

PROJECT: **21 ROSE**

2100 BLOCK
ROSE STREET – HILL DISTRICT

DATE: APRIL 2021	DEVELOPERS: ROSE STREET VENTURES LP PITTSBURGH HOUSING DEVELOPMENT CORP. (PHDC)
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ABOUT 21 ROSE

- Proposed purchase by Rose Street Ventures, LP – Five [5] Urban Redevelopment Authority (“URA”) owned, vacant parcels made available via Scattered Site along Centre Ave RFQ. These parcels are currently located at the rear of the Thelma Lovette YMCA (Centre Ave)
- 21 Rose – 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
- Proposed introduction of new, mixed income infill housing opportunity helping residents connect to Centre Avenue – public realm and streetscape improvements included in the development
- Proposed opportunity to collaborate local Pittsburgh artist (Baron Batch) into final design aesthetic – *Luminous Rose*
- Homes will be designed and constructed to the topography of the Rose Street slope to Festus Way. Full basements will not be included to minimize site disturbance and compress construction costs.

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PROJECT SCOPE

Create new, mixed income, family friendly housing development

- Acquire 5 URA-owned parcels
- Subdivide one parcel to accommodate additional home
- Design homes to fit within fabric of neighborhood
- Build all 6 homes at once (2 blocks / 3 homes per block)
 - [2] - 33% affordable housing units
 - [4] – Market Rate for sale units
- Maximize views to Lower Hill District / Centre Ave
- Minimize site disturbance by using front parking pads
- Inspire public realm engagement
- Open floor plan / high ceilings / modern finishes
- Fenced in private yards for each home
- Offer upgrades to interior finishes

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CURRENT SITE



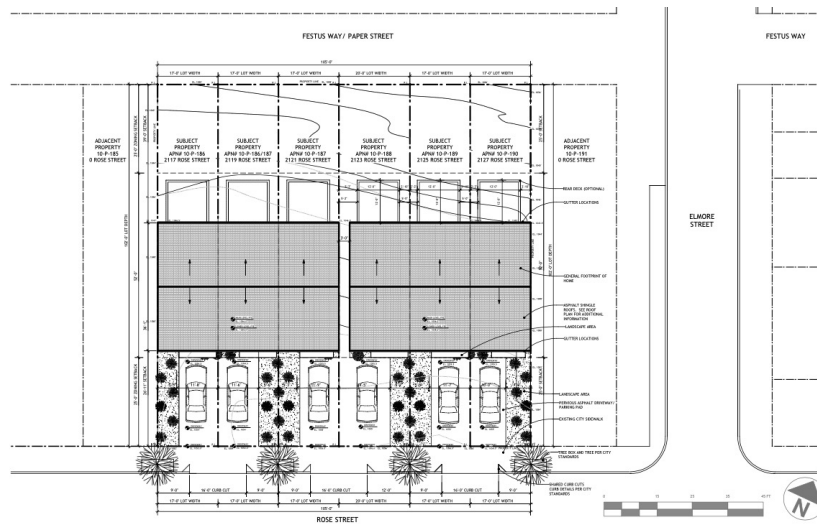
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PROPOSED FRONT ELEVATION 21 ROSE

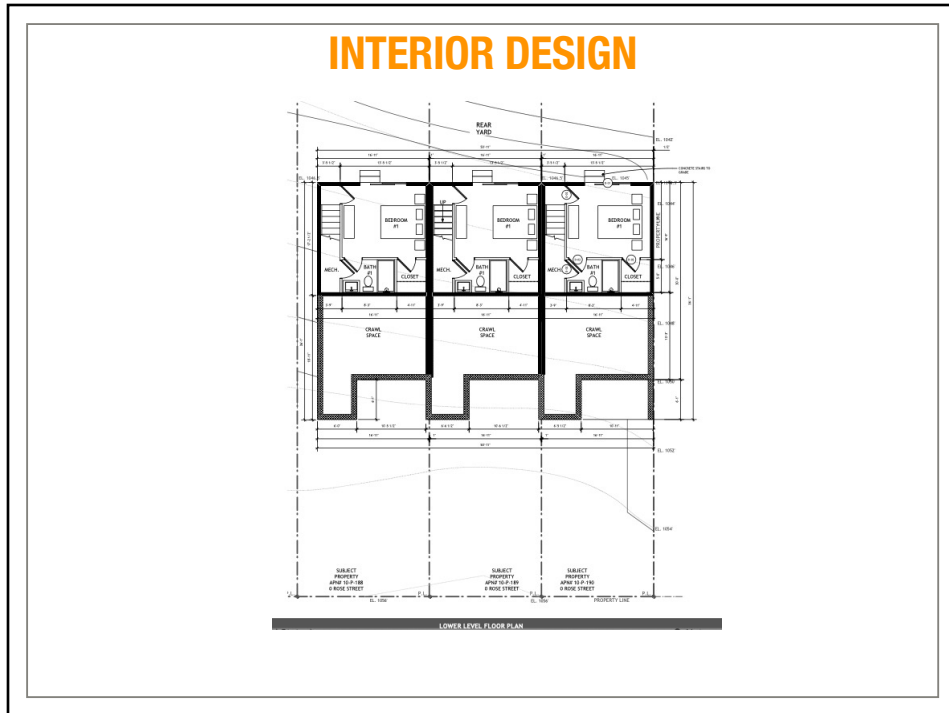


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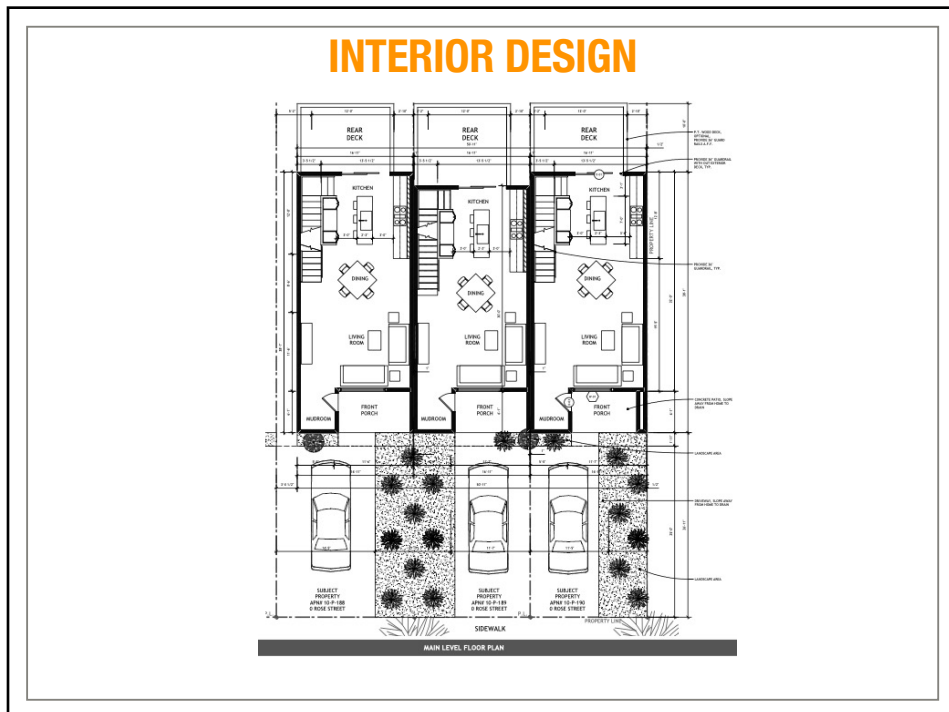
21 ROSE SITE PLAN



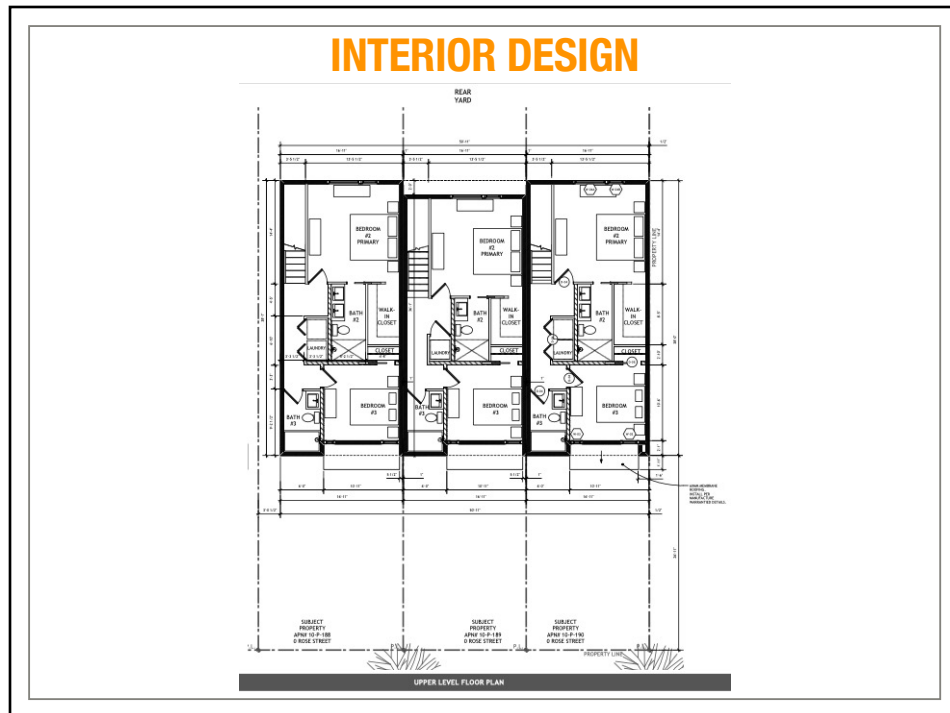
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VARIANCES REQUESTED

- Variance required for minimum lot sizes (903.03.C.2)**
- Variance required for side yard setback of 2127 Rose St. (903.03.C.2)**
- Variance required for parking within front setback (912.04.A)**
- Administrator's Exception for rear decks encroaching into interior side setbacks**

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DEVELOPMENT PRINCIPLES

 MOBILITY	 SUSTAINABILITY	 ECONOMIC VITALITY
Walkable to Centre Ave	Vacant site activation	New market housing created
Bike to Downtown PGH	Minimized site disturbance	More than 10 jobs created
Adapt streets for pedestrian safety	Green & well designed community	New development includes affordable housing
Downtown corridor within 2 miles	Improved heating & energy efficiency	Community engagement & participation
Activates use of public transit	Parks / Plaza within 1/2 mile	MBE participation opportunities made available

Economic Empowerment - Development Without Displacement – Building Upon Cultural Legacy

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TENTATIVE PROJECT SCHEDULE

November 2019
URA Issues Scattered Site RFQ

August 2020 - May 2021
URA RFQ / Redevelopment Proposal acceptance

September 2020 - July 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

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

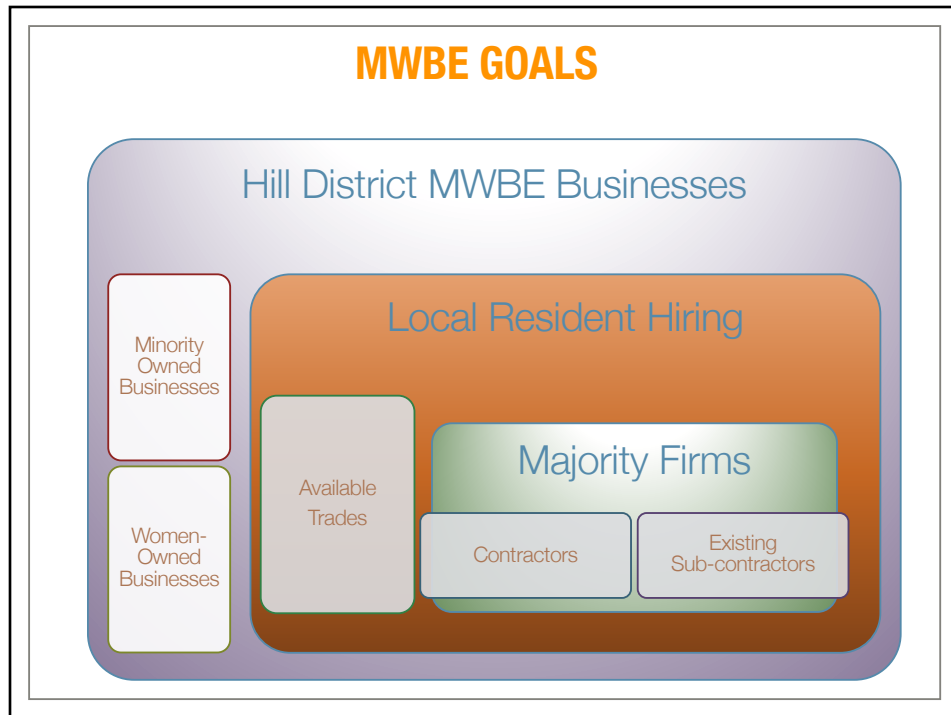
June 2021 - July 2021
Anticipated announcement of the Housing Opportunity Fund award for the two [2] affordable homes

June 2021
Projected start of development pre-sales activity

June 2021 - May 2022
Project construction period of 6 new construction townhomes

May 2022 - July 2022
Projected completed of full project

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THE DEVELOPMENT TEAM

Rose Street Ventures, LP

NON PROFIT DEVELOPMENT PARTNER
PITTSBURGH HOUSING DEVELOPMENT CORPORATION
(PHDC)

COMMUNITY PARTNER ENGAGEMENT
Hill District Consensus Group
Schenley Heights Collaborative
Center That Cares

WITH SUPPORT FROM



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COMMUNITY FEEDBACK

Schenley Heights Collaborative
1000 Bryn Mawr Road
Pittsburgh, Pennsylvania 15219
412-681-0241
"Committed To Developing A Wholesome Community"



Steffan Johnson <sjohnson@ryndalldvgroup.com>

Expression of Community Input: 21 Rose

Judy Suh <jsuhjudy@hotmail.com> Mon, Sep 28, 2020 at 4:21 PM
To: Carol Hardeman <hardeman@hdcg.org>, Steffan Johnson <sjohnson@ryndalldvgroup.com>
Cc: Carl Redwood <redwood@hdcg.org>, calcom@ura.org <calcom@ura.org>, Judy Suh <jsuhjudy@hotmail.com>

September 28, 2020

To Whom It May Concern:

October 1, 2020

To Whom It May Concern:

Via the ZOOM platform, representing the Schenley Heights Collaborative (which is the Recognized Community Organization -- RCO -- for the Schenley Heights neighborhood) I met with Mr. Steffan Johnson on September 29, 2020 beginning at 1:30 pm, for about 45 minutes.

Mr. Johnson made a full presentation of the 21 Rose / Rose Street Townhomes Project. (Block 10-P, Lots 186, 187, 188, 189 and 190. We reviewed and discussed each of the slides that were to be presented later in the day as a part of a URA hosted meeting with the Greater Hill District community.

21 Rose / Rose Street Townhomes Project appears to be well thought out. Without a doubt there is need for additional residential housing. The Management Team commits to have at least one or two affordable homes included in the project....this is a large commitment; and one needed for the community in which the project is located.

At this time speaking for the Schenley Heights Collaborative, I offer a positive recommendation for the Project to move forward. At a later time (when the Collaborative schedules its next Community Meeting) we shall invite the 21 Rose / Rose Street Townhomes Project to present during the meeting.

Respectfully,

Phillis D. Lavelle, President
Schenley Heights Collaborative

On Friday, September 25, 2020 at 1pm, board members of the Hill District Consensus Group (HDCG) met with Steffan Johnson about 21 Rose or Rose Street Townhomes, Block 10-P, Lots 186,187, 188, 189, 190. Mr. Johnson gave a presentation on this development with drawings by Cipirani Studios, describing six prospective units of housing in the Middle Hill behind the Thelma Lovett YMCA and across from Skyline Terrace at the corner of Rose and Elmore Streets. The URA parcels will require zoning changes, and at least 1-2 units will be affordable, defined as affordable for residents making 80% AMI (Mr. Johnson clarified that AMI referred to the particular census block, not city or multi-county). These units are projected to be priced at \$180,000-\$200,000, while the market rate units will be priced at around \$325,000-\$340,000 with a cap of \$350,000. All will be 3 bedroom, 3 bath units of around 1500 square feet with parking pads. Mr. Johnson noted that he would like to begin the project no later than June or July 2021.

Present were HDCG Executive Director Carol Hardeman, Board President Carl Redwood, Arbie Bankston, Qiyam Ansari, and Judy Suh.

During the Q & A segment, questions were posed about the possibility of co-op, community-owned housing for the affordable units, the presence of basements, the specific reference for AMI, and DRP information. Mr. Johnson was advised to contact and consult with immediate residents, including Ms. Carol Lamar of 2114 Hemans, some of whom had given much input on the development of the Thelma Lovett YMCA. These neighbors reside on Hemans and Rose Streets (both sides). He was also asked to consider building a different higher density, more vertical development that might address the need for affordable housing in the Hill District apart from the 21 Rose development.

Please contact me with any questions you might have regarding this meeting. Thank you.

Yours,

Carol Hardeman
hardeman@hdcg.org
412-697-4692

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QUESTIONS?

**STAY IN TOUCH
WITH US**

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

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Rose Street Ventures, LP

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