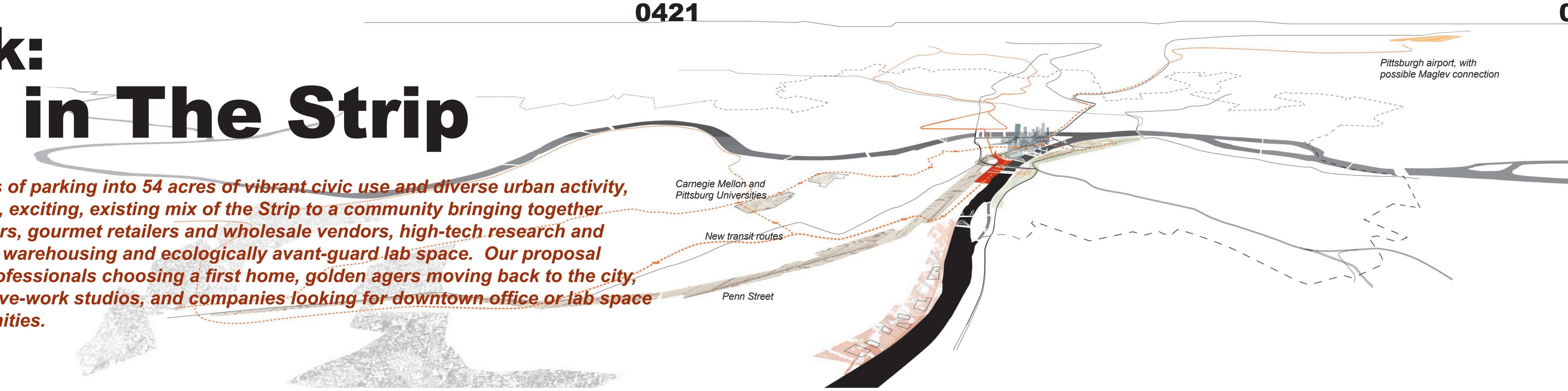
Left Bank:
Big Mix in The Strip

Transforming twenty city blocks of parking into 54 acres of vibrant civic use and diverse urban activity, the Big Mix extends the eclectic, exciting, existing mix of the Strip to a community bringing together young families and empty nesters, gourmet retailers and wholesale vendors, high-tech research and old-economy banking, old brick warehousing and ecologically avant-guard lab space. Our proposal makes the Strip appealing to professionals choosing a first home, golden agers moving back to the city, Arts Institute students renting live-work studios, and companies looking for downtown office or lab space near to the city's foremost amenities.

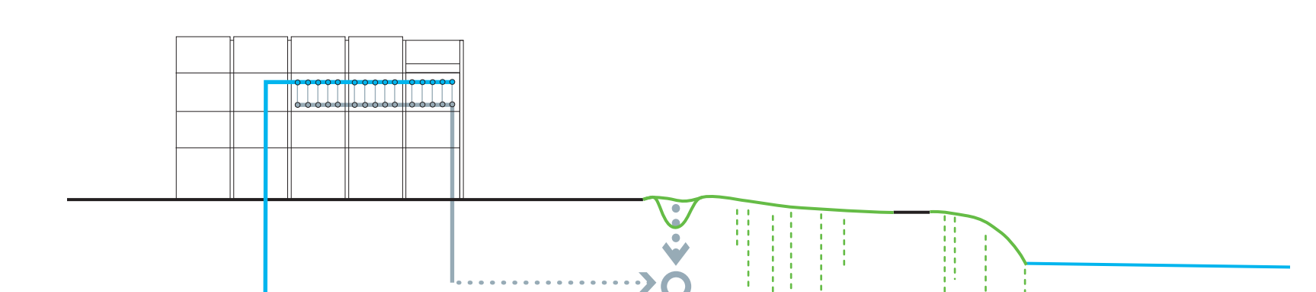


Pittsburgh airport, with possible Maglev connection
Carnegie Mellon and Pittsburg Universities
New transit routes
Penn Street

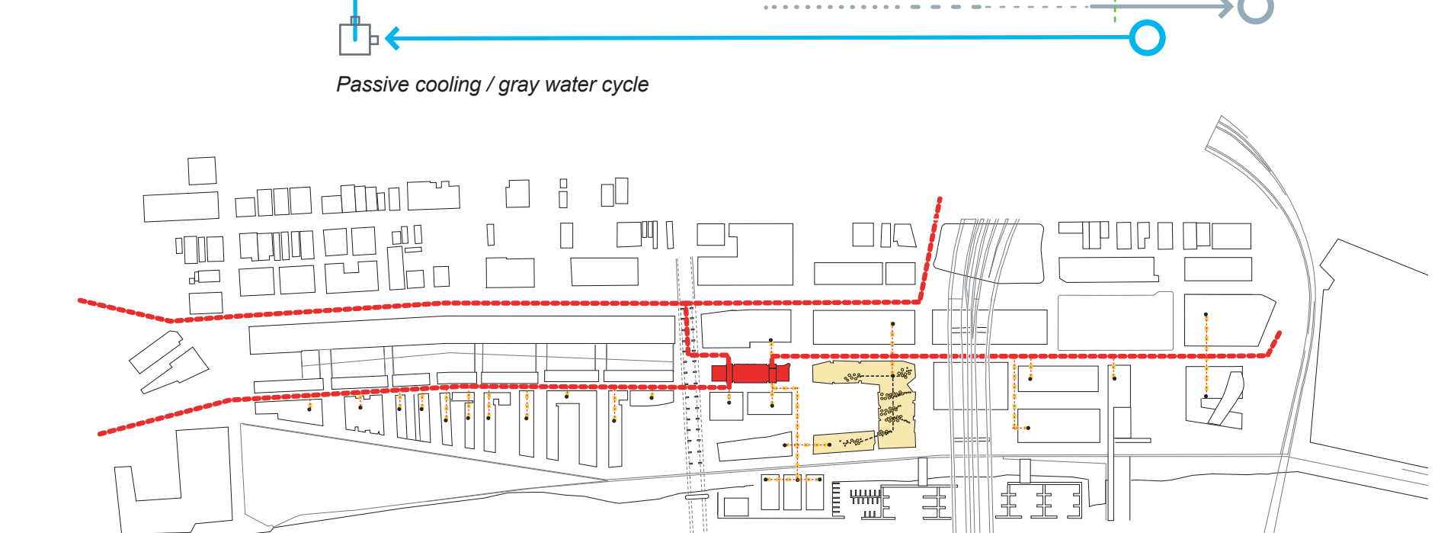
SITE STRENGTHS
- > Proximity to CBD, Cultural District, and transit
- > Allegheny River
- > Vibrant image and 24 hour bustle
- > World class universities

SITE CHALLENGES
- > Population decline
- > Job loss
- > High office vacancy rates
- > Young skilled talent leaving city

"Pennsylvania's ability to attract higher wage jobs is compromised by its difficulties in retaining young, skilled workers..."
Brooking Institute 2003

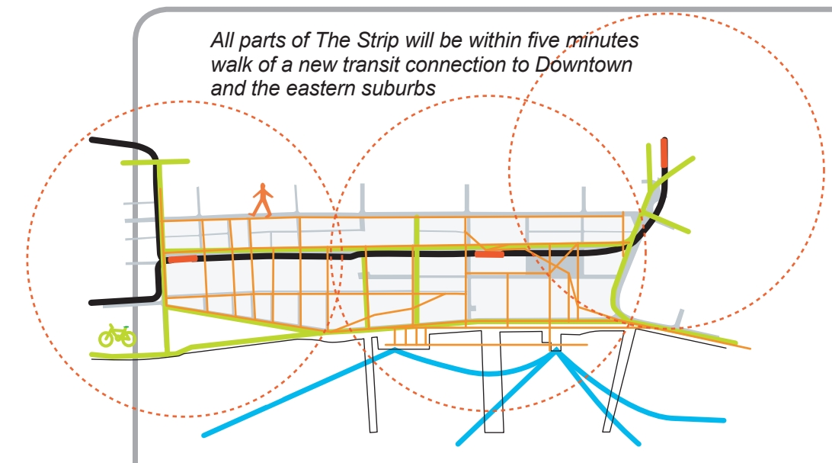


Passive cooling / gray water cycle

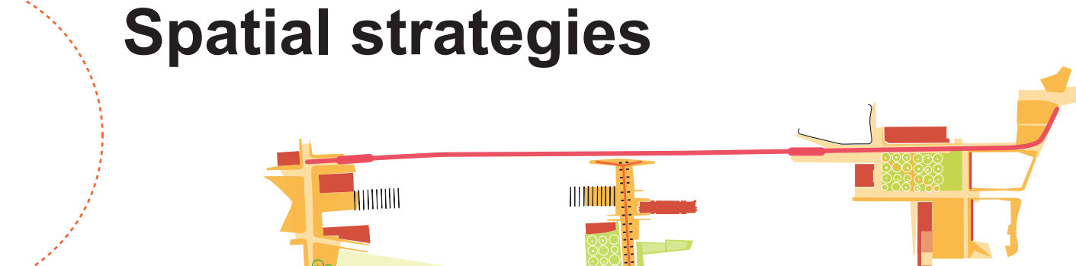


Centralized power plant

Spatial strategies

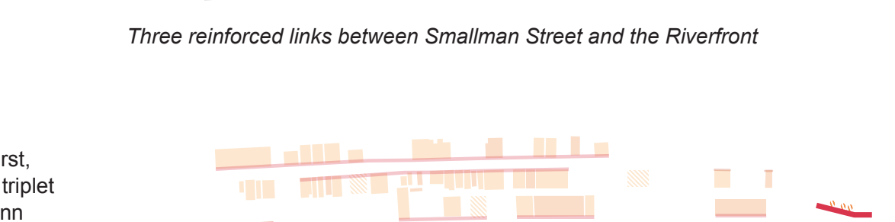


All parts of The Strip will be within five minutes walk of a new transit connection to Downtown and the eastern suburbs



Three reinforced links between Smallman Street and the Riverfront

DESIGN STRATEGIES
The proposal is guided by three main design strategies. First, the site is organized from the Hill to the Allegheny along a triplet of parallel arteries linking the site to the rest of the city: Penn Street, Smallman Street, and the Riverfront. Second, the site extends the existing street grid, drawing Penn's cross streets down through the retail spine of Smallman and the railroad building to the riverfront residential community. Finally, the project draws on Pittsburgh's identity as a city experienced from above and below the hill, over and under the bridge, developing public spaces on roofs as well as well as the riverbanks.



Strengthened street frontages along Smallman Street, the marina, and the pedestrian route from the Cultural District

SUSTAINABLE CITY

BRINGING THE OUT-OF-TOWN BACK DOWNTOWN
Big Mix Strip aims to renew and strengthen civic life in central Pittsburg by bringing back to the downtown the family housing, knowledge-based industry, and green space that have drawn urban activity out to the suburbs. The Strip is conceived with a dense, rich mix of uses to compel suburbanites back to the center of the city, and to make downtown Pittsburgh an attractive choice for young professionals across the country.

WELCOMING YOUNG FAMILIES TO AN URBAN NEIGHBORHOOD
The project welcomes families with amenities that will make it fun to be a kid, a teen, and a young parent in the Strip. The reestablishment of a populous central Pittsburgh is largely contingent upon the success of the city retaining its youth as they go through school, choose a university, begin a career, and establish their own family. Big Mix Strip provides the CBD with new family amenities including the Carnegie Charter School, the All-Season Railway Arcade, the Strip Cineplex, and the Family River museum.

IMPLEMENTING EFFICIENT MASS TRANSIT:
LIGHT RAIL AND LPG BUSES
The Light Rail connection is central to this proposal for a high-density, transit-oriented live/work/play development in the center of the city. Mass transit is extended by Light Rail through the Strip district along Smallman Street, improving access city-wide for weekday commuters to the CBD and weekend visitors to the Strip and Cultural Districts, as well as for South Stadium spectators and David Lawrence conventioneers. In the early phases of the project, electric LPG Buses will establish the Light Rail route.

CREATING A VARIETY OF BUSINESSES AND GENERATING A VARIETY JOBS
In response to slow economic conditions, the Big Mix envisions a diversity of businesses for the site, acting synergistically to provide patrons for each other and existing downtown establishments. Retail offers shoppers gourmet cheese from specialty shops, rice in bulk from the wholesale market, and toilet paper from the neighborhood grocery store. Commercial space proposed ranges from live-work lofts to state-of-the-art ecologically sensitive robotics research space. These retail and commercial activities, combined with a health club, a marina, a small hotel and restaurants provide broad employment opportunities and making the Strip a tax-generating shopping and business destination for the city and the region.

SUSTAINABLE COMMUNITY

PROVIDING VARIED PUBLIC SPACES FOR A RANGE OF COMMUNITY ACTIVITIES
The Big Mix proposes a big mix of public spaces to make the community a place where every group has a place. In addition to the semi-public courtyards of the residential communities, three important public venues are created. The first one, a trussed arcade lining the railway building, provides a changing space accommodating large-vehicle delivery, farmer's markets, and community athletics. The second is the lawn in front of the Heinz Museum, opening up a view to the river and the River Museum. Finally, the Riverfront itself is developed as a sequence of experiences linked with recreational and cultural opportunities dotting the waterfront trail.

LANDSCAPING THE FLOODPLAIN
The river edge is left clear beyond the fifty feet dictated by the city to minimize water damage risks in the floodplain, located mostly on the residential side of the development. To provide further floodwater mitigation, the bank of the river is left to grow back to its naturally densely vegetated state. A gully at the edge of the green functions as a holding pond for storm water and a bed for marshy wildflowers.

CENTRALIZING ENERGY PRODUCTION
A central plant localizes mechanical and electrical services in one building, achieving economies of scale in building and energy costs. Centralizing services frees rentable space in commercial and residential buildings, and clears the roofs of machine rooms. Many roofs on our site are open to the public, planted with shrubs to improve water filtration or beset with photovoltaic panels to create an energy-producing roofscape.

WORKING WITH LOCAL ECONOMIC DEVELOPMENT GROUPS AND BUSINESS OWNERS
The project requires financial collaborations between the developer, the local planning authorities, and the downtown business community. Strong relationships with the Urban Redevelopment Authority and business development groups such as "Neighbors in the Strip" will help to reduce risks and costs in the beginning of the project, and ensure the involvement of local stakeholders as the project evolves.

SUSTAINABILE BUILDINGS

ACCOMODATING A VARIETY OF HOUSEHOLD
A mix of housing types, including rentals and condos, from studio loft apartments to three-bedroom townhouses welcomes a variety of households. Young families, student roommates, and golden-agers come together in the Big Mix finding housing to suit their needs even as they change.

RECYLCING WATER USE WITHIN THE BUILDING
A multi-purpose circuit takes water from and restores clean water to the Allegheny. The circuit begins by using cold deep water to passively cool homes in the summer. It is held and used as greywater, then returned to the ground and percolated through a series of filters, finally returning clean to the Allegheny.

REUSING BUILDINGS
Renovating and reprogramming underused buildings in the Strip will help preserve its historical and architectural identity as a busy industrial railway hub. Pittsburgh's Urban Redevelopment Authority offers many financial incentive programs to developers looking to renovate and convert existing buildings. The thirty percent vacancy rate of commercial and post-industrial buildings in the Strip makes them excellent candidates for conversion. Our proposal maintains the railway building as an essential part of the plan—it mediates between the commercial activity of Smallman Street and the residential community towards the water, and, with its roof planted and paved, becomes a long community jogging and walking path.

Land uses

- Existing residential
- Sites outside the masterplan area where additional residential development could be encouraged
- Proposed single loaded loft style apartments
- Proposed single and double loaded apartment blocks
- Proposed three and four storey row houses with one to three units in each
- Large single family row houses with internal gardens
- Residential with retail use on the ground floor
- Proposed retail
- Proposed hotel - main accommodation tower
- Proposed hotel - function rooms, restaurant, additional accommodation
- Market and market extension
- Proposed community buildings school, fitness centre, central plant
- Community building with residential above
- Structure parking
- Structure parking with retail on the street
- Proposed commercial uses - predominantly office/research space
- Predominantly tech production

Land uses are organized by the bridges, which divide the site into three sub-areas. The Western part of the site is relates in scale and use to the adjacent Convention Center and Cultural District. The middle of the site between the 16th Street Bridge and the Veteran's highway accommodates emerging Pittsburgh industries in environmentally sensitive office space. At the Eastern end of the site is the residential community - a neighborhood that we believe will act as the catalyst for renewed civic life in downtown Pittsburgh, rich with a Big Mix of households, business, culture, and landscape.

DEVELOPMENT AREA 1

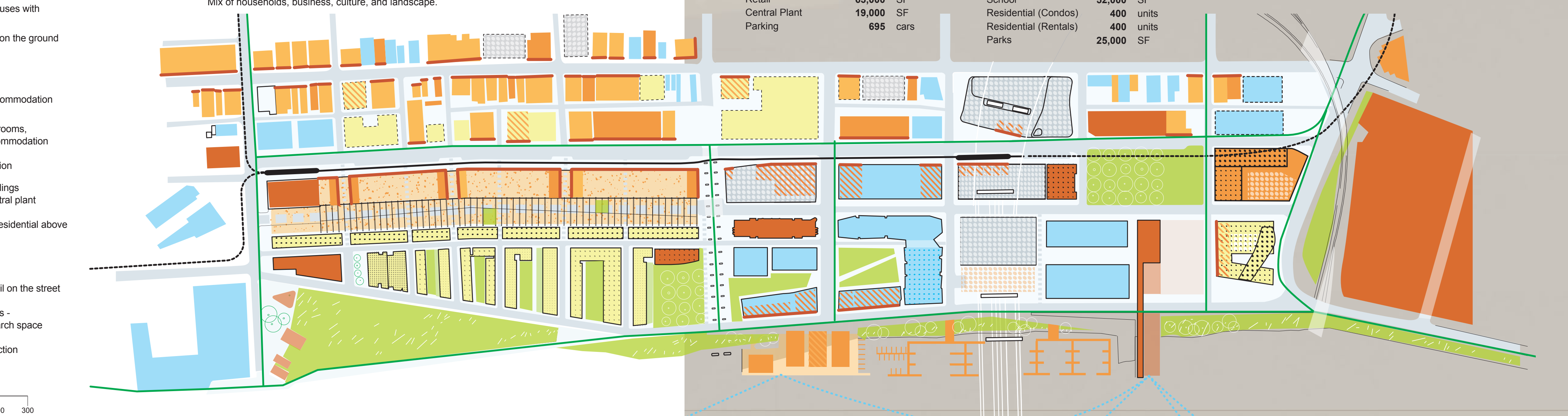
Office / Life Science	69,000	SF
Retail	121,000	SF
Residential (Condos)	250	units
Residential (Institutional)	120	units
Hotel	200	keys
Cultural	25,000	SF
Parking	2053	cars
Parks	56,000	SF

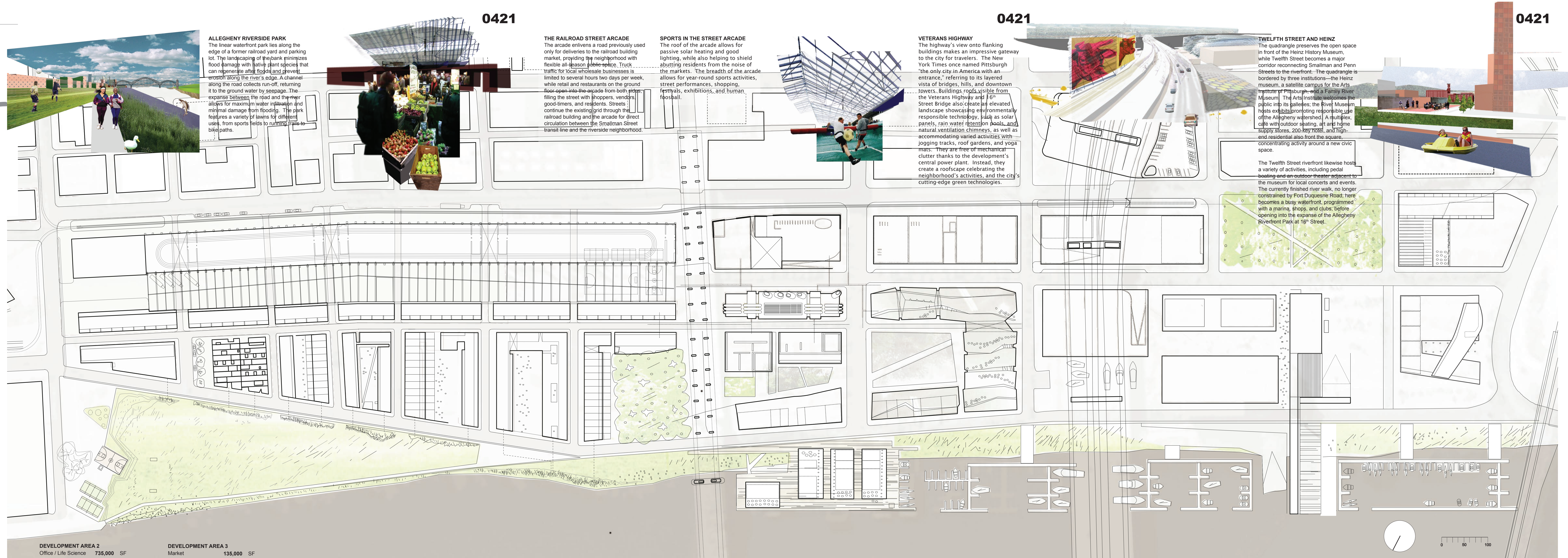
DEVELOPMENT AREA 2

Office / Life Science	735,000	SF
Retail	63,000	SF
Central Plant	19,000	SF
Parking	695	cars

DEVELOPMENT AREA 3

Market	135,000	SF
School	52,000	SF
Residential (Condos)	400	units
Residential (Rentals)	400	units
Parks	25,000	SF





ALLEGHENY RIVERSIDE PARK
The linear waterfront park lies along the edge of a former railroad yard and parking lot. The landscaping of the bank minimizes flood damage with native plant species that can regenerate after floods and prevent erosion along the river's edge. A channel along the road collects run-off, returning it to the ground water by seepage. The expanse between the road and the river allows for maximum water infiltration and minimal damage from flooding. The park features a variety of lawns for different uses, from sports fields to running trails to bike paths.

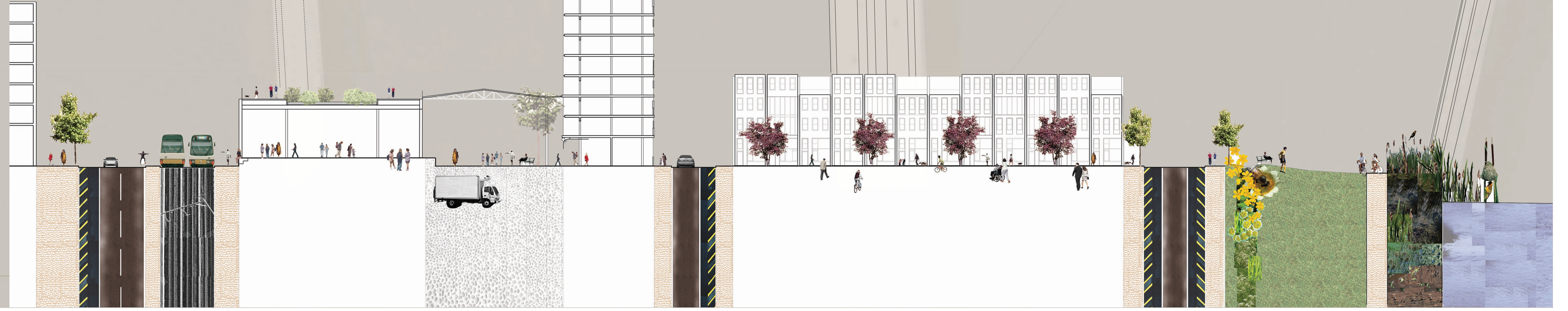
THE RAILROAD STREET ARCADE
The arcade enlivens a road previously used only for deliveries to the railroad building market, providing the neighborhood with flexible all-season public space. Truck traffic for local wholesale businesses is limited to several hours two days per week, while retail and restaurants on the ground floor open into the arcade from both sides, filling the street with shoppers, vendors, good-timers, and residents. Streets continue the existing grid through the railroad building and the arcade for direct circulation between the Smallman Street transit line and the riverside neighborhood.

SPORTS IN THE STREET ARCADE
The roof of the arcade allows for passive solar heating and good lighting, while also helping to shield abutting residents from the noise of the markets. The breadth of the arcade allows for year-round sports activities, street performances, shopping, festivals, exhibitions, and human foosball.

VETERANS HIGHWAY
The highway's view onto flanking buildings makes an impressive gateway to the city for travelers. The New York Times once named Pittsburgh "the only city in America with an entrance," referring to its layered vista of bridges, hills, and downtown towers. Buildings roofs visible from the Veterans Highway and 16th Street Bridge also create an elevated landscape showcasing environmentally responsible technology, such as solar panels, rain water retention pools, and natural ventilation chimneys, as well as accommodating varied activities with jogging tracks, roof gardens, and yoga mats. They are free of mechanical clutter thanks to the development's central power plant. Instead, they create a roofscape celebrating the neighborhood's activities, and the city's cutting-edge green technologies.

TWELFTH STREET AND HEINZ
The quadrangle preserves the open space in front of the Heinz History Museum, while Twelfth Street becomes a major corridor reconnecting Smallman and Penn Streets to the riverfront. The quadrangle is bordered by three institutions—the Heinz museum, a satellite campus for the Arts Institute of Pittsburgh, and a Family River Museum. The Arts Institute welcomes the public into its galleries; the River Museum hosts exhibits promoting responsible use of the Allegheny watershed. A multiplex, café with outdoor seating, art and home supply stores, 200-key hotel, and high-end residential also front the square, concentrating activity around a new civic space.

The Twelfth Street riverfront likewise hosts a variety of activities, including pedal boating and an outdoor theater adjacent to the museum for local concerts and events. The currently finished river walk, no longer constrained by Fort Duquesne Road, here becomes a busy waterfront, programmed with a marina, shops, and clubs, before opening into the expanse of the Allegheny Riverfront Park at 16th Street.



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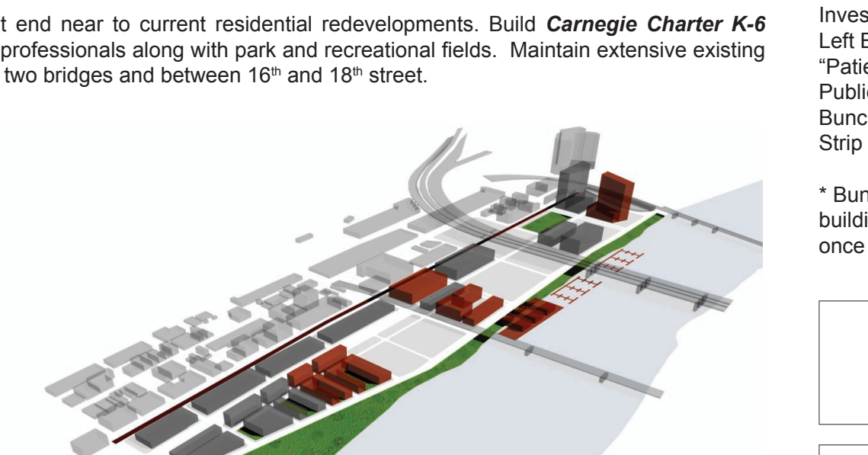
PHASE 1 2004-2009

Build for anticipated hotel room demand near to convention center. Extend Cultural District past convention center with new ***Heinz plaza***. Leverage new cineplex, plaza, and performance space to attract visitors and "re-imagine" western site edge as family domain.

Connect Cultural District with Strip "Culinary" District for pedestrians by strengthening Smallman corridor including ground-level retail. Partner with local EDC/CDCs to undertake ***Railyard building rehabilitation*** and expansion into regional "destination" fresh produce/gourmet market with attached arcade.

Develop initial housing on east end near to current residential redevelopments. Build ***Carnegie Charter K-6 School*** to attract young skilled professionals along with park and recreational fields. Maintain extensive existing surface parking in lots between two bridges and between 16th and 18th street.



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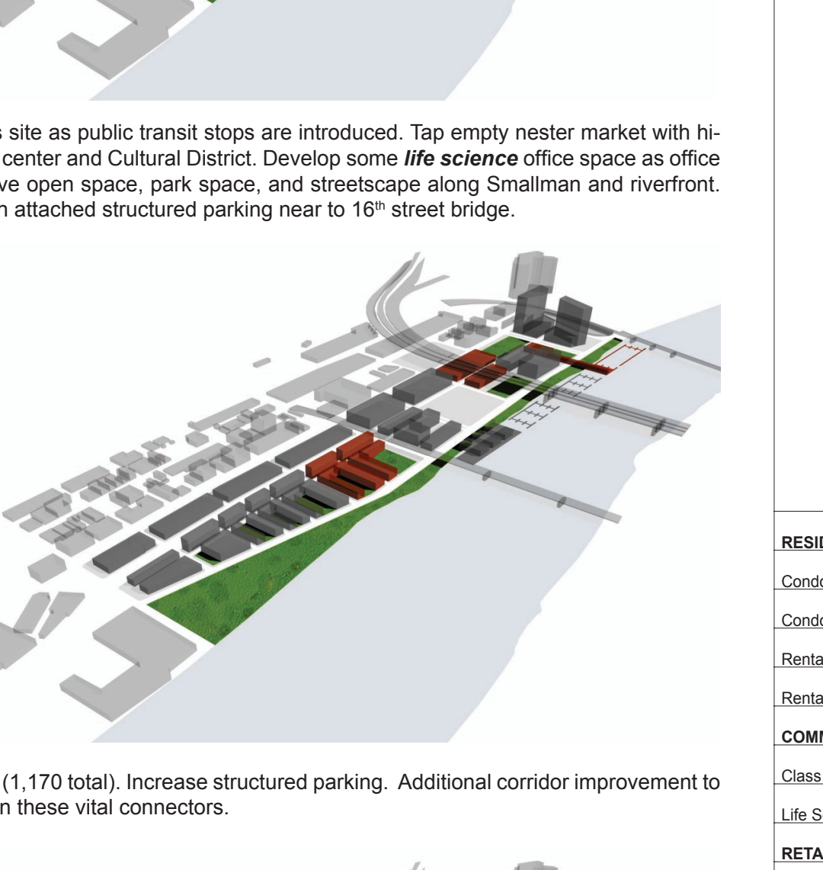
Phase 2 2010-2014

Accelerate residential buildup across site as public transit stops are introduced. Tap empty nester market with hi-end condo tower close to convention center and Cultural District. Develop some ***life science*** office space as office market rebounds. Continue to improve open space, park space, and streetscape along Smallman and riverfront. Introduce amenities supermarket with attached structured parking near to 16th street bridge.



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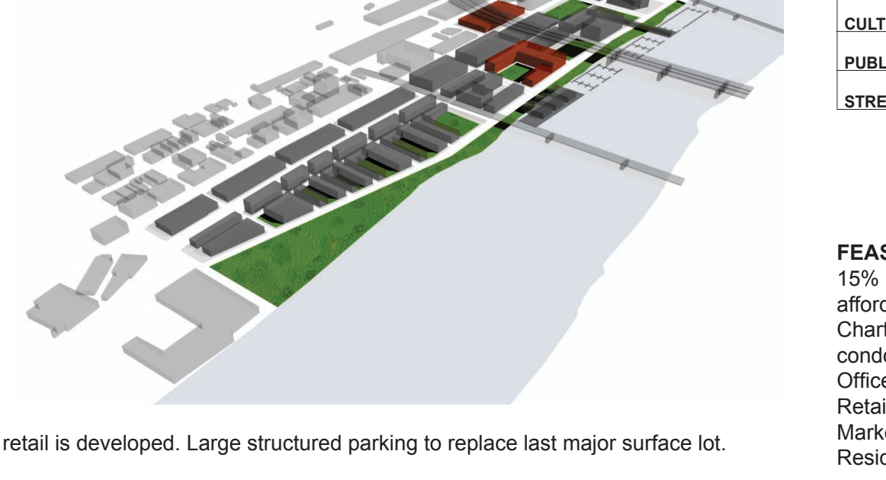
Phase 3 2015-2019

Complete remaining residential units (1,170 total). Increase structured parking. Additional corridor improvement to Smallman and riverfront to strengthen these vital connectors.



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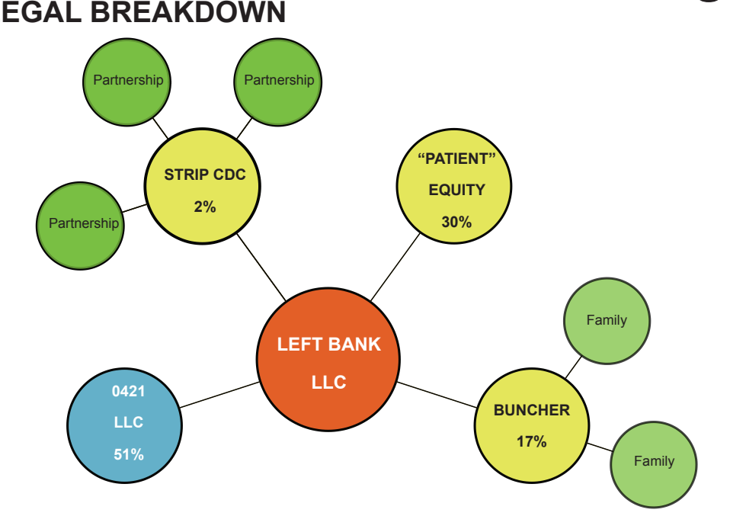
Phase 4 2020-2025

Last of life science office and retail is developed. Large structured parking to replace last major surface lot.

LEGAL BREAKDOWN



FINANCIAL BREAKDOWN

Total Development Cost:	$475 Million
Land Value:	$82 Million*

Investment by Organization

Left Bank LLC:	$146,250,000
"Patient" Equity:	$142,250,000
Public Entities:	$95,000,000
Buncher Land Company:	$82,000,000
Strip CDC:	$9,500,000

* Buncher equity contribution as current land and building value. Buncher receives bonus "promote" once certain financial targets have been met.

RETURN ON PRIVATE EQUITY

5 year Return:	6.90%
10 year Return:	9.30%
15 year Return:	13.45%
20 year Return:	16.79%

POTENTIAL FUNDING SOURCES AND TAX INCENTIVES

	City of Pittsburgh						State of Penn			Federal			Comm-nity		Institutional / Private		
LOCATION / USE	Multi-Family Revenue Bond (MFRBP)	Rental Housing Development And Improvement Program (RHDIP)	Pittsburgh Housing Development Corp (PHDC)	Urban Redevelopment Authority (URA)	Tax Increment Financing (TIF)	Pittsburgh Enterprise Zone	Pennsylvania Housing Finance Agency Homeowners Choice Program (HCP)	Pittsburgh Economic Development Financing Authority (PEDFA & PIDA)	State / Federal Transportation Funds	Historic Preservation Tax Incentives (Railyard Building)	EPA Brownfield Tax Incentive	HUD Housing (CDBG, BEDI)	Lawrenceville Corporation (EDC)	Pittsburgh Life Science Greenhouse	Heinz Endowments / Carnegie Museums of Pittsburgh	CMU, UPitt, Duquesne, Art Institute	Private Funding
RESIDENTIAL																	
Condo: Market			○									○					○
Condo: Affordable	○		○				○					○					○
Rental: Market			○									○					○
Rental: Affordable		○	○									○					○
COMMERCIAL																	
Class A Office				○		○		○			○						○
Life Science				○		○		○			○			○			○
RETAIL				○		○		○		○			○		○		○
HOTEL/CINEPLEX				○					○								○
PARKING				○	○				○								
CULTURAL INST				○		○		○							○	○	
PUBLIC/OPEN			○	○	○	○			○	○	○		○		○	○	
STREETSCAPE			○	○	○	○			○		○		○			○	○

FEASIBILITY AND PARKING ASSUMPTIONS
15% of residential units north of Railyard building are affordable.Public/Institutional financing of Carnegie Charter School and Heinz Plaza. Residential mix of 50% condo and 50% rental

Office/Lab	1.5 space/1000 SF
Retail/Cineplex	4.0 space/1000 SF
Market	5.0 space/1000 SF
Residential	1.0 space/unit

BUILDING AND REVENUE SUMMARY

Building	Total SF	% of Total	Revenue Psf or Unit	NOI	Cap Rate	Market Value	Development Cost	Operating Expenses	Profits
Office / Life Science	1,094,000	39%	25	$27,350,000	9.50%	$287,894,737	$201,000,000	$43,184,210	$43,710,526
Retail	319,000	11%	15	$4,785,000	10.50%	$45,571,429	$20,100,000	$6,853,714	$18,635,714
Residential	1,170,000	42%	18 / 200	$21,060,000	10.50%	$200,571,429	$149,500,000	$30,085,714	$20,985,714
Hotel	200,000	7%	55	$11,000,000	10.50%	$104,761,905	$50,000,000	$15,714,285	$39,047,619
Parking							$54,570,000		
TOTAL	2,783,000	100%				$638,799,499	$475,170,000	$95,819,924	$67,809,573