

REQUEST FOR DEVELOPER'S PROPOSALS

46th and Hatfield Streets, Lawrenceville

RFP Issued: June 30, 2009
RFP Due: August 31, 2009 at Noon



PARCEL DESCRIPTION: 54 46th Street & 4620 Hatfield Street

Parcel Size:	55,230 square feet
Ward:	9 th Ward
Lot and Block No:	80-K-110, 80-P-134, 80-P-277, 80-K-113
Existing Building:	vacant land
Zoning:	UI (Urban Industrial)
Preferred Reuse:	There is strong preference for residential.

ZONING : The site is zoned UI, Urban Industrial (zoning code section 904.07.A). The Developer must comply with the City of Pittsburgh Zoning Ordinance. The Developer will be responsible for working with the City of Pittsburgh Planning Commission, Department of City Planning and City Council to obtain approval for any zoning changes or deviations from the current zoning requirements.

Site description

This 55,230 square foot site offers a unique development opportunity in a neighborhood characterized by rapidly increasing home prices. In the past three years, Central Lawrenceville's median home price has risen by 64 percent and the neighborhood is second only to the South Side neighborhood of Pittsburgh in home price appreciation over the past decade. This site offers the one of the larger footprints advertised for residential development in Lawrenceville. Currently owned by the Urban Redevelopment Authority of Pittsburgh (URA); the URA is requesting proposals from qualified developers to purchase the site and design, develop, and resell/operate a development on the parcel. The buildings formerly on the site were remediated and have been demolished by the URA.

Hatfield Street was once the dividing line between a dense, working class community and intensive heavy industry along the Allegheny River (Heppenstall Steel complex). Today, the Regional Industrial Development Corporation (RIDC) is transforming the former industrial site into space for lighter industrial uses such as high tech manufacturing, similar to the activity at the nearby Carnegie Mellon National Robotics Engineering Consortium. This site's proximity to the historically industrial edge of Lawrenceville creates an opportunity to explore innovative architectural styles. The area is challenged by a high incidence of truck traffic on small residential streets. Design should incorporate noise reducing elements or other elements that would mitigate the adverse affects of heavy truck traffic.

This site holds great potential for a developer with the vision for a residential construction strategy that capitalizes on its' proximity to neighborhood amenities and employment centers such as Downtown and Children's Hospital. The surrounding residential area is seeing incremental but enthusiastic reinvestment, as many young families and professionals are drawn to Lawrenceville because of its many community assets and increasing stability.

General Market Conditions

The Lawrenceville community has seen a dramatic revitalization and increase in investment in recent years. Many storefronts have been repaired along Butler Street, giving a visual rejuvenation to the street facades in the area. These renovated properties typically include retail or commercial uses on the ground floor and apartments on the upper floors. Small, locally owned businesses abound in Lawrenceville, giving it a unique sense of place attractive to residents and visitors alike. Coffeeshops, small restaurants, bars, and boutiques give a range of options for consumers. The 16:62 Design Zone extends through the area, reflecting the density of architectural and interior design related businesses. More than 100 shops, galleries, studios, and professional service firms, create a regional destination for people seeking design elements and services.

With Carnegie Mellon University's National Robotics Engineering Consortium, consisting of 100,000 square feet of renovated space, just a few blocks away and RIDC's plans to redevelop the Heppenstall site, the area is becoming a hub for robotics and advanced manufacturing. On 43rd Street, the Chocolate Factory (also owned by RIDC) is a mixed-use building, with light industrial on the first floor and commercial spaces above. The Ice House Artist Studios are also located on 43rd Street across from the Chocolate Factory. The 51st Street Business Center (100,000 square feet of flex space with 220 parking spots) is a recent addition to the neighborhood. Children's Hospital of Pittsburgh recently opened a \$470 million state-of the art hospital complex in Central Lawrenceville. The site is also close to a grocery store (the Save A Lot in the Lawrenceville Shopping Center at 55th Street) and several new restaurants.

Residential Market Conditions

In Pittsburgh, home prices were actually up 1% in 2008 over 2007, while the rest of the nation suffered an 8.2% decline on average. (Please see M/PF YieldStar of Dallas for more information) Pittsburgh has a strong rental housing market. Lawrenceville has been Pittsburgh's highest performing urban core market for the past several years and market momentum seems to be continuing along that trend in 2009. Lawrenceville's recent rise in prices is not because of a large number of new construction projects; instead, it is largely based on increased demand for the location and on the sale of renovated homes. Very little residential new construction has occurred in the immediate neighborhood.

Typical Sales Prices in the 9th Ward:

Condominium: @ 3 price points	
Condominium	\$95,000
Condominium	\$125,000
Condominium	\$250,000
Multi-Family @ 4 price points	
Multi-Family	\$10,000
Multi-Family	\$40,000
Multi-Family	\$65,000
Multi-Family	\$130,000
Row-House @ 3 price points	
Row-House	\$20,000
Row-House	\$50,000
Row-House	\$120,000
Single Family @ 4 price points	
Single Family	\$30,000
Single Family	\$70,000
Single Family	\$110,000
Single Family	\$200,000

At the end of 2008, Pittsburgh was found to have an apartment vacancy rate of 2.5%; the lowest apartment vacancy rate in the nation. The projected annual rental growth rate is 3.6%. Lawrenceville has successfully attracted residents from all over the region and newcomers to the City. It has a range of rental options from newly renovated lofts appealing to young urban professionals and empty nesters to more affordable units for people of all ages. As the buzz about the benefits of living in Lawrenceville spreads, the future of rental units in Lawrenceville continues to brighten.

Typical Rental prices:

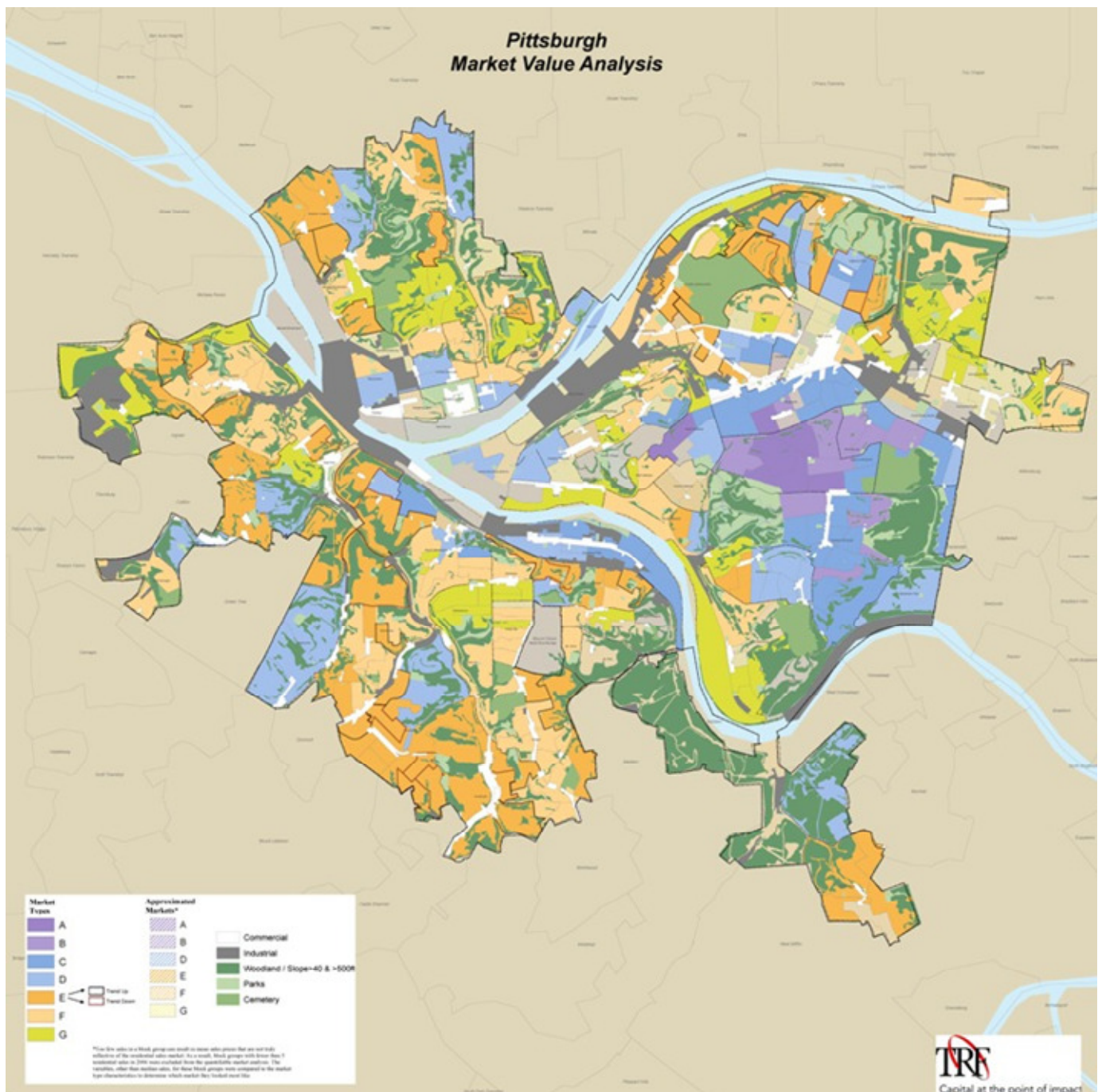
1 Bedroom	
Average Rental Rate	\$ 620.50
Min Rate	\$ 450.00
Max Rate	\$ 1,000.00
2 Bedroom	
Average Rental Rate	\$ 893.59
Min Rate	\$ 625.00
Max Rate	\$ 1,500.00
3 Bedroom	
Average Rental Rate	\$ 1,002.00
Min Rate	\$ 650.00
Max Rate	\$ 1,550.00

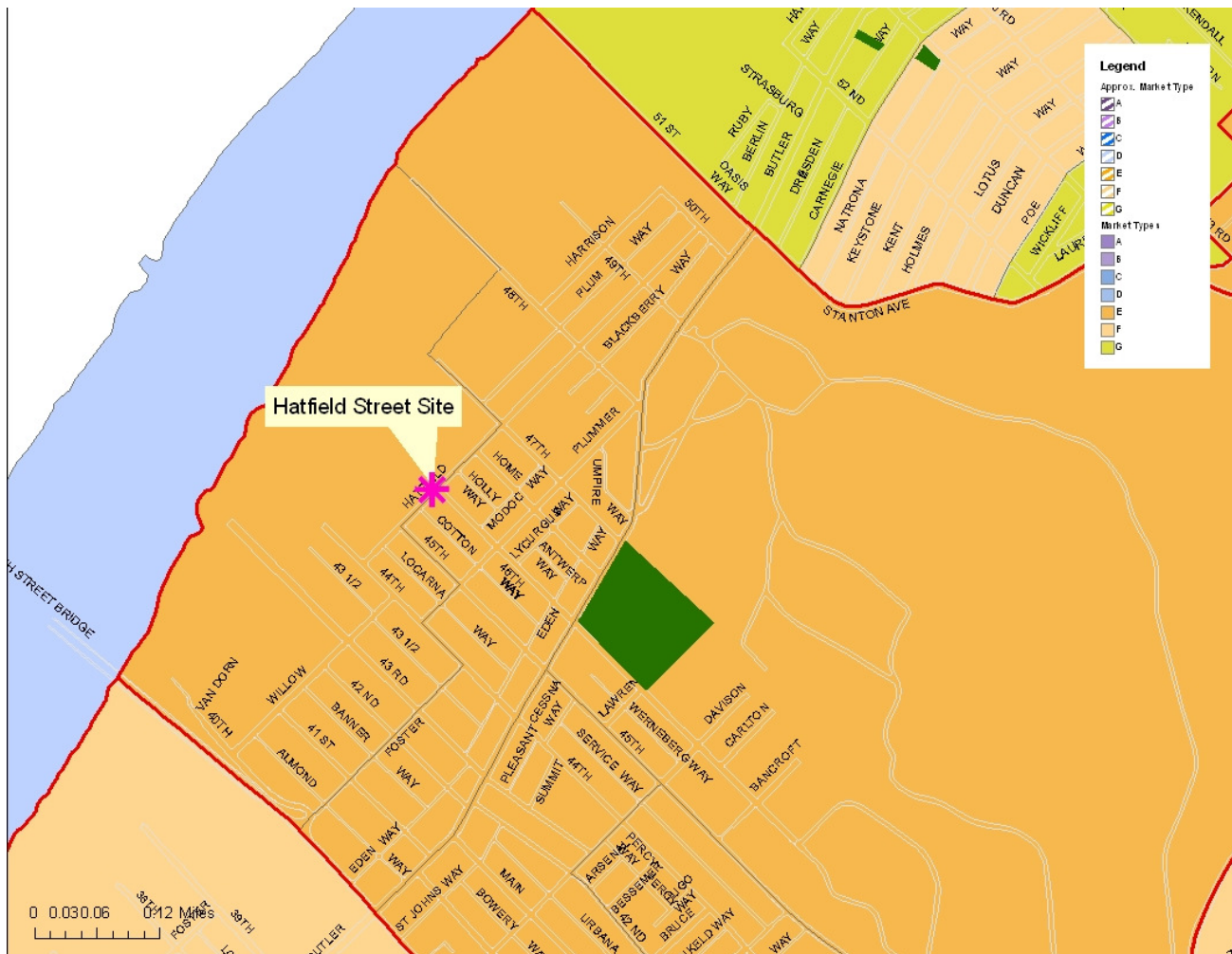
Description of MVA

In 2008, the City of Pittsburgh commissioned a Market Value Analysis (MVA) to provide a data based assessment of market conditions throughout the city. The Market Value Analysis (MVA) is a statistical tool that uses market data to classify geographic areas and produce a map of the varying market types. Market types are designated according to a clustering similar characteristics, including housing units, residential, sales prices, vacancy, percent commercial, new unit permits, code violations, foreclosures and section 8 rentals. Please see the following pages for the MVA Map and map legend:

Pittsburgh Cluster Characteristics

	Housing Units	Average Sale Price	Residential Vacancy	Percent Commercial	Permits for New Units	Code Violations	Mortgage Foreclosures	Section 8 Rentals
Dark Purple	2,463 (2.1%)	\$488,615	0.28	2.10	36	6.10	1.76	0.00
Light Purple	3,834 (3.2%)	\$338,026	0.71	1.65	49	5.67	1.10	0.03
Dark Blue	20,421 (17.1%)	\$200,382	1.08	8.58	25	6.98	6.62	2.03
Light Blue	23,603 (19.7%)	\$114,001	2.50	4.30	16	8.11	11.99	5.07
Light Yellow	28,883 (24.1%)	\$71,076	3.73	5.59	9	7.54	16.30	9.84
Dark Orange	26,626 (22.2%)	\$44,500	6.20	4.72	10	9.78	25.81	16.37
Light Green	13,843 (11.6%)	\$22,282	9.57	5.74	9	10.99	30.21	18.09
Average City Block Group		\$89,000	4.57	5.5	19	8.0	17.9	10.46





In 2008, the MVA placed Central Lawrenceville in MVA category E, which is higher than other parts of Lawrenceville but still the third lowest in the City. Because Children's Hospital opened in May 2009 and real estate activity has increased, an updated MVA will most likely show Central Lawrenceville in a higher level of housing market.

For more data resources please see:

http://www.city.pittsburgh.pa.us/communitydevelopment/data_resources.html

Community Process

The Lawrenceville Corporation is the community representative serving on the selection committee. Once a proposal is selected, the developer will present their plan to the Lawrenceville Planning Team to get community input on the project. For more information on the Lawrenceville Corporation, please see: www.lawrencevillecorp.com. For more information on the planning process in the community please contact: Maureen Ford, Executive Director, at Maureen@lawrencevillecorp.com.

Goals and Selection Criteria

The URA is seeking a developer(s) with the capacity and creativity to redevelopment these site(s) by following high standards and presenting the best project for the community. The developer(s) will be expected to coordinate the design and construction with the URA and to work closely with the Lawrenceville Corporation to ensure that the proposed project matches the community's revitalization goals. The architectural styles proposed should strike a balance between maintaining the dense urban fabric and scale of the surrounding residential area and explicitly referencing the industrial history right across the street.

Potential developers will be required to submit a \$1,000 good faith, refundable deposit with their proposals. The URA's intention is to select the developer with the highest quality plan that requires the least amount of public subsidy and enter into an option agreement which would enable the parties to undertake due diligence and establish a firm development schedule.

The URA's role in the City of Pittsburgh is not only as its redevelopment authority, but as its economic development agency. The goals of the authority are to create jobs, increase the city's tax base, and improve the vitality of businesses, neighborhoods, and the City as a whole. As the City of Pittsburgh continues to evolve in the global and regional market, it is important that development seeks to address goals that position the City of Pittsburgh strategically in this changing market environment. With those ideals in mind the URA also seeks to insure that developments include elements listed in the table below.

Goals	Contact/Resource
Community engagement in planning, design, and implementation of projects	For this project contact the Lawrenceville Corporation at 412-782-5100
Public art as a component in new development	For more information on public art resources contact the City of Pittsburgh's Art Commission at 412-255-2516
Sustainable/Green building practices	For more information on Sustainable Design and building materials/practices contact Matt Smuts, the URA Sustainable Design Coordinator at (412) 255-6430 or msmuts@ura.org
Minority and Women Business Enterprises participation	For more information on MWBE participation contact Chuck Powell MWBE Director at (412) 255-6611 or cpowell@ura.org

I. SCOPE OF PROJECT

WRITTEN AGREEMENT REQUIRED

The developer(s) must be willing to negotiate and enter into a written disposition agreement with the URA to design, finance, purchase and construct the development on the property. At the developer's request, the URA will provide copies of the standard agreements that will be used by the URA to begin negotiations with the selected developer.

DESIGN REVIEW PROCESS

The selected developer(s) will be expected to present schematic, design development and final construction documents for review and approval. The developer(s) will work with the URA and Lawrenceville Planning Team to obtain comments and review from neighborhood residents and organizations.

The developer(s) is/are responsible for designing a project(s) that meets the zoning regulations and building codes adopted by the City of Pittsburgh and otherwise complies with the law. The developer(s) must work closely with the URA, the Lawrenceville Planning Team, and the Planning Commission to provide a project consistent with the unique historic character of the building and scale of the surrounding community and complementary to the surrounding buildings and uses.

The developer(s) will need to consider sustainable/green design aspects of the development and must work closely with the URA's Sustainable Design Coordinator to maximize the sustainable/green features of the project. Developers are encouraged to define green goals during the pre-design phase and to use an integrative design process to realize the maximum success of green strategies at the minimum added cost

DISPOSITION VALUE AND TERMS

Each submitted proposal must include a letter stating the purchase price to be paid by the developer for the property. The developer's purchase of the property will occur simultaneously with the closing on the developer's construction financing, and after execution of the Disposition Agreement, approval of the final construction documents, and issuance of a building permit.

These sites have undergone over \$650,000 in acquisition, demolition, and remediation costs. The suggested price for the lot is \$950,000.00. Proceeds from the sale will be used to recapture costs and to make available subsidy for other developments in riskier markets throughout the City. This price was derived through assessment of similar comps throughout Lawrenceville and the added value of the remediation and assemblage of the sites.

Taxes, liability insurance, site security, and all aspects of owning and developing the property shall be the full responsibility of the Developer at the time of sale as specified in the Disposition Agreement.

PUBLIC CONTRIBUTIONS TO THE DEVELOPMENT

As previously stated, proposals requiring less public financing will generally be more competitive than those requiring significant subsidy. The appropriateness and amount of any type of public financing will be dependent on an analysis of the financing plan submitted by the developer and the availability of public funds. Potential public contributions include:

- Assistance with site design
- Assistance with filling financing gaps utilizing existing URA and other public financing programs, some of which are detailed at <http://www.ura.org>
- The former buildings on site have been remediated and demolished.

PROPOSAL COORDINATOR

For additional information concerning this Request for Proposals, interested parties may contact Claire Hosteny at (412) 255-6570 chosteny@ura.org.

II. SUBMISSION REQUIREMENTS

PROCEDURES FOR SUBMISSION OF RESPONSES TO RFP

The developer shall submit six (6) copies of all documents required as part of the RFP, as well as a CD with a digital version. Submissions must be hand delivered or delivered by postal or delivery service by the time indicated below; e-mail or electronic delivery will not be accepted. Submissions lacking one or more of the requested documents may be considered irregular. The URA reserves the right to reject any irregular submission and reserves the right to waive any irregularity in submissions.

It is the developer's sole responsibility to read and interpret this RFP and the written instructions contained herein.

Responses to the RFP shall be submitted to:

Kyra Straussman
Real Estate Director
Urban Redevelopment Authority of Pittsburgh
200 Ross Street, 12th Floor
Pittsburgh, PA 15219

Responses are due in the URA's office on or before **August 31, 2009 at noon**. Responses to the RFP that are not received in the URA offices prior to the time and date specified will be considered late. **LATE RESPONSES WILL NOT BE CONSIDERED FOR AWARD.**

It is the developer's responsibility to assure delivery of its proposal to the URA prior to or at the designated date and time. In order to facilitate review by the URA, please submit materials in keeping with the following format.

Developer will NOT be entitled to withdraw or amend their proposals for ninety (90) days after the submission of proposals.

THE DEVELOPER SHALL PROVIDE:

1. STATEMENT OF QUALIFICATIONS

- a. Identification of the type of legal entity with whom the URA would contract with and identification of any special purpose entity.
- b. Identification of the developer(s), including all joint venture or limited partners and percentage of interest.
- c. The developer's previous experience including, (1) brief description of similar projects (date, location, concept, land uses, square footage of commercial space, number of residential units, construction cost, leasing and/or sales strategy, (2) photographs of projects, (3) description and role of development entity, (4) current status of project, and (5) contacts enabling the URA to verify information.
- d. The Developer's previous experience in attracting equity investors.
- e. Evidence that the Developer, including joint venture partners, has the financial capability to carry out the proposed commitments. The Developer's two most recently audited financial statements shall be submitted CONFIDENTIALLY UNDER SEPARATE COVER, two copies only required. If the assets of the Developer as shown by the financial statements are not to be maintained at risk, either through agreement or the use of a single purpose business enterprise, then the proposed limiting agreement and capitalization of the single purpose entity should be stated.
- f. Organization and management approach, and role of each development partner and major consultant, in the implementation of the development.
- g. References for the Developer from financial institutions and community/city governments.

The URA shall have the right to verify the accuracy of all information submitted and to make such investigation, as it deems necessary to determine the ability of a prospective Developer to perform the obligations in the response. The URA reserves the right to reject any response where the available evidence or information does not satisfy the URA that the prospective Developer is qualified to carry out properly the obligations of the response, is a person or firm of good reputation or character for strict, complete and faithful performance of business obligations, or if the prospective Developer refuses to cooperate with and assist the URA in the making of such investigation.

2. DESIGN CONCEPTS

- a. A brief written description of the proposed development including an explanation of the manner in which the proposal meets the design objectives and requirements of project, as well as a description of the proposed for the new structure.
- b. A written description of the proposed construction of the property. It is required that the submission include conceptual land use plans, elevation drawings from adjoining streets, and identification of exterior material and finishes.

- c. The developer(s) shall include as part of the proposal letters of intent to lease from prospective tenants, letter(s) of intent from financial backers or lenders; and an evaluation of the market appeal of the proposed Property development concept.

3. FINANCIAL ANALYSIS

The developer(s) shall prepare and submit a financial analysis of the development including the developer's firm bid for the acquisition price of the property, equity contribution, construction cost estimate, square footage of development, square footage by type of space to be built (retail, office, residential), lease and operating expense estimates for the space, proposed financing, leasing timetable and lease, and operating expense estimates.

4. DEVELOPMENT SCHEDULE

The developer(s) should be prepared to complete the development of the property such that a Certificate of Occupancy has been issued 12 months from the selection of the proposal. The developer shall submit a development schedule for the proposed development indicating dates for major milestones, such as start of project design, construction bids, and start of construction. In addition, the following deadlines should be incorporated into the Development Schedule:

- Schematic design drawings to be completed within 45 days of the signing of the Purchase and Sale Agreement
- Design development drawings to be completed within 45 days of the approval of the schematic design
- Final design drawings to be completed within 60 days of the approval of the design development drawings.
- Closing shall be within 60 days of final approval of design documents, subject to compliance with all closing conditions.

5. MARKETING APPROACH

The developer(s) shall include a description of its marketing approach for leasing of the space in the development.

6. DEPOSIT

Along with the proposal, the developer shall submit a check (certified or cashier's) made payable to the Urban Redevelopment Authority of Pittsburgh in the amount of \$1,000.00 to serve as a deposit. Deposits will be returned to the developers who are not selected.

7. EARNEST MONEY

Upon selection, the developer shall submit a non-refundable check (certified or cashier's) made payable to the Urban Redevelopment Authority in the amount of \$1,000.00 as earnest money for the Purchase and Sale Agreement and Development Agreement. The developer(s) will be required to submit the earnest money within 10 days of being notified that it has been selected or forfeit its position and the URA will begin negotiations with an alternative developer selected by the URA. The \$1,000.00 earnest money shall be non-refundable in the event the developer, after performing its due diligence, elects to terminate the transaction. If the transaction is not terminated, the total \$1,000.00 proposal deposit and \$1,000.00 earnest money will then be applied toward the purchase price. Should the chosen development team be unable to perform for any reason, the developer shall forfeit

both the deposit and earnest money and the URA shall retain the \$2,000.00 as liquidated damages.

8. EXCEPTIONS

In the event that the developer desires to take exception to any term or condition set forth in the Agreements, as well as any request for modification to the Design Guidelines; **said exceptions must be clearly identified in Developer's response to this RFP.** Exceptions or deviations to any of the terms and conditions must not be added to the proposal pages but must be included separately as part of the Developer(s)' Statement of Preferred Scope of Development and Firm Bid.

III. SELECTION PROCESS AND CRITERIA

SELECTION PROCESS

Proposals will be reviewed by a team consisting of URA staff and Lawrenceville Corporation staff. After the team has completed its evaluation of the submittals, those developers who are short-listed may be asked to make oral presentations. Developers will be given interview time(s) to present their proposal according to the team's schedule. Proposals, however, may be accepted without oral presentations. After a developer is selected, they will present their plan to the Lawrenceville Planning Team.

Final selection of the developer(s) shall be made by the URA's Board of Directors.

SELECTION CRITERIA

For each parcel, the URA intends to make a subjective decision based upon information in the response to the RFP submitted by the developer, interviews, investigation of projects completed by the developer, and performance in previous undertakings.

The selected developer(s) will be chosen on the basis of quality of the proposed project and factors which may include, but are not limited to: minority and women business enterprise participation, job creation, substantially meeting the stated goals and objectives for the project, the purchase price that is proposed, the level of green design practices incorporated, consideration of greenspace, the incorporation of public art, the number of URA parcels included in the redevelopment proposal, developer's qualifications and experience, level and type of assistance requested, if any, the monetary value of the improvements, quality of proposed design and its compatibility with the historic character of the neighborhood, benefits to the community, developer's financial commitment and capabilities to undertake, complete and manage the project, as well as reasonableness of project pro-forma financial projections, including cost estimates, unit pricing, market analysis and operating expenses. In addition, strong preference will be given to proposals that result in taxable uses.

The URA shall be the sole judge as to which proposals best meet the selection criteria. The URA reserves, at its sole discretion, the right to reject any or all proposals received, to waive any submission requirements contained within this RFP, or to waive any irregularities in any submitted proposal.

ADDENDA TO RFP

Addenda to the Request for Proposals, if issued, will be on file in the office of the URA. In addition, all Addenda will be mailed to each person who received copies of the RFP provided they enter their name and address on the list maintained by the URA for such purpose. It is the responsibility of all parties submitting responses to the RFP to make inquiry as to the Addenda issued and to ascertain prior to submitting a response that all Addenda have been received. All such Addenda shall become part of the RFP documents and all respondents shall be bound by such Addenda, whether or not received by the respondents.

IV. MISCELLANEOUS

Developers are encouraged to confer with the URA prior to submitting their response. All proposals, including attachments, supplementary materials, addenda, etc. shall become the property of the URA and will not be returned.

The Developer, by submitting a response to the RFP, waives all rights to protest or seek any legal remedies whatsoever regarding any aspect of the RFP, the URA's selection of a Developer with whom it enters into negotiations, the URA's rejection of any or all responses and any subsequent Disposition Agreement that might be entered into as a result of the Request for Proposals.

The Developer, its employees, contractors, and primary subcontractors will not discriminate against or segregate any person or group of persons on any unlawful basis in the construction, sale, transfer, use, occupancy, tenure or enjoyment of the property or any improvements erected or to be erected thereon, or any part thereof.

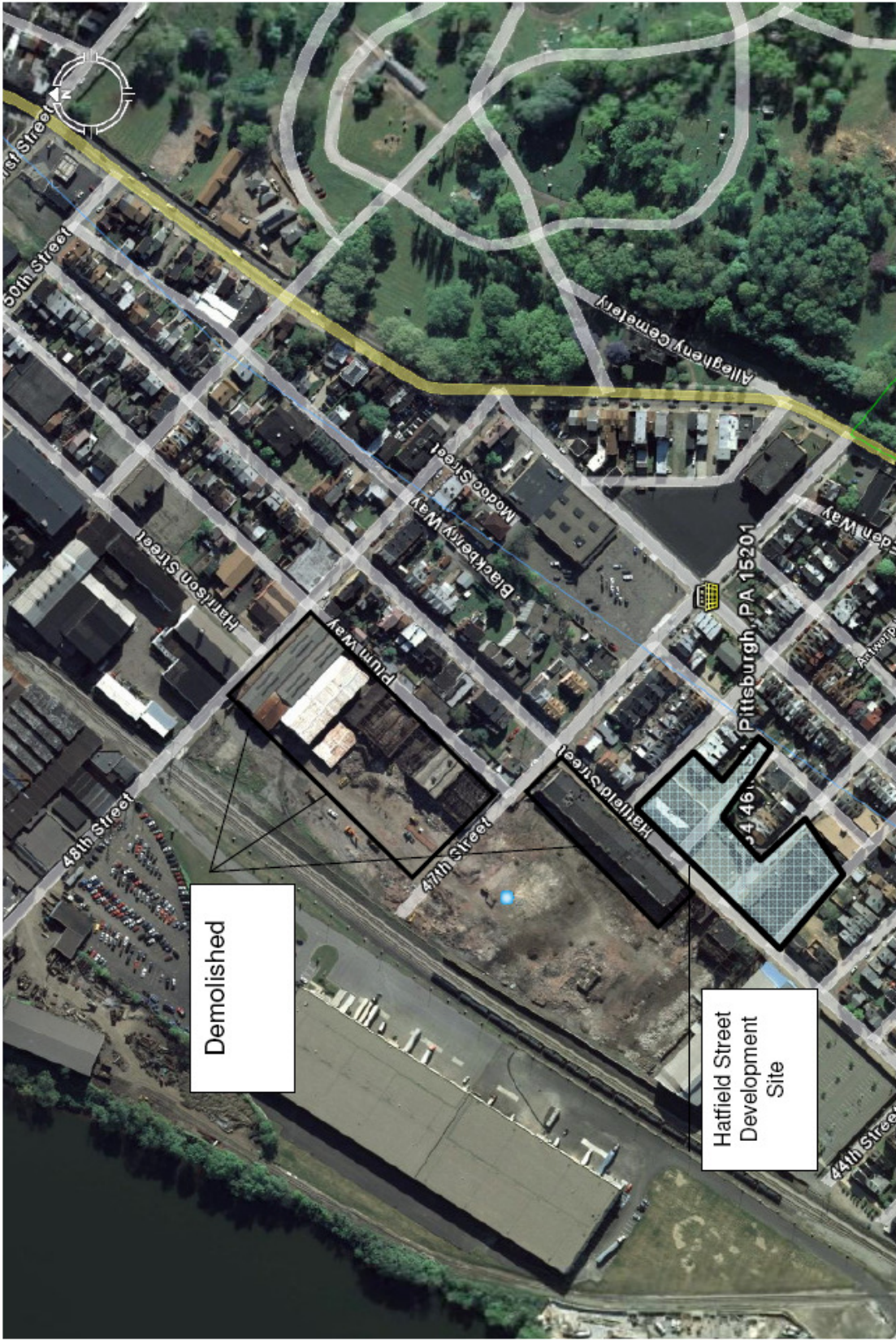
URA AND CITY NON-LIABILITY AND RELATED MATTERS

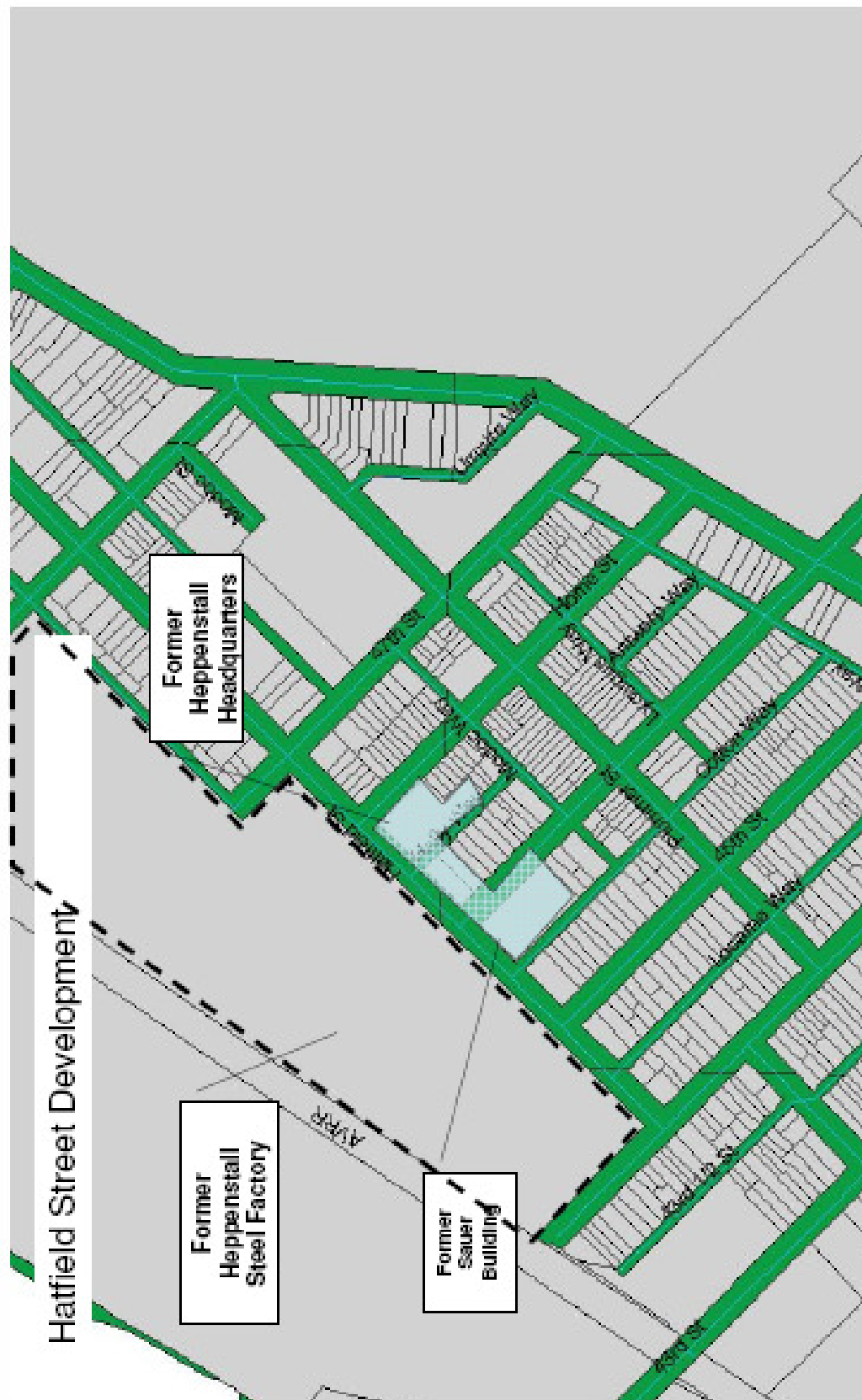
1. Inspection of Parcel. Developers shall be given an opportunity to inspect the parcel and the title to the parcel, among other things. If the developer is selected and elects to proceed after exercising its due diligence, it shall acquire or take possession of the parcel(s) in "AS-IS" CONDITION.
2. Building Permits, Zoning Variances, and Financial Viability. The URA through the sale of the Property(ies) in no way guarantees or warrants demolition permits, building permits, zoning variances, or financial viability.
3. URA Discretion, Non-Liability, Waivers and Hold Harmless. Developer acknowledges by submitting information and proposals to the URA that the URA and the City do not undertake and shall have no liability with respect to the development program, the RFP, and responses thereto nor with respect to any matters related to any submission by a developer. By submitting a proposal in response to the RFP, the developer releases the URA and the City from all liability with respect to the development program, the RFP and all matters related thereto, covenants not to sue the URA or City regarding such matter and agrees to hold the URA and the City harmless from any claims made by the Developer or anyone claiming by through or under the Developer in connection therewith.

4. Minority/Women Owned Business Enterprises (M/WBE) Requirements. The URA requires that all redevelopers demonstrate a good faith effort to obtain minority and women owned business participation in work performed in connection with URA projects. The URA acknowledges the City of Pittsburgh's goal of eighteen percent (18%) minority and seven percent (7%) female participation in predevelopment activities such as design or legal as well as construction contracts and purchases and will strive to achieve these goals. The successful applicant will be required to submit an M/WBE plan as part of the project approval process.

V. EXHIBITS

- A. Aerial View
- B. Site Map with the location of the RFP Parcel
- C. Letter from community regarding reuse
- D. Green Design Initiative and Incentives
- E. Lawrenceville Corporation's Mission Statement







**LAWRENCEVILLE
CORPORATION**

June 29, 2008

Ms. Kyrä Straussman
Director of Real Estate
Urban Redevelopment Authority of Pittsburgh
200 Ross Street
Pittsburgh 15219-2089

RE: Former Heppenstall Headquarters Property
46th and Hatfield Streets

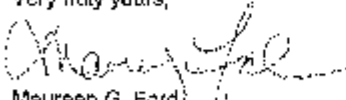
Dear Kyrä:

The Lawrenceville Corporation (LC) appreciates having the ability to provide input into the redevelopment plans for the property that the URA owns at 46th and Hatfield Streets. And we will gladly assist in the review of proposals and final recommendation.

Given the surrounding neighborhood, the LC would be more incline to support a residential redevelopment project on this site over a commercial or industrial use. We would like to see a project that would fit into the neighborhood's density and provide housing options that would meet the needs of the community.

LC will work with the prospective developer to engage the community for their input and support of the final project. If any other assistance is needed, please let us know.

Very truly yours,


Maureen G. Ford
Executive Director

6170 Butler Street
Pittsburgh, PA 15201

(T) 412.702.6100
(F) 412.702.5022

www.lawrencevillecorp.com
www.lawrenceville-pgh.com

Exhibit D: Green Design Initiative and Incentives

The URA has adopted a Sustainability and Green Design Policy which includes all aspects of the Authority's activities from day-to-day office operations to the development of large scale mixed use developments. The purpose of this policy is to reduce the negative environmental impacts of the organization's activities while simultaneously responding to the increasing market demand for products and services that are more environmentally benign. For businesses, green buildings can offer economic advantages including lower operating costs, increased productivity of building occupants, and higher retail sales rates. Green residential developments provide occupants with lower monthly utility bills as well as increased comfort and indoor air quality.

Pittsburgh is recognized as a leader in the construction of green buildings (currently ranked third behind Seattle and Portland in the number of LEED certified projects) and the URA feels that the maintenance of this position is advantageous both as a marketing tool for the city and because it provides a market advantage to organizations housed within these buildings. In order to encourage sustainable development, the URA is offering lower interest rates on Urban Development Fund, Technology Zone/ Enterprise Zone, and Pittsburgh Business Growth Fund loans for projects that achieve certification under the United States Green Building Council's (USGBC) LEED program. The interest rate reduction increases with the level of certification achieved and varies from 2.5% below the Enterprise Zone Rate for Platinum certified projects to a 1% reduction for Silver certification. The Enterprise Zone rate is used as the base rate whether or not the project is located in an Enterprise Zone. Details of these loan programs can be viewed at:

Technology Zone/ Enterprise Zone

<http://www.ura.org/technologyZoneBackground.html>

The current schedule for these LEED interest rate reductions is as follows:

	Current EZ Rate*	LEED Reduction	LEED Rate	Direct Payment Reduction	LEED w/ Direct Payment Rate
LEED Platinum	5.25%	-2.5%	2.75%	-0.5%	2.25%
LEED Gold	5.25%	-1.75%	3.5%	-0.5%	3.0%
LEED Silver	5.25%	-1.0%	4.25%	-0.5%	3.75%

* As of 12/7/07

NOTE: Projects pursuing LEED certification will be offered the EZ rate during the construction and pre-LEED certification period. The above reduced rates will be applied upon proof of the project receiving United States Green Building Council LEED certification.

It is extremely important that green strategies are incorporated into projects during the pre-design phase in order to realize the most cost effective implementation strategies. The URA encourages developers to contact Sustainable Design Coordinator Matthew Smuts (msmuts@ura.org) to discuss goals and strategies for incorporating sustainability into projects.

Exhibit E: Lawrenceville Corporation's Mission Statement

The **mission** of the Lawrenceville Corporation is: "to act as a catalyst and conduit for reinvestment in the Lawrenceville community."

Our **vision** for the community includes the following elements:

- A diverse community that embraces newcomers and long-time residents, homeowners and renters, children and senior citizens, low-income and middle-class families alike.
- A thriving and competitive business district that attracts customers from around the region with unique stores and products, while continuing to meet the day-to-day needs of community residents.
- A safe, healthy and clean community free from crime, drugs, prostitution, violence and litter.
- An attractive neighborhood full of amenities including shopping, restaurants, green space, parks and recreational facilities.

The LC is guided in its work by five **main principles**.

- Preserve Authenticity: preserve community diversity and working class heritage; and build on existing architectural assets
- Strategically Target Development Efforts: geographically concentrate development to maximize impact in targeted areas that have been identified as priorities by strategic or community planning processes
- Market Our Assets: understand the neighborhood's assets and its potential role in the city or regional marketplace; target regional and local customers that will advance our neighborhood's revitalization; and develop lines of business that promote the neighborhood's assets
- Support High Quality Design: insist on top-notch design standards for all development and projects in the community
- Engage in Visionary and Participatory Planning: work with local stakeholders to creatively envision the future potential of the neighborhood while keeping an eye on national and regional trends and local opportunities