

Philadelphia City Planning Commission

**Summary Report of Public Feedback
on Six Proposals for a Philadelphia Casino License**

**Prepared by Portfolio Associates, Inc.
May 15, 2013**

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This report summarizes data solicited from three open houses and an online survey that the City of Philadelphia hosted to gather public comments on six proposals for a Category 2 Slot Machine License and Table Games Certificate (license) in Philadelphia. The City collected this feedback to inform its communications with the Pennsylvania Gaming Control Board, which is the decision-making body on casino licenses.

This report summarizes input from 476 participants, who provided input through the following channels:

Format	Date	Location	Participants
Open House 1	March 26, 2013	Lincoln Financial Field	50
Open House 2	March 27, 2013	Philadelphia Center for Architecture	73
Open House 3	March 28, 2013	Painted Bride Art Center	39
Survey	March 26-April 4, 2013	Online	313 unique responses

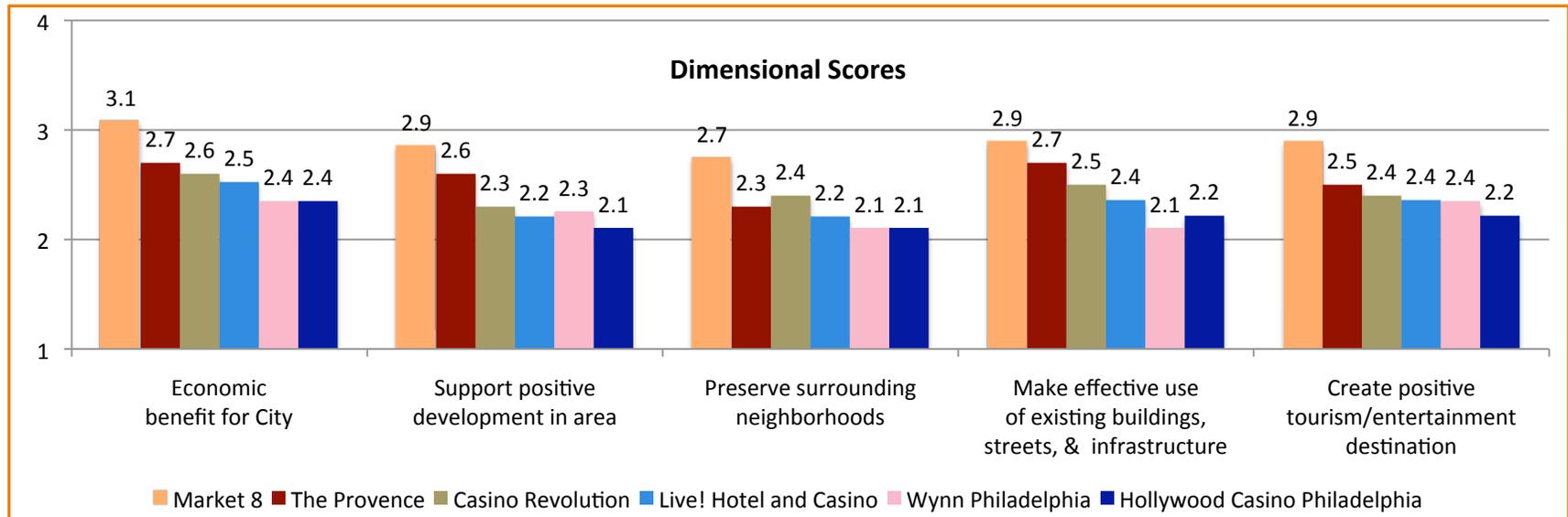
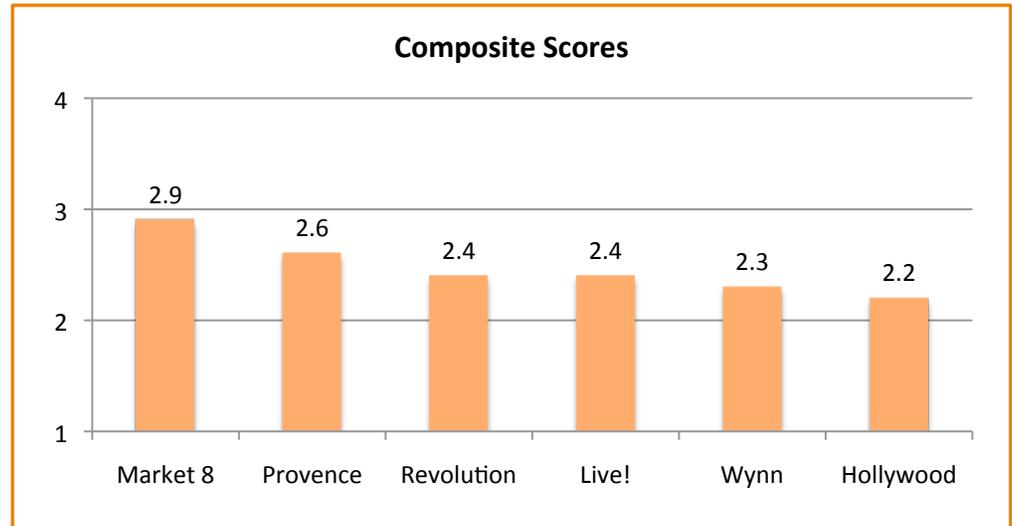
Survey respondents provided additional demographic information. Participants represented the following backgrounds: Neighborhood associations (15%), Design professionals (14%), Real estate developers (8%), Social service organizations (5%), Other (57%). Participants reside in zip codes across the metropolitan areas. Areas with the greatest representation include Queen Village/Bella Vista (19147), Kensington/Fishtown (19125), Center City West (19103), Old City/Northern Liberties/Chinatown (19123), Center City East (19106), and Fairmount/Art Museum (19130).

The open houses and survey presented the same information and solicited feedback using the same questionnaire. Display boards explained key aspects of each of the six proposed developments, using information shared through each developers application materials to the State Gaming Board. This information included a conceptual rendering of the proposed development, detail on floor plans and intended uses, and maps of the surrounding neighborhood.

Participants rated five specific aspects of each proposal on a scale of 1 to 4: 1) The potential economic benefit to the city, 2) The potential to encourage positive development in the surrounding area 3) The potential to preserve the positive character of surrounding neighborhoods, 4) The potential effective use of existing infrastructure and buildings, and 5) The potential to establish a positive tourism/entertainment destination. Participants also provided open-ended comments which facilitators documented.

Analysis of all questionnaires yielded a composite score, which indicates participants' overall opinion of each proposal. This analysis indicates a relatively higher opinion of the Market8 proposal over other proposals, and the relatively lowest opinion of the Hollywood Casino proposal.

Analysis of detailed responses, shown below, highlights relatively higher opinion of Market8 on all five aspects addressed. The Provence garnered the second highest opinion on all aspects except the potential to preserve the positive character of surrounding neighborhoods.



Open-ended comments documented at open houses and the online survey highlighted a wide variety of topics. While many comments were unique to one proposal, several key themes were expressed across multiple proposals. Comments could be generally distinguished between those addressing the South Philadelphia proposals and those addressing the Center City and Waterfront proposals:

Traffic/Parking:

Many participants expressed concerns about the management of increased traffic and parking demands associated with casino development. Comments addressing South Philadelphia proposals typically expressed concerns parking demand imposing new burdens for residential neighborhoods north of the stadium area. Comments addressing Center City and Waterfront proposals more often addressed traffic congestion in dense urban neighborhoods.

Transportation Access:

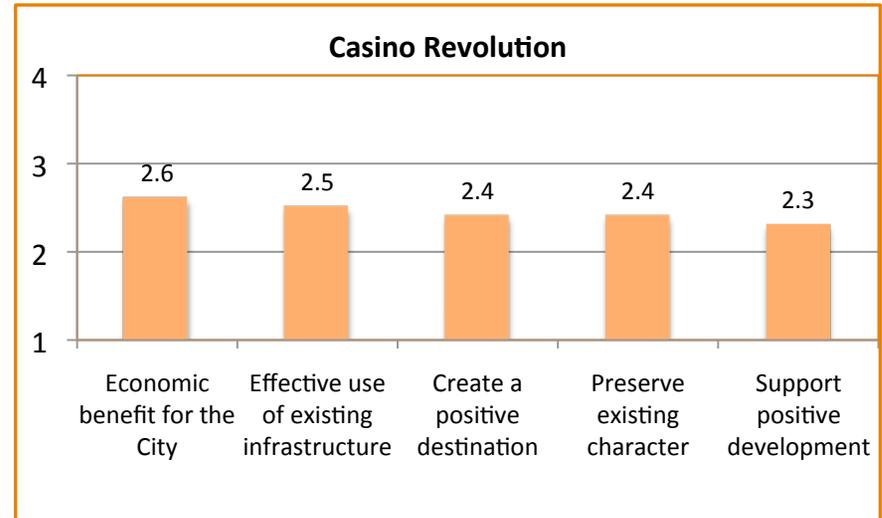
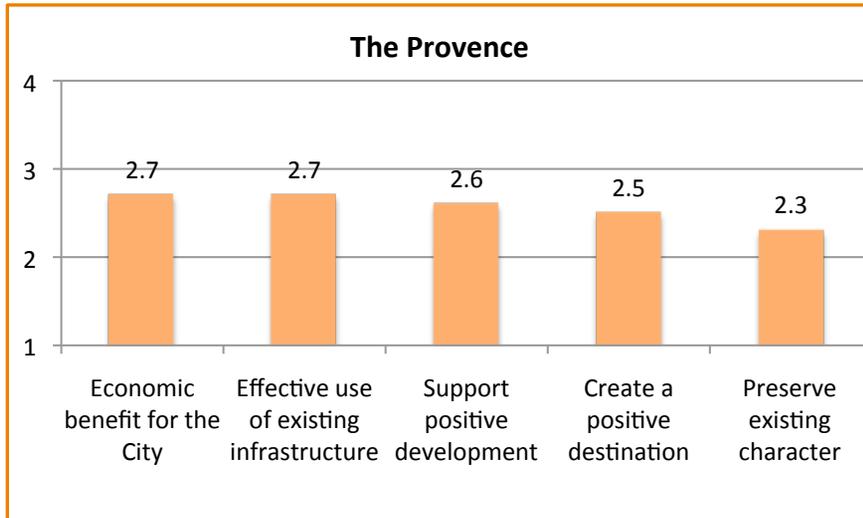
Participants generally felt that the South Philadelphia proposals were well served by highway and bridge facilities, and that these proposals were well positioned to draw visitors from New Jersey. Participants did not perceive these proposals to be well served by transit. Participants felt the Center City proposals benefitted from transit options.

Compatibility with Surrounding Area:

Participants generally felt that the South Philadelphia proposals were compatible with the entertainment district within which they are proposed. The Center City proposals are proximal to the Convention Center, and shopping and entertainment destinations along Market and Broad Streets. Participants were less clear about the compatibility of the Waterfront proposal, given the transitional nature of the Central Delaware Riverfront.

Impact on Surrounding Neighborhoods:

Participants generally felt that the South Philadelphia proposals were adequately buffered from surrounding neighborhoods. Participants were more divided on the Center City and Waterfront proposals. Participants felt these proposals could encourage positive development in areas targeted for investment, but that they needed to be sensitive to the lower-intensity, and in many cases historic residential neighborhoods to which they could be adjacent.



Positive

- Adaptive reuse
- Activation of Callowhill
- Transit accessible
- Spur development along North Broad Street towards Temple University
- Anchor Avenue of the Arts North
- Complement adjacent uses, including Convention Center
- Upscale market is different from Sugar House

Negative

- Proximity to School District administrative center
- Traffic along North Broad
- Massing of building along Callowhill Street

Mixed

- Impact on surrounding neighborhoods

Positive

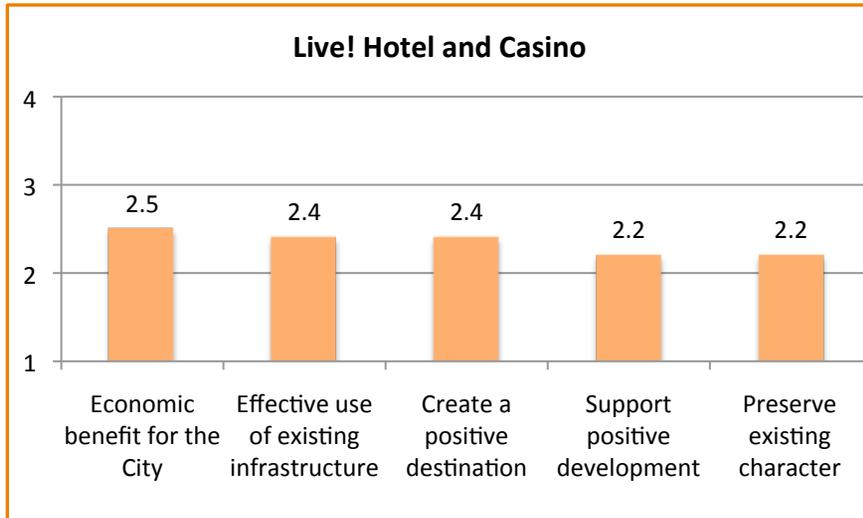
- Isolated from residential neighborhoods
- Proximity to stadiums
- Highway/Bridge access
- Complement entertainment district

Negative

- Poor transit access
- Excessive surface parking
- Parking distanced from buildings
- Buildings sited on two blocks

Suggestions

- Shuttle from AT&T Station
- Convert surface lot to parking structure
- Increase open/green space



Positive

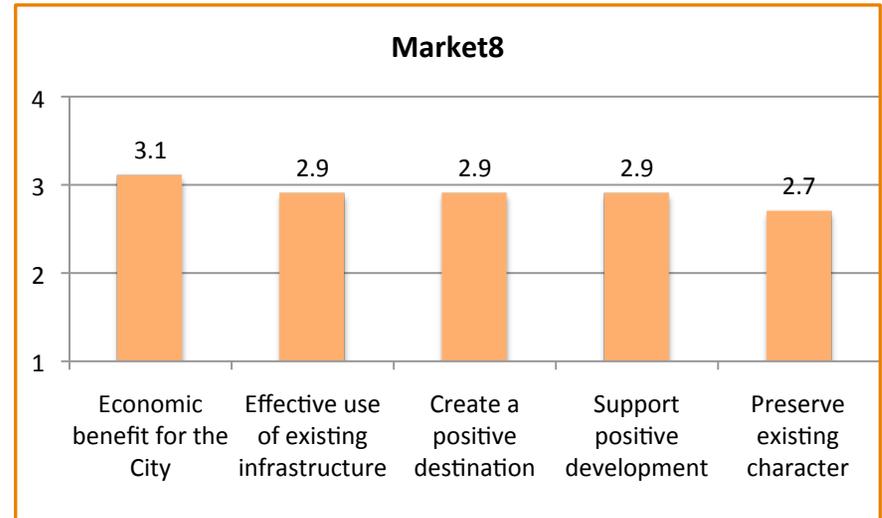
- Minimal disruption to surrounding neighborhoods
- Complement entertainment district

Negative

- Difficult access for transit users
- Unsafe pedestrian environment
- Traffic difficulties during game/event days

Mixed

- Impact on surrounding neighborhoods

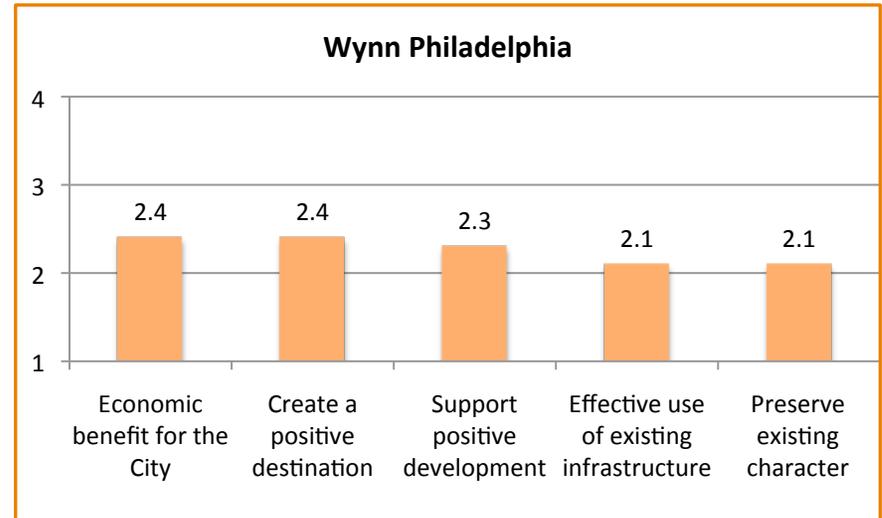
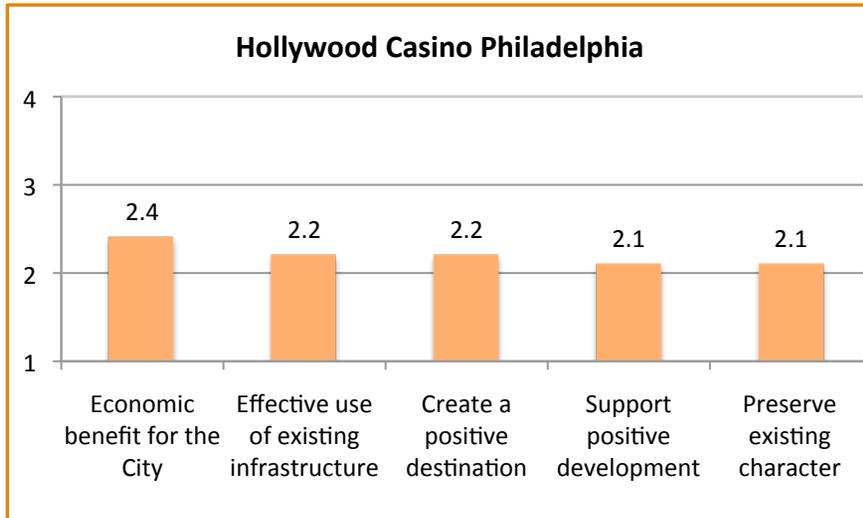


Positive

- Proximity to transit
- Complement existing uses (Convention Center, Gallery)
- Bridge City Hall area with historic area

Negative

- Traffic and parking in dense location
- Impact on surrounding neighborhoods
- Increased crime
- Design does not complement the surrounding historic area
- Small site size limits ability to develop



Positive

- Highway/Bridge access
- Generally isolated from the City
- Entertainment theme
- Complement entertainment district

Negative

- Limited opportunity to expand in Phase II
- Traffic congestion and parking
- Limited transit access

Mixed

- Impact on surrounding neighborhood

Positive

- Upscale market is different from Sugar House
- Water taxi
- Parking structure's green roof

Negative

- Difficult to access by car or transit
- Public park included in design has limited access
- Detract from waterfront's potential
- Proximity to Sugar House
- Unlikely to spur waterfront development