



City's Edge - Design Update
December 5, 2018

Strada

Development Overview

City's Edge is a (10) story mixed-use mixed-income development. It will consist of 110 units of mixed-income housing on portions of seven floors sitting atop of 6+ floors of a 500 space parking garage and 12,000 sq. ft. of commercial space.

The project will provide outdoor space for arts and creativity. The land commonly referred to as Lot F is owned by the Urban Redevelopment Authority of Pittsburgh and is 39,244 square feet including portion of Colwell Street scheduled to be vacated. The URA Board has approved sale of the land to Midpoint.

City's Edge is currently located in the GT-E Zone and will be a part of the future Uptown Eco-Innovation Zone.

The residential portion of the project will be addressed as 1450 Colwell Street.

MidPoint



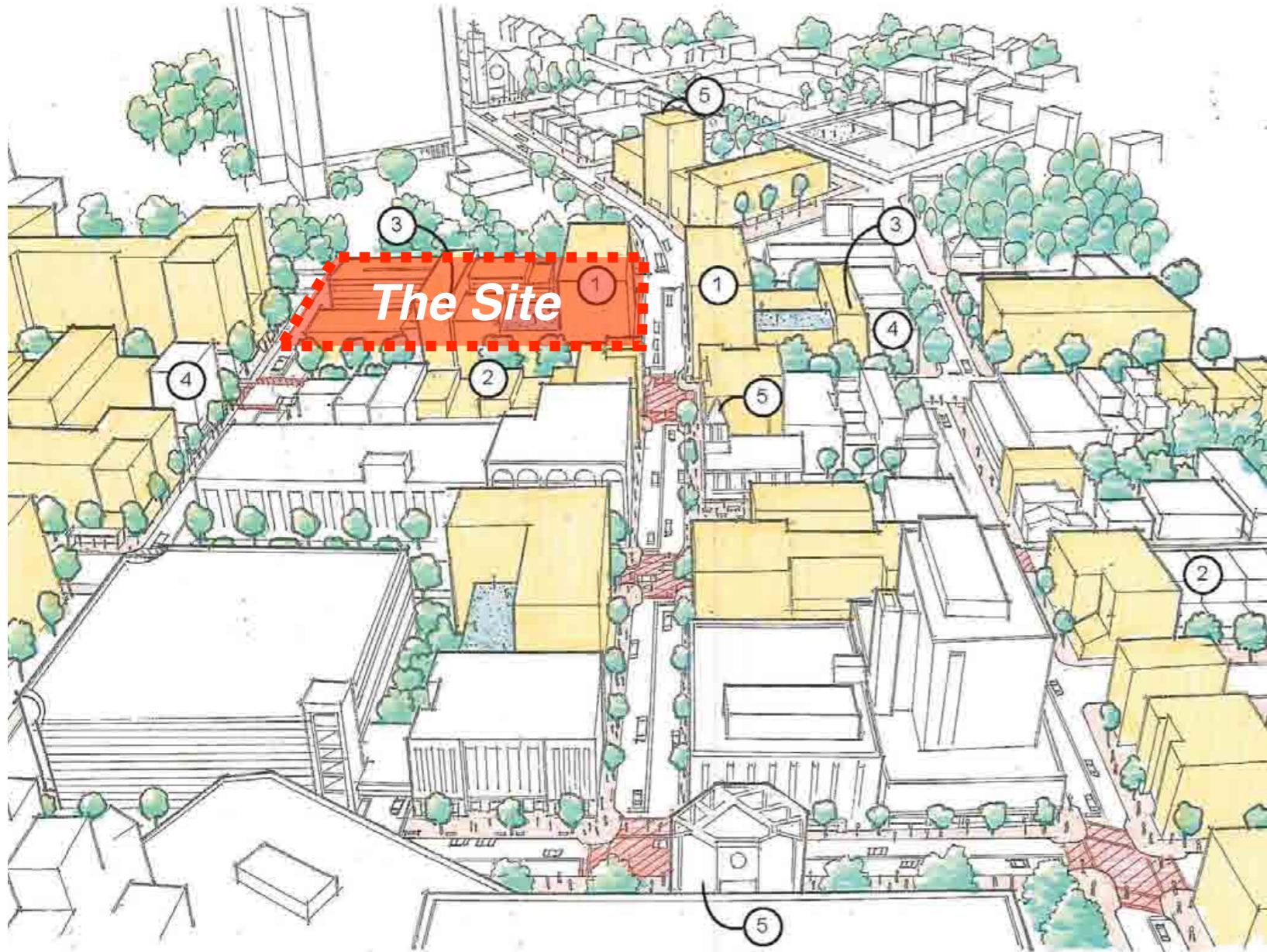
Site Context Birdseye Overview



Guiding Design Principles

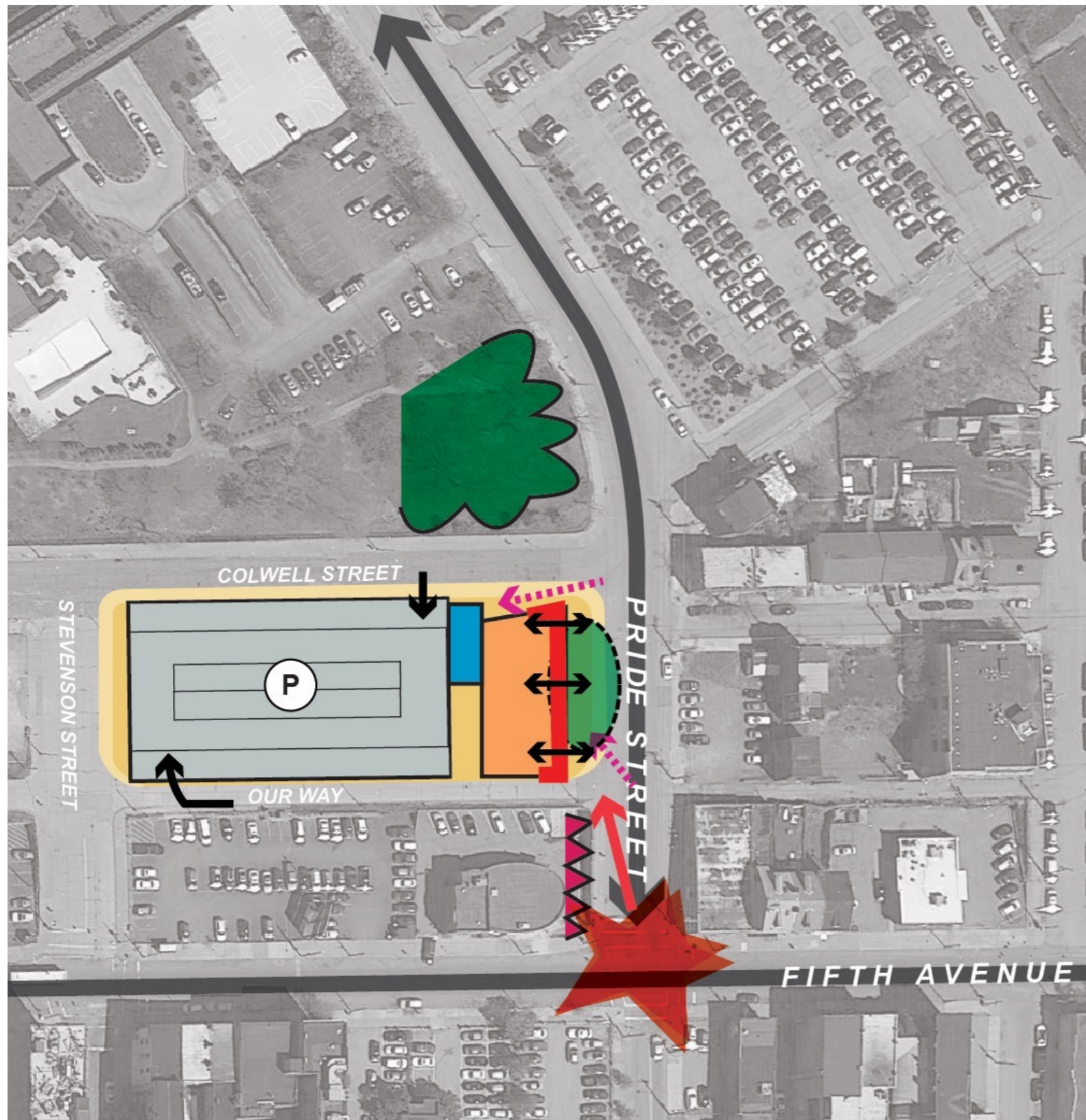
- Activate Pride Street with uses and a welcoming public place to help create gateway between Uptown and the Hill District
- Create Highly Visible “Addresses” for both Residential and Commercial that build value
- Provide for 500 spaces of parking that is convenient, connected, but hidden from the Pride Street/5th Avenue experience
- Support goals of the Uptown Plan & Greater Hill Master Plan; City’s Edge will be a catalyst for development
- Leverage Grade Change on Site to provide multiple front doors for tenants, with ease of access which are ADA/UFAS compliant
- Utilize public spaces and artwork to help tell the story of Uptown, past, present and future.

Reinforcing the Uptown Plan



- Building fronts on Fifth Ave & Pride Street to reinforce transit 'node'
- Structured parking is behind main buildings with clear exits directly to Fifth and Pride
- Ground floor is retail with residential above
- Continuous friendly pedestrian environment along Pride Street

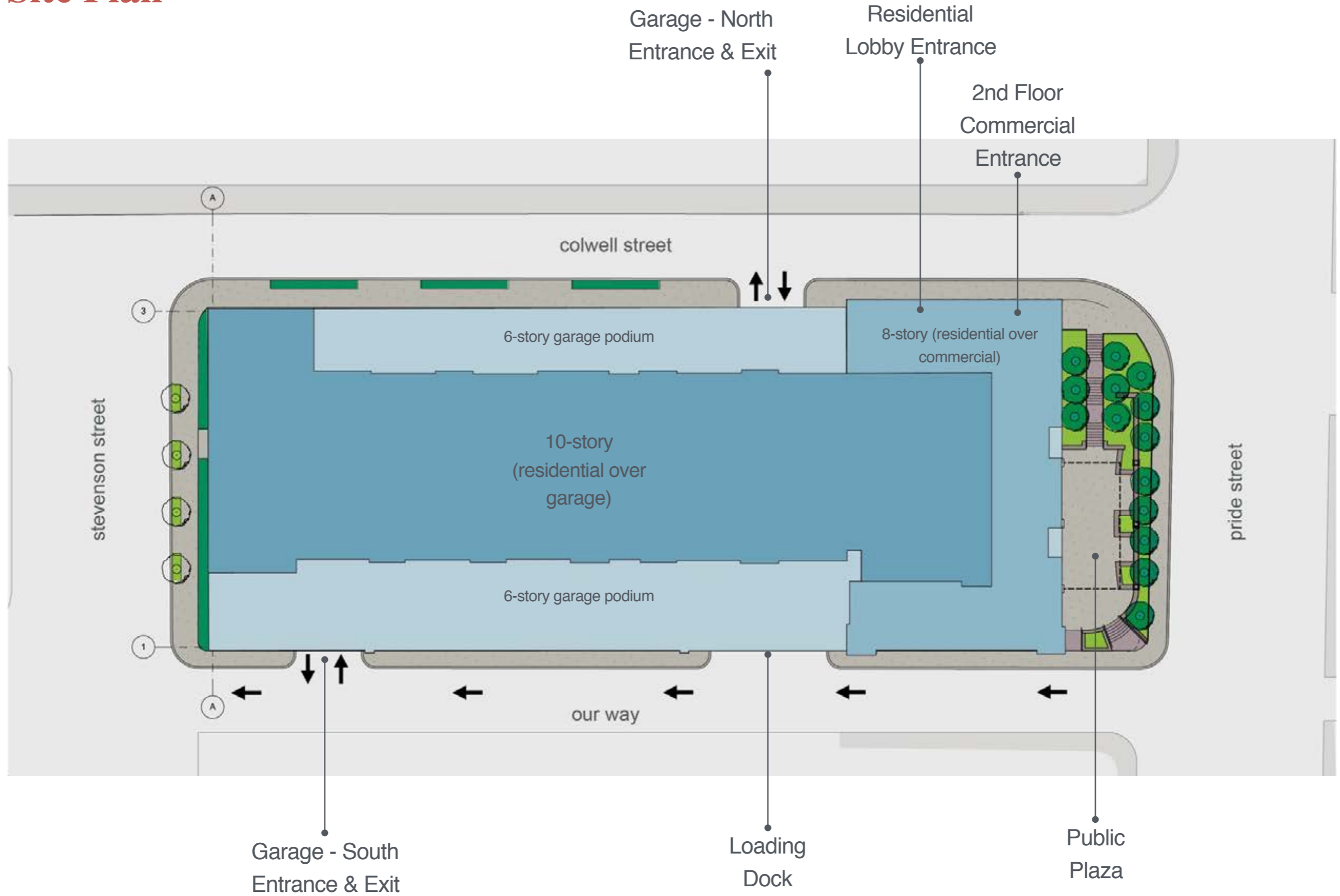
Creating a Gateway between Uptown and the Lower Hill



- Create signature public space along Pride Street
- Activate Pride Street Frontage on all street levels
- Provide convenient parking that is removed from Pride Street environment
- Create impact development that contributes to planned Fifth & Pride node



Site Plan



East-West Building Section



Apartments

Public Space

Pre-cast Concrete
Parking Garage

2-Levels of Commercial
Retail Space

Perspective from Pride Street and Our Way

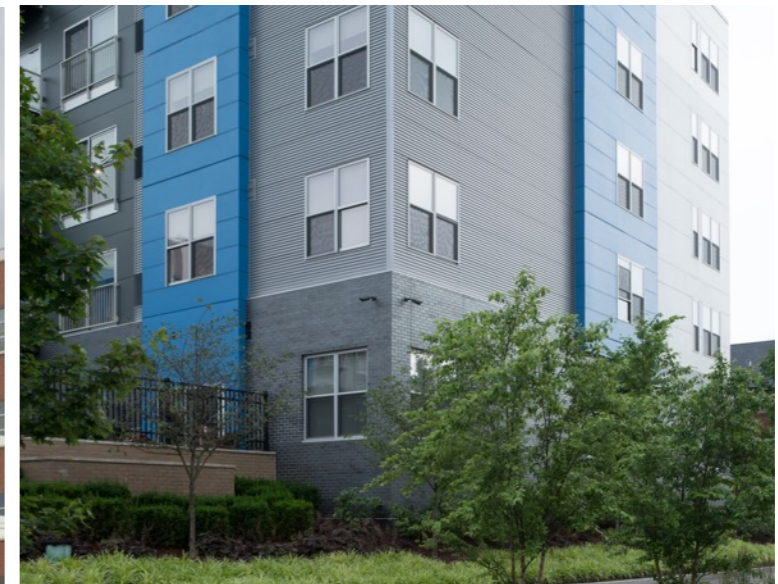
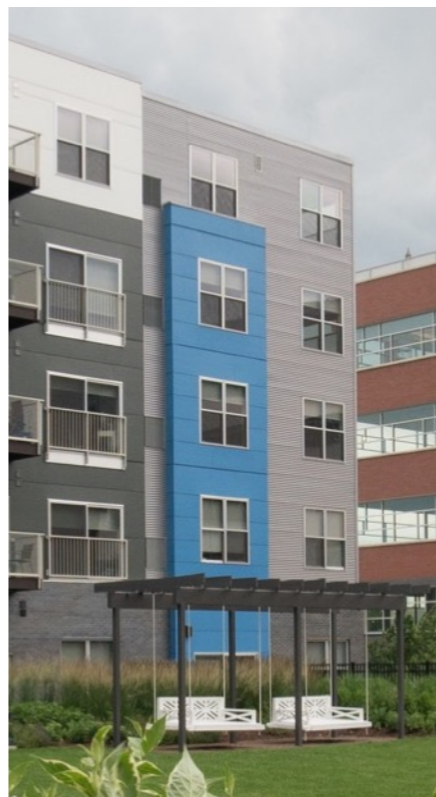


Perspective from Pride and Colwell Street



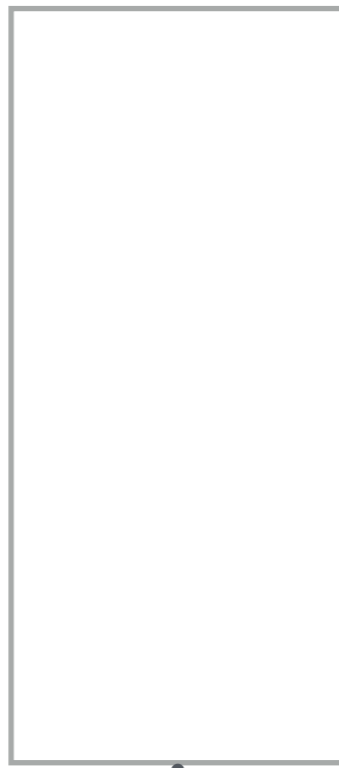
Facade Articulation

- Maintains material changes on Pride Street corners: most visible areas of facade.
- Color and Facade bump outs create relief and shadow lines.
- Utilizes joint lines to create articulation.
- Roof design intended for crisp line that meets sky.



Precedent: Bakery Square Residential shows how small facade bump-outs and joint lines can create articulation.

Proposed Material Palette



Smooth Yellow
Metal Panels

Gray Brick

Smooth finished
White EIFS

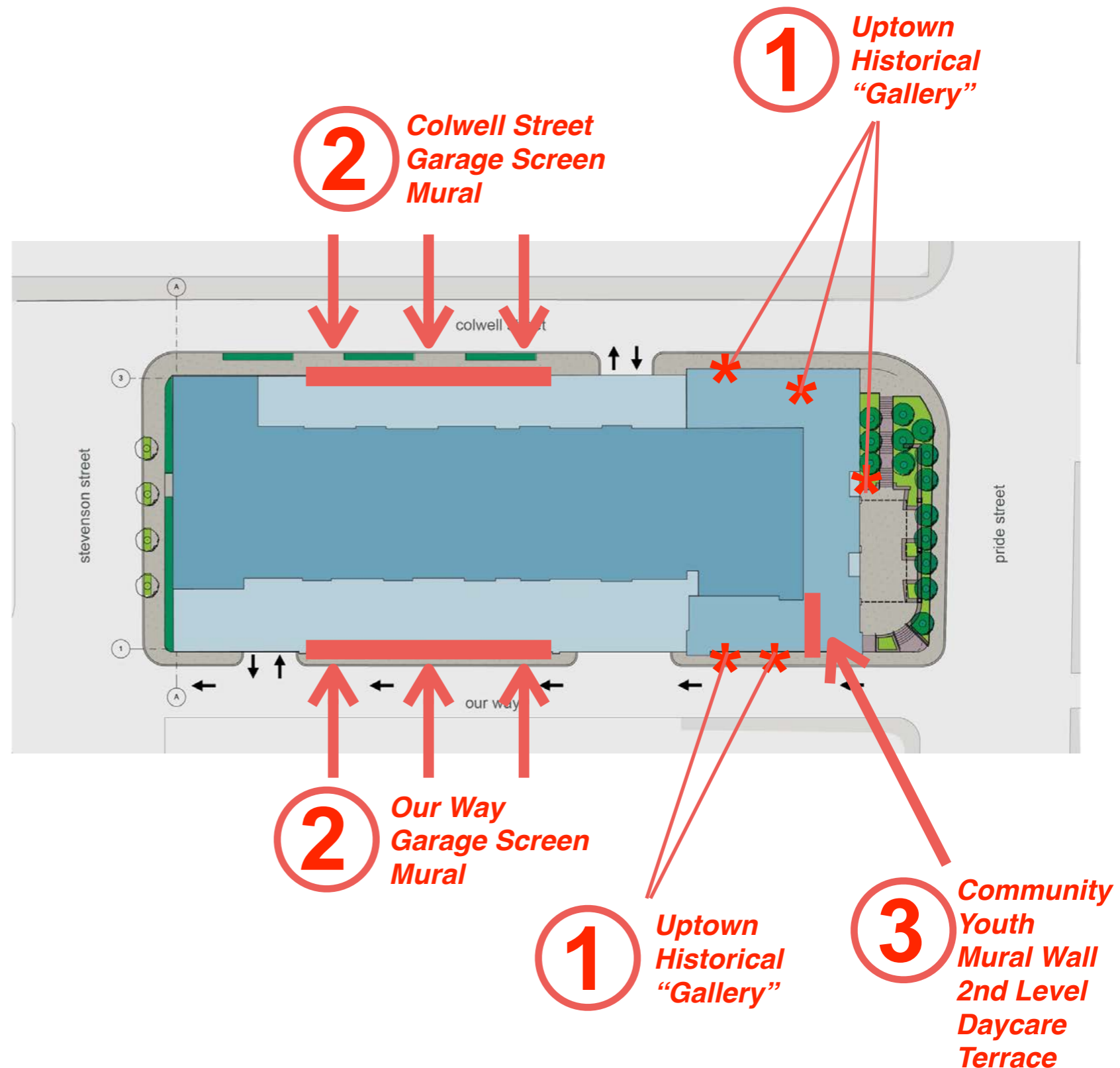
Smooth finished
Gray EIFS

Smooth finished
Yellow EIFS

Stamped
Precast
Concrete

Integrating an Art Program that celebrates Uptown's past present and future

- City's Edge will be a place that residents of Uptown want to bring visitors to showcase how special the neighborhood was, is and will continue to be
- Large scale public art that will create buzz around the city, is visible from Fifth Avenue and helps screen the garage.
- An street level, pedestrian-oriented "outdoor gallery" showcasing history and telling Uptown's story.
- Developer+Community art program that can serve as a model for future development projects



Past: Art Panels that showcase the history of Uptown

- 5 panels that incorporate historic images and educational text highlighting the history of the neighborhood.
- Will be developed with Uptown Partners input.
- One panel near apartment entrance will be updated annually and celebrate a moment in the neighborhood from the past year, selected by Uptown Partners (Panel 4 or 5 to the right).



Our Way & Plaza Exhibit Panels



Stevenson Street Exhibit Panels



Precedent: Mellon Square Exhibit Panel

Present: Garage Screens - Murals Developed through Art Competition

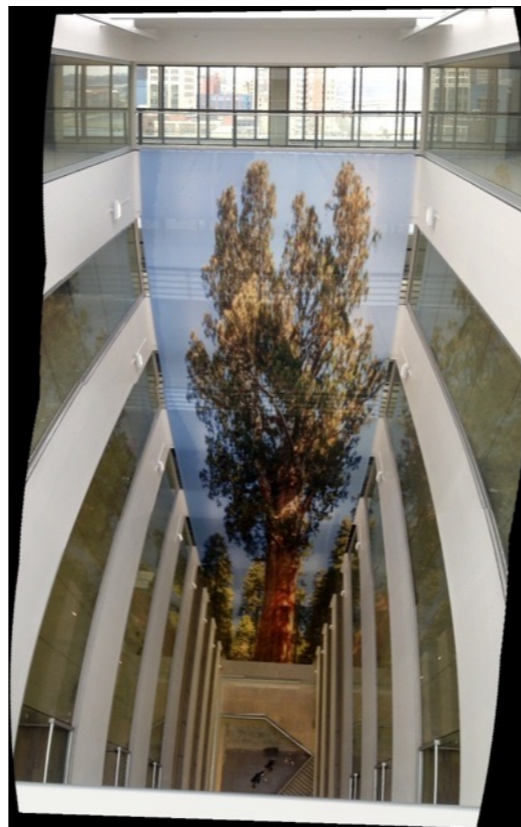
- Art Competition to Select 2 mural designs.
- Members of Uptown RED Committee will be part of selection committee.
- Intent will be to showcase emerging artist talent from the Uptown & Hill District neighborhoods.
- New competition and new murals will be installed on 5-year intervals (if a building is built between Our Way and Fifth Ave, mural will be installed on Stevenson St facade at beginning of next cycle).



Our Way Art Screen Mural



Colwell Street Art Screen Mural



Precedent: Art Screen - Previous Utilization by Strada



Precedent: Art Screen - Garage in Durham, NC

Future: Art Mural Created by Community Youth

- Highly visible mural on patio of Day Care.
- Process to design mural with community youth will be developed with Uptown Partners and Hill CDC. (potential educational or institutional partner).
- Midpoint will explore foundation funding to make mural design and painting an annual program.



Community Youth Mural



Philadelphia Community Youth Mural Project



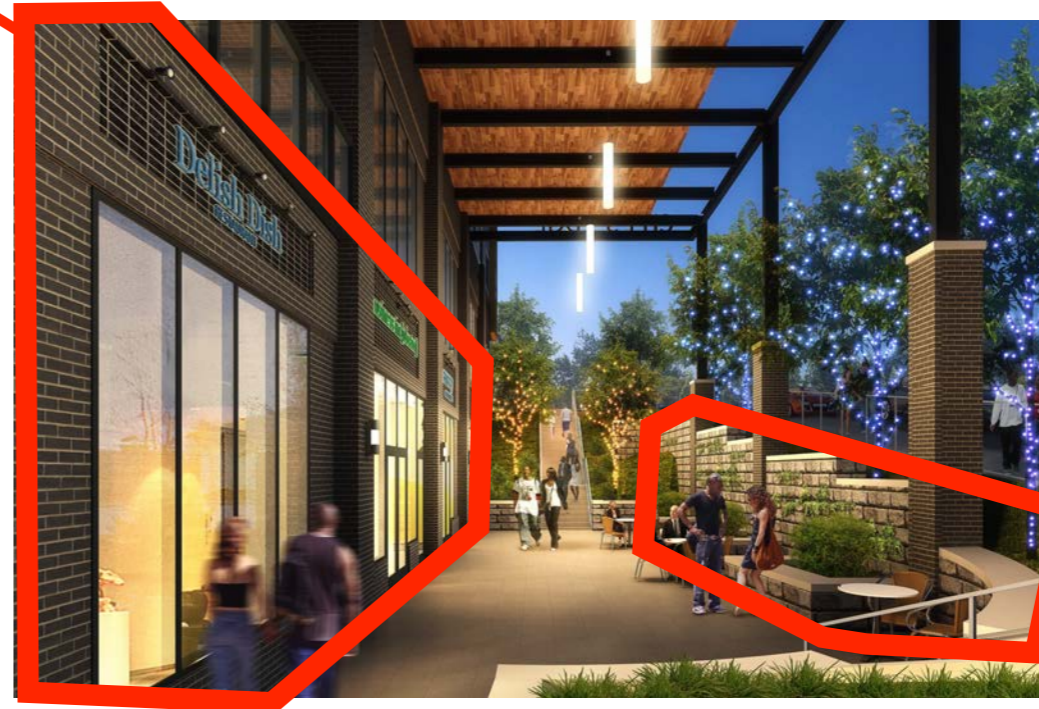
- Additional Brick detailing to add visual interest to pedestrian level environments
- Segmented retaining wall utilizes units which are human-scaled and integrated plantings at wall “steps”
- Multi-dimensional lighting (overhead chandeliers, wall sconces, tree lighting) creates warm and inviting public plaza environment at all times of day.



Brick Details on Facade



Redi-Rock Wall With Integrated Plantings



Lounge (Phase 1) + Roof Deck (Phase 2)



Our Way - South Elevation



Garage - South Entrance & Exit

2-Bay Loading Dock

Colwell Street - North Elevation



Apartment Lobby & Entrance

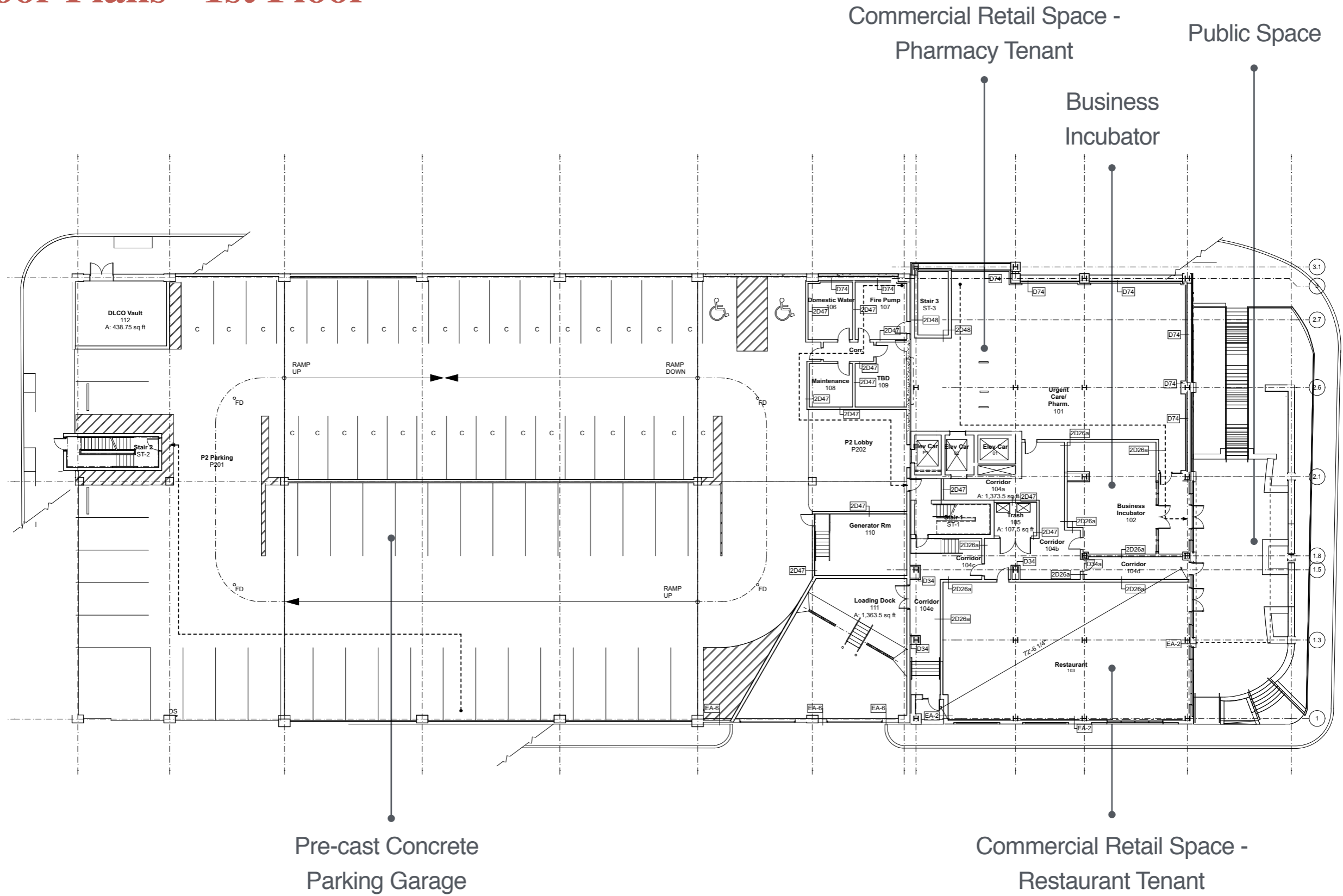
Garage - North Entrance & Exit

Pride Street - East Elevation

Stevenson Street - West Elevation



Floor Plans - 1st Floor



Pre-cast Concrete Parking Garage

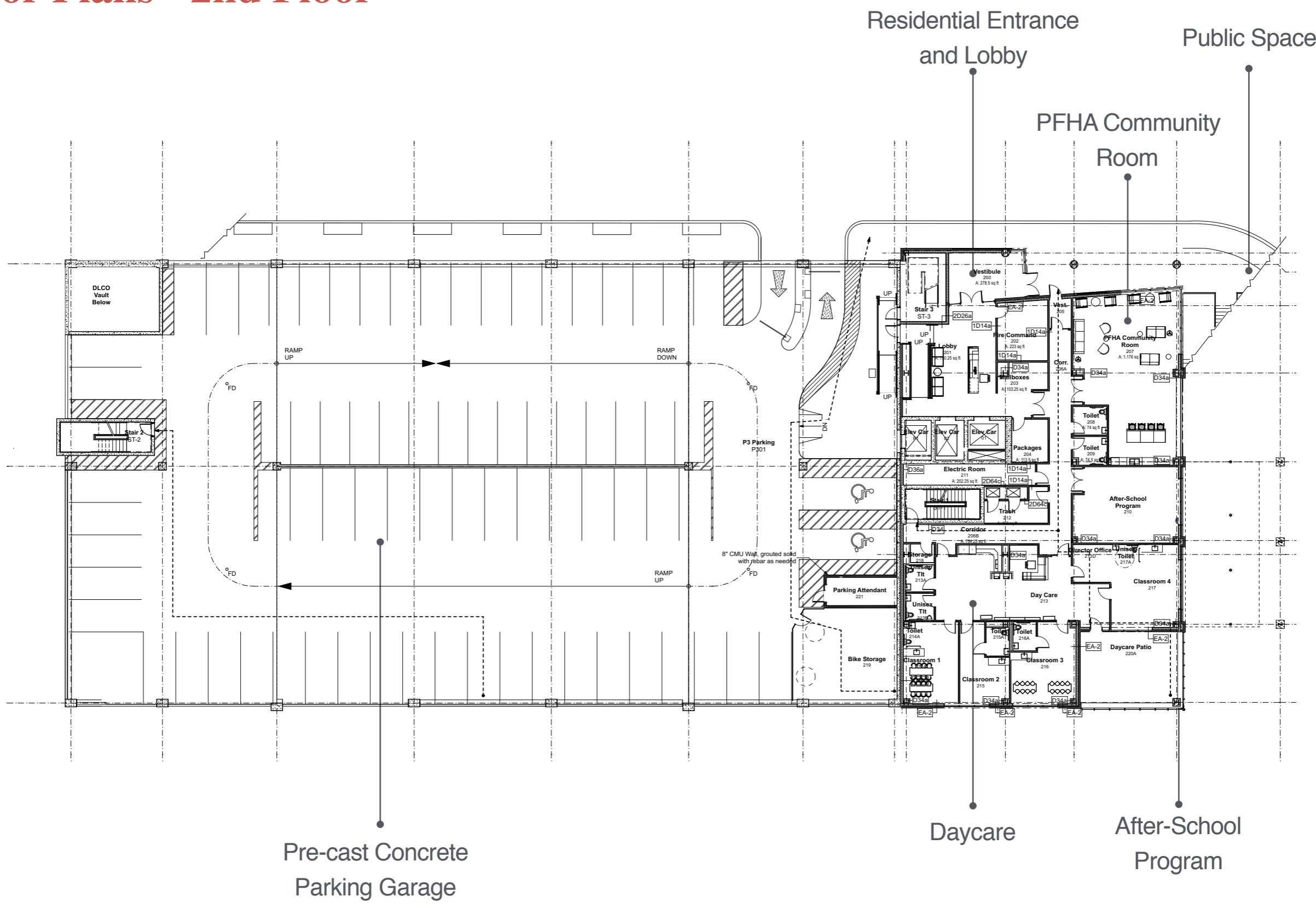
Commercial Retail Space - Restaurant Tenant

Commercial Retail Space - Pharmacy Tenant

Public Space

Business Incubator

Floor Plans - 2nd Floor

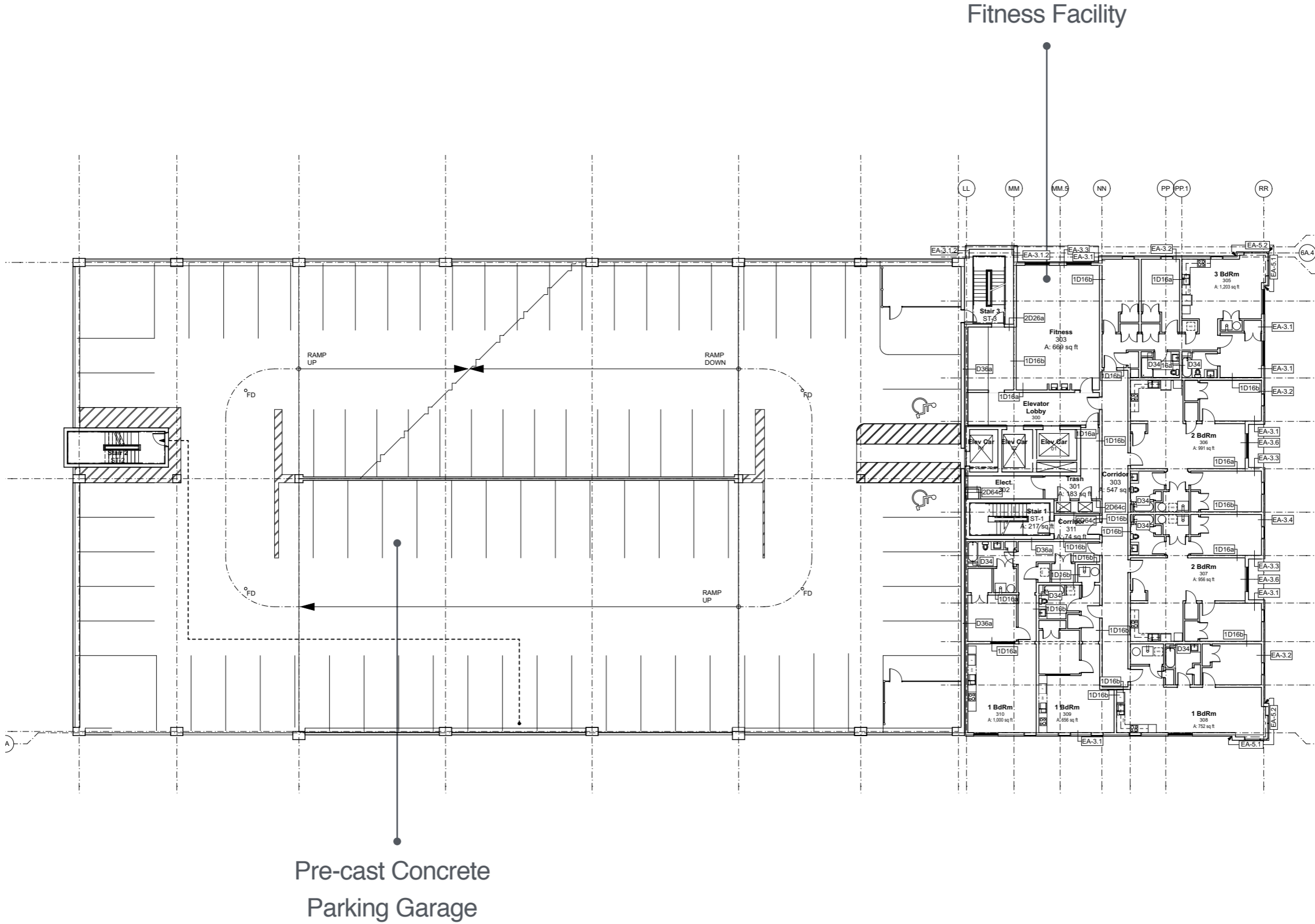


Pre-cast Concrete
Parking Garage

Daycare

After-School
Program

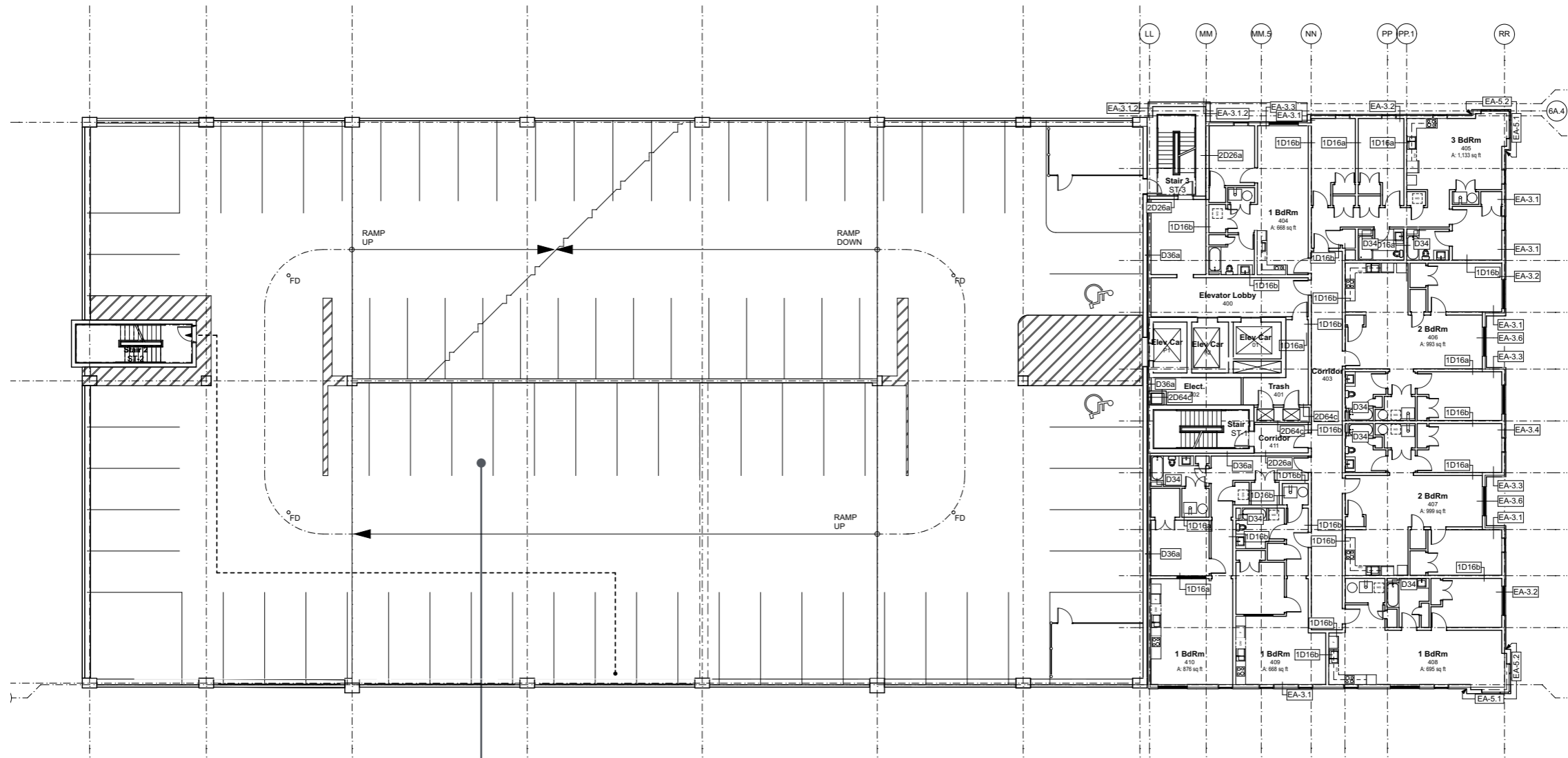
Floor Plans - 3rd Floor



Fitness Facility

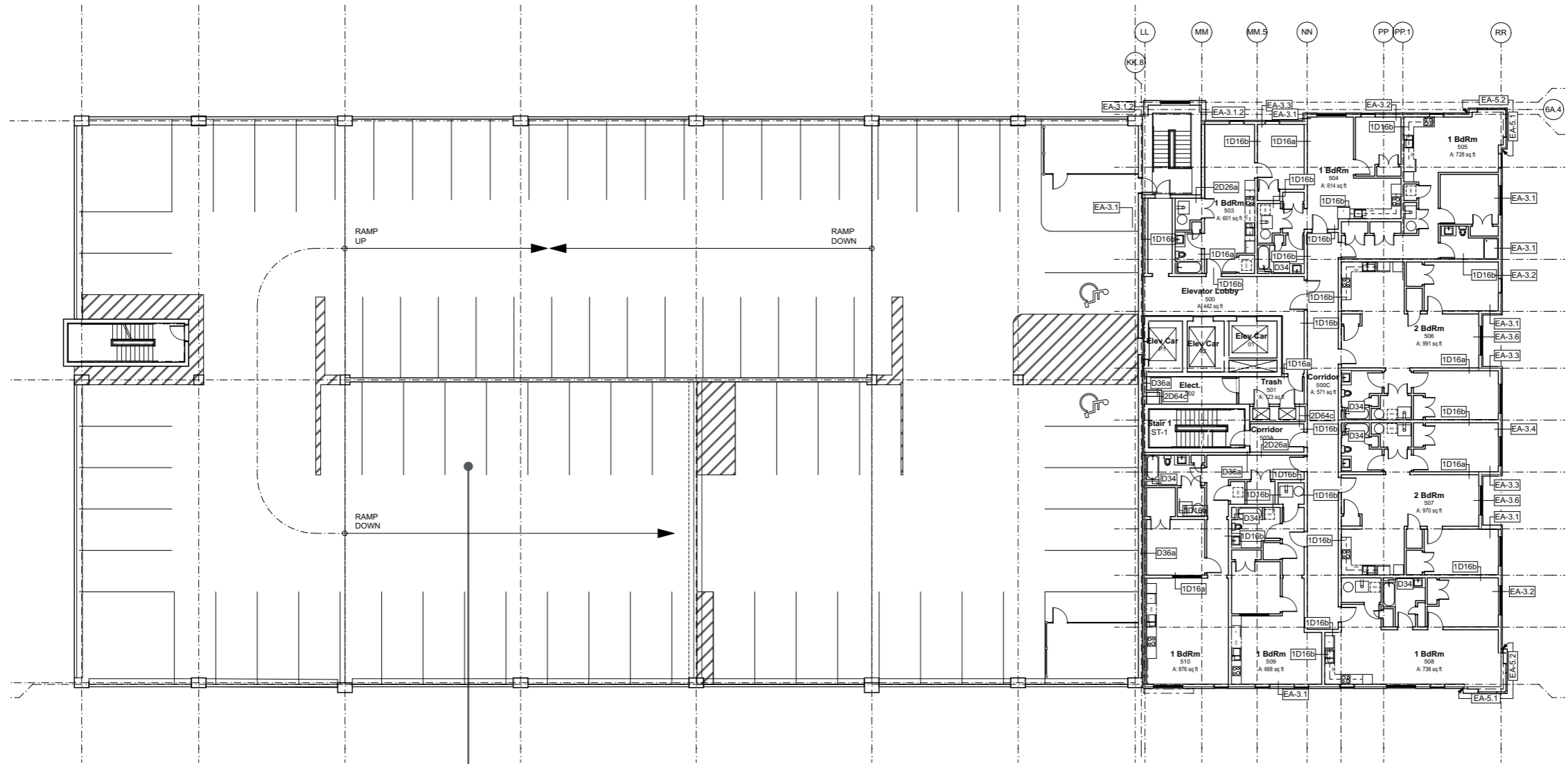
Pre-cast Concrete
Parking Garage

Floor Plans - 4th Floor



Pre-cast Concrete
Parking Garage

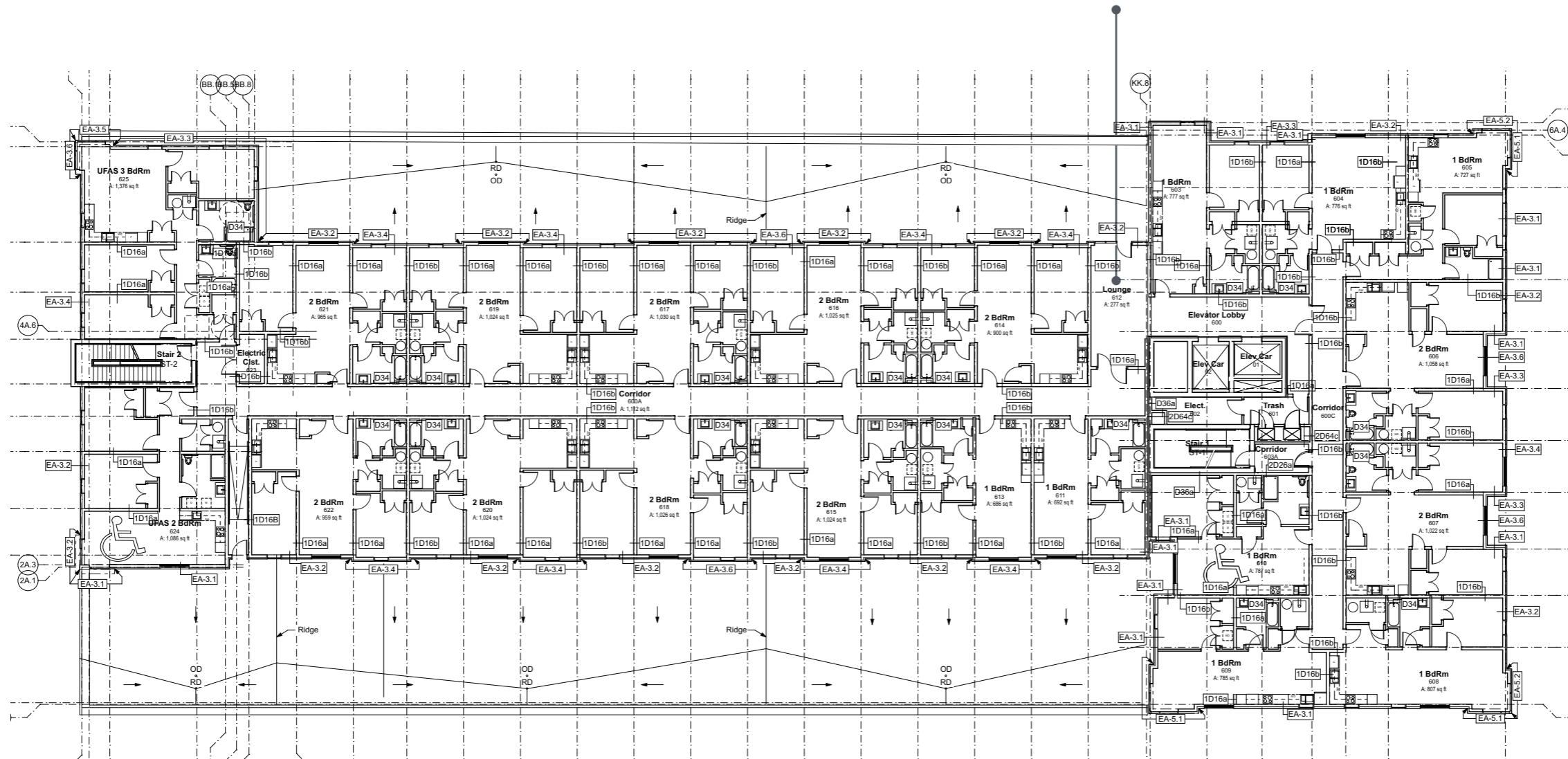
Floor Plans - 5th Floor



Pre-cast Concrete
Parking Garage

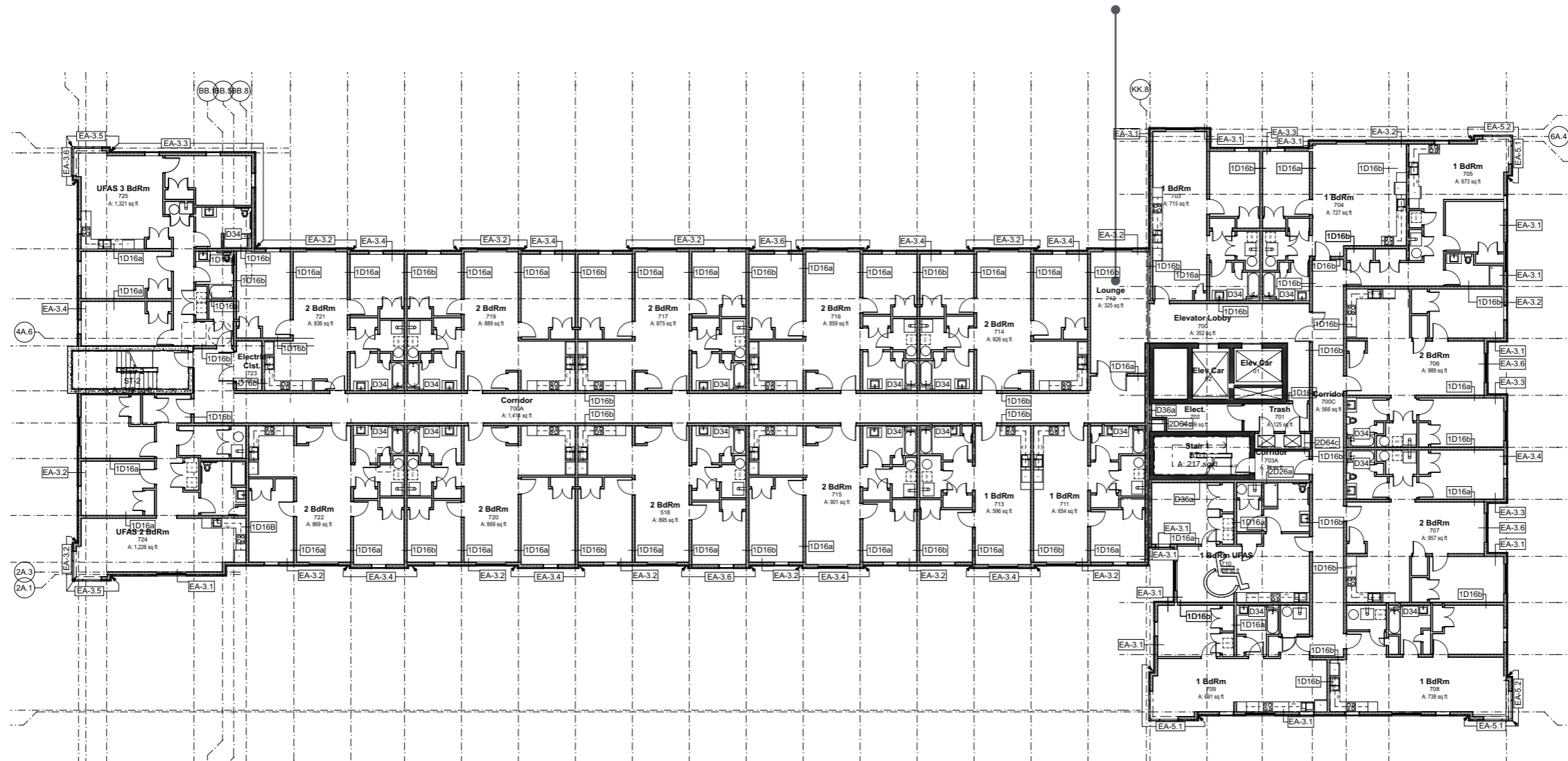
Floor Plans - 6th Floor

Residential Lounge



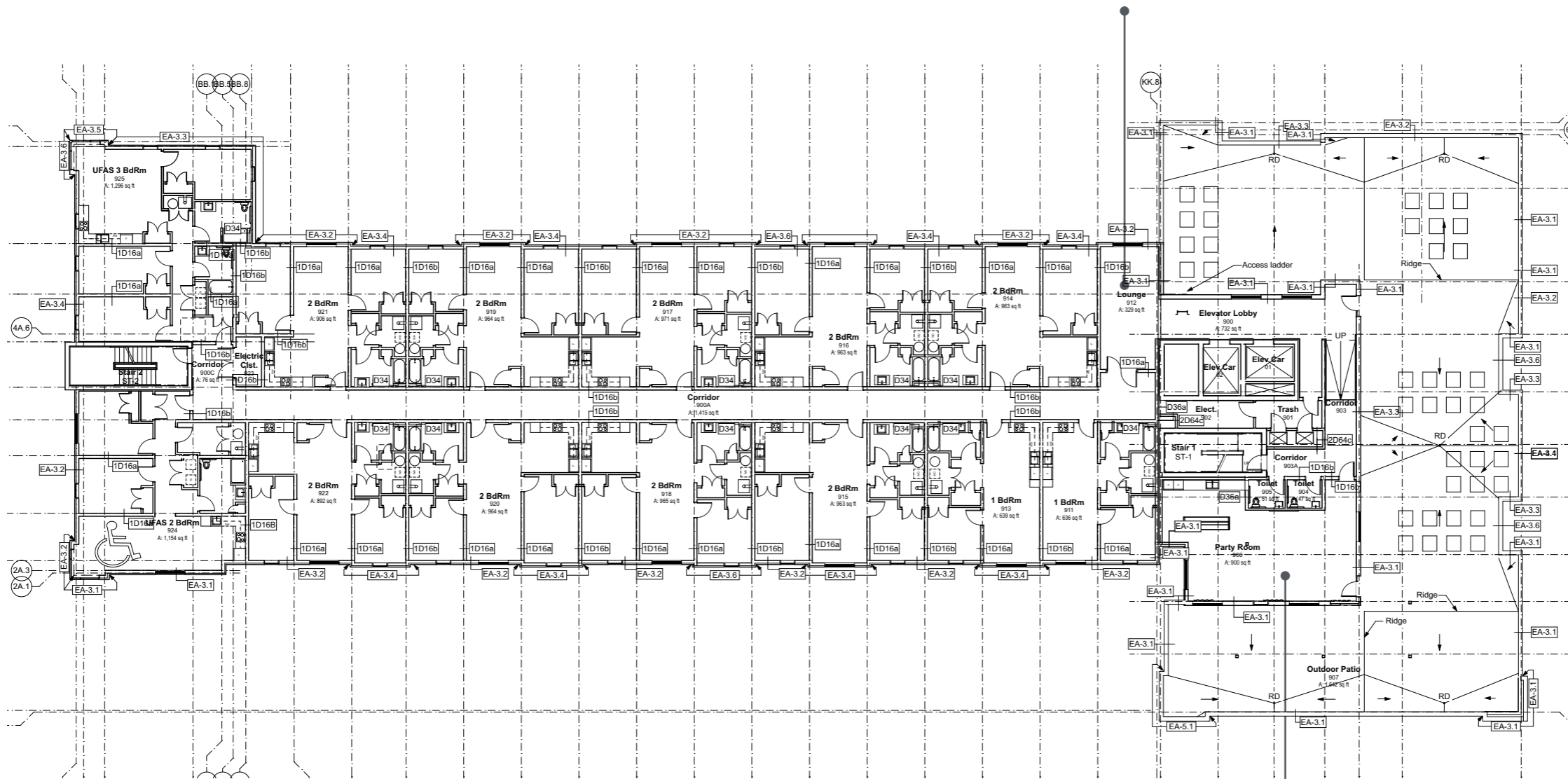
Floor Plans - 7th & 8th Floors

Residential Lounge



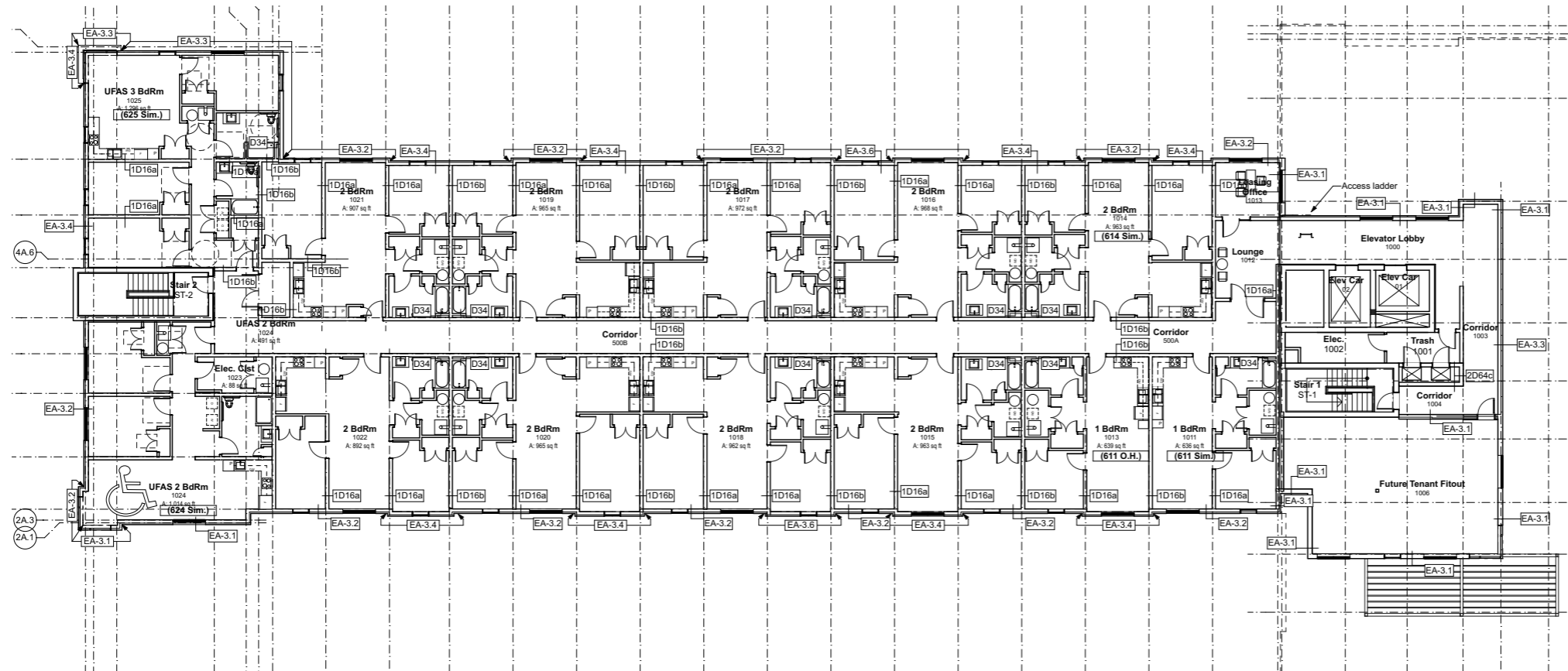
Floor Plans - 9th Floor

Residential Lounge



Residential
9th Floor Community
Room

Floor Plans - 10th Floor



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