



April 4, 2022

How Presbyterian SeniorCare is designing “signature corner” for Oakland Pride project on Forbes

By Tim Schooley



Presbyterian SeniorCare and its partner, Affirmative Investments, have decided upon a design and an approach for what is expected to be the region’s first affordable housing development dedicated to the region’s LGBTQ senior community.

Working with Strip District-based Rothschild Doyno Collaborative on the design, they’re calling the project Oakland Pride. The goal is to establish approval from the Pittsburgh Zoning Board of Adjustment for the project, which will need a variance for setbacks

and a special exception to build a structure of five and six stories that will reach 70 feet high. The project will seek a Low-Income Housing Tax Credit from the Pennsylvania Housing Finance Agency this summer.

The development team presented the design for the project before a development activities Zoom meeting hosted by the City of Pittsburgh Department of City Planning on Monday evening.

“I’m especially pleased with this project since it emerges from the

LGBTQ community,” said David Ennis, an executive with Affirmative Investments during the Zoom presentation. “For me, this is an important project.”

Oakland Pride is proposed to be a 51-unit project slated for a triangular parcel of land at 3129 to 3133 Forbes Ave., a site at a western gateway to the Oakland community.

Daniel Rothschild, a principal with Rothschild Doyno, explained the need for such a project.

“This cohort faces intense



April 4, 2022

housing discrimination,” he said for a project expected to be rare for the country as well as a first for the region.

Rothschild told the Zoom audience that the site is close to two of the original homes of famed artist Andy Warhol.

“In his time, Andy Warhol was one of the most recognizable gay men in America,” he said, explaining that he and the rest of the design team for the project are exploring how “that energy will be felt on our site” and perhaps somehow be reflected in the project.

Rothschild said the building’s height will be below that of many of its neighbors, feature common space and terraces on its floors. The building is expected to consist of one- and two-bedroom units, he added, with the one bedrooms typically offering about 700 square feet of space.

Oakland Pride is striving to be a fully electrified building that won’t use fossil fuels and be energy efficient.

In a neighborhood in which parking is always in demand, Rothschild said the building will include about 26 parking spaces

but added that it’s for a project in which only about one-fourth to one-third of the residents typically have their own car.

A parklet on the corner of the site is also under consideration for the project.

“We fashioned this building as being a beacon of light, welcoming people to Oakland,” he said. “This project can say a lot about diversity and being inclusive.”

If the project receives a competitive LITEC credit this year, Rothschild said Oakland Pride could be built in 2023.