



## **Bakery Square District Connector:**

**A Mixed-Use Development To Reconnect Communities  
& Extend Bakery Square's Innovation District**

Proposed SP-9 Zoning Amendment

July 1, 2024



# Table of Contents

<b>1.</b>	<b>Introduction</b>	<b>01</b>
	a. Introduction	04
<b>2.</b>	<b>Background &amp; Existing Conditions</b>	<b>05</b>
	a. SP-9 District History	07
	b. SP District Existing Conditions	08
	c. Site History	09
<b>3.</b>	<b>The Vision</b>	<b>11</b>
	a. Amplify Community Engagement	13
	b. Community Benefits Agreement	14
	c. People and Place Projects	15
	d. Build 100	17
	e. Reconnecting Communities	19
<b>4.</b>	<b>District Extension</b>	<b>21</b>
	a. Subdistricts	23
	i. Subdistrict Key Map	
	iii. Expansion Subdistrict C	
	iv. Expansion Subdistrict D	
	v. Expansion Subdistrict E	
	b. Conceptual Plans	27
	i. East Liberty Busway Overpass	
	ii. Penn Avenue Improvements	
	iii. Portal through Nabisco at Penn	
	c. Circulation	35
	d. Conceptual Phasing	37

<b>5.</b>	<b>Site Sections</b>	<b>41</b>
	a. Penn Ave	43
	b. East Liberty Blvd	44
	c. Internal Streets	45
<b>6.</b>	<b>Design Guidelines</b>	<b>49</b>
	a. Building Massing and Design Guidelines	52
	b. Site Design Standards	54
	c. Landscaping	55
<b>7.</b>	<b>Statement of Compliance</b>	<b>57</b>
	a. Statement of Compliance	59





An aerial photograph of a city street, likely in an urban area, with a blue overlay. The street is wide and has multiple lanes. There are several buildings, including a large one with a flat roof and a smaller one with a gabled roof. A parking lot is visible on the right side of the street. The background shows more buildings and trees.

1.

---

# Introduction









## Bakery Square By The Numbers

**4,000**  
**on site jobs**

At the height of the Nabisco Bakery,  
400 people were employed.

**240**  
**local students**

participated in Bakery  
Square's Community  
Public Art Program.

**\$2M** committed to the community  
to advance for-sale affordable  
housing and workforce development.

**\$4M** in taxes generated by the development to  
benefit city service. At the height of the  
Nabisco Factory, less than \$100,000 in  
annual tax revenue benefited City services.

# Introduction

Walnut Capital's proposed Bakery Square District Connector is situated at the intersection of five Pittsburgh neighborhoods. This proposed mixed-use development will unlock millions in equitable public infrastructure improvements at one of the largest underdeveloped properties under common ownership. Walnut Capital broke ground at what is now known as Bakery Square at the height of the Great Recession, transforming the vacant Nabisco Bakery. Today the development comprises 20 acres and is at maximum capacity.

To extend Bakery's momentum, attract more employers and innovation talent to Pittsburgh, and bridge currently disparate connections over the MLK Busway, Walnut Capital acquired the adjacent 14 acres, known as the Eastside Village shopping plaza. The proposed amendment will extend the Special District, called SP-9, with the creation of three additional subdistricts. Currently zoned as Highway-Commercial, the rezoning of this site will provide a vibrant place for new housing, retail, and office uses, as well as high quality public space. The future development will also significantly increase the tax base and create high quality, good paying, sustainable jobs. In addition, since the site is located in a TRID district, the development will unlock millions of dollars in public infrastructure improvements to seamlessly and safely connect people from neighborhoods like East Liberty and Larimer to jobs, grocery stores and quality of life destinations, like Mellon Park.

In advance of this amendment, Walnut Capital has been engaging with community groups for nearly two years. With full participation from neighborhood stakeholders, the developers are committed to pledging millions of dollars in on site and off-site affordable housing. Namely, the developer is committed to helping fund and raise funds for a historic effort to drive Black affordable and mixed-income home ownership near the site through the building and/or rehabilitation of 100 homes. In addition, Walnut Capital has advanced a strategic partnership with utility and institutional partners to seek historic Inflation Reduction Act funds that could lead to the nation's first net zero development.

Transformational affordable home ownership initiatives, multi-million dollar investments to connect the site's street grid with Larimer and East Liberty, and a historic net zero development district is only possible with a flexible framework for development, including the opportunity for smart density.



Bakery Square's conservatory features community public art as part of Walnut Capital's "Grow With Walnut" charitable initiative. Bakery Square's 2021 \$20M 'refresh' tripled public community space.



An aerial photograph of a city street, likely in an urban area, with a blue overlay. The street is wide and has multiple lanes. There are buildings on both sides, including a large commercial building with a flat roof and a parking lot. A road sign is visible on the right side of the street. The overall scene is a typical urban environment.

2.

---

# Background & Existing Conditions







# SP-9 District History

In 2007 Walnut Capital purchased the site and spearheaded redevelopment to transform the old Nabisco bakery and surrounding land into a mixed-use complex consisting of 223,000 square feet of office space, 165,000 square feet of retail space and a 120-room hotel. After a historic renovation, Bakery Square opened its doors. In 2013 Walnut Capital purchased the Reizenstein school property from Pittsburgh Public Schools and SP-9 was created with two sub districts that encompassed the original Bakery Square and the additional site area which was planned for a mix of residential and office space. As Bakery Square approaches almost 15 years since its first tenants opened their doors, it represents one of the great success stories of modern day Pittsburgh.

Prior to the redevelopment, the site generated \$84,000 in annual tax revenue and, before it became vacant, the old Nabisco Factory employed about 400. In 2022, Bakery Square's annual tax revenues benefiting taxing bodies exceeded \$4 million. From maintenance technicians to software engineers and restaurant workers, today there are over 4,000 employees working at the development.





[illegible]

Since its creation in 2013, the SP-9 district has allowed sustainable development that has created a new commercial district, employment center, and green neighborhood in the East End. Innovation has been the cornerstone of this district, both in its tenants and in its construction. The existing district has been fully realized and is ready to expand and build the next chapter of innovative development.

8



# Site History

The SP-9 Extension sites have for nearly 150 years been part of the East End's business centers. Historically the location of "East Liberty Station" which provided passenger access to the Pennsylvania Railroad, the sites transitioned over time from a mix of uses that included hotels, churches, homes, and light industry that required rail adjacency, to an area dominated by the industrial operations that surrounded the Nabisco factory. Ultimately the station and most of the uses were replaced with more modern retail facilities, many of which are still present today. None of the buildings on the Extension site are deemed historic, but the site areas themselves are primed to recapture their place as part of the center of the East End of Pittsburgh.



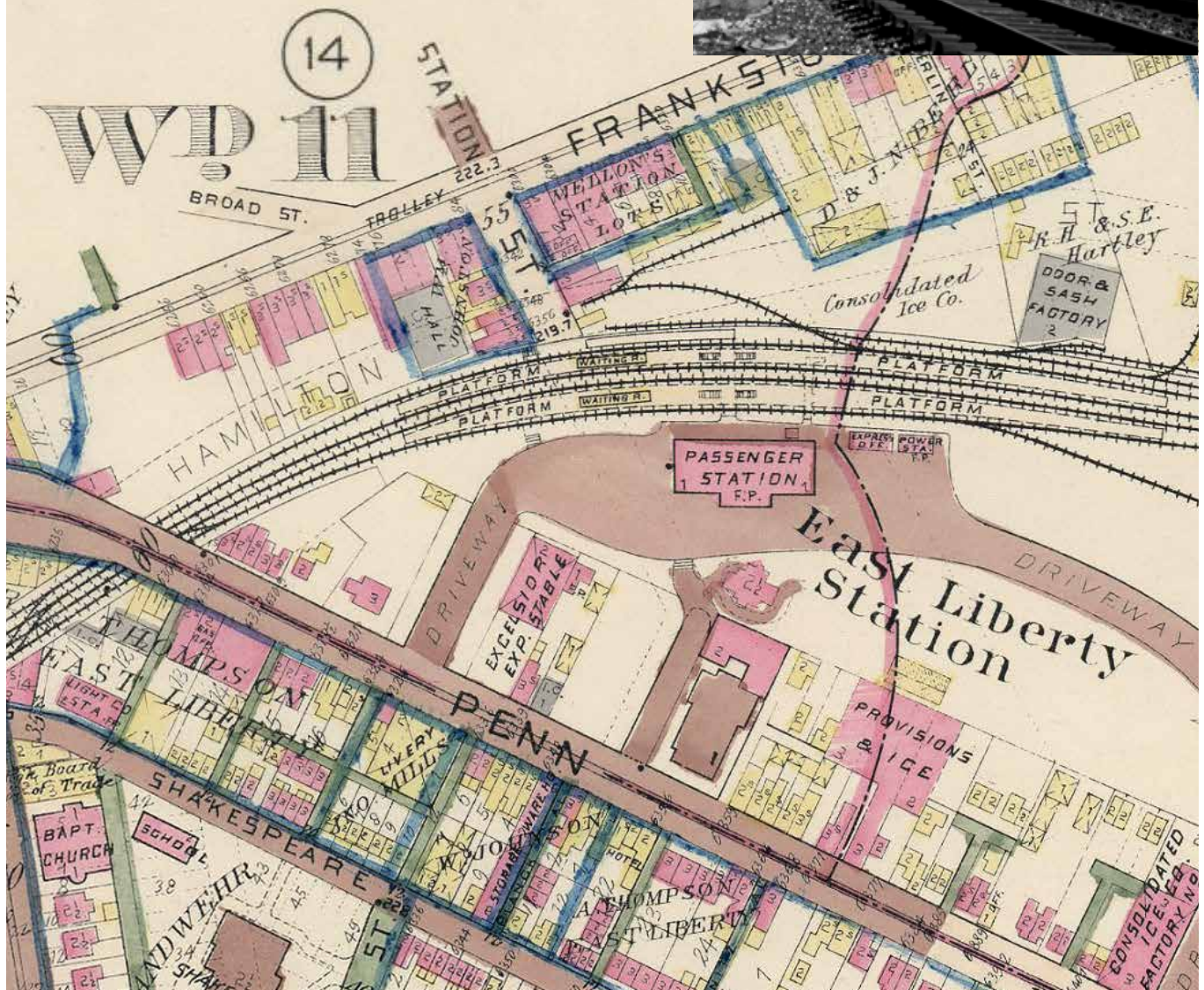
Existing HC Zoning district

Existing SP-9 Zoning district

Existing UI Zoning district



## 1910 Map



EAST LIBERTY STATION — 1962





An aerial photograph of a city street, likely in Chicago, showing a multi-lane road, a railway line, and surrounding urban development. The image is overlaid with a semi-transparent blue filter. The text '3.' is prominently displayed in the lower-left quadrant.

3.

---

The Vision







# Amplify Community Engagement

Walnut's efforts to create a flourishing center of culture and connectivity for all Pittsburghers is shown in their support of several community-inspired initiatives, including their 'Grow with Walnut' charitable program. From for-sale affordable housing, to workforce development, community public art and the funding of public school scholarship programs - Walnut Capital works with community groups to ensure all neighbors have multiple ways to connect with the development's positive impacts. The Bakery Square District Connector development will amplify these efforts, including building on:

- **Safer connections:** Last fall, Walnut, Mayor Gainey and community leaders broke ground on a new, multimodal, 'living road' that will improve multimodal connectivity between Bakery Square, Larimer and Homewood.
- **More union labor:** 100% union labor on all construction sites; Walnut employees receive prevailing wages and complete benefits' package.
- **Greater sustainability:** Nabisco building is the first privately owned Platinum LEED building. Development includes the first "living street" to combat stormwater management.





# Community Benefits Agreement

At Mayor Gainey's office's direction, Walnut Capital began meeting with community groups very early on, in August of 2021. Together, four community groups held conversations around how best to leverage the development's economic investments to uplift the area's Black communities. Collaboration was reached on a bold for-sale affordable and mixed-income home ownership investment. Larimer, which is 85 percent minority, has a home ownership rate that is 15% less than the region's overall rate and a 13% unemployment rate. Over 700 homes are unoccupied or in need of demolition. A complete community benefits agreement (CBA) will be executed following larger-scale community meetings and the affordable home ownership initiative, called Build 100, is expected to be a part of the CBA.

In addition, through the site's redevelopment, nearly \$50 million in dollars for equitable public infrastructure improvements will be generated through it being located in a TRID district. Community groups, including Larimer Consensus Group, The Village Collaborative, and East Liberty Development Incorporation have reached agreement on the top 10 public infrastructure and social impact projects to be funded. The vision and implementation embodied in the SP-9 District Extension makes these projects a reality.



Walnut Capital, Mayor Gainey and community members celebrated the start of construction for the first major infrastructure project that will safely connect Larimer and Homewood residents to East End jobs and quality of life amenities. The \$4.5 million tree-and-garden-lined multimodal road, known as the Larimer-Homewood connector, will transform an abandoned railroad that once served as an infrastructure barrier between Black and White communities.



# People and Place Projects

Neighborhood stakeholders and Walnut Capital have spent a number of months working together to identify and human development projects, termed “People Projects,” and physical development projects, termed “Place Projects.” The vision and implementation embodied in the SP-9 District Extension makes these projects a reality.

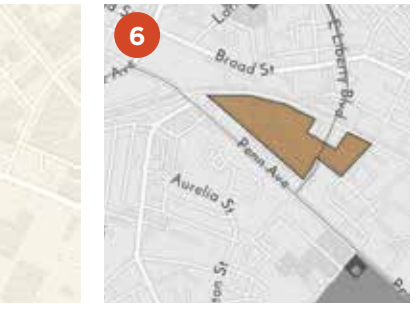
## Place Projects

- 1 Penn Ave. Right of Way Improvements (Euclid Avenue to Centre Avenue)
- 2 Penn Ave. Right of Way Improvements (Shady Avenue to 5th Avenue)
- 3 Penn/Shady Busway Cap Plaza
- 4 East Liberty Blvd. Stormwater Infrastructure
- 5 Broad Street/East Liberty Blvd Right of Way Improvements
- 6 Bakery Square Connector Development Public Infrastructure
- 7 East Liberty Boulevard Underpass
- 8 Hamilton Pedestrian Bridge
- 9 Mayflower/Auburn Street Infrastructure
- 10 Onsite and Offsite Affordable Housing
- 11 Larimer Park System- Zone B: The Woods



Stakeholders officially open The UPMC Health Plan Neighborhood Center, located at the future Bakery Square District Connector site, thanks to a partnership with Walnut Capital, who gifted the space. The Center gives residents free virtual health care services, a food pantry, workforce development programs, and social services.





## People Projects

### • Education

- Early Learning
- Support for Math and Literacy

### • Improved Health Outcomes

- Mental Health
- Preventative Care
- Access to Insurance

### • Workforce

- Training Programs
- Family Sustaining Wages
- MWDBE Programming

### • Housing

- Resources for Homeowners



# **Build 100 – Affordable Home Ownership that Rebuilds Communities**

Build 100 is a bold initiative that will leverage private investment in order to create a new model for “affordable living” that transforms communities. Walnut will commit a portion of on-site residences to be rental affordable, but focus community investments toward near-site affordable homeownership opportunities. The goal is to dedicate funding and resources to build or renovate 100 “for sale” housing units in the Larimer and East Liberty neighborhoods. The units will include affordable market rate homes that can be purchased by people within the community of varying income levels.

Called “Build 100”, the effort recognizes that, on average, only 33% of minorities in the region own their home. Research suggests that home ownership in neighborhoods decreases mortality among residents. It further suggests that stable homeownership has mental health benefits, financial benefits, reduces the chances of chronic illness like asthma, obesity, and heart conditions, and improves the health and educational outcomes of children.

To make this effort a reality, Walnut will seed fund \$6M and pay \$50,000 annually for a consultant to help with the formation of Build 100, including its technical components and fundraising. The goal is to raise \$25M to facilitate the development, construction, and sale of affordable and market rate homes. Recognizing the need to help existing homeowners, up to ten percent of the Build 100 Funds may be utilized for grants to existing homeowners to perform code compliance, safety upgrades, and other renovation work.

Walnut Capital has agreed to work with community leaders to facilitate the creation of the “Build 100 Fund” to provide financial support to support the development, construction, and sale of affordable homes to qualified individuals.

## **Build 100 Administration**

The Fund will be administered by an agreed upon non-profit foundation or community development financial institution, to be selected with input by the community partners and Walnut. The Community Partners shall each appoint an individual who will serve on an outside advisory board to this nonprofit corporation along with a representative from the District 9 Council Office and an appointee from the City or Urban Redevelopment Authority.

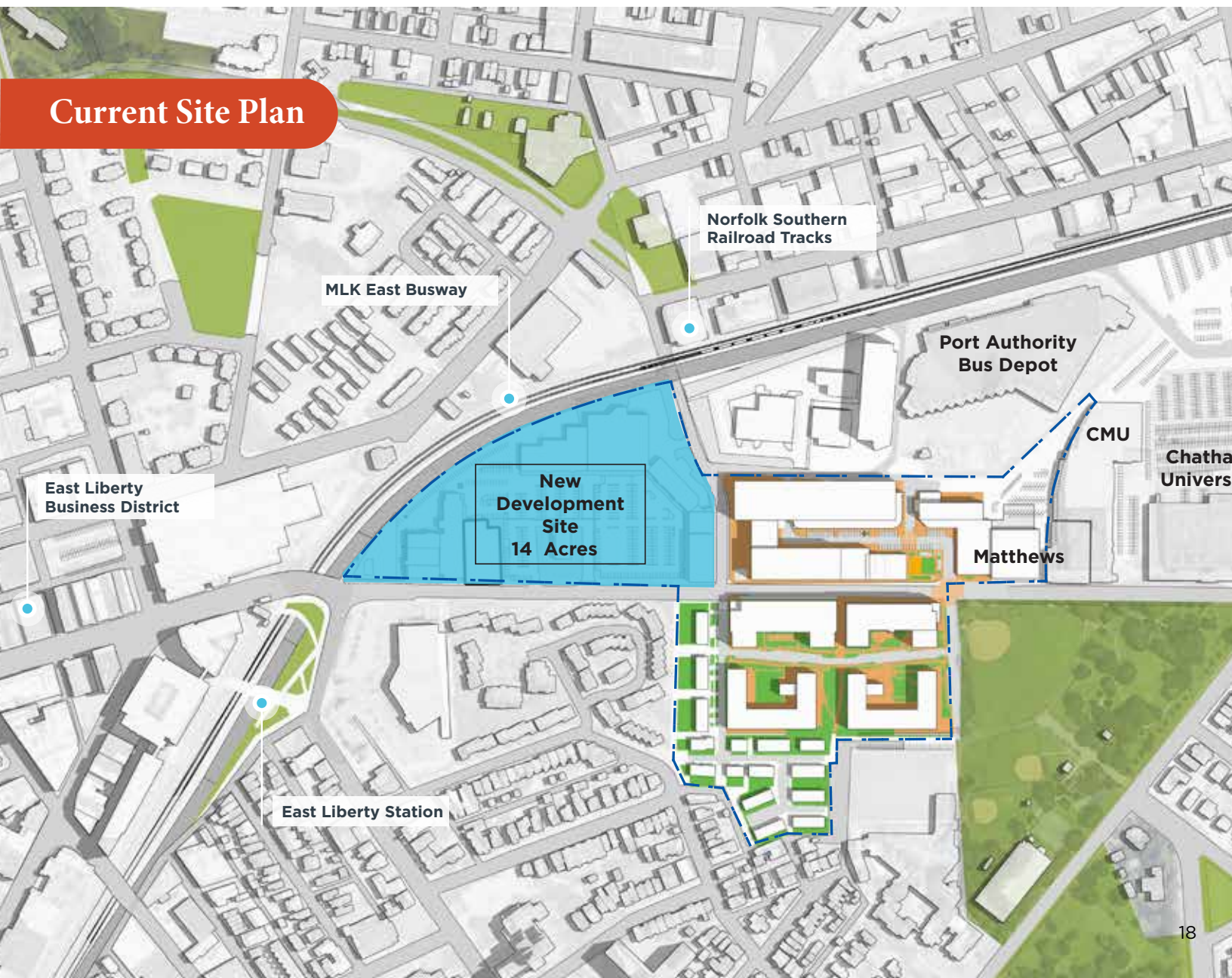
The CBA Advisory Board shall monitor compliance with the CBA, resolve disputes, update the community on project progress and compliance with the CBA, and recommend any needed modifications to the CBA. The Community Partners have the right to seek grants from the Build 100 Fund, which shall administer the Build 100 Fund, for the development and/or rehabilitation of the homes. The Parties agree to mutually cooperate with each other, to meet on a monthly basis, and to provide technical assistance to the others in order to facilitate the work necessary to achieve the goal of fundraising and development.



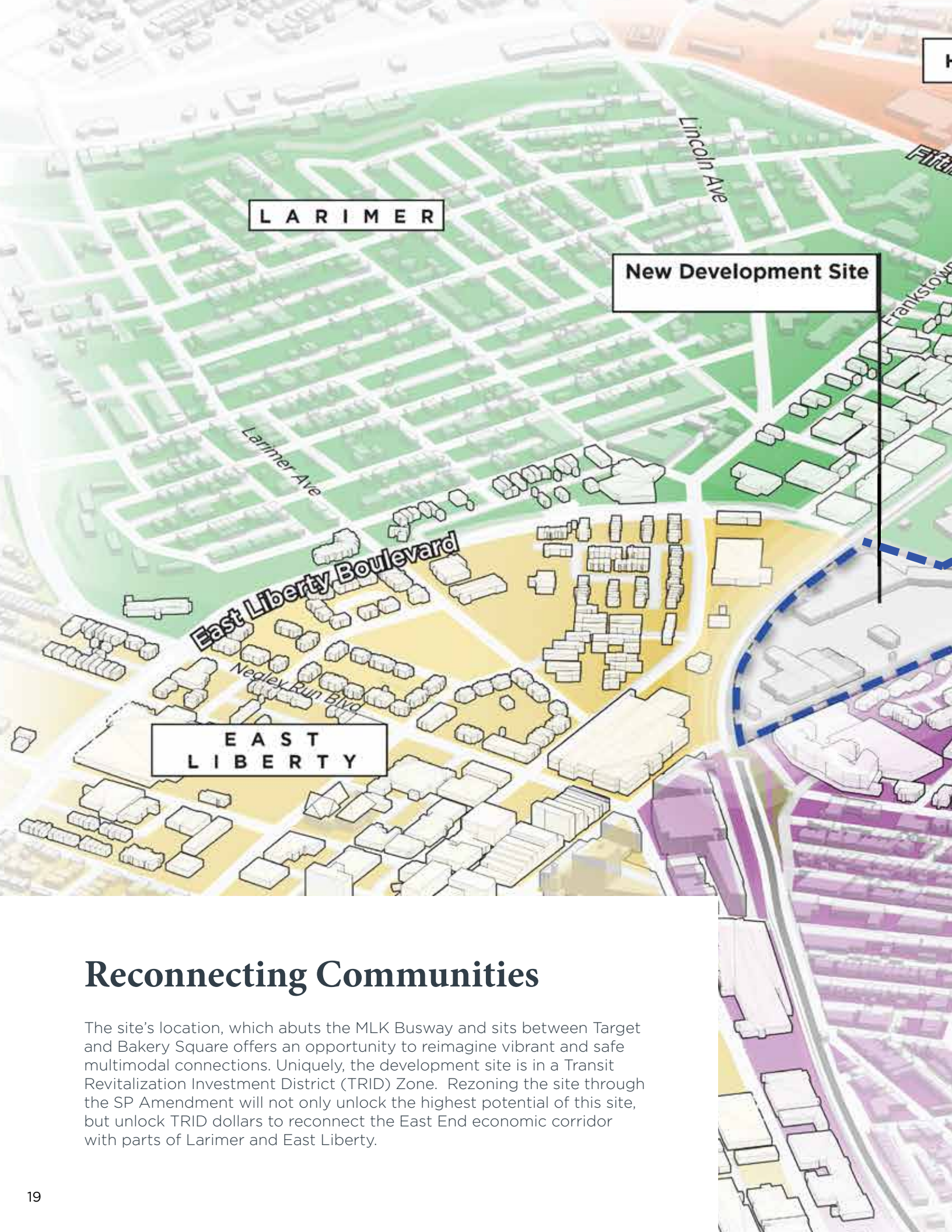
# Reconnecting Communities

A flexible framework for development is essential to support the goals and objectives of the Bakery Connector District Vision Plan. Development in the new economy needs to be agile and able to flex dynamically with future needs. The short life spans of modern technology means that the most assured predictions of future needs we can make is that change and adjustments to plans will be certain.

This development has been approached as a framework that allows for this flexibility while putting in place critical infrastructure as a foundation for successfully stitching together the District neighborhoods. This framework builds upon existing networks, and fills in critical missing links to allow the District neighborhoods to function together collectively in ways that can be exponentially greater than is possible individually.







## Reconnecting Communities

The site's location, which abuts the MLK Busway and sits between Target and Bakery Square offers an opportunity to reimagine vibrant and safe multimodal connections. Uniquely, the development site is in a Transit Revitalization Investment District (TRID) Zone. Rezoning the site through the SP Amendment will not only unlock the highest potential of this site, but unlock TRID dollars to reconnect the East End economic corridor with parts of Larimer and East Liberty.



HOMewood

POINT  
BREEZE

Existing  
Bakery  
Square

SQUIRREL  
HILL

SHADYSIDE



An aerial photograph of a city district, likely in Chicago, showing a mix of residential and commercial buildings, streets, and green spaces. A prominent multi-lane road runs diagonally from the bottom left towards the center. To the right of this road, there are several large commercial buildings and parking lots. The entire image is covered with a semi-transparent blue overlay.

4.

---

# District Extension



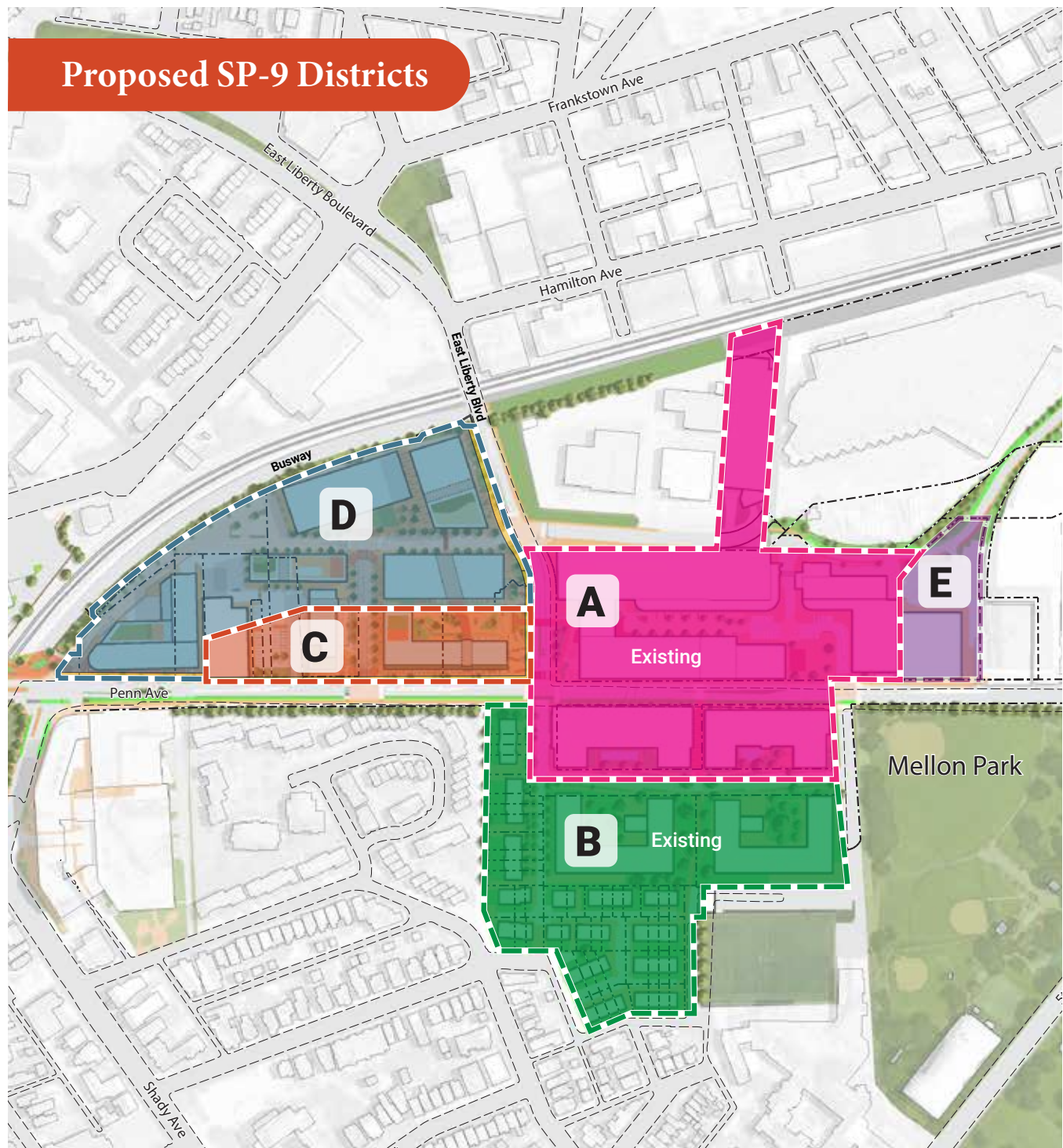




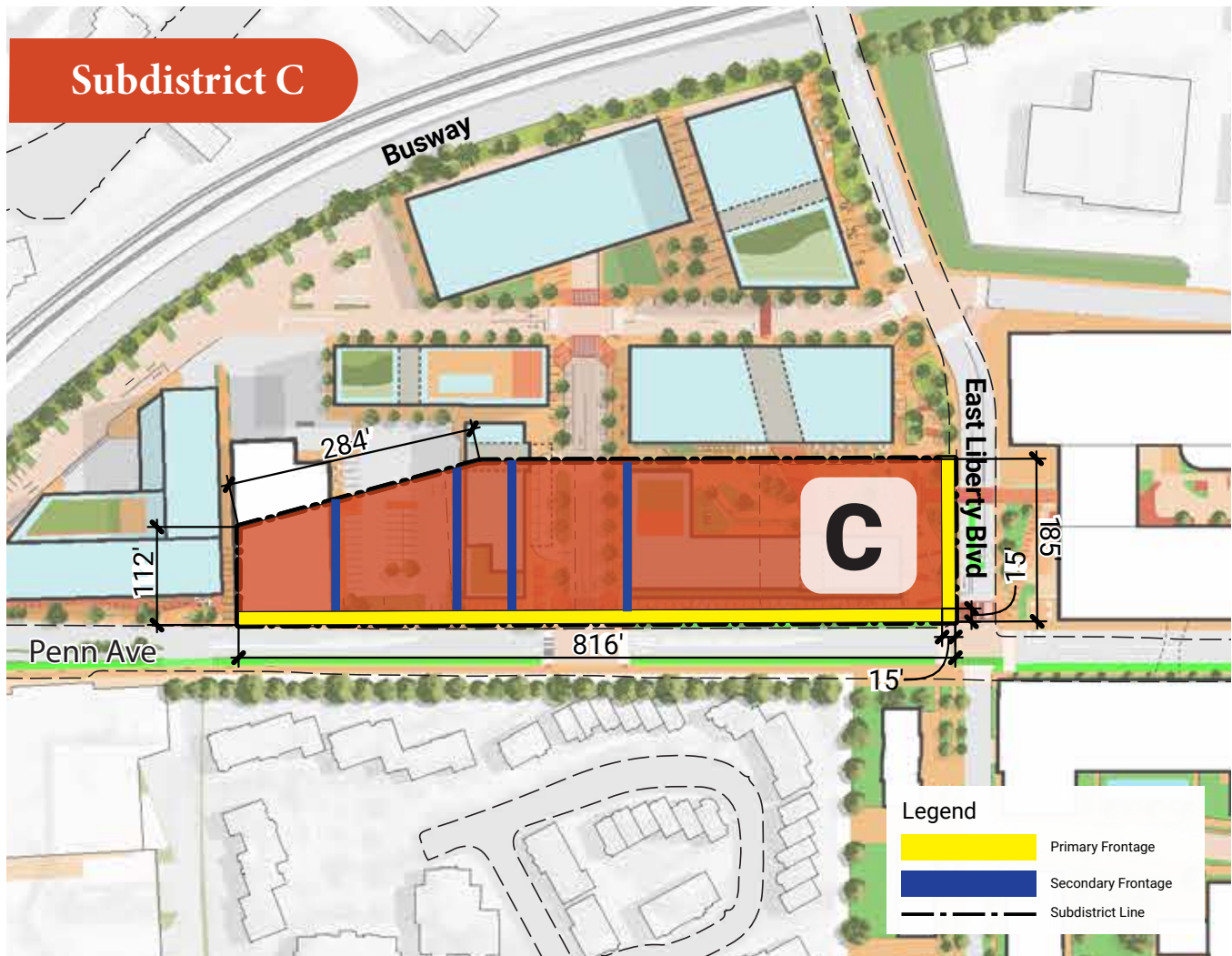
# District Extension

The update to the SP-9 District will include the introduction of three (3) new Subdistricts: C, D & E, which will build upon the existing Subdistricts A & B. The sub districts have been planned to provide high quality street and public realm experiences shaped by development that supports the continued growth of Bakery Square as an extension and connector of the surrounding neighborhoods.

Subdistricts A & B encapsulate the existing SP-9 district, and include the multiple phases of development to date that make up the existing Bakery Square.







#### Allowable Uses:

A mix of commercial, retail, and residential uses, as further identified in the proposed zoning text.

#### Envelope Limitations:

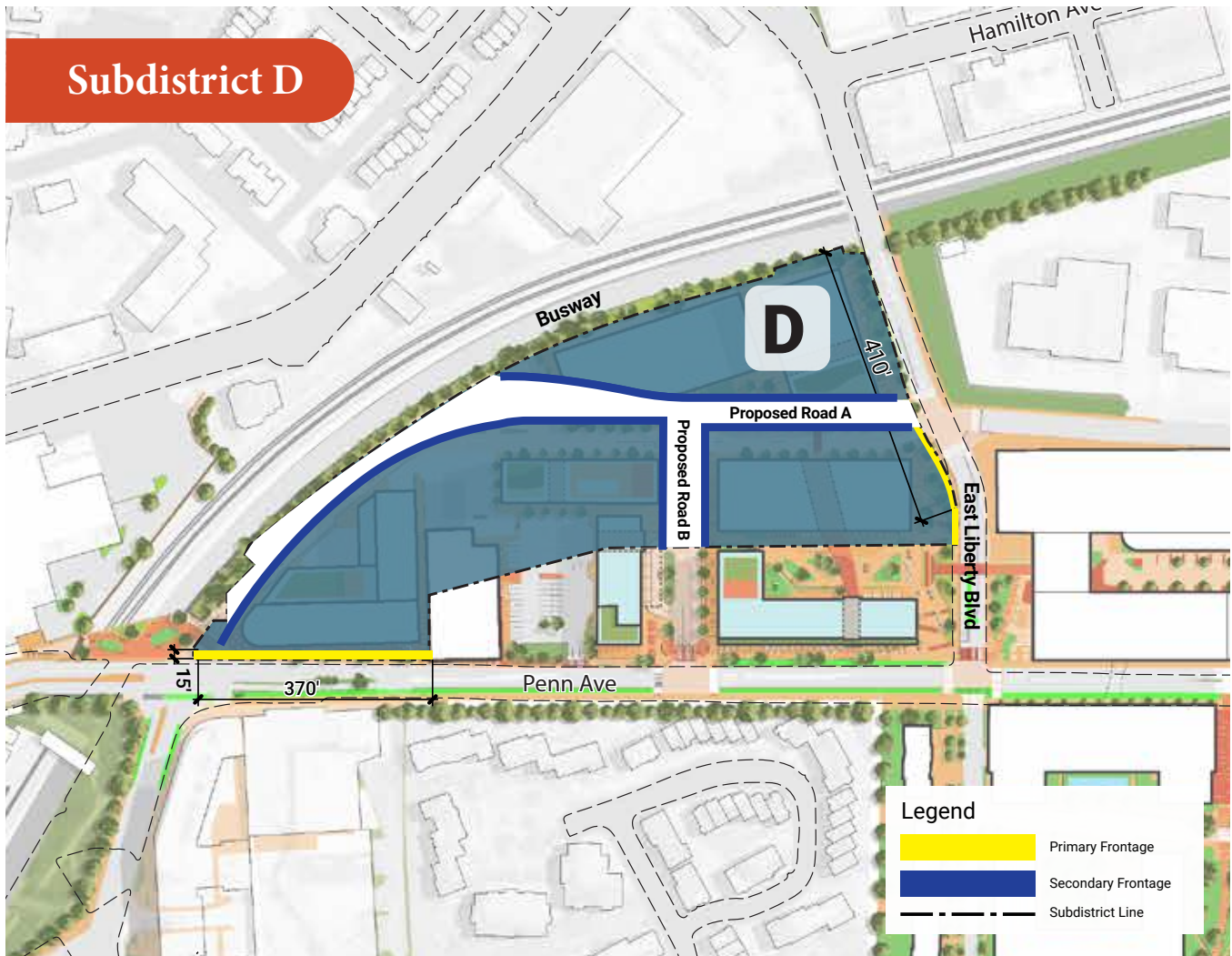
Maximum Height: Maximum Height is defined by a series of step backs. At 85' tall, the building must set back 10'. The maximum height within the zone will be capped at 150'.

A build-to-line is defined along Penn Avenue and East Liberty Boulevard right of ways, at 15' from the property line, to accommodate pedestrian and bicycle access along major street frontages. A minimum of 60% of the building facade must be located at the build-to-line. This percentage can be reduced if the resulting space is being used as urban open space. There is a 15' setback along Penn Avenue and East Liberty Boulevard.

#### Frontage:

Subdistrict C includes PRIMARY FRONTAGES on Penn Avenue and East Liberty Boulevard. It includes SECONDARY FRONTAGES on internal development streets yet to be named.





### Allowable Uses:

A mix of commercial, retail, and residential uses, as further identified in the proposed zoning text.

### Envelope Limitations:

Maximum Height: The maximum height within the zone will be capped at 210'.

A build-to-line is defined along Penn Avenue and East Liberty Boulevard right of ways, at 15' from the property line, to accommodate pedestrian and bicycle access along major street frontages.

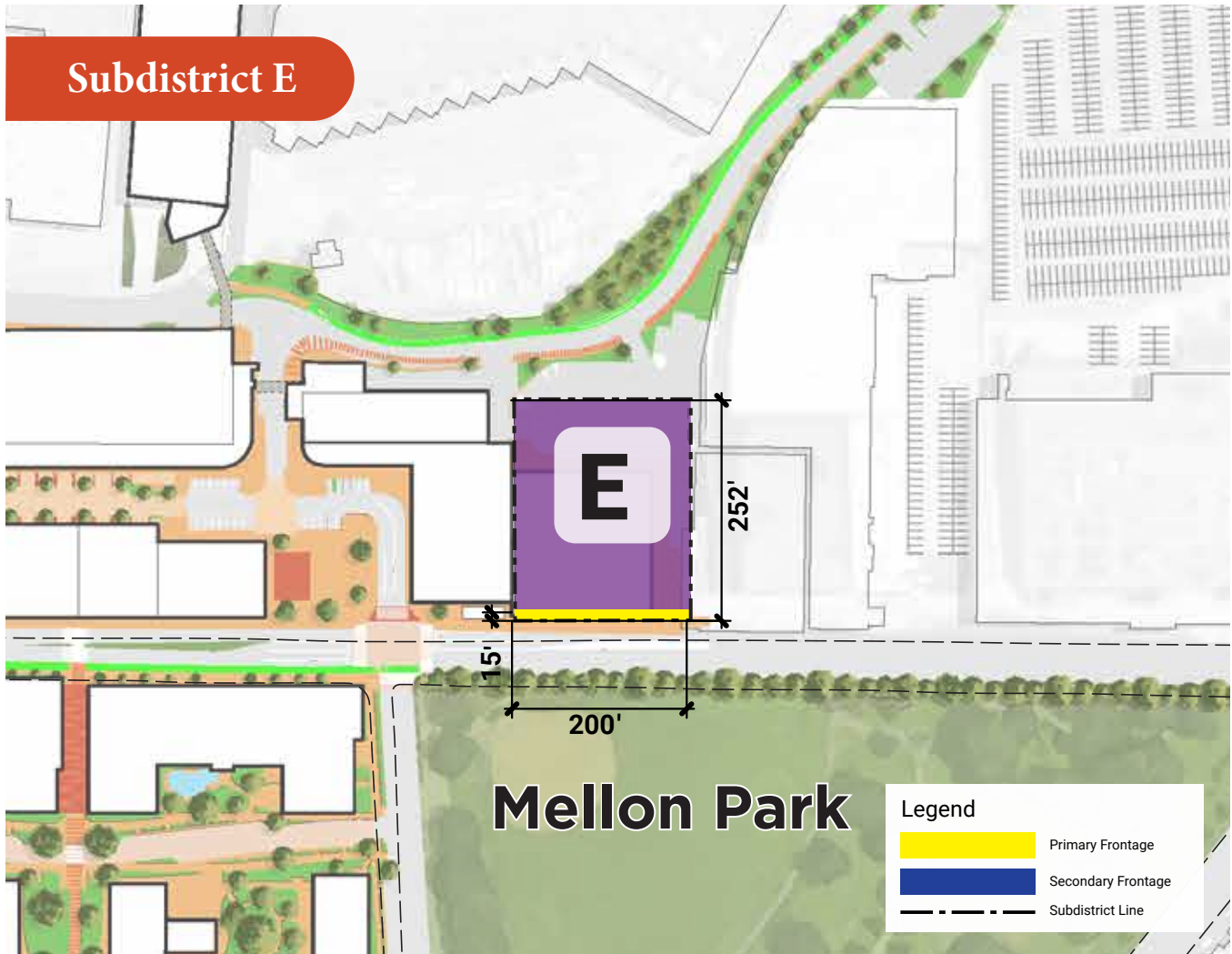
A minimum of 60% of the building facade must be located at the build-to-line. This percentage can be reduced if the resulting space is being used as urban open space. There is a 15' setback along Penn Avenue and East Liberty Boulevard.

### Frontage:

Subdistrict D includes PRIMARY FRONTAGES on Penn Avenue and portions of East Liberty Boulevard. It includes SECONDARY FRONTAGES on internal development streets yet to be named.



## Subdistrict E



### Allowable Uses:

A mix of commercial, retail, and residential uses, as further identified in the proposed zoning text.

### Envelope Limitations:

Maximum Height: The maximum height within the zone will be capped at 135'.

The build-to-line in this zone will be 15 feet from the property line at the Penn Avenue R.O.W.

### Frontage:

Subdistrict E includes PRIMARY FRONTAGES on Penn Avenue Boulevard.



## Conceptual Plan

### Legend

<b>1</b> Existing transit station	<b>9</b> Pedestrian portal to the existing SP-9 retail core	<b>17</b> Bakery Living – residential
<b>2</b> Proposed East Liberty Busway Overpass	<b>10</b> Nabisco Factory	<b>18</b> Townhomes
<b>3</b> Proposed pedestrian center spine of development with trees and plantings	<b>11</b> Bakery Square and parking garage	<b>19</b> Residential open space
<b>4</b> Proposed public plaza and retail buildings	<b>12</b> The Conservatory	<b>20</b> Public open space
<b>5</b> Proposed Residential rooftop open space	<b>13</b> Bakery Courtyard open space	<b>21</b> Sally's Path – public plaza
<b>6</b> New/Revised intersection	<b>14</b> Retail and hotel block	<b>22</b> Dahlem Garage
<b>7</b> Proposed road A	<b>15</b> Bakery 2.0 office building	
<b>8</b> Proposed road B	<b>16</b> Bakery 3.0 office building	

27

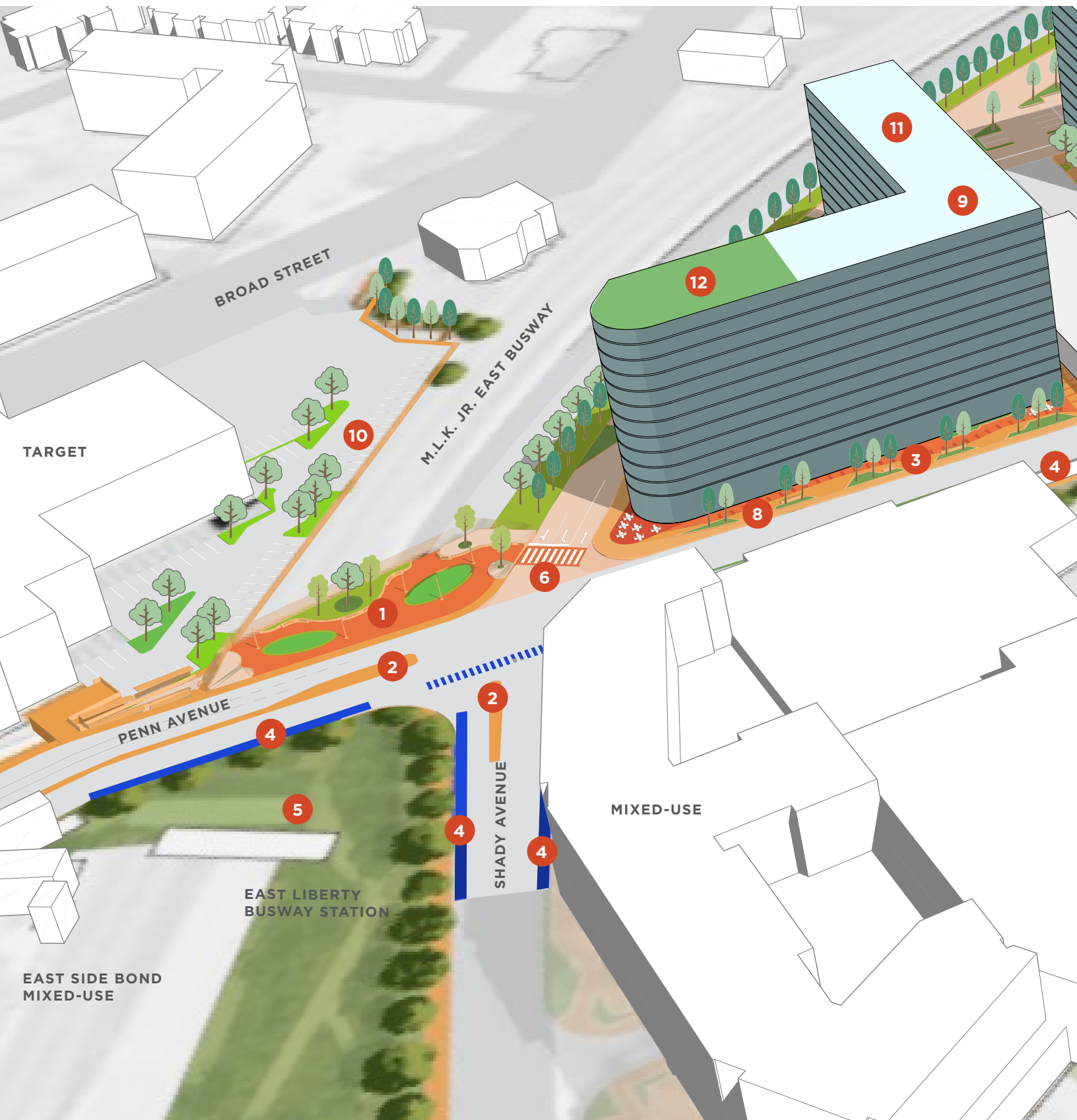
1	Existing transit station	9	Pedestrian portal to the existing SP-9 retail core	17	Bakery Living – residential
2	Proposed East Liberty Busway Overpass	10	Nabisco Factory	18	Townhomes
3	Proposed pedestrian center spine of development with trees and plantings	11	Bakery Square and parking garage	19	Residential open space
4	Proposed public plaza and retail buildings	12	The Conservatory	20	Public open space
5	Proposed Residential rooftop open space	13	Bakery Courtyard open space	21	Sally's Path – public plaza
6	New/Revised intersection	14	Retail and hotel block	22	Dahlem Garage
7	Proposed road A	15	Bakery 2.0 office building		
8	Proposed road B	16	Bakery 3.0 office building		







# East Liberty Busway Overpass at Penn Avenue & Shady Avenue





Depending on which direction you are traveling, our site begins or ends at the busway. This is an important opportunity to improve pedestrian connections and activity at this new gateway. The proposed plaza over the busway on the north side of Penn Avenue will improve pedestrian connectivity across the void of the busway and the pedestrian connection to Broad Street shortens walk times to grocery stores and transit.

#### HEALTH

- 2 Improved pedestrian safety at intersection
- 4 Protected bike lane on Penn, open on Shady
- 6 Pedestrian priority zone extending across street
- 8 Pedestrian spine of development with trees and plantings
- 10 Pedestrian connection from Broad Street
- 12 Roof deck with plantings

#### SUSTAINABILITY

- 3 Green infrastructure to retain stormwater
- 4 Protected bike lane on Penn, open on Shady
- 9 Proposed new sustainable building
- 11 Possible solar array
- 12 Roof deck with plantings

#### CONNECTIVITY

- 1 Plaza over busway
- 2 Improved pedestrian safety at intersection
- 4 Protected bike lane on Penn, open on Shady
- 5 Existing plaza over busway
- 6 Pedestrian priority zone extending across street
- 8 Pedestrian spine of development with trees and plantings

#### NEIGHBORHOOD ACTIVATION

- 1 Plaza over busway
- 5 Existing plaza over busway
- 6 Pedestrian priority zone extending across street
- 8 Pedestrian spine of development with trees and plantings
- 10 Pedestrian connection from Broad Street





EXISTING TRADER JOE'S BUILDING

PENN AVENUE

1 2 3 4 5 6 7 8 9 10 11 12

EXISTING  
TRADER JOE'S  
BUILDING



The linear space at the heart of the new development is integral to our connectivity goals. Not only does it provide physical and visual organization, it is a conduit for the creative energy of the site occupants, a place for them to intermingle and share ideas. We envision the character of the space changing as it progresses along the site, always public, but flexing in openness, activity levels, and scale.

#### HEALTH

- 1 Pedestrian spine of development with trees and plantings
- 2 New cross street with parking and bumpouts for pedestrian safety
- 3 Generous pedestrian zones with storm water management plantings and trees
- 9 Improved pedestrian safety at intersection
- 10 Pedestrian priority zone extending across street
- 12 Roof deck with plantings

#### SUSTAINABILITY

- 3 Generous pedestrian zones with storm water management plantings and trees
- 5 New bike lanes protected with stormwater management planting zone
- 7 New mixed use building
- 11 Possible solar array
- 12 Roof deck with plantings

#### CONNECTIVITY

- 1 Pedestrian center spine of development with trees and plantings
- 2 New cross street with parking and bumpouts for pedestrian safety
- 3 Generous pedestrian zones with storm water management plantings and trees
- 5 New bike lanes protected with stormwater management planting zone
- 6 Reduced width of Penn Ave to allow room for protected bike lanes
- 9 Improved pedestrian safety at intersection
- 10 Pedestrian priority zone extending across street

#### NEIGHBORHOOD ACTIVATION

- 1 Pedestrian center spine of development with trees and plantings
- 3 Generous pedestrian zones with storm water management plantings and trees
- 7 New mixed use building
- 10 Pedestrian priority zone extending across street





# Portal through Nabisco at Penn Avenue and East Liberty Boulevard





The construction of this important connection is underway. Cutting an opening through the Nabisco Building to extend the lobby and front door to East Liberty Boulevard is about more than connections and visibility. It will provide a direct connection between both sections of the Bakery Square campus.

#### HEALTH



- 4 Pedestrian priority zone extending across street

#### SUSTAINABILITY



- 5 New mixed use building
- 6 Generous pedestrian zones with stormwater management plantings
- 8 New protected bike lanes stormwater management

#### CONNECTIVITY



- 1 Portal through Nabisco Building to new development
- 2 New entrance into Nabisco Building and entry plaza
- 4 Pedestrian priority zone extending across street
- 6 Generous pedestrian zones with stormwater management plantings
- 7 Existing protected bike lanes
- 8 New protected bike lanes stormwater management

#### NEIGHBORHOOD ACTIVATION



- 1 Portal through Nabisco Building to new development
- 2 New entrance into Nabisco Building and entry plaza
- 5 New mixed use building





# Circulation

We will develop sufficient parking resources to meet the planned demand from office, residential, hotel, and retail uses throughout the consolidated 30 acre campus. Sitewide wayfinding for both pedestrian and vehicular circulation will be implemented and updated as the development occurs.

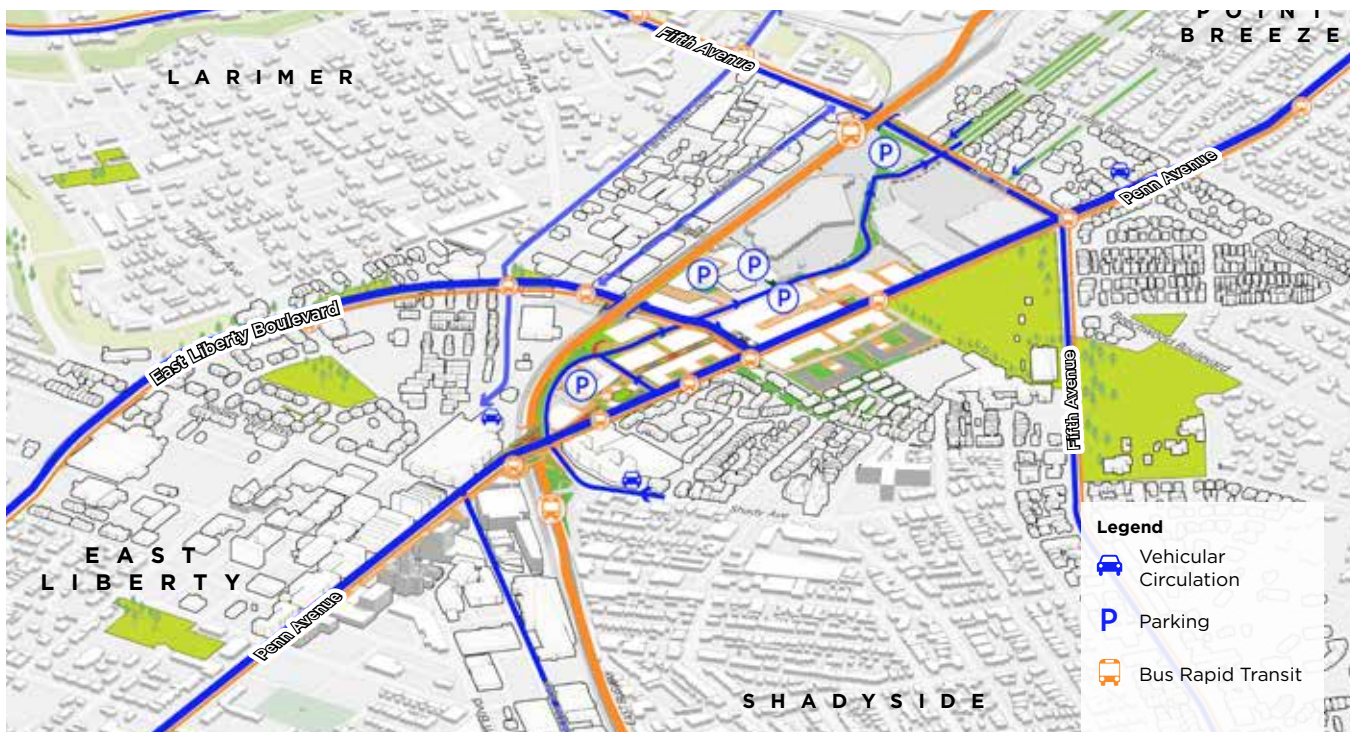
We will manage access to and through the campus through the following principles:

- Prioritize prominent spaces within and around garages for bike parking and bike shares, and high amenity transit shelters.
- Prioritize spaces for E/V charging, carpooling, and carshare spaces placed in prominent locations.
- Design adjacent streets to include flexible curbside spaces for growing on-demand transportation and pick up/drop off areas.
- Prioritize pedestrian safety in design decisions, both for those walking by garage driveways, and those walking in garages.
- Implement Mobility Hubs nearby, so people might park once and use publicly available trams, scooters, and bike shares to move around the district.
- Install technology for real-time parking data, dynamic parking, and long-term analysis of supply and demand.

# Active Uses

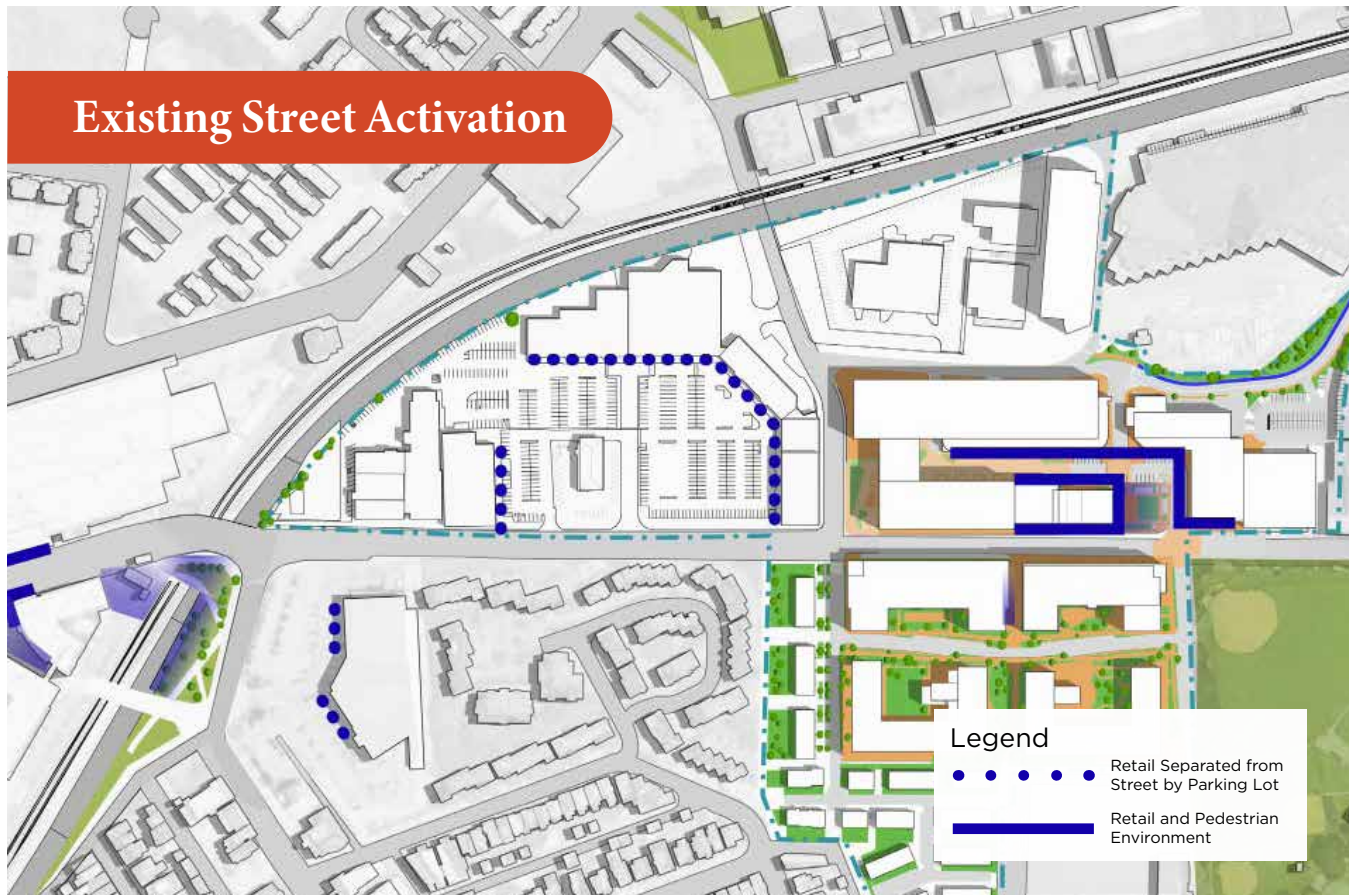
Active uses are defined in the SP-9 Zoning District to include activities that attract pedestrian and sidewalk activities, such as: Local-serving retail and services, community rooms and kitchen, dining areas, daycares, small professional offices, programmed space, and recreation and arts facilities.

Active uses will be located along primary and secondary frontages as much as feasible and will be identified and addressed within each FLDP. Primary and secondary frontages are shown on the preceding subdistrict diagram slides.





## Existing Street Activation



## Proposed Street Activation





# Conceptual Phasing



Since it was created, SP-9 has established a sound precedent for new development in the East End. Strong street edges along Penn Avenue and East Liberty Boulevard, an interconnected network of public and private open spaces, a variety of use typologies, and a focus on pedestrian and bike safety have all been united under the umbrella of creating a sustainable and long-lasting neighborhood. The bulk of the adjacent site that is proposed for extension of the district is currently a suburban style strip mall that is out of character for the area and contributes to a marked disconnect between the vibrant, urban nodes of the East Liberty Business District and Bakery Square.

- 1 Existing grocery store
- 2 Existing outparcel restaurant
- 3 Existing shopping center
- 4 Existing surface parking
- 5 Existing office building

Currently the phasing is expected to happen in multiple phases. The following pages show an illustrative plan for phasing, which will be adjusted as market conditions dictate.



## Phase 1

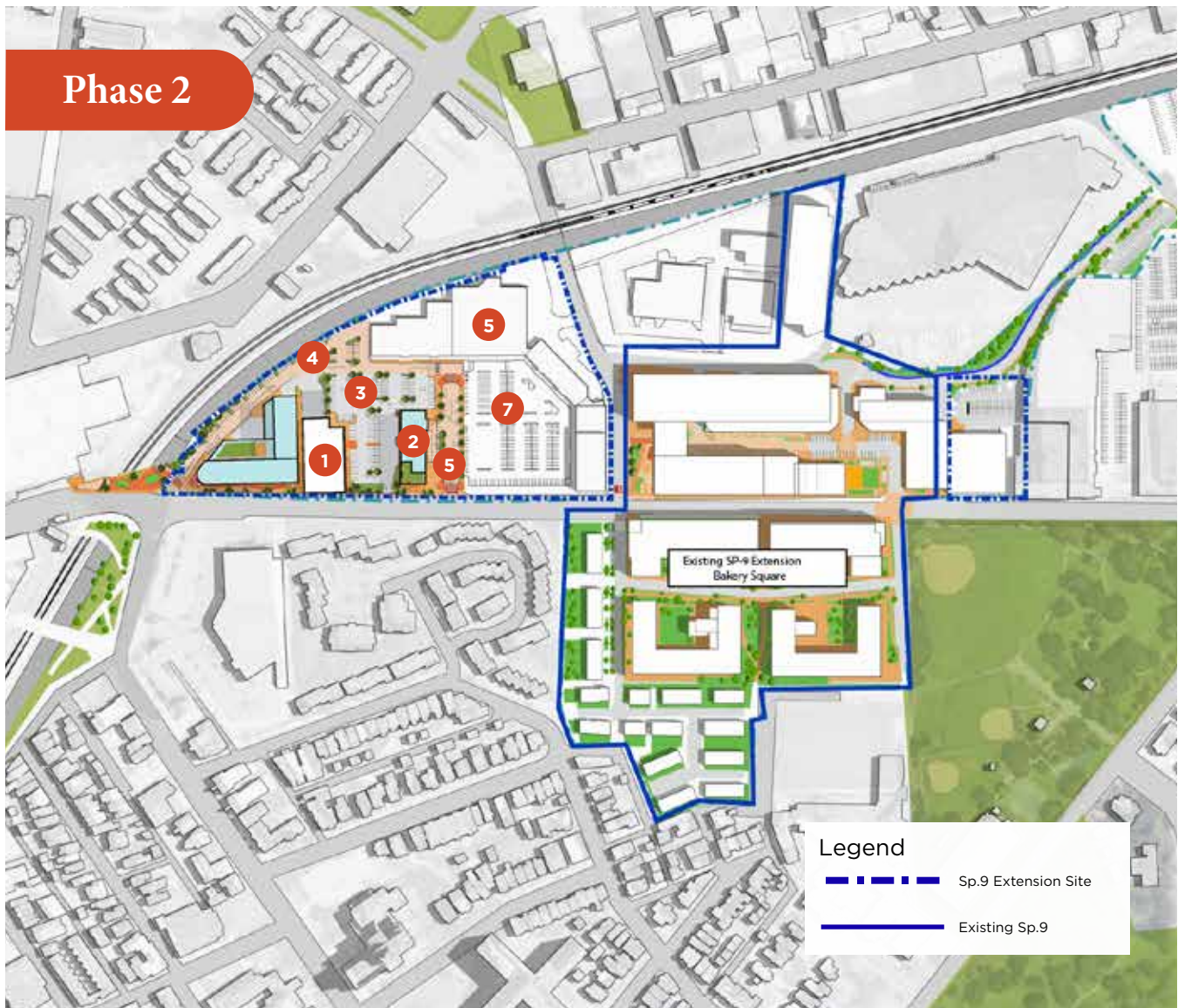


The first phase of development in the SP-9 extension will occur at the western-most part of the site. Vacant buildings on the site have already been demolished and is pivotal to cultivating the connection between the two nodes. The first phase will focus on creating a strong and inviting pedestrian connection across the busway and establishing the pedestrian spine that will ultimately be the spine of the entire SP-9 District. Additionally, the first leg of Proposed Road A, that will provide east-west circulation and eventually connect to Dahlem Place, will be built and connected to the street grid through a revision to the Shady/Penn intersection. Starting construction here also allows the existing uses of the site (which includes a grocery store) to remain functional during construction.

- |   |   |
|---|---|
| 1 Proposed East Liberty Busway Overpass                   | 6 Existing surface parking                      |
| 2 Proposed street-level public plaza and pedestrian spine | 7 Existing outparcel restaurant                 |
| 3 Proposed Building 1 massing above podium                | 8 Existing grocery store                        |
| 4 Proposed raised courtyard on podium                     | 9 Proposed Road A and reconfigured intersection |
| 5 Existing shopping center                                |   |



## Phase 2

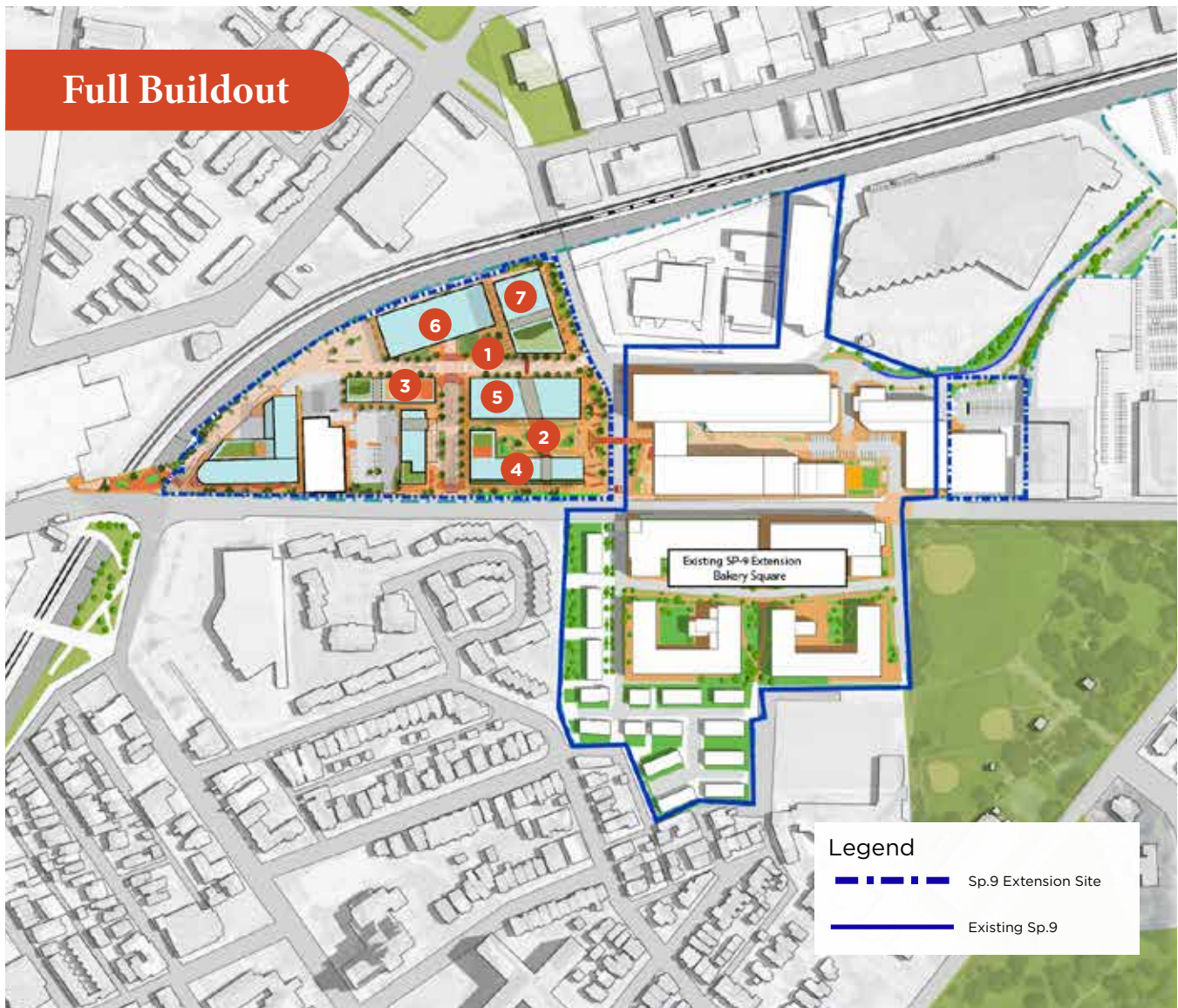


Phase 2 requires the first portions of demolition of the existing retail on the site. The building that currently houses the grocery store, the outparcel restaurant, and a section of the strip shopping center will be demolished. Proposed Road A will be extended and Proposed Road B (the north south road) will be built, connecting the internal circulation streets to Penn Avenue via a new intersection mid-block. Another podium building will bring more density, additional retail storefronts and will front on a large public plaza with retail outparcels.

- |  |  |
|--|--|
| 1 Existing grocery store                 | 5 Proposed Road B and new intersection     |
| 2 Proposed Building 2                    | 6 Existing shopping center                 |
| 3 Existing grocery store surface parking | 7 Existing shopping center surface parking |
| 4 Proposed Road A extension              |  |



## Full Buildout



Final phases of the development complete the pedestrian spine, aligning it with the Bakery Square Portal (a passageway through the Nabisco Building) that is currently under construction. Retail is planned along the pedestrian spine, and fronting on Penn Avenue and East Liberty Boulevard. Proposed Road A will be connected to Dahlem Place, completing a secondary road network to aid with traffic and site circulation. Four additional buildings are planned between Proposed Road B and East Liberty Boulevard.

- |  |                       |
|--|-----------------------|
| 1 Proposed Road A extension and revised intersection | 5 Proposed Building 5 |
| 2 Proposed pedestrian spine                          | 6 Proposed Building 6 |
| 3 Proposed Building 3                                | 7 Proposed Building 7 |
| 4 Proposed Building 4                                |                       |



An aerial photograph of a city street intersection, overlaid with a semi-transparent blue filter. The image shows a multi-lane road curving through a dense urban area with various buildings, parking lots, and greenery. A large white number '5.' is positioned in the lower-left quadrant, with a horizontal white line extending to the right from its base.

5.

# Site Sections







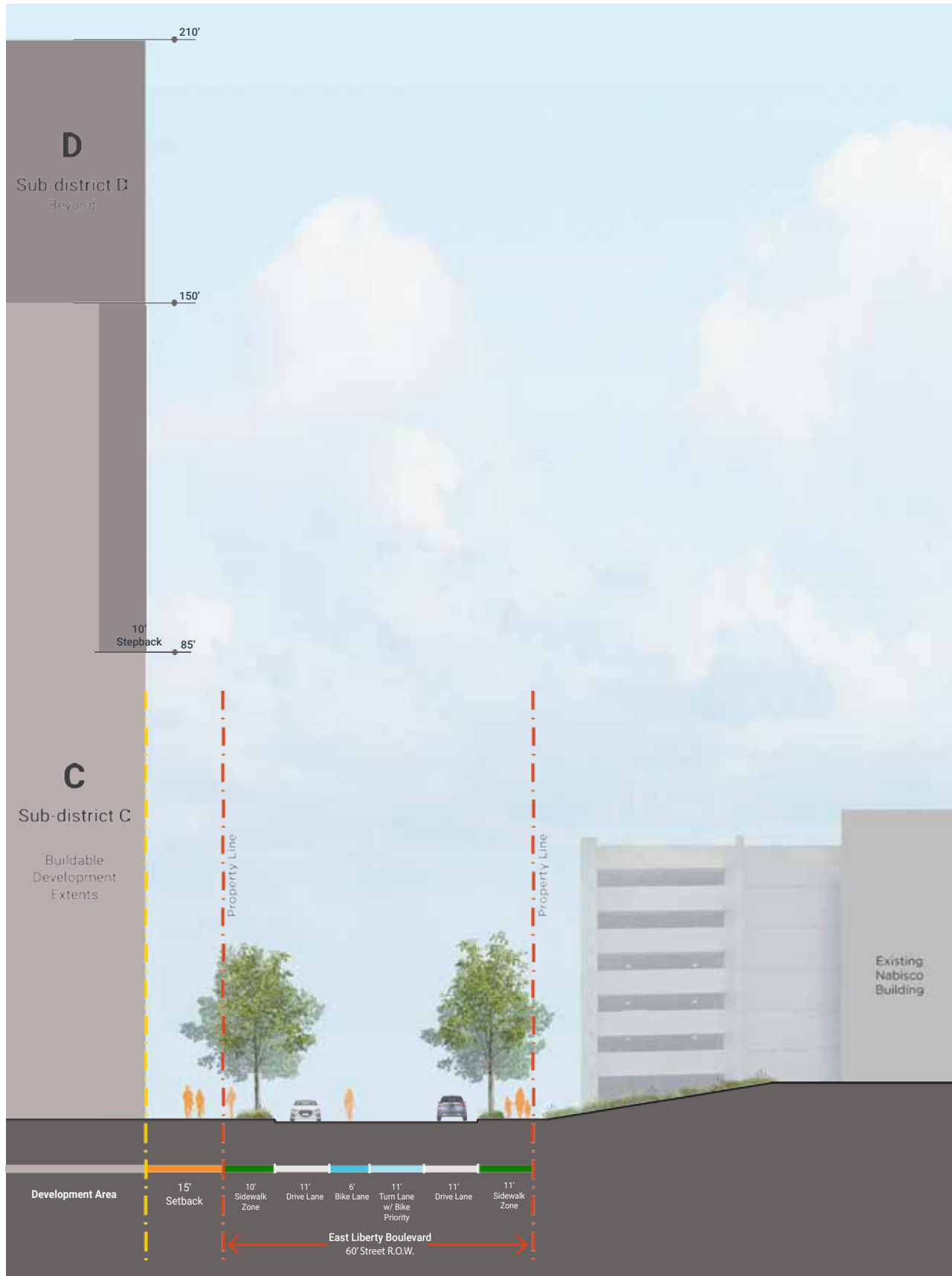
# Proposed Penn Avenue Section

DOMI published the East Liberty Priority Corridors Pedestrian and Traffic Safety Plan, which includes recommendations for Penn Avenue and East Liberty Boulevard. The street section below and on the next page reflects DOMI's current plans for Penn Avenue and this section of East Liberty Boulevard..





# Proposed East Liberty Boulevard Section - North



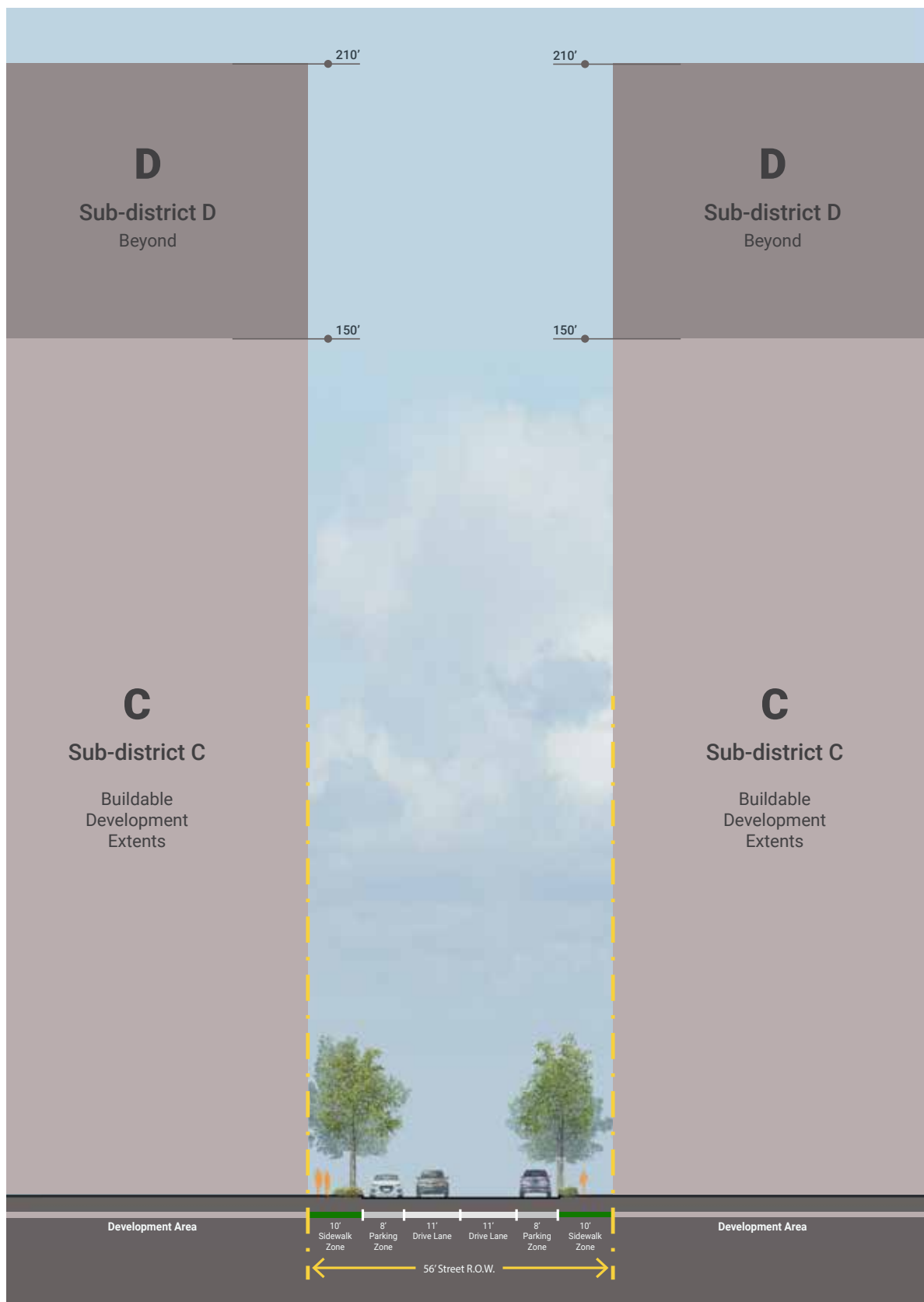


# Proposed Internal Road A - West Section





# Proposed Internal Road B, Proposed Road A - North SIM.













An aerial photograph of a city street, likely in an urban area, with a blue overlay. The street is wide and has multiple lanes. There are buildings on both sides, including a large commercial building with a parking lot on the right. A railroad track runs parallel to the street on the right side. The text "6." is overlaid on the left side of the image.

6.

---

# Design Guidelines







# Design Guidelines

Bakery Square is a walkable, urban place that blends tradition and contemporary design. The following section broadly outlines building and landscape design guidelines that set forth principles and examples of the aesthetic design aspirations.





# Building Massing and Design Guidelines

New buildings should maintain a consistent street wall along the Build-to-Lines indicated in the subdistrict plans. Recesses within the street wall of the building should be used strategically and in association with building entries or particular retail or entertainment venues and other proposed open spaces. All efforts should be made to emphasize the three-dimensionality of the facade and the building; elements that create shadow and depth in the facade such as, recessed window reveals and openings, cornices, columns & pilasters, recesses and projections should be used.

## Minimum Building Height

All development shall have a building height of at least thirty-two (32) feet, except that structures containing the following uses shall be permitted to have a minimum height of at least twenty (20) feet: (a) structures under twenty-five thousand (25,000) square feet that contain the following uses as a primary use: Cultural Services (either Limited or General), Retail Sales and Services (Limited or General), and/or Restaurant (either Limited or General). Provided however all structures that have a minimum height of less than thirty-two (32) feet shall not encompass more than twenty (20) percent of any SP-9 Block.

- Green roofs, rooftop decks, rooftop gardens, and stormwater management systems are permitted to extend above the parapet of any flat roof building.
- Accessory rooftop features of a flat roof, including green roofs, rooftop decks, rooftop gardens, and stormwater management systems are excluded from the calculation of maximum building height.

## Maximum Building Length

Building length is limited to a maximum of three hundred twenty-five (325) feet. Where a zoning lot has a building at a length of three hundred twenty-five (325) feet, any new buildings or building addition on the same zoning lot shall be separated by at least thirty (30) feet.

## Primary and Secondary Frontage Facade Guidelines

As an industrial building of the early 20th century, the existing Nabisco factory provides a useful model for future architectural interventions. It has a predominantly masonry facade of brick and stone that reflects the large bay concrete and steel structure of the building. The large metal and glass windows and storefronts that infill the bay space between the structure admits ample daylight. It is a straightforward utilitarian building that uses a restrained palette and robust massing of the corners, along with strategic ornament and detailing to create a strong urban presence. New buildings should maintain this approach.

- The ground floor of a multi-story building, with the exception of parking structures, must be a minimum of fifteen (15) feet in height measured floor to floor, to promote mixed-use and accommodate a variety of ground-floor uses.
- The street level facade along all Urban Open Spaces, Primary Frontages, and Secondary frontages shall be transparent between the height of three (3) feet and eight (8) feet above the walkway grade for no less than sixty (60) percent of the horizontal length of the building facade.
- No facade adjacent to a street shall contain a non-articulated condition greater than fifty (50) linear feet in length. Building wall articulation must be achieved through changes in the facade depth of no less than six (6) inches.
- Maximize passive daylighting strategies with large window openings.
- Facades must be designed with consistent building materials and treatments that wrap around all facades. A unifying architectural theme must be used for the entire building, using a common vocabulary of architectural forms, elements, materials, and/or colors.
- All buildings must maintain a public entrances from the sidewalk along street frontage. Public entrances on any facade must be designed as visually distinct elements of the facade.



- Use multiple building entrances to address programmatic needs – i.e. service entrances, pedestrian entrances, etc.
- Signage shall meet requirements in §909.01.P.1(c)(2)(vii)

### **Sustainable Design**

Tenants of sustainable design should be explored for all aspects of the building design. Building massing should encourage natural light in interior spaces with appropriate solar controls. Narrow buildings with appropriate orientation will encourage solar gain, natural light and energy efficiency. Electrification is being explored throughout the site and should be implemented wherever feasible.

Sustainable, high-quality buildings should be designed with their full lifecycle in mind. Over the long-term, the overall efficiency of the building has a significant impact on the cost of operations and “future-proofing” of the design, as well as the health and productivity of the occupants. Buildings shall be designed and constructed with the intent of achieving LEED certification or higher, or an equivalent within a third-party certification system at the time of design. This commitment will support the overall vision for the site and provide multiple benefits to the building owner and occupants.

Sustainable, high-quality buildings should be designed with their full lifecycle in mind. Over the long-term, the overall efficiency of the building has a significant impact on the cost of operations and “future-proofing” of the design, as well as the health and productivity of the occupants. Buildings shall be designed and constructed with the intent of achieving LEED certification or higher, or an equivalent within a third-party certification system at the time of design. This commitment will support the overall vision for the site and provide multiple benefits to the building owner and occupants.

- Cool Roofs are required for new construction and for roof replacement on existing buildings. Solar Reflective Index values of cool roofs must be consistent with Energy Star Roof Products Key Product Criteria, except where Green Roofs are installed.
- Reflective roof surfaces that produce glare are prohibited, except for solar panels or cool roofs intended to radiate absorbed or non-reflected solar energy and reduce heat transfer to the building.

### **Mechanical Screening**

- Ground mounted mechanical equipment must be located to the side or rear of the structure. Any mechanical equipment visible from the public realm must be screened from view by a decorative wall or solid fence that is compatible with the architecture of the building and/or landscaping. The wall or fence must be of a height equal to or greater than the height of the mechanical equipment being screened.
- Roof-mounted mechanical equipment visible from the proximal public realm must be screened.
- Wall-mounted mechanical equipment is not permitted on any facade abutting a primary street frontage. Wall-mounted mechanical equipment on a secondary street-fronting facade that protrudes more than twelve (12) inches from the outer building wall must be screened from view by structural features that are compatible with the architecture of the subject building. This does not apply to window mounted air conditioners.



# Site Design Standards

**The open space character of the district will be defined by pedestrian friendly streets, with public paths, public gardens, and open spaces. Collectively these spaces will be defined as Urban Open Space.**

This system of interconnected spaces will extend across the district and connect to the surrounding neighborhood. The pedestrian and bicycle connections shall be designed to be open, welcoming and **universally accessible** to the community without constraints of permanent closure. Landscapes and hardscapes shall be designed to be water efficient, make use of storm water management techniques as an attractive feature where feasible, and utilize **sustainable** materials and practices.

## **Minimum Sidewalk Widths**

Continuous pedestrian sidewalks at least fifteen (15) feet wide shall be provided along Primary Frontages, inclusive of obstructions including street furniture, tree pits, and green Infrastructure. Along Secondary Frontages the sidewalks shall be ten (10) feet wide, inclusive of the obstructions mentioned above.

## **Site Design**

Security elements, such as bollards, and site amenities, like bike racks, should be coordinated with the architectural theme of the building and/or the surrounding landscape and hardscape design and shall not impede the five (5) foot accessible pedestrian route in the sidewalk.



# Landscaping

Plant large shade trees to establish neighborhood forests, groves and allees. Use large trees to spatially define places. Frame circulation paths with planting. Plant materials should consist of primarily Pennsylvania native-adapted plants. Invasive species should not be used.

- Unacceptable plant materials include:
  - Norway Maple - *Acer platinoides*
  - Sycamore Maple - *Acer pseudoplatanus*
  - Princess Tree - *Paulonia tomentosa*
  - Tree of Heaven - *Ailantus altissima*
  - Bradford Pear - *Pyrus calleryana*
  - Mimosa - *Albizia julibrissin*
  - Paper Mulberry - *Broussonetia papyrifera*
  - Sawtooth Oak - *Quercus acutissima*
  - White Mulberry - *Morus alba*
  - Japanese Spirea - *Spirea japonica*
  - Burning Bush - *Euonymus alatus*
  - Butterfly Bush - *Buddleja* spp.
  - Japanese Barberry - *Berberis thunbergia*
  - Autumn Olive - *Eleagnus umbellata*
- Honeysuckle - *Lonicera* spp.

Hardscape and site furnishings materials should harmonize with the building materials and should be durable, timeless, and sustainable:

- Brick: earthtones ranging from tan to red, depending on context. Stone or cast stone.
- Naturally durable woods.
- Metals: natural or with high performance finishes.

The following materials should be avoided or limited to visually isolated service area:

- Treated lumber
- Segmented retaining walls, such as versa-lok.

## FLDP Submission

As part of the statement of compliance submitted for each respective FLDP pursuant to Section 922.11.C.2 of the Zoning Code, the applicant shall include a narrative describing the applicant's compliance with the following community commitments:

- Process in both site/architectural design and public outreach to engage and integrate the development into the wider neighborhoods.
- Documentation on how community plans are considered and integrated into the development project.
- The measures taken to ensure the diverse targets outlined in the PLDP are met.
- Description of robust stakeholder and community process including both RCO and CBO engagement and outreach beyond that process.







An aerial photograph of a city, likely Chicago, showing a mix of residential and commercial buildings, streets, and green spaces. A semi-transparent blue overlay covers the entire image. A large white number '7.' is positioned on the left side, with a horizontal line extending from its base.

7.

# Statement of Compliance







## **This PLDP meets all of these requirements**

### **(a) The proposed PLDP creates an efficient, functional and attractive urban area which incorporates a high level of amenities;**

One of the main focuses of the PLDP is to provide practical and efficient public amenities as a means of linking together the surrounding five communities where they converge together at this site. Through this PLDP, the proposed amenities are enhanced by facilitating increased urban density, promoting walkability within the District and to neighborhoods beyond, supporting transit options, embracing the arts, and catalyzing and sustaining economic development. The enhanced open space and streetscape will provide for a welcoming and unique character along the Penn Avenue corridor and adjacent neighborhoods. This vision will build on a series of vibrant communities and neighborhoods for all to enjoy and prosper.

### **(b) That the proposed district protects and preserves the natural environment;**

The District plan strives to build dense, sustainably minded buildings to permit the most effective use of the adjacent East Liberty Transit Station. Public Open space, which is limited in the surrounding area, is significantly enhanced in the plan by requiring minimum open space within the development which will be coordinated with infrastructure improvements to existing facilities to expand connectivity. As part of the PLDP's sustainability goals, the District seeks to provide stormwater infiltration onsite to the greatest extent achievable, while providing appropriate protections and remediation of historic contamination that remains present onsite. The portion of the District identified as Subdistricts C, D, and E currently are comprised of areas maintaining very little pervious surface, landscaping, or green space, each of which will be increased through the adoption of this PLDP.

### **(c) The proposed district creates a favorable environmental, social and economic impact on the City;**

The District plan is flexible, dynamic and adaptable to market and tenant requirements and external conditions. Site development and District investments are phase-able and operational through a variety of economic futures. We will build upon the legacy of Pittsburgh and Bakery Square to create an authentic, recognizable and transformative place that attracts people to the development, the District and to Pittsburgh.

### **(d) The establishment, maintenance, location and operation of the proposed district will not be detrimental to or endanger the public health, safety, morals, comfort or general welfare;**

We prioritize the inclusion of diverse perspectives and backgrounds in order to create an equitable development for all Pittsburghers. Through discussion with key community stakeholders, this plan spurred the creation of a joint community group called KEEL+ which brings together multiple surrounding neighborhood groups to speak and act with one voice. This is bringing a new clarity to the wants and needs of the community and allows us to align our plan to best address and collaborate with their goals. We embrace the perspectives, values and voices of our residents, our adjacent neighborhoods and larger community stakeholders. Through this process, the plan's directives ensure that the use and enjoyment of neighboring properties will be enhanced while protecting the public health, safety, morals, comfort, or general welfare of the community.

### **(e) The proposed district is not injurious to the use and enjoyment of other property in the immediate vicinity for the purposes permitted, nor substantially diminish or impair property values within adjacent zoning districts;**

The portions of the property situated within Subdistricts C, D, and E, which are incorporated into the existing SP-9 District through this PLDP, are currently comprised of a strip mall, fast food restaurant, grocery store, and huge expanse of parking lot. The existing operational impacts of the site will be mitigated through appropriate land use controls, updated traffic configurations and improvements, and enhanced access to the site via public transportation, pedestrian, and bicycle access.



The development of this property will increase the value of the surrounding property areas by removing a section of blight and redevelopment of an oddly configured highway commercial retail center.

**(f) That the establishment of the proposed district shall not impede the normal and orderly development and improvement of property for uses permitted in the adjacent districts;**

This plan does not limit or impede development in adjacent districts and is anticipated to help to make surrounding properties more attractive for development and/or investment. The parcels that are adjacent to the District are either currently fully developed or in the process of redevelopment and revitalization, including the Meridian development which is currently under construction. Since the creation of and development within the original SP-9 District, there has been significant investment in the neighborhood thereby enhancing the orderly development and improvement of the area.

**(g) That adequate utilities, access road, drainage and other necessary facilities have been or shall be provided;**

New utilities will be added as the development grows, which are accessible from main utility lines within immediately adjacent public right-of-way. Studies are currently being conducted to ensure that appropriate planning efforts are in place with the utilities as each phase is completed. Traffic and access have been studied within the context of the entire district and the surrounding neighborhoods by taking into consideration existing traffic demands and those that would be anticipated based upon future development of the District. In addition, the PLDP proposed significant upgrades to existing infrastructure not only within the District but includes improvements to existing streets and sidewalks to address traffic demands, pedestrian and bicyclist safety, and to address stormwater needs.

**(h) That adequate measures have been or shall be taken to provide ingress and egress designated so as to minimize traffic congestion in the public streets;**

This plan completes a secondary traffic path running parallel to Penn Avenue to help ease the traffic burden on sections of Penn Avenue and its intersection with 5th Avenue. The intersections at Shady, Penn, and East Liberty Boulevard are being studied along with each phase of design to ensure that they can appropriately accommodate future needs. The PLDP proposes mechanisms and guidelines to establish a safe, equitable and comfortable circulation network that balances transportation modes, promotes accessibility and prioritizes people.

**(i) That the proposed development complies with plans and policy documents adopted from time to time by the City.**

This plan complies with existing City of Pittsburgh policies and plans. The PLDP further incorporates certain goals and directives from the East Liberty Community Plan, as prepared by East Liberty Development, Inc., and Larimer Consensus Group's community design standards.







**Walnut Capital Management  
5500 Walnut Street Suite 300  
Pittsburgh, PA 15232**

**412-683-3810  
gperelman@walcap.com  
treidbord@walcap.com**