



PROJECT: **21 ROSE**

2100 BLOCK  
ROSE STREET – HILL DISTRICT

DATE: **AUGUST 2021**

DEVELOPERS: **ROSE STREET VENTURES LP  
PITTSBURGH HOUSING DEVELOPMENT CORP. (PHDC)**

A map of the Northeastern United States, including parts of Ontario, Canada, and the states of New York, Pennsylvania, Ohio, Maryland, and New Jersey. Major cities like Toronto, Mississauga, Hamilton, Buffalo, Rochester, Syracuse, Detroit, Cleveland, Pittsburgh, Philadelphia, and Columbus are marked. A dashed rectangular box highlights a region in the western part of New York and the western part of Pennsylvania. Two text blocks are overlaid on the map: one in the upper part of the dashed box and one in the lower part. A star icon is located in the lower right corner of the map, near the border of Maryland and New Jersey.

**WHO WE ARE**

**WE ARE AN MBE OWNED / OPERATED REAL ESTATE DEVELOPMENT AND PROPERTY MANAGEMENT FIRM WITH A FOCUS ON REVITALIZING THE URBAN CORE**

**WE INVEST IN SELECT UNDERSERVED AND UNDERVALUED REAL ESTATE MARKETS DEFINED AS URBAN TRANSITIONAL**

# **THE OPPORTUNITY**

**CREATE INSPIRATIONAL “OWNERSHIP”  
OPPORTUNITIES FOR AFRICAN-AMERICANS**

**BUILD UPON THE UNIQUENESS OF THE NEIGHBORHOOD  
WHILE HELPING CONNECT THE DOTS TO  
ALL OTHER DEVELOPMENT**

**PARTNER WITH THE COMMUNITY TO HELP REVIVE  
THE BRAND OF THE HILL DISTRICT**

**CHANGE THE NARRATIVE OF  
HISTORIC DISINVESTMENT IN THE HILL DISTRICT**

# ABOUT 21 ROSE

- Proposed six [6] unit new construction mixed income, for-sale townhouse development at the corner of Rose Street / Elmore Street
- Public / Private development partnership formed with the Pittsburgh Housing Development Corporation (PHDC) to aid in the development, financing and construction of two [2] affordable homes – for residents whose income meet 80% AMI
- Cultural connection: 1) Partner with local Pittsburgh African-American artist (Baron Batch) into final design aesthetic – *Luminous Rose* 2) Afro-centric themed [front] door colors on each home 3) Mosaic inspired front door mats with collage of famous Hill District musicians / artists
- Project goals: Attract and provide “ownership” opportunities to existing or new Hill District residents; and help reinforce Centre Avenue as the Hill’s primary retail, institutional and cultural node by providing centrally located high quality housing

## Question:

**Are there any other ways you can think of to add a stronger cultural connection to this project?**

# PROJECT SCOPE

**New mixed income, family friendly housing**

**Acquire 5 URA-owned parcels**

**Local pre-sales campaign (HD 100, Soul Pitt, Courier, etc)**

**Build all 6 homes at once (2 blocks / 3 homes per block)**

**MWBE involvement across development**

**[2] - 33% affordable housing units**

**[4] – market rate units**

**Maximize views to Lower Hill District / Centre Ave**

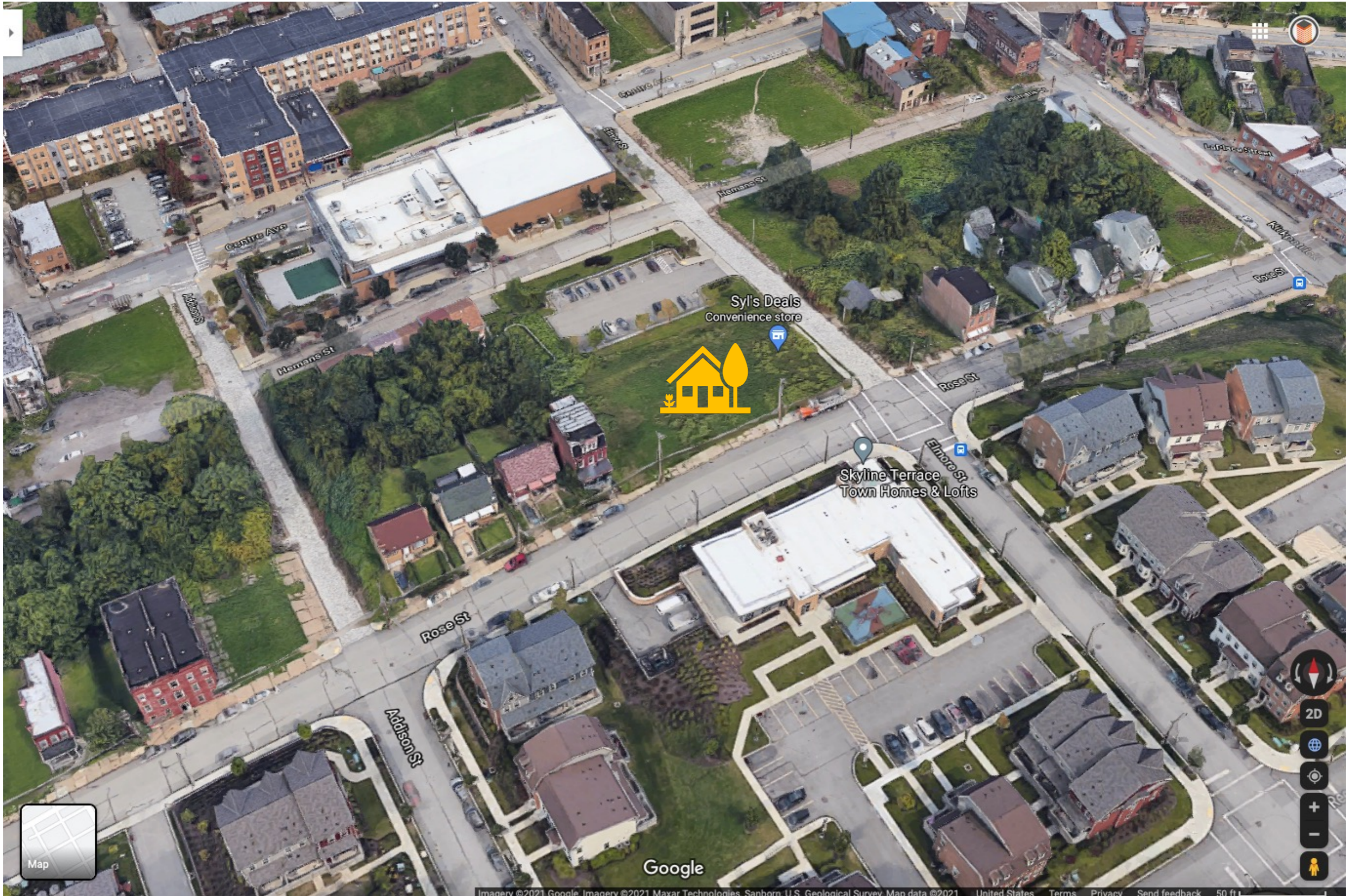
**Front yard parking pads**

**Open floor plan / 9' ceilings / modern appointments**

**Fenced in private yards for each home**

**Stormwater management for sustainability**

**"Green" is important to us**



Syl's Deals  
Convenience store



Skyline Terrace  
Town Homes & Lofts

Map

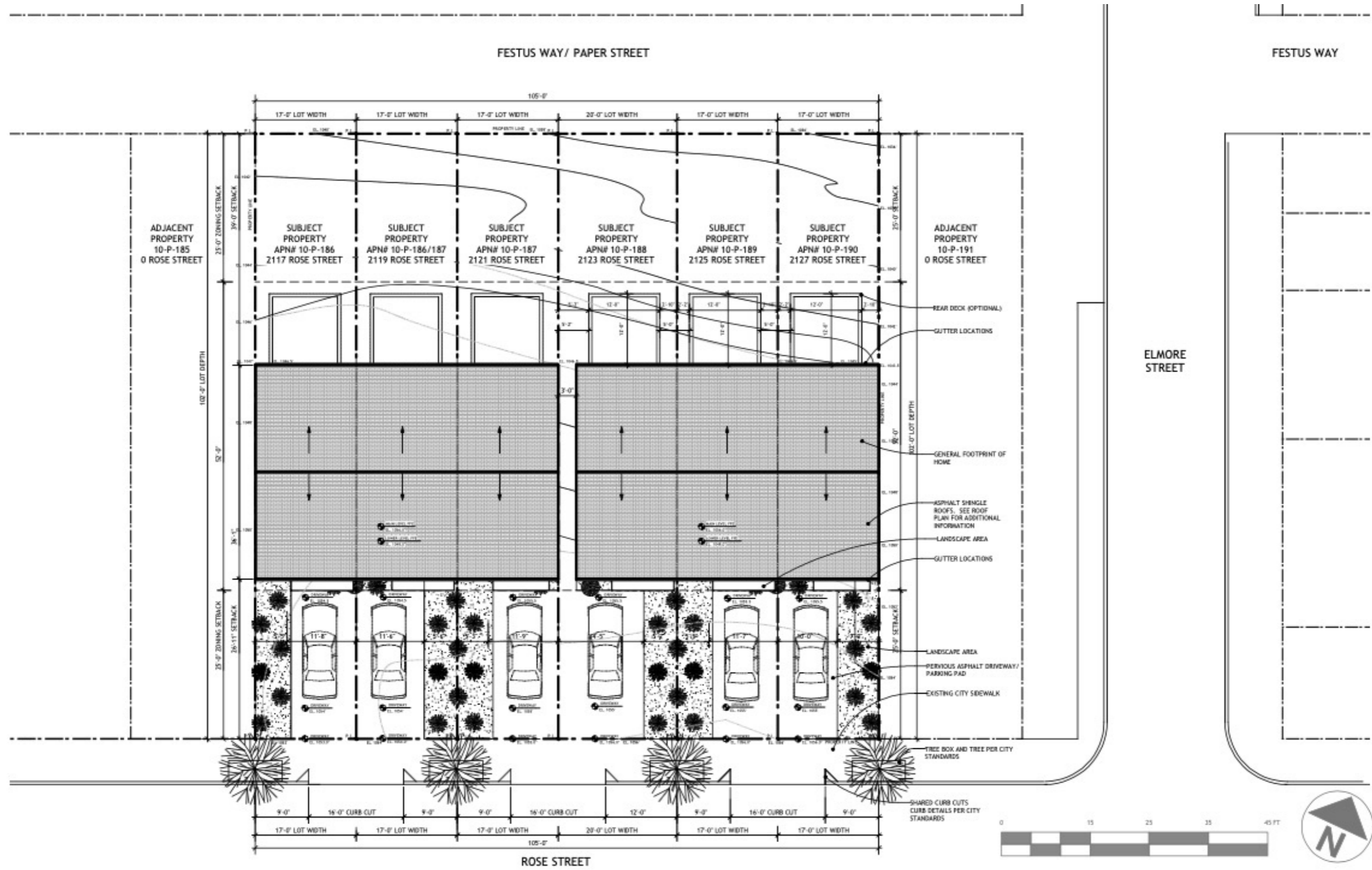
Google

2D

# CURRENT SITE



# 21 ROSE SITE PLAN





# PROPOSED FRONT ELEVATION 21 ROSE

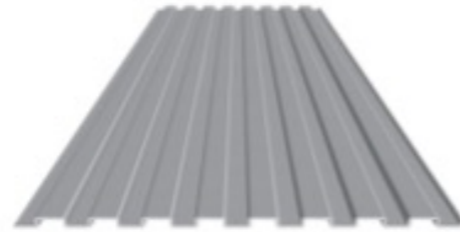


# ROSE STREET MATERIALS BOARD

Rose Street Townhomes  
DCP-ZDR-2021-01042  
Design Review Materials board

## Corrugated Cladding

\* ¾" Box Rib Metal Wall Panel



\*Typical Color Options



\*Typical Application



## Panel Cladding

\* .312" Smooth Fiber Cement Panel



\*Typical Color Options

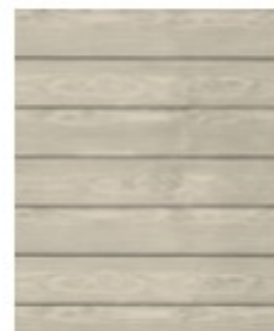


\*Typical Application



## Siding Cladding

\* .312" Wood Grain Fiber Cement Siding



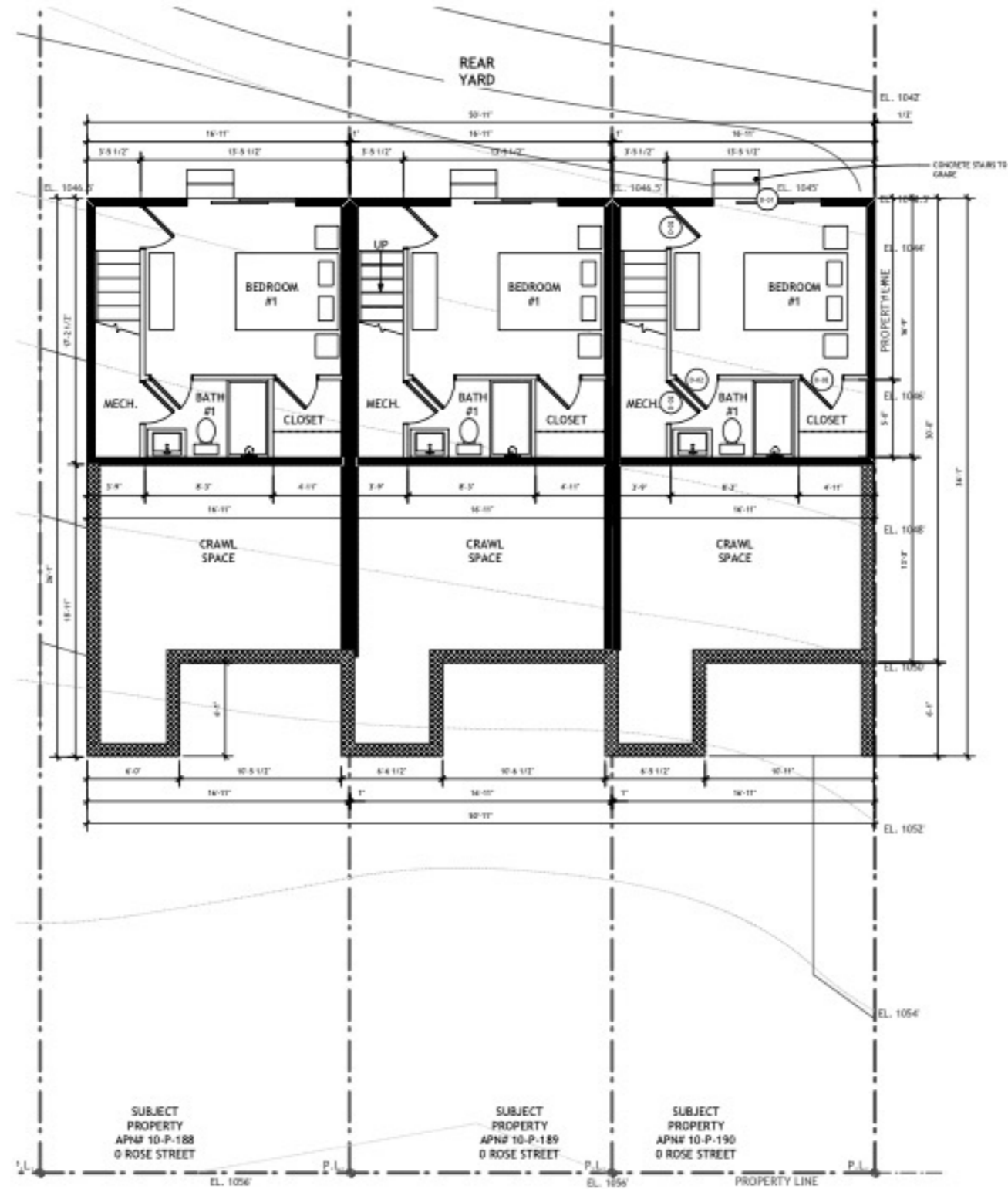
\*Typical Color Options



\*Typical Application

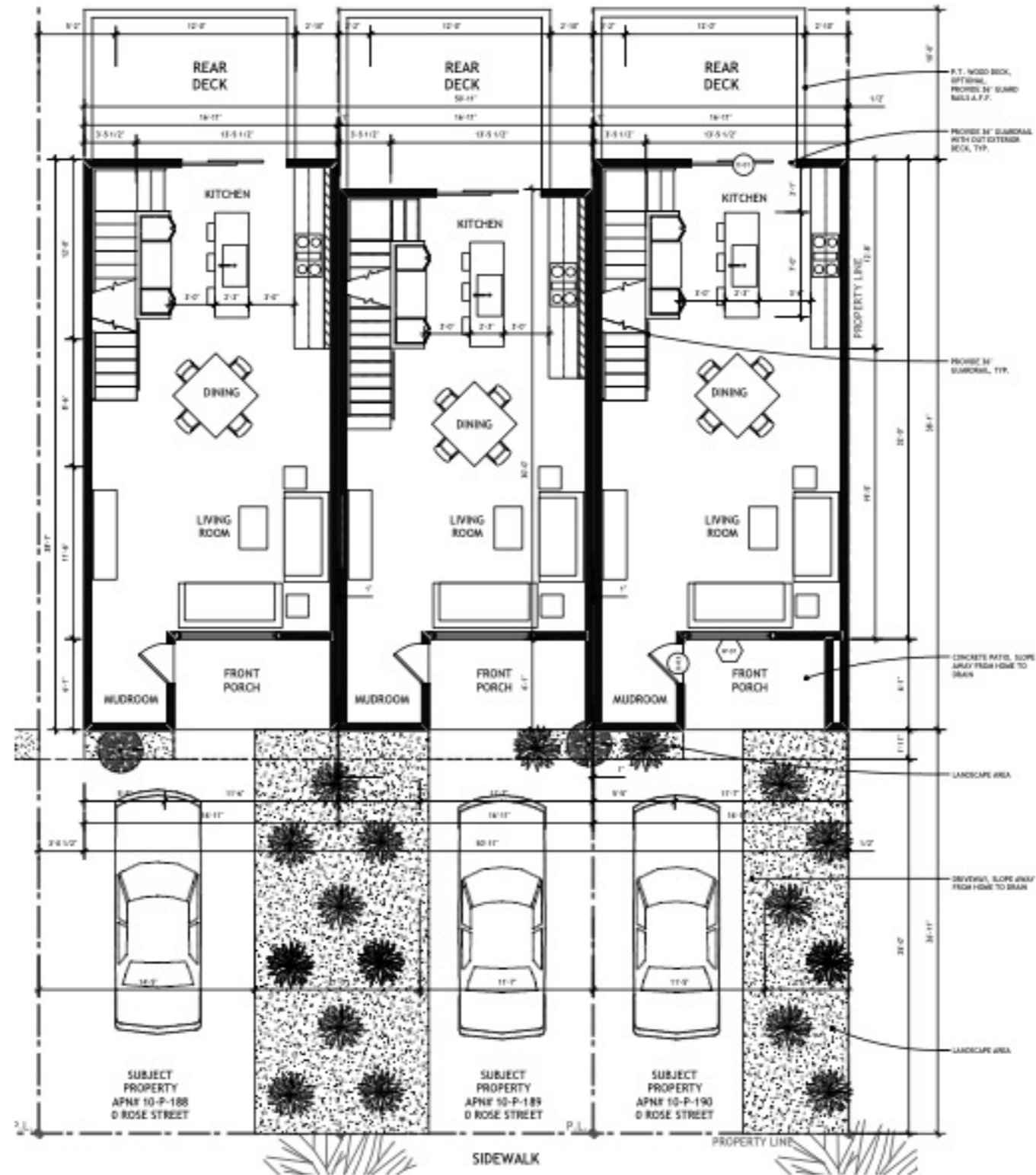


# INTERIOR DESIGN



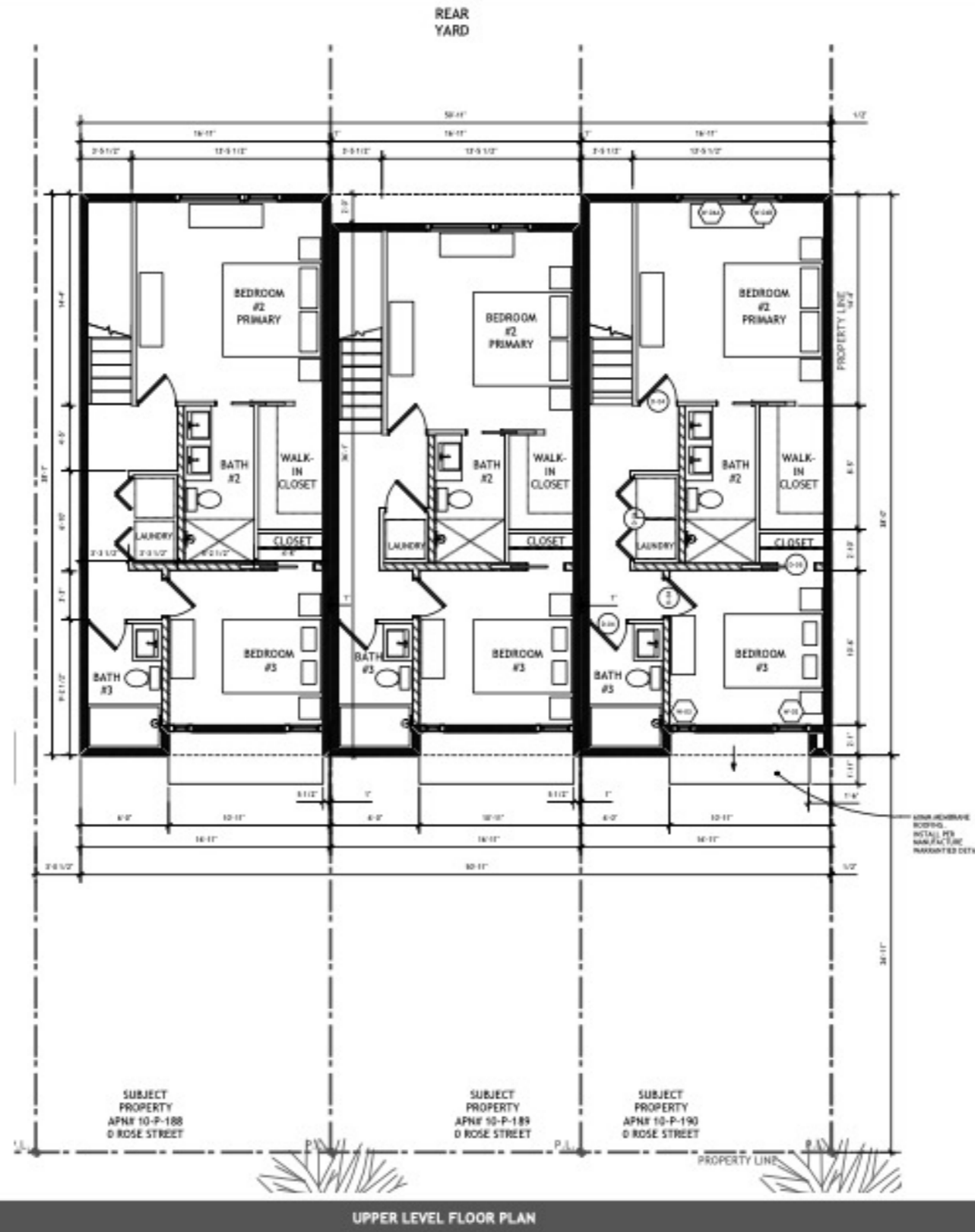
LOWER LEVEL FLOOR PLAN

# INTERIOR DESIGN



MAIN LEVEL FLOOR PLAN

# INTERIOR DESIGN



# EXTERIOR REAR DESIGN



# DEVELOPMENT PRINCIPLES



## MOBILITY

Walkable to Centre Ave

Reconnect to Downtown PGH

Adapt streets for pedestrian safety

Multi-modal transit options

Activates use of public transit



## SUSTAINABILITY

Vacant site activation

Minimized site disturbance

Solar panels add-on

Energy efficient appliances

Stormwater management



## ECONOMIC VITALITY

Home ownership

New local jobs created

Diverse income levels to support local businesses

Community engagement & participation

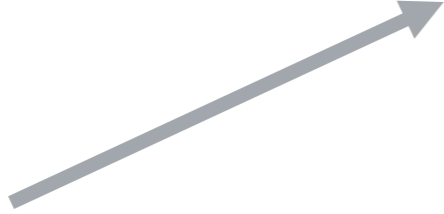
M/WBE participation opportunities

**Economic Empowerment - Development Without Displacement – Building Upon Cultural Legacy**

# COMMUNITY ENGAGEMENT LEADS TO OWNERSHIP



**Schenley Heights Collaborative**



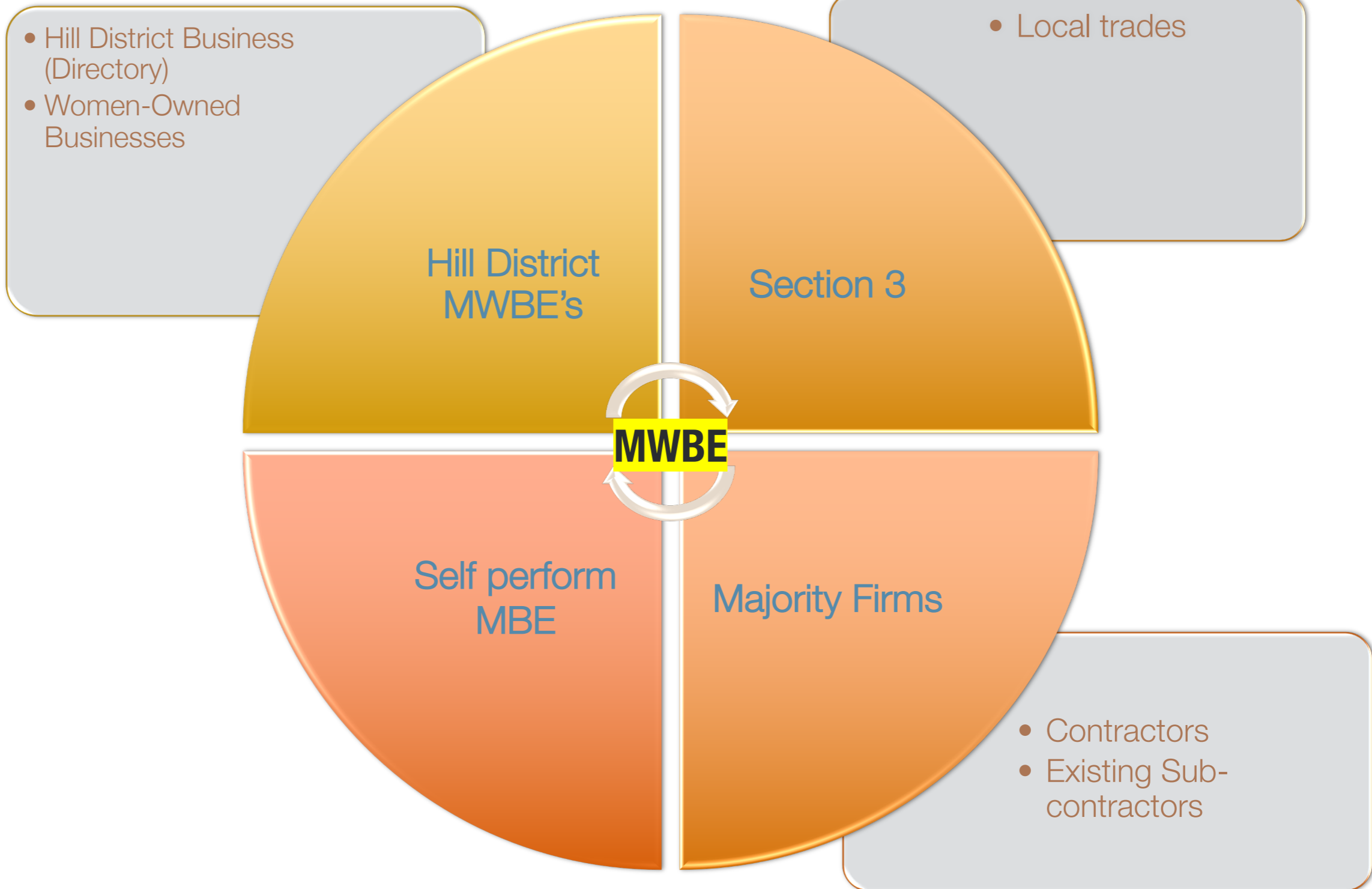
**Phase I: 21 Rose**



**Economic Empowerment - Development Without Displacement – Building Upon Cultural Legacy**



# MWBE INCLUSION STRATEGY



# MWBE FLYER



Conceptual rendering

## PROJECT SUMMARY

Rose Street Ventures is a Pittsburgh-based minority business enterprise ("MBE") real estate development enterprise created to develop infill projects in select underserved neighborhoods defined as urban transitional areas with high residential and retail demand. The company was founded 2020, and specializes in mixed-income single and multifamily infill developments.

21 Rose is the first of it's kind mixed-income development that maximizes density in the Middle Hill neighborhood of Pittsburgh, PA. **Scheduled to begin construction fall 2021, the 21 Rose Townhouse Project is in need of the following MBE or WBE trades to bid for opportunities: Plumbing, Drywall, Masonry, Painting and Electrical.**

The project site is comprised of five [5] vacant parcels, previously used for residential, will be built to characterize the recent past and future prosperity of the area. This specific location offers tremendous opportunities for a variety of development styles and land uses. Over 95 percent of the site is suitable for "ready" development with very few inefficiencies related to the potential development density.

We look forward to working with the many available trades on this highly visible project serving as an economic catalyst for development in the Hill District. Our goals for this project are to create a strong housing market, develop a healthy community, retaining existing residents and while attracting new ones. Engaging in this residential project helps underscore the distinct persona of the Hill District that is based on this community's historical experience, architecture and identity.

## QUICK FACTS

Location:  
Pittsburgh, PA (Hill District)

Project Address:  
2100 Block - Rose St. & Elmore St.

Project Type:  
Mixed-income, SFR

Site size:  
10,410 GSF

Land Use Type:  
Residential

Special Features:  
Infill, Redevelopment, Transit Oriented Design, Urban, Small-Scale Development, Family and Pedestrian Friendly

Developers:  
Rose Street Ventures, LP  
Pittsburgh, PA  
[www.rkyndall.com](http://www.rkyndall.com)

Pittsburgh Housing Dev. Corp. (PHDC)  
Pittsburgh, PA  
[www.ura.org](http://www.ura.org)

Real Estate Capital Partners:  
Bridgeway Capital

Architect of Record:  
Justin Cipriani  
Cipriani Studios  
[www.ciprianistudios.com](http://www.ciprianistudios.com)

General Contractor: *(specialized in affordable or mixed income housing)*  
Medco Commercial Group  
Thomas Janidas  
Cranberry Township, PA  
[www.medcobuilds.com](http://www.medcobuilds.com)



# TENTATIVE PROJECT SCHEDULE

*November 2019*

URA Issues Scattered Site RFQ

*August 2020 - May 2021*

URA RFQ / Redevelopment Proposal acceptance

*September 2020 - August 2021*

Design, development and construction drawings for the 6 new construction townhomes designated for the Middle Hill District. 4 - market rate 2 - 80% AMI [affordable homes]

Ongoing community engagement through project close out

*October 2020 - January 2021*

Construction bidding / pricing for 6 new construction townhomes

*January 2021*

Application submitted for URA's Housing Opportunity Fund grant in support of the development and construction of two [2] affordable homes

*November 2020 – June/July 2021*

Project financing due diligence

*June 2021 - July 2021*

Anticipated announcement of the Housing Opportunity Fund award for the two [2] affordable homes

*September 2021 – January 2022*

Projected start of development pre-sales activity

*October / November 2021 – July 2022*

Project construction period of 6 new construction townhomes

**July 2022 - August 2022**

Projected completed of full project

# THE DEVELOPMENT TEAM

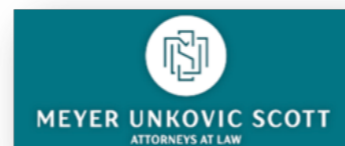
*Rose Street Ventures, LP*

**NON PROFIT DEVELOPMENT PARTNER**  
PITTSBURGH HOUSING DEVELOPMENT CORPORATION  
(PHDC)

## **COMMUNITY ENGAGEMENT**

Hill CDC  
Hill District Consensus Group  
Schenley Heights Collaborative  
Amani Christian Development Corp.  
Center That C.A.R.E.S

WITH SUPPORT FROM



# QUESTIONS?

**STAY IN TOUCH  
WITH US**

**WE THANK YOU FOR  
ALLOWING US  
TO PARTNER WITH  
YOU**

**186 42<sup>ND</sup> STREET  
SUITE 40227  
PITTSBURGH, PA 15021**

**CONTACT: STEFFAN JOHNSON  
[INFO@RKYNDALL.COM](mailto:INFO@RKYNDALL.COM)  
OFFICE: 412-336-8950**

*Rose Street Ventures, LP*

**Pittsburgh Housing  
Development Corporation**