



March 29, 2017

Attn: Svetlana Ipatova and Jack Miller
Zoning Board of Adjustment
Department of City Planning
200 Ross Street, Fourth Floor
Pittsburgh, PA 15219

Re: 4520 Penn Avenue

Dear Esteemed Members of the Zoning Board:

On behalf of Bloomfield Development Corporation (BDC), I write today to convey the community opinion and resolution as voted on by the BDC board of directors on the variances sought by Michael Kratsas of M.P. Kratsas for proposed development of the property located at 4520 Penn Avenue.

On March 23, 2017, BDC convened an open and public community meeting attended by over 15 community members and stakeholders. Michael Kratsas, representative of the developer, presented redesigned plans to erect a 4-story, 44-foot tall hotel development on the site with internal parking. The community process for this development reflects the community's existing process, and provides a forum where proposed development projects can be discussed, vetted, and measured against community plans and priorities.

4520 Penn Avenue plans were redesigned in response to community feedback given at meeting on December 14, 2016 and January 30, 2017. While plans and drawings showed clear inconsistencies among them, the consensus was to support the special zoning exceptions required by the hotel development. Significant concerns remain regarding the design of the building, including lighting, signage, façade materials, and landscape plans. Plans show inconsistencies between drawings in the same packet in height, material color and placement are unclear, and the Penn Avenue and Comrie Way façades have not been clearly rendered.

BDC board of directors passed a resolution of support with conditions on March 29, 2017 of the special exceptions requested by the developer and made to the Zoning Board of Adjustment. Because Mr. Kratsas is a representative for the developer and may not be part of the construction and operation phases, we request that the following eleven conditions of support, agreed to by Mr. Kratsas, be included in the occupancy permit:

1. The community be invited to review and give feedback on the design of the structure prior to the design being finalized, with the developer's representatives in attendance, and that the developer provide confirmation of completion of the following ten items in writing.
2. Construction parking be provided off-site and use enforced by the developer and contractors. Parking on neighborhood streets will not be permitted.



3. Garbage collection restricted to between the hours of 12pm and 5pm.
4. All parking for employees will be contained on-site or provided at a designated off-site location, and will not allow parking on city streets.
5. All parking for guests will be contained on-site or provided at a designated off-site location, and will not allow parking on city streets. Upon check in, guests will be told that towing is actively enforced on residential streets and asked not to park on adjacent streets.
6. Windows in the pool area be frosted to deter views into Comrie Way residences.
7. Shielding erected between rooftop air conditioning units and Comrie Way to direct noise away from residences.
8. A wall blocking sidewalk access into the governor's drive in all plans be removed, as well as any potential obstruction on pedestrian walkways.
9. A public entrance to the hotel lobby be incorporated directly on Penn Avenue and be consistently activated and usable by anyone wishing to access the hotel.
10. Zebra crosswalk striping be added across the governor's drive access points to highlight the pedestrian sidewalk. Additional pedestrian right of way signage will be added at the north side of the governor's drive.
11. The 8-foot rear setback incorporate irrigated landscaping to increase neighborhood greenspace and discourage parking or pull-offs.

The developer and hotel chain are encouraged to look for opportunities to reflect the spirit and context of the neighborhoods in the design by incorporating local products, i.e. glass, metal railings, and local art. Additionally, it is encouraged that a façade mural be considered on Comrie Way, which will discourage graffiti and break up a large and monotonous façade.

We thank the Zoning Board for their further consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Christina Howell", is written over a light blue horizontal line.

Christina Howell
Executive Director, Bloomfield Development Corp.