



BLOOMFIELD SQUARE

Zone Change Proposal
City of Pittsburgh

PITTSBURGH, PENNSYLVANIA
MARCH 23, 2022



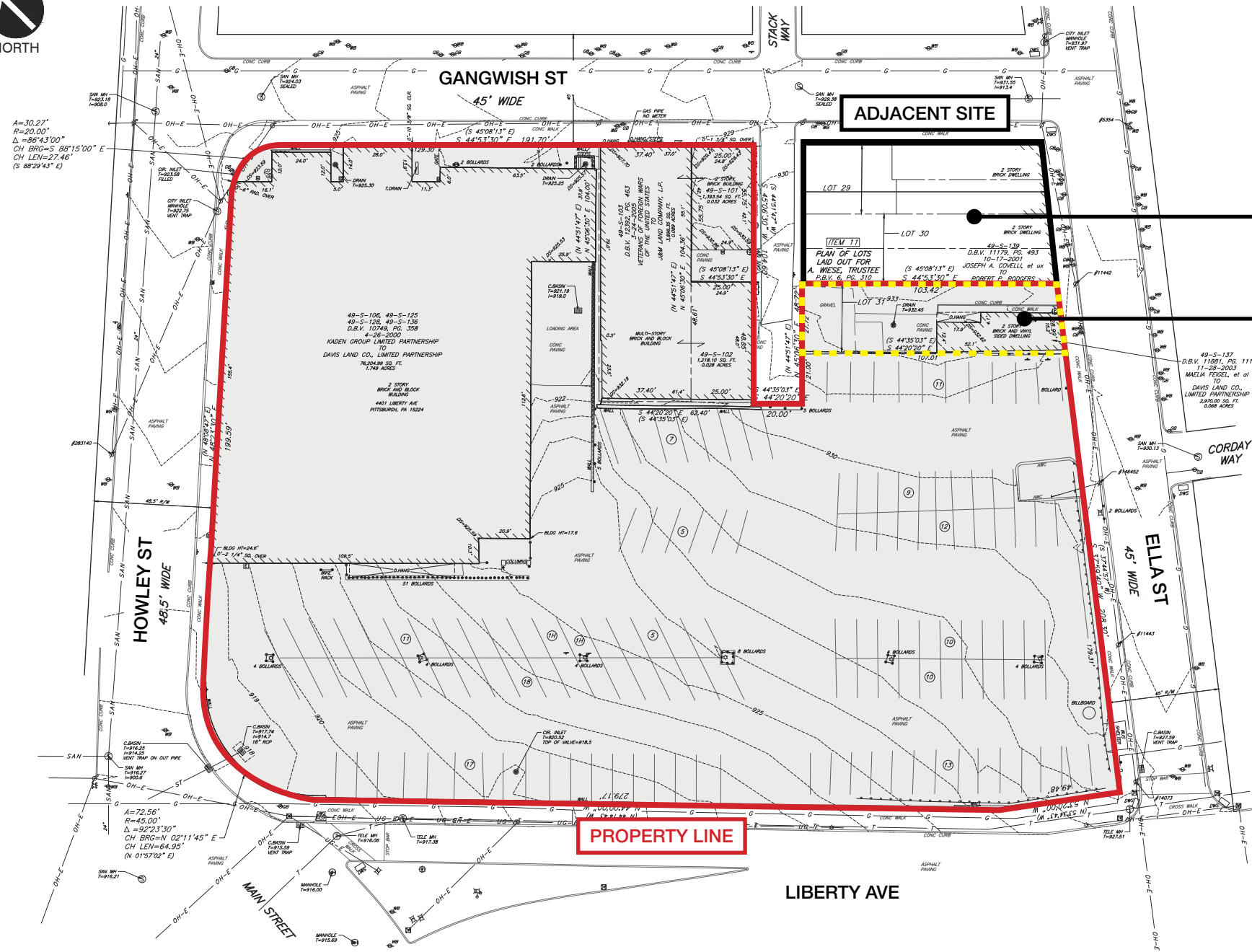
Site & Context

Location



Site & Context

Property Lines

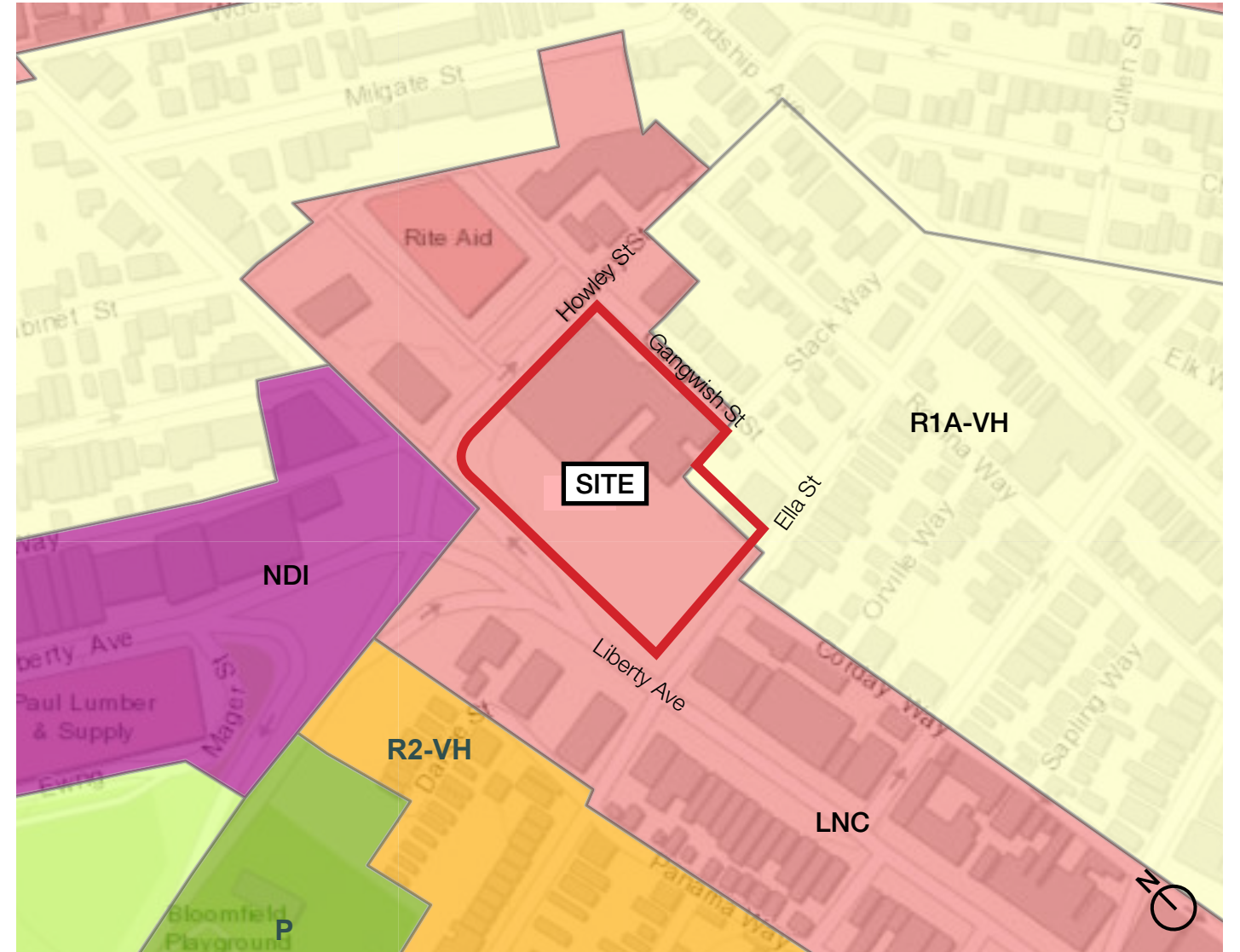
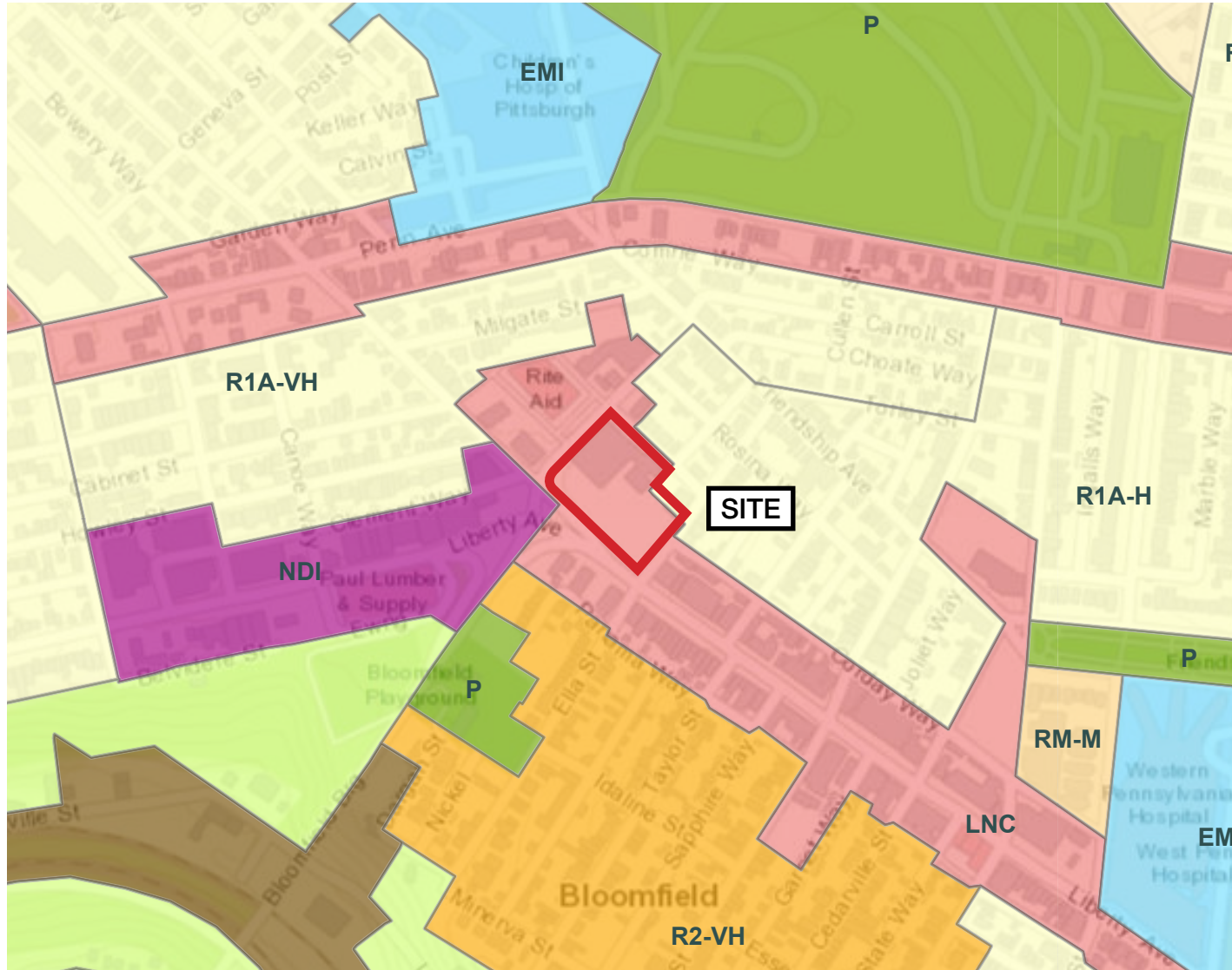


NOT INCLUDED IN SITE AND ZONING APPLICATION (OWNED BY OTHERS)

PROPERTY TO BE REZONED

Zoning

Zoning Map



Zoning Districts	Parks	Local Neighborhood Commercial	Two-Unit Residential
Riverfront	Hillside	Urban Neighborhood Commercial	Three-Unit Residential
Planned Unit Development	Neighborhood Industrial	Single-Unit Attached Residential	Multi-Unit Residential
Educational/Medical Institution	Urban Industrial	Single-Unit Detached Residential	Zoning Districts Outlines

Zoning Map Change

Bloomfield Square

ZONE CHANGE CRITERIA

The Criteria for review of a proposed amendment to the Zoning District Map or the text of the Zoning Code are set out in this section. Not all of the criteria must be given equal consideration by the Planning Commission or City Council in reaching a decision. The criteria to be considered shall be as follows:

1. The consistency of the proposal with adopted plans and policies of the city.
2. The convenience and welfare of the public.
3. The intent and purpose of this Zoning Code.
4. Compatibility of the proposal with the zoning, uses and character of the neighborhood.
5. The suitability of the subject property for the uses to which it has been restricted without the proposed zoning map amendment.
6. The extent to which approval of the proposed zoning map amendment will detrimentally affect nearby property.
7. The length of time the subject property has remained vacant as zoned.
8. Impact of the proposed development on community facilities and services.
9. The recommendations of staff.

Site & Context

Property Rezoning



Bloomfield Central Gateway Development Guidelines

June 2019



Prepared for:



Prepared by:



GATEWAY DEVELOPMENT GUIDELINES

On the Central Gateway / ShurSave site, the following four guidelines should be incorporated to connect and integrate future development with the surrounding neighborhood.

1 SITE GUIDELINES



1.1 Site Organization

Extend at least one pedestrian connection through the site.

Extend either Stack Way or Corday Way through the site to create at least two buildings.



1.3 Scale + Massing

Limit zoning requests for extra height to 4 stories. Do not allow buildings over 3 stories along Gangwish Street.

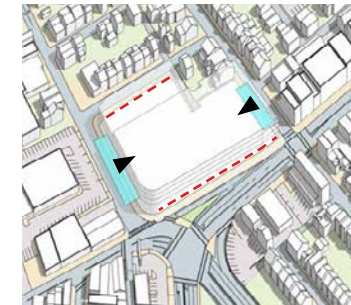
The Liberty Avenue building face should extend up to and follow the property line (zero setback).



1.2 Open Space

Set back one building segment to provide public open space along Liberty Avenue.

Create at least one publicly-accessible open space along Liberty Avenue.



1.4 Vehicular Entry + Parking

Organize major vehicular garage and service entrances along Howley and Ella Streets.

Do not allow major vehicular entrances along Liberty Avenue or Gangwish Street.

Locate parking behind, under or inside buildings.

Potential Configurations

The goal of the guidelines is integrating new development with the existing neighborhood, by limiting the scale of new buildings, connecting with the neighborhood street grid, and creating meaningful public open space at the gateway of the Liberty Avenue business district.

The Gateway Guidelines allow this goal to be interpreted in a variety of ways. Three potential strategies are illustrated here to demonstrate how the guidelines allow for different building sizes and configurations, and different ways to relate open space towards Liberty Avenue. These three configurations are further explored as Development Scenarios on page 22.



Central Open Space + Stack Way

A central plaza anchors the gateway site, relates to the Bloomfield Bridge and creates an entrance to the existing business district.



Ella Open Space + Stack Way

A small plaza at Ella Street creates a gateway to the existing business district.






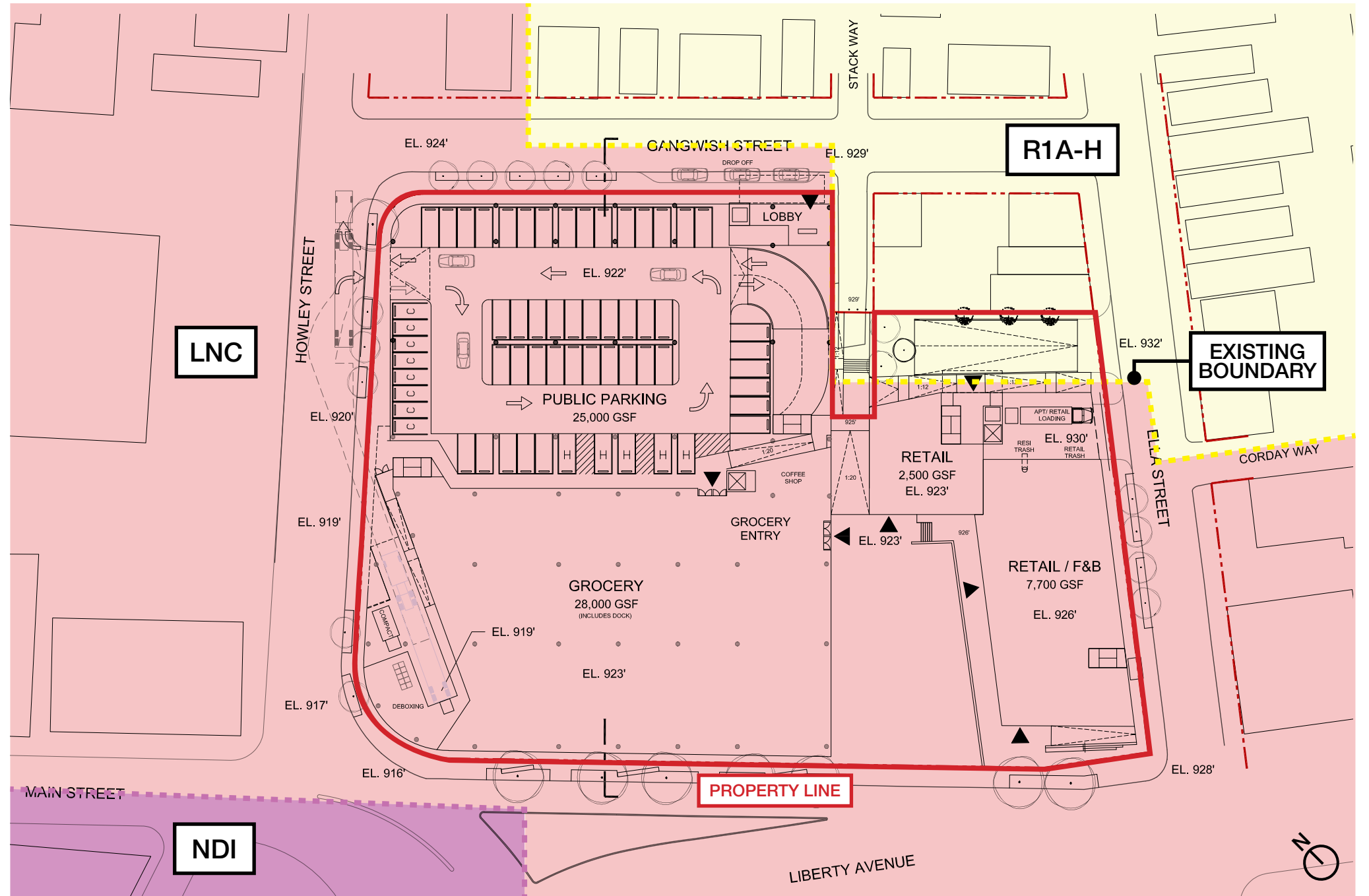
Howley Open Space + Corday Way

A plaza at Howley Street faces directly onto the Bloomfield Bridge.

Zoning




Zoning District Boundaries - Existing

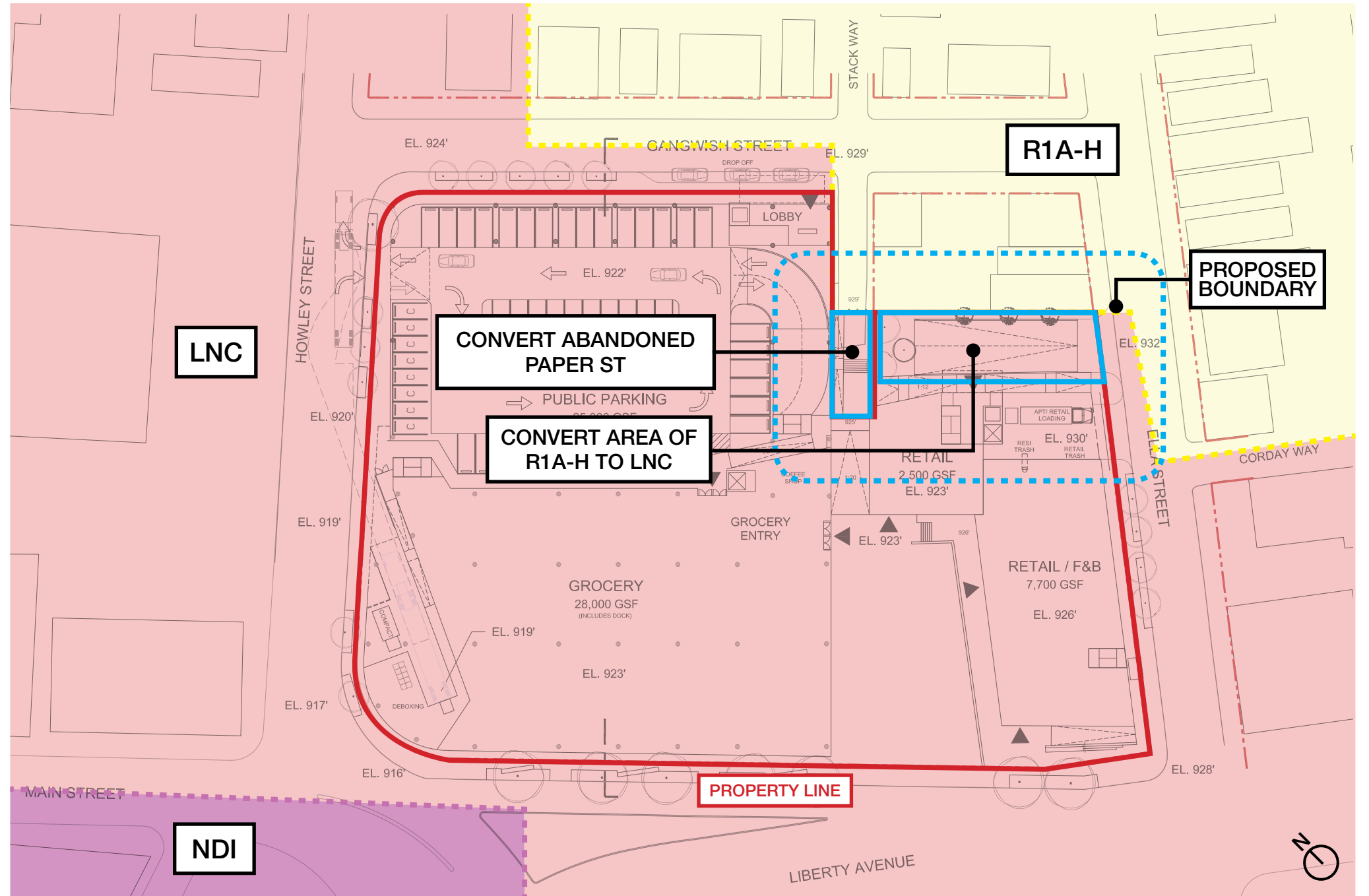
-  LNC
LOCAL NEIGHBORHOOD COMMERCIAL
-  NDI
NEIGHBORHOOD INDUSTRIAL
-  R1A-H
SINGLE UNIT ATTACHED RESIDENTIAL - HIGH DENSITY



Zoning

Zoning District Boundaries - Proposed

-  LNC
LOCAL NEIGHBORHOOD COMMERCIAL
-  NDI
NEIGHBORHOOD INDUSTRIAL
-  R1A-H
SINGLE UNIT ATTACHED RESIDENTIAL - HIGH DENSITY



Planning

Basement (B)



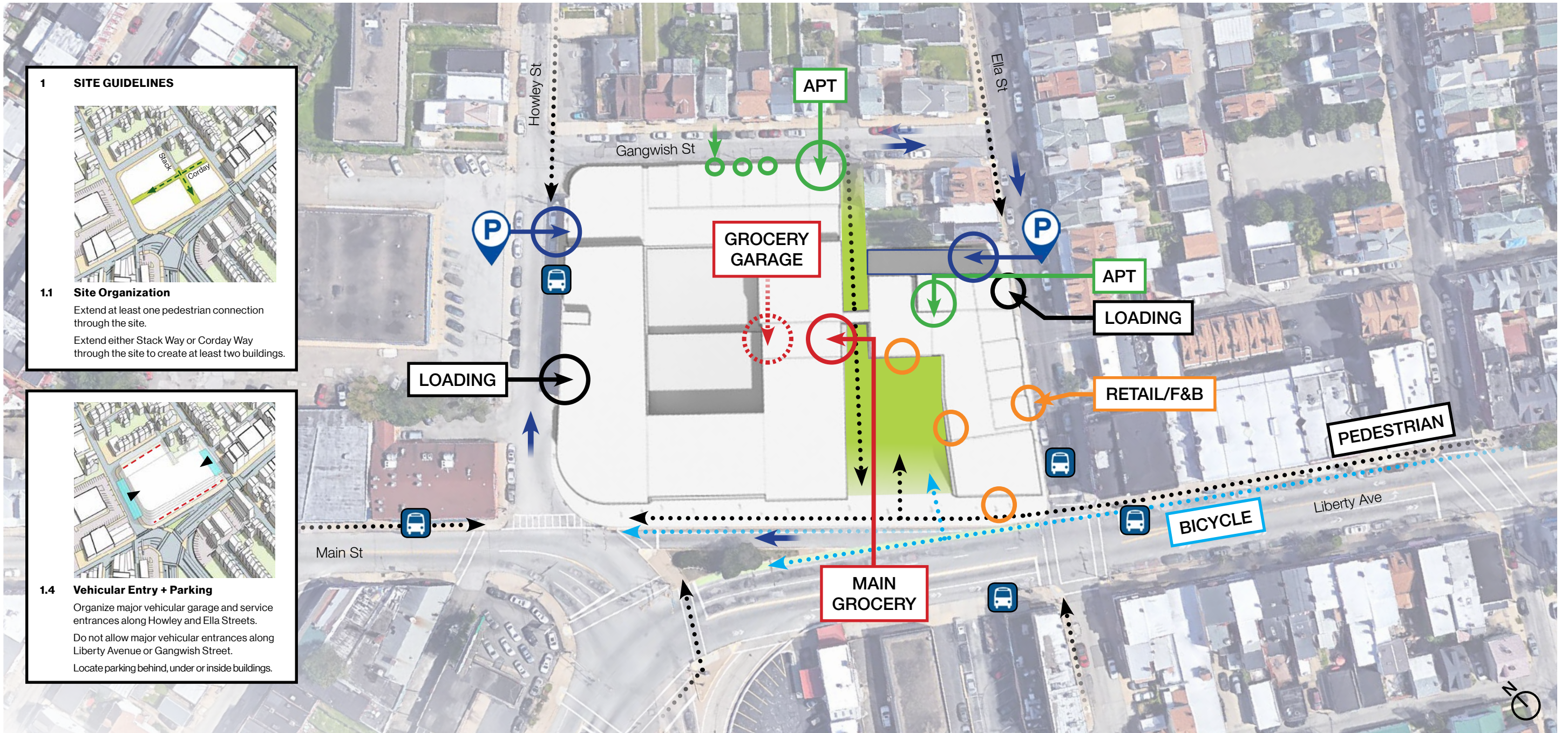
Below Grade Parking Allocation
 Public / Grocery Parking
 61 Spaces
 Residential Parking
 139 Spaces

- Bike Storage
- Residential
- Grocery
- Retail / F&B
- Plaza/Terrace
- Parking/Serviceing


SCALE = N.T.S.

Planning

Access



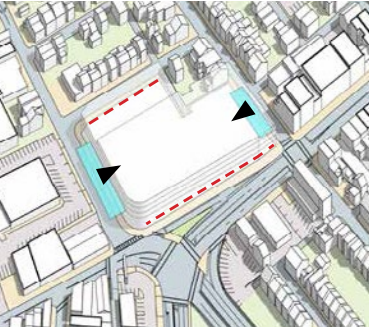
1 SITE GUIDELINES



1.1 Site Organization

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Extend either Stack Way or Corday Way through the site to create at least two buildings.



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Planning

Ground Floor (1)

Existing Avg. Sidewalk Widths
 Liberty Avenue = 9'-8"
 Howley Street = 6'-8"
 Gangwish Street = 10'-0"
 Ella Street = 9'-0"

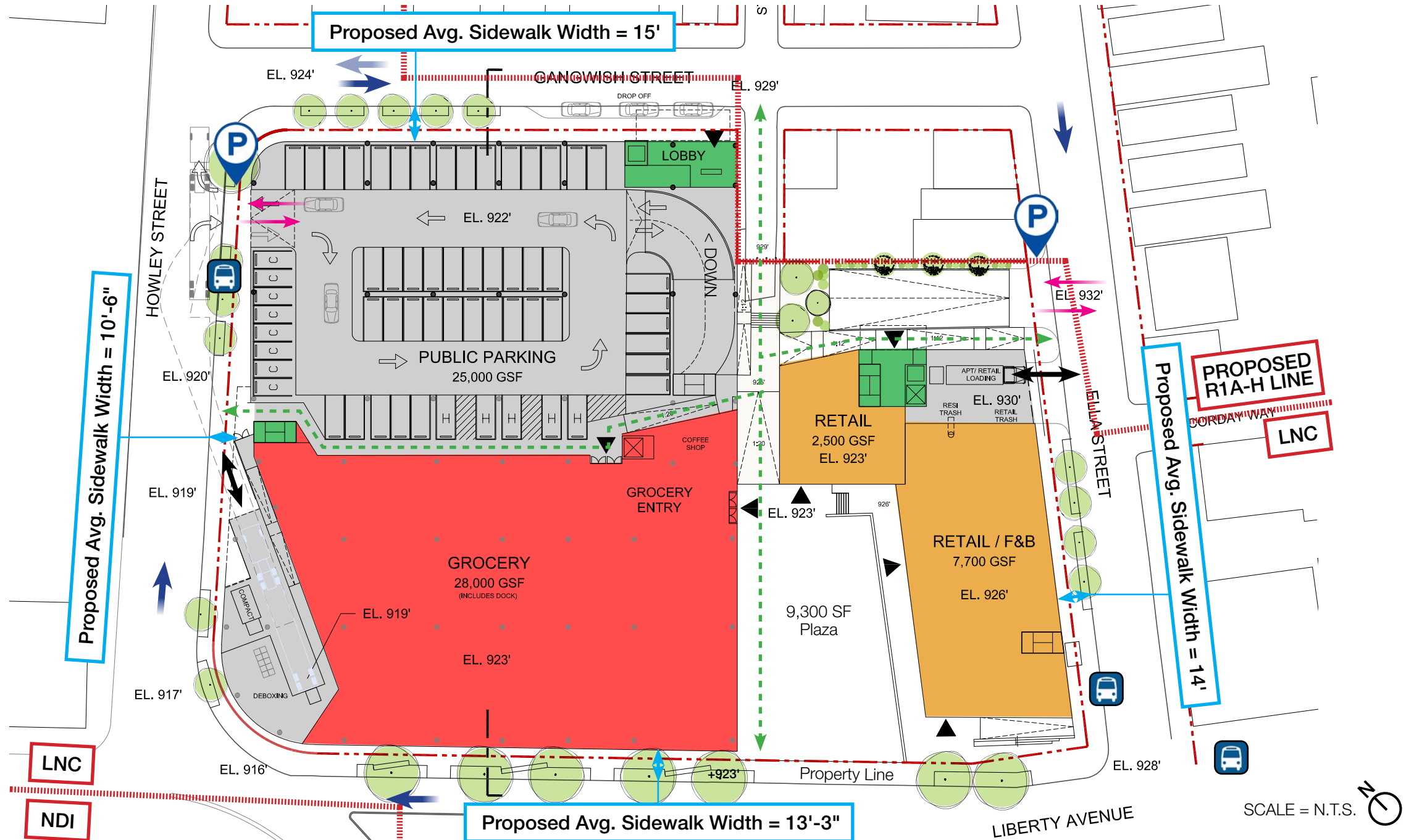
Ground Floor Area Totals:
 Grocery
 28,000 GSF (Incl. Loading Dock)

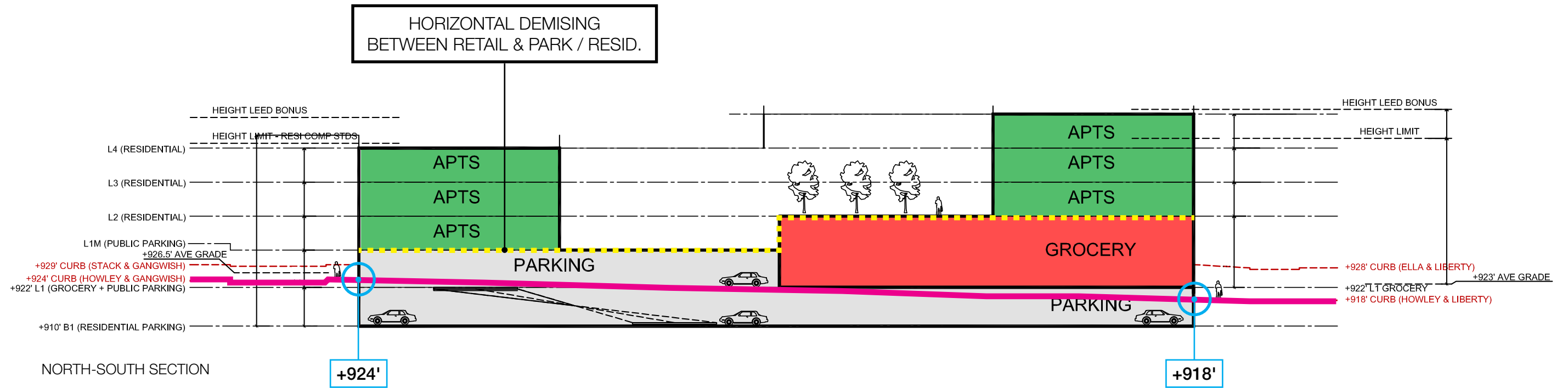
 Retail / F&B
 10,500 GSF

 Public Plaza
 9,300 GSF

Ground Floor Parking Allocation
 Public Parking
 25,000 GSF (60 Spaces)

- Pedestrian Circulation
- Vehicular Circulation
- Parking Circulation
- Loading Access
- Building Entry
- Residential
- Grocery
- Retail / F&B
- Plaza/Terrace
- Parking/Serviceing





- Residential
- Grocery
- Retail / F&B
- Plaza/Terrace
- Parking/Serviceing

Public Outreach

Community & City Outreach Timeline

2/7/20

Press Release announcing purchase of former Shursave and adjacent properties

2/7/20

Bloomfield Development Corporation meeting with staff– Introduced ECHO

6/22/20

Press release announcing Shursave closing

6/22/20

Bloomfield Development Corporation Conversation-Updated staff on store closing

7/6/20

Press release announcing Community Market

7/7/20

Bloomfield Development Corporation Conversation-Updated staff on Community Market opening

3/23/21

Bloomfield Development Corporation- Informal presentation to staff of project goals and concepts.

4/29/21

Bloomfield Development Corporation-Reviewed preliminary plans based on input from 3/23/21 meeting and the BDC Development Guidelines

5/13/21

Bloomfield Development Corporation Property & Planning Committee, Councilperson Deb Gross, Lawrenceville United, Friendship Community Group – Presentation of preliminary plans and concepts

5/27/21

Bloomfield Development Corporation Conversation- Reviewed comments received at 5/13/21 mtg with staff and discussed modifications to plan.

7/1/21

Pre-Application Meeting with City of Pittsburgh Planning Department staff

7/30/21

Department of Mobility and Infrastructure Scoping Meeting for Traffic Impact Study

8/27/21

Bloomfield Development Corporation-Meeting with staff to update on scope for traffic study and discuss options related to zoning/use issues raised at Planning Dept mtg.

11/1/21

Bloomfield Development Corporation Development Activities Meeting – Zoom meeting attended by over 85 participants

[ONGOING >](#)



January 24, 2022

Department of City Planning
200 Ross Street, Fourth Floor
Pittsburgh, PA 15219

Re: 234 Ella Rezoning

Dear Esteemed Members of the Planning Commission:

On behalf of Bloomfield Development Corporation (BDC), the Registered Community Organization (RCO) for Bloomfield, I write today to convey the community opinion on the zoning change sought by Echo Realty for the parcel at 234 Ella St.

On November 1st, 2021, BDC convened an open and public Development Activities Meeting (DAM) attended by 170 community members and stakeholders. The Echo Realty development team presented plans for the redevelopment of the former ShurSave site to include a grocery store, commercial space, approximately 190 rental housing units, and an outdoor plaza space. In order to include the ingress and egress to the underground parking from Ella Street, they indicated their intent to seek to have the singular parcel rezoned to LNC from R1A in accordance with the rest of their site.

The attendees at the DAM had many questions about the development, particularly regarding the housing component and the potential transportation impacts. Echo Realty has continued to be communicative with BDC regarding those components and we're aware that a traffic study is currently being conducted.

BDC has found the following statements to be true of or in relation to the proposed development:

1. The importance of moving any ingress/egress onto Howley and Ella instead of Liberty and Gangwish was noted in our Bloomfield Central Gateway Development Guidelines.
2. A traffic study is currently underway that can give us more data on how the development might impact intersections adjacent to the site.

While questions still remain about some elements of the eventual redevelopment, Echo Realty has continued to engage in good faith with community concerns and shown an openness to continued discussions and negotiation. We have not heard any significant concerns or objections related to the rezoning of this specific parcel from the community at the time of this letter. **Therefore, BDC is taking the position of support with conditions.** We believe that the rezoning will enable the cohesive redevelopment of the site Echo Realty is working with.

Should the developer's requested zoning change be granted, BDC requests the following conditions on that approval:

1. That the eventual development application submitted to City Planning be required to undergo either a Project Development Plan or Site Plan Review, either of which will be referred to the City of Pittsburgh Planning Commission. (Our preference would be for a full Project Development Plan to be required given the scale of the project and its adjacency to a particularly complicated intersection).



2. That before returning to the Planning Commission for review of a Project Development Plan or Site Plan Review an additional city-mandated DAM be held to allow the community to provide input on further details of the proposed project.
3. BDC's opinion is based solely on development plans reviewed at the November 1st, 2021 Development Activities Meeting. Substantial deviations would necessitate additional city-mandated Development Activities Meetings.

We thank the Planning Commission for their consideration of our requests.

Sincerely,

A handwritten signature in blue ink, appearing to read "Christina Howell", is positioned below the word "Sincerely,".

Christina Howell
Executive Director, Bloomfield Development Corp.

An aerial, grayscale photograph of a city street intersection. A large blue square is overlaid on the right side of the image, containing the text 'BLOOMFIELD SQUARE'. The street below the square is a wide, multi-lane road with a median. To the left of the square is a large, flat-roofed commercial building with a parking lot. The surrounding area is densely packed with residential buildings of various styles. The overall scene is captured from a high angle, looking down on the city.

BLOOMFIELD SQUARE

Thank You