ea	8,000	4		\$100	\$800,000
parking	1/500 sf w/ 30% bike reduction	74,760	186.9	200 rec'ded by eco-innov study	\$60	\$4,485,600
<b>total program</b>		<b>270,260</b>			<b>\$126</b>	<b>\$33,390,600</b>

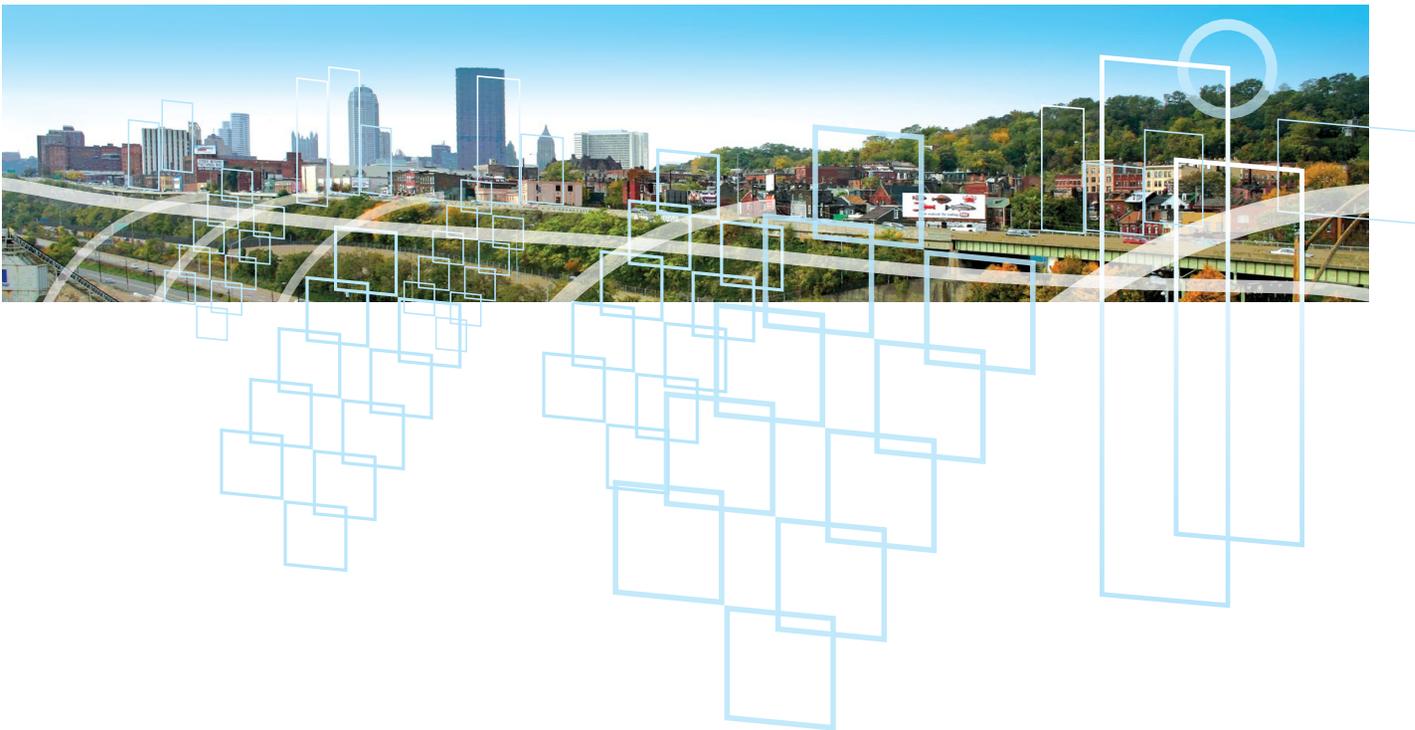
<b>west campus</b>						
housing	units @ 650 sf ea	65,000	100	affordable	\$120	\$7,800,000
parking	surface	20,000	60	public	\$30	\$600,000
	garage	40,000	100	public & bitz block	\$60	\$2,400,000
hall	robotic & arch	24,000		highbay	\$150	\$3,600,000
site	courtyard, passage, walks, moutre & watson	95,000		landscaping & paving	\$20	\$1,900,000
<b>total program</b>		<b>244,000</b>			<b>\$76</b>	<b>\$16,300,000</b>

<b>bitz block</b>						
live/work	3 loft floors	36,000	36	prefab	\$120	\$4,320,000
	new second floor podium	24,000		labs	\$140	\$3,360,000
	existing first floor	20,000		retail & campus center	\$80	\$1,600,000
	3 floors	20,000		coworking	\$120	\$2,400,000
<b>total program</b>		<b>100,000</b>			<b>\$115</b>	<b>\$11,680,000</b>

gross sf	circulation, support, etc @ 20%	<b>737,112</b>	1.2	hard costs		<b>\$92,876,112</b>
general conditions	gc, fees, contingency, etc		0.15	soft costs		\$13,931,417
						<b>\$106,807,529</b>

## Uptown Ecoinnovation District Amazon H2Q\_Pittsburgh —

Extracts from McNutt's brief — *View from the Bluff* —  
Envisioning an Uptown role in Amazon H2Q



## APPENDIX : D

### Considering Amazon HQ2\_Pittsburgh

The opportunity to present to the Amazon team will require more than great real estate, developer acumen, access to intellectual capital, and tax breaks. The presentation must challenge both the city and Amazon about what it means to help build OUR globally recognized smart city in a way that demands the same risk-taking criteria that is asked of an entrepreneur — all packaged in a vibrant right-sized city that is not always open to big ideas wrapped around great architectural place-making, and the psychological and brand value of doing so.

An overarching schema to connect vital eco-urban assets and create urban-core density is not yet fully formed — this is our opportunity.

The opportunity is embraced by challenging Amazon to build smartly and with world-class design within several critical contiguous zones of our city, and for the city to meet the challenges of ownership within the zones, and the costs of effectively connecting them — in other words:

**... to challenge Amazon to be entrepreneurial partners with a presentation steeped in the language they understand — risk-taking and a boundless can-do attitude in creating quality, life-changing experiences.**

We can seize this as a unique opportunity to accelerate an increase in urban density and to propel our global entrepreneurial visibility to the next level (see the recent Brookings report). And for Amazon to gain the positive PR for having partnered with us to build a former rust-belt city into a powerhouse district of inclusive entrepreneurship and sustainability — encouraging others to follow — it benefits Amazon, it's employees, and the City of Pittsburgh.

**PROPOSAL: HQ2 occupies 4 core urban zones already slated for new development:**

**1. The 5th/Forbes Corridor**, connecting Downtown to Oakland-CMU and adjoining Bluff hillside to Second Avenue and the Monongahela riverfront — This includes the 6+ acres promoted as an Uptown Innovation Hub and Academic Village near the Birmingham Bridge. And the \$1.2M Uptown-West Oakland Ecoinnovation District Plan support by the Uptown Community, City of Pittsburgh and City Planning of Pittsburgh.

**WHY: This neglected Uptown and West Oakland connecting zone (200+ acres) can be seen as an extension of Downtown with scale of building height, and density at the west and east portals that most are just not imagining.**

The central core remains residential with live-work units, mixed-use, small businesses, and some preservation and enhancement of existing structures — but that doesn't mean 5-8 stories can't fit and effectively wrap around the history.

**The \$100M+ — 200,000 sf — vision center on the UPMC-Mercy campus will help signal Uptown aspirations.**

Already packaged with major institutional anchors the district attracts 3M+ students, employees, and visitors annually for education, healthcare, sports and entertainment — hallmarks of thriving urban environments.

**The Bluff presents extraordinary opportunity for visionary architectural gymnastics:** imagine architects Santiago Calatrava or studio Zaha Hadid suspending the Boulevard down and away from the Bluff plateau. Eliminate the sand and gravel depot on Second Avenue (now adding greatly to particulate air pollution) — and their vision can take us to the river and connect to the Second Avenue tech corridor and the Almono site at the far eastern head at Hazelwood. All accessed from above with arched hillside glass elevators gliding over the 16+ lanes of traffic in and out of the city; and must-see commercial structures that cascade forward over multi-lanes of traffic to a Monongahela river with vibrant walkways, greenways and mixed use commercial/residential.

This architectural vision can attract international attention — create the desire to simply “experience” it — or, live and work in it!

**2. The Lower Hill 28 acres** as part of the 5th/Forbes connecting corridor.

**WHY:** This is prime property in an urban center unlike anyplace in America. It needs definition and a boost that could help propel the Hill, and connect the Energy Innovation Center into the gravity of the Brookings-supported Innovation Corridor.

**3. Oakland and the Oakland Innovation District** as proposed in the recent Brookings Report. This should include property in the Oakland Portal Project district, all the way to the Birmingham Bridge on Fifth Avenue.

**WHY:** Brookings recommends launching a new initiative — the InnovatePGH partnership — to adopt and advocate a new narrative for Pittsburgh's economic future, issuing a call to action.

**4. Hazelwood-Almono**

**WHY:** Almono may be a natural first-launch point while other areas tackle logistics. HQ2 can help accelerate transit connections between Almono, Second Avenue tech corridor, the 5th/Forbes Corridor, as well as encourage the proposed direct connection north to CMU.

## APPENDIX : E

### Academic Village

This Ecoinnovation idea came through exploratory discussions with Kannu Sahni, former Director Community Relations, Vice Chancellor for Economic Partnerships at University of Pittsburgh, as part of the larger community innovation hub now baked into our Ecoinnovation District vision. Kannu provided the 2-pages, summarized here:

**This plan would engage 4-5 university student bodies comprised of a broad cross-section of disciplines — a different approach to student housing that fosters engagement and cross-pollination in an environment that promotes innovation and enterprise. The “village” concept offers greater exposure to the city — its strengths, challenges, and its political, environmental, economic and cultural opportunities.**

**Uptown is an ideal “place” to make it happen.**

The University of Pittsburgh sits on the Ecoinnovation stakeholder team of 30+ members.

#### **VILLAGE CONCEPT: University of Pittsburgh**

##### **Community Engagement**

- Engage residents in the community to get involved with the planning process in order to arrive at a design optimized for students as well as the community

##### **Potential Economic Benefits**

- Opportunity to generate tax income from both housing as well as business and retail locations within the facility and surrounding it; Anticipated growth of additional developments to cater to new residents
- Development of permanent new jobs with management of the new facilities, businesses, retail, etc. as well as temporary jobs during construction
- Boost contribution by students to the economy through civic engagement, entrepreneurship and employment

- Enhance regional workforce through increased retention of trained and highly skilled graduating students

##### **Potential Community Benefits**

- Meets effective land-use and placemaking objectives, enabling resources to be utilized appropriately
- Ability to meet the needs of not just students, but also of the surrounding neighborhoods
- Relieve pressure on housing and over-occupancy in adjacent neighborhoods; Return of units previously occupied by students to a mixed use state, including use by families;
- Provide a safe, secure and well managed environment for students and the community
- The facility will offer amenities that all residents in the community could take advantage of

##### **Sustainability**

- Promote a healthy environment by using sustainable building practices, energy conservation, waste reduction, and smart growth
- Sustainable construction to minimize environmental impact, and support health and wellness
- Potential for use of alternative and renewable energy sources, using innovative micro-grids

##### **Parking and Transportation**

- Reduced occupancy in Oakland will allow for more street parking for long-term residents
- Easy access to bus routes and bike lanes will encourage public transportation and reduce emissions
- Close proximity to services, retail and restaurants will lessen the need for transportation and encourage walking and biking in safe and protected lanes