



# ROYAL HERITAGE

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## Greater Pittsburgh Coliseum Redevelopment Proposal

7310 FRANKSTOWN AVE PITTSBURGH, PA 15208

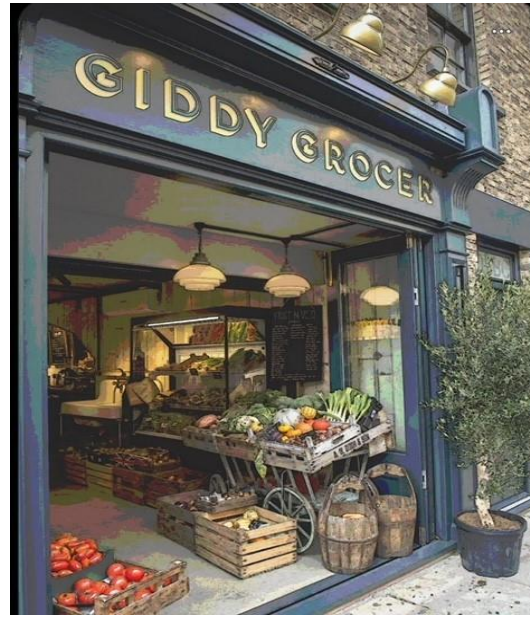
Main entrance - Front lawn example



Food hall seating and social gathering space



Frankstown Ave., facing side - store front design examples



## 1. Design synopsis

The right design solution for this neighborhood anchor space, is one that fulfills the needs of its residents through versatility and foresight.

The proposed development will benefit the community in several ways by not only stimulating economic growth for the area but creating local jobs alongside opportunities for entrepreneurship.

This space shatters traditional retail concepts by being a social hub at its core. With indoor and outdoor green spaces, eateries, a restaurant, and an educational cooking facility, grocery store and a rooftop garden, this once loved building will again sever as the heartbeat and epicenter of growth for its community.

**a. Food stalls** - 8-12 of varying size cook and server stations. Some with counter seating. Offering ranging from coffee and juice bars to fusion flavors and sandwiches.

**b. Restaurants** - 2 popular brands with traditional designs and seated dining area. Will serve as advertising and traffic anchors for the marketplace.

**c. Fresh market** - mid- sized market. Will partner with local famers and Pittsburgh brands to fill and sell fresh produce, meats, cheeses, and spices.

**d. Teaching kitchen** - This will be established as a space to host an after-school cooking program for kids. Children will learn the essential life skill of cooking. During this program students will be introduced to agriculture, gardening, cultural diversity, and budgeting.

**e. Event space** - There will be 3 dedicated indoor areas. Large 300-person capacity. Medium 150-person capacity. Small 50-person capacity. Available for private and public gatherings.

**f. Greenspace** - The outdoor area will posses the capacity for set-up teardown concert stage with a projection screen. Along with a small fountain and splash pad area.

**g. Roof top garden** - Open to the public. Will be a sub divided multifunctional gardening space.

**2. Development Timeline** – may vary depending on building and adjacent property acquisition process, permitting and weather.

- a. finalizes design 3-6 months
- b. approvals & permitting 6-8 months
- c. construction 12-18 months

**3. Financial-** see attached

Royal Heritage is supported in its endeavor to purchase and develop the property by several interested capital investment groups. Further documentation, LOIs and proof of funds will be provided upon selection of this proposal. There are no gaps in funding, nor will there be a need for grants, public funding, or fundraising. Detailed financial breakdown will be given once we have received building sell price.

**4. Community Impact**

The marketplace will breathe life into Homewood by solving some of the neighborhoods most pressing issues. Implementing a development that houses and is available for such diverse uses will allow it to become a community staple that endures.

In addition to creating jobs, there will be an afterschool program and a food market as well as small and large event spaces.

All offerings will have a significant impact on the resident's way of life by providing much needed resources within minutes of their homes. The marketplace will bolster productivity and growth with the domino effect being a thriving neighborhood that adds values to the city.

Food halls are not only great gathering places, but they are also exciting tourist destinations and key anchor developments that catapult rehabilitation efforts in underserved areas that enable communities to thrive again.

## **a. Job Creation**

Food hall, marketplace developments bring hundreds of jobs to the area. From construction and landscaping to building maintenance and administrative. While each vendor will oversee its own staff, all building personnel, including those working on rooftop garden, will be directly employed by the marketplace.

## **b. Hiring**

In effort to attract local talent we will start with flyers and a community job fair then expand by incorporating traditional online strategies, such as employment websites like Indeed.

## **c. Community engagement**

The residence of Homewood will play an active role in every phase of the marketplace. From the build design to the types of vendors in the food hall. Our goal is to create a space that embodies the spirit and culture of its residents. We will work with local artist to create murals for the building's interior and property walkways.

## **5. Experience**

Royal Heritage is a Florida registered company that was created with the purpose of providing both design and construction services to clients. We proudly bring to the table a team of individuals with a proven and successful track record in the field of design and construction ranging from schools, theatres and churches to residential communities, medical facilities, and commercial buildings.

## **6. Team**

The team for the marketplace development will be a joint venture between Royal Heritage and Kingdom Contracting along with other firms in a supporting role and a consulting capacity.

This duo is well out fitted with commercial architects and engineers and contractors with a variety of experience.

Detailed and specific information will be given upon proposal approval.