



SALE OFFERING MEMORANDUM
**5th Avenue Development
Opportunity | Uptown**

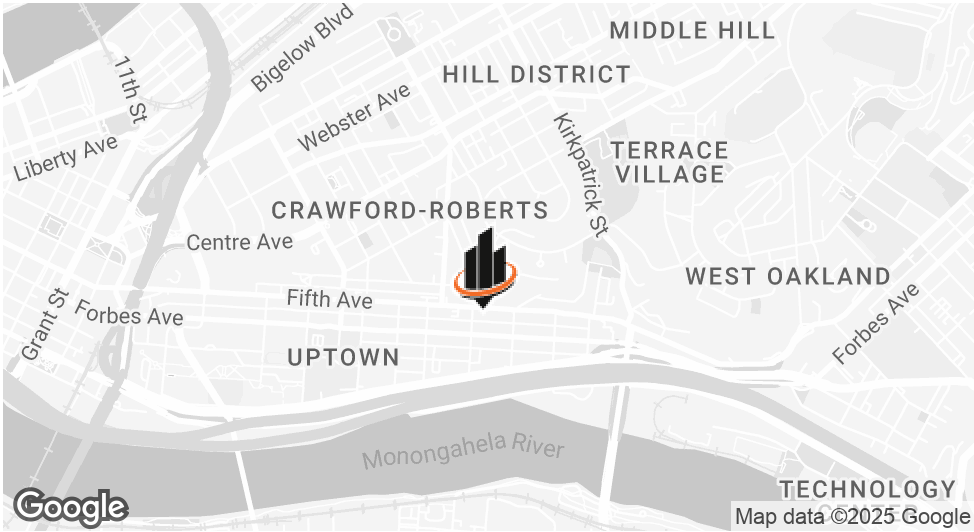
1911 WATSON ST
Pittsburgh, PA 15219

PRESENTED BY:

JOHN WESTERMANN
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1911 WATSON ST
13,892 SF

PROPERTY SUMMARY



OFFERING SUMMARY

SALE PRICE:	\$1,324,000
LOT SIZE:	13,892 SF
PRICE / ACRE:	\$4,151,558
ZONING:	UPR-B Uptown Public Realm District B
MARKET:	Pittsburgh
SUBMARKET:	Uptown

PROPERTY OVERVIEW

SVN Three Rivers Commercial Advisors is pleased to present +/- 14,000 sf of land for sale in Pittsburgh's growing Uptown District. Located along 5th Avenue-between Downtown and Oakland, this prime development opportunity features easy access to both neighborhoods and the greater region via I-376. The parcels collectively have a 1911 Watson St address, as they have frontage on 5th Avenue to the north and Watson St to the south.

PROPERTY HIGHLIGHTS

- Assembly of 6 Contiguous Parcels Totaling +/- 13,892 SF
- Excellent location between Downtown and Oakland
- Several Large Ongoing Development Projects Nearby
- Within the Central Pittsburgh Opportunity Zone
- Easy Access to I-376

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LOT OVERVIEW

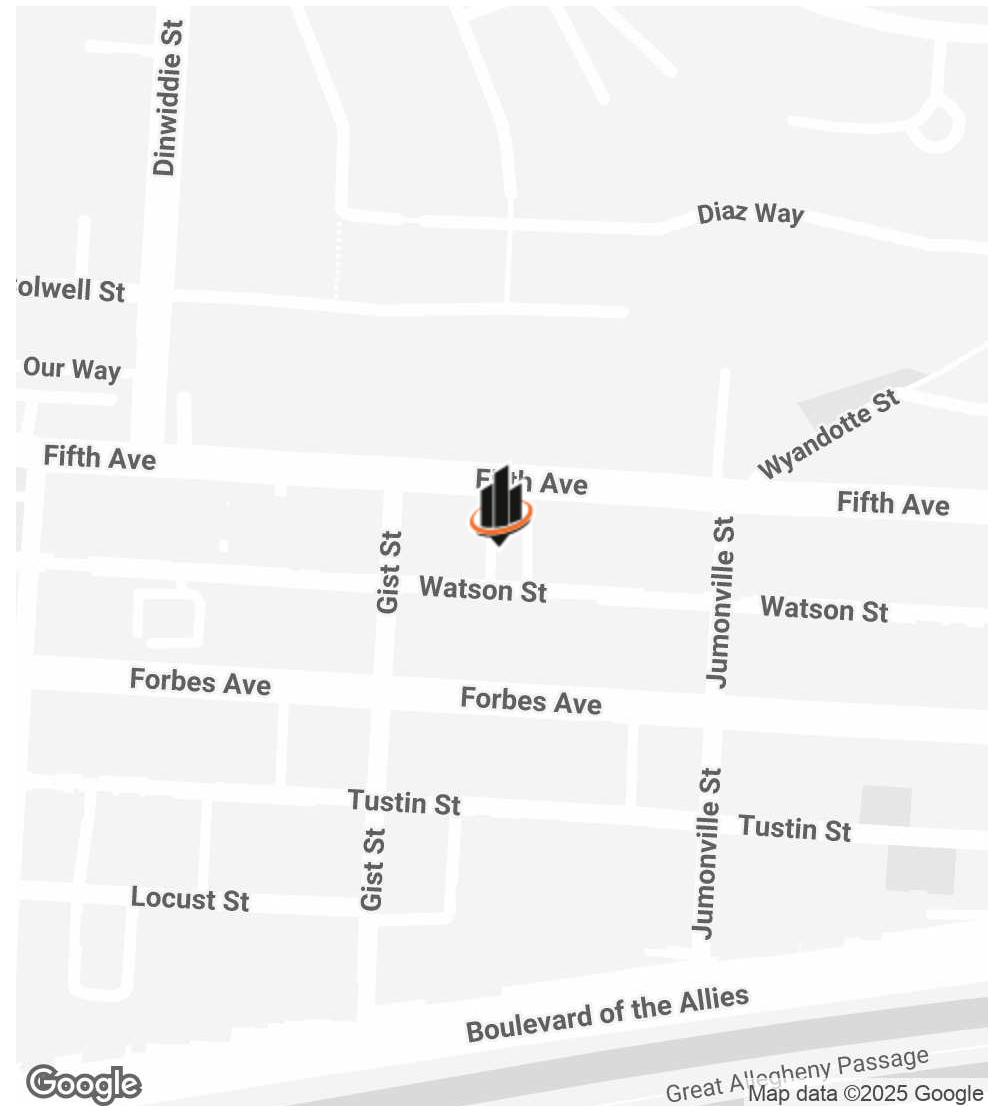
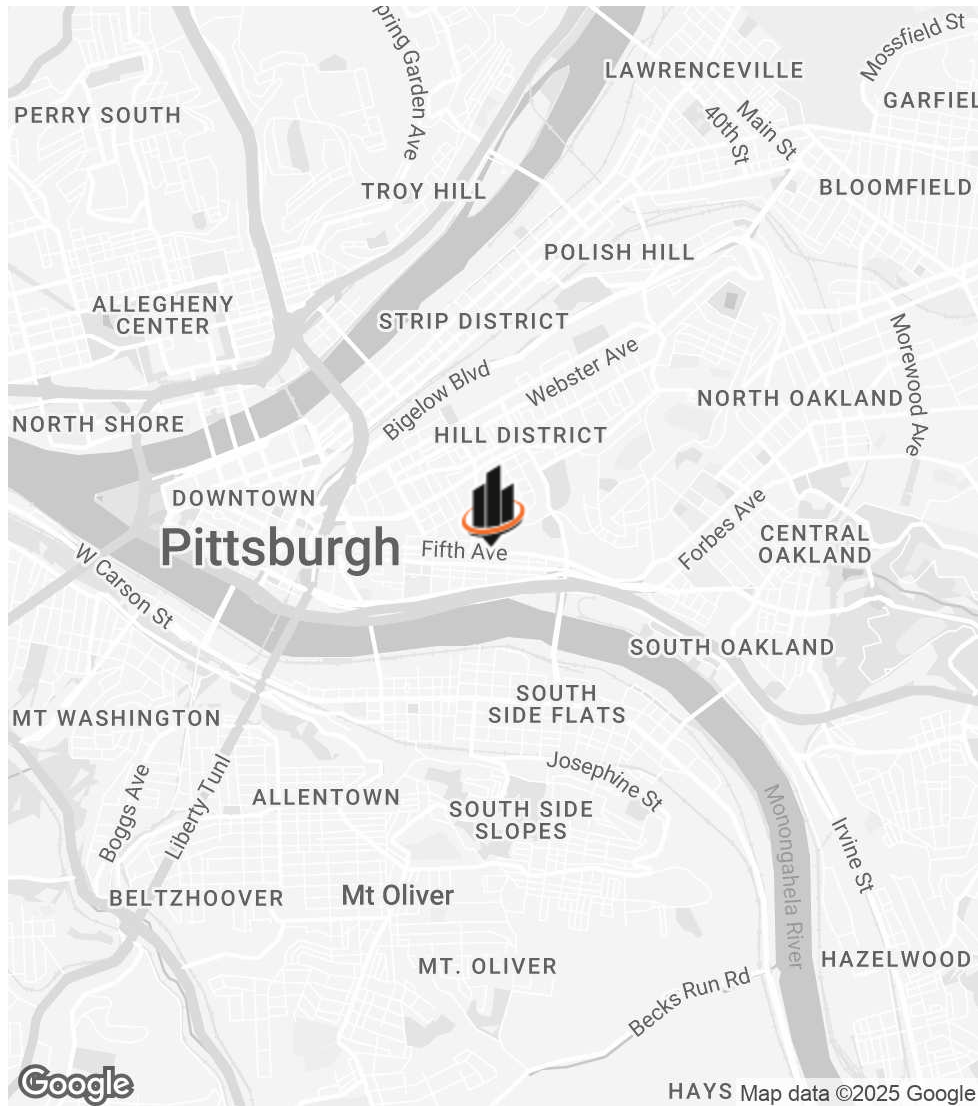
OF LOTS 6 | TOTAL LOT SIZE 464 - 3,841 SF | ZONED UPR-B |

ADDRESS	APN	SIZE	ZONING
1911 Watson St	11-J-33	3,841 SF	UPR-B
1911 Watson St	11-J-36	884 SF	UPR-B
1911 Watson St	11-J-38	464 SF	UPR-B
1911 Watson St	11-J-389	2,774 SF	UPR-B
1911 Watson St	11-J-340	3,095 SF	UPR-B
1911 Watson St	11-J-341	2,834 SF	UPR-B



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LOCATION MAPS



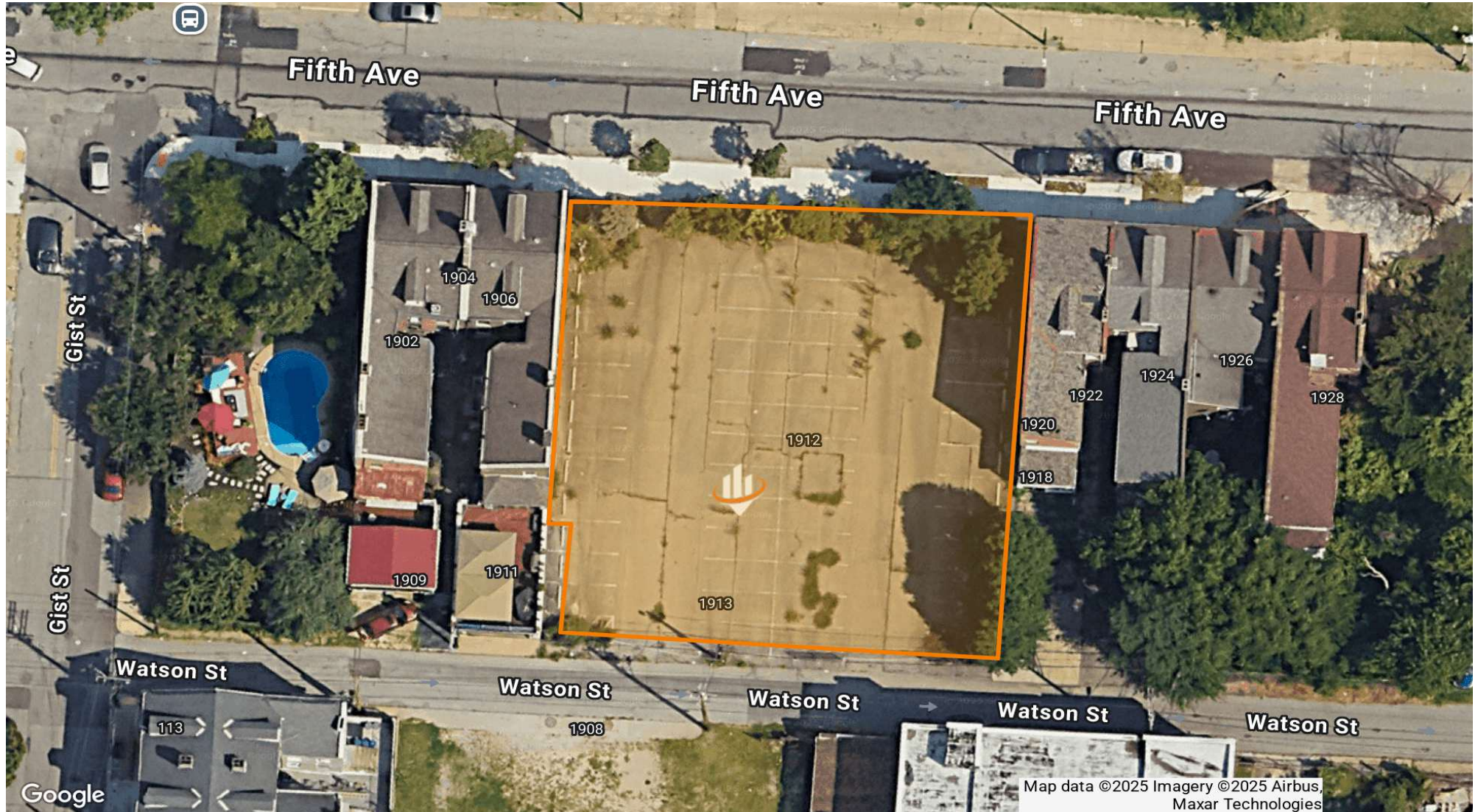
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PARCEL MAP



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AREA OVERVIEW



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UPTOWN DEVELOPMENT PIPELINE - UPDATED 2025

COMPLETED

- **Duquesne University Dormitory** – 12-story dormitory (229 bedrooms) with public green space amenity
- **Duquesne University College of Osteopathic Medicine** – 80,000 sf building on Forbes Av, plus 20,000 sf of renovated existing space for health sciences library and Center for Student Wellbeing
- **UPMC Vision and Rehabilitation Tower** – 410,000 sf (9 story) tower

IN DEVELOPMENT APPROVAL PROCESS

- **Phoenix on Forbes by GSX Ventures** – 211-unit luxury apartment building with 10,000 sf Amenity Space and 150 integral car parking spaces
- **5th and Van Braam - Stough and GBBN** – multifamily, mixed-use project for the 1600 block of 5th Avenue
- **Fifth & Dinwiddie West x Bridging the Gap** – Mixed-use development with new construction and adaptive reuse
- **1903 Fifth by Fountain Residential Partners** – 255-unit housing development targeting Pittsburgh's student population and entry-level workforce

APPROVED AND/OR BROKEN GROUND

- **Lower Hill Development x The Buccini/Pollin Group**
- **Uptown Flats by Bethlehem Haven** – 26 updated single-room occupancy (SRO) units and 36 apartments along 1400 – 1410 Fifth Avenue.
- **Capitol Suites by MEDCO** – Fifth Avenue at Crawford St
- **Jubilee Kitchen Expansion and Renovation**
- **Westrise Capital's Uptown Flats** – 24,000 sf adaptive reuse, new residential construction and expanded commercial space at Tustin and Jumonville Streets
- **The Standard on Fifth by Beacon Communities and Uptown Partners of Pittsburgh** – 51 unit affordable housing development
- **Duquesne Light Watson Street Sub Station** – Adds capacity for Uptown university and hospital growth through once-in-a-generation investment in new facilities

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CENTRAL PITTSBURGH OPPORTUNITY ZONE

Central Pittsburgh Opportunity Zone

- Total Population: 12,424
- Population Change (2010 – 2016): 12.53%
- Percentage of Population with a Bachelors Degree: 8%
- Total Housing Units: 3,853
- Housing Change (2010 – 2016): 1.67%
- Average Monthly Housing Cost: \$518
- Median Household Income: \$19,045
- Total Opportunity Zone Jobs: 3,548
- Top 3 Industries
 - Education, Healthcare, and Social Services (38%)
 - Retail Trade (16%)
 - Arts, Entertainment, Accommodation, & Food Services (12%)

<https://www.ura.org/pages/opportunity-zones>

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23

UPTOWN SUBDISTRICT B/UPR-B: RESIDENTIAL CORE



CONDITIONS OF APPROVAL FOR SPECIAL EXCEPTIONS

- Parking, Structured (General) uses shall not be permitted unless at least three (3) of the following site features are included:
- On-site renewable energy generation;
- Combined heat and power with battery storage;
- Connection to district energy system;
- Connection to smart/micro-energy grid;
- Secured bike storage;
- Bike share station;
- Electric vehicle charging for 10% of spaces;
- Green infrastructure that mitigates stormwater runoff from the right-of-way;
- Air or other environmental quality monitors;
- Neighborhood scale recycling collection station; and
- Neighborhood scale compost station.

PERMITTED USES BY RIGHT

- Housing for the Elderly (Limited & General)
- Grocery Store (General)
- Laboratory/Research Services (General)
- Office (General)
- Recycling Collection Station
- Restaurant (General)
- Retail Sales & Services (General)
- Sidewalk Cafe

NOT PERMITTED

- Controlled Substance Dispensation Facility
- Excavation/Grading/Fill, Major
- Hotel/Motel (General)
- Service Station
- Vehicle/Equipment Sales

SPECIAL EXCEPTIONS

- Agriculture (General & Limited)
- Agriculture (Limited) with Beekeeping
- Hotel/Motel (Limited)
- Manufacturing and Assembly (Limited & General)
- Nursery, Retail (Limited & General)
- Parking Structure (General)
- Incinerator, Solid Waste
- Recycling Processing Center
- Warehouse (Limited)
- Welding or Machine Shop

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SITE DEVELOPMENT STANDARDS

STANDARD REGULATION	UPR-B
MINIMUM LOT SIZE	None
MINIMUM HEIGHT	20 Feet
MAXIMUM HEIGHT WITHOUT BONUS	40 Feet
MAXIMUM HEIGHT WITH BONUS	70 Feet
MINIMUM INTERIOR SIDEYARD SETBACKS	0 Feet
MINIMUM FRONT AND EXTERIOR SIDEYARD SETBACKS	
FIRST 40 FEET FROM GROUND LEVEL	0 Feet
41-70 FEET FROM GROUND LEVEL	10 Feet
HEIGHTS ARE MEASURED FROM GRADE ON PRIMARY FRONTAGE.	

STANDARD REGULATION	UPR-B
MINIMUM REAR SETBACK	
WHEN NOT ADJACENT TO WAY, TUSTIN STREET OR WATSON STREET	20 Feet
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DEMOGRAPHICS MAP & REPORT

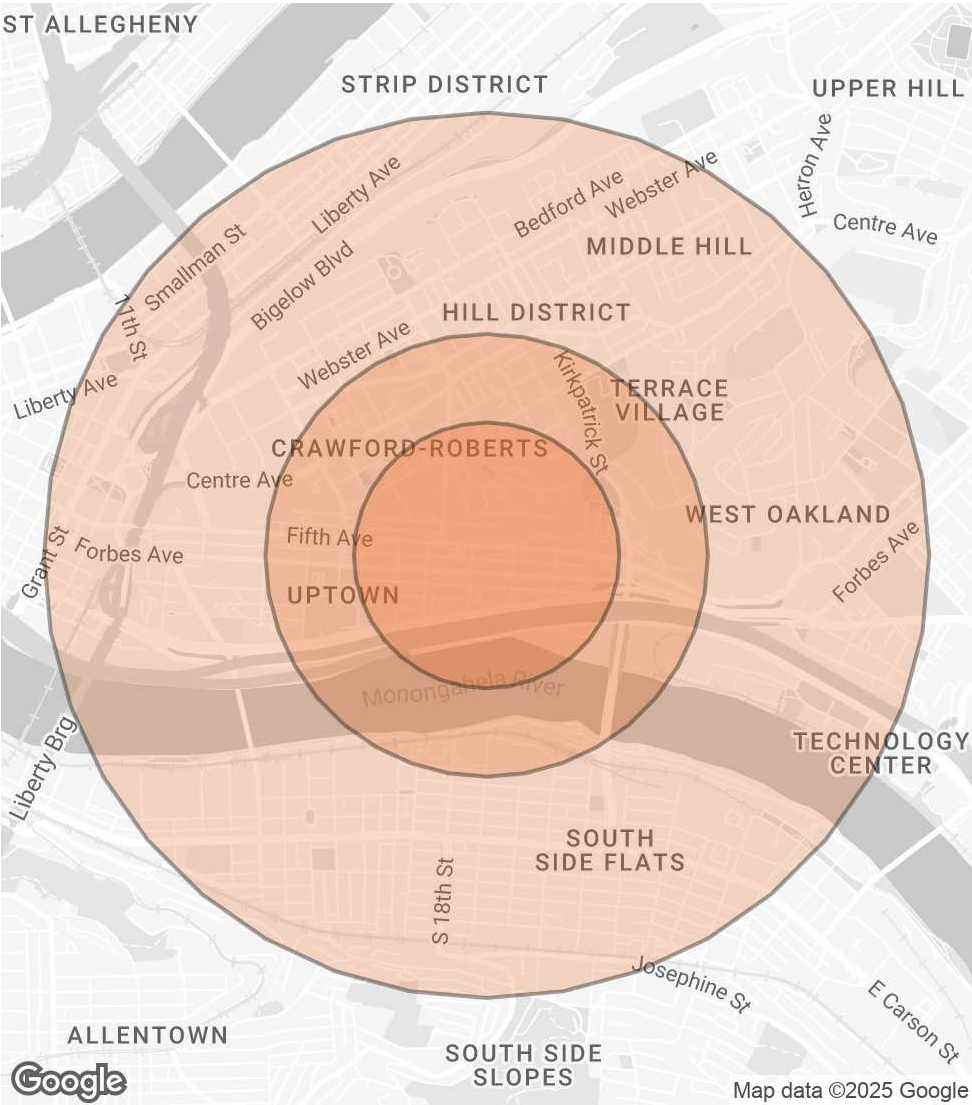
POPULATION

	0.3 MILES	0.5 MILES	1 MILE
TOTAL POPULATION	1,634	4,448	26,412
AVERAGE AGE	38	35	34
AVERAGE AGE (MALE)	36	32	33
AVERAGE AGE (FEMALE)	40	36	35

HOUSEHOLDS & INCOME 0.3 MILES 0.5 MILES 1 MILE

TOTAL HOUSEHOLDS	811	1,837	10,268
# OF PERSONS PER HH	2	2.4	2.6
AVERAGE HH INCOME	\$52,374	\$60,381	\$72,889
AVERAGE HOUSE VALUE	\$228,686	\$269,474	\$289,896

* Demographic data derived from 2020 ACS - US Census



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