



October 9, 2014

Mr. Carlton Williams
Commissioner of Licenses and Inspections
Municipal Services Building, 11th Floor
1401 John F. Kennedy Boulevard
Philadelphia, PA 19102

Gary J. Jastrzab
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Nancy Rogo Trainer, FAIA, AICP
Civic Design Review Chair

Rob Dubow
Patrick Eiding
Bernard Lee, Esq.
Elizabeth K. Miller
Richard Negrin
Nilda Iris Ruiz, MBA

RE: Civic Design Review for 1100 Market Street, (Appl. No. 532839)

Dear Mr. Williams:

Pursuant to Section 14-304(5) of the Philadelphia Zoning Code, the Civic Design Review (CDR) Committee of the City Planning Commission has completed the required review of two proposed buildings at 1100 Market Street.

The block on which the structures are proposed is bounded by Market, Chestnut, 11th, and 12th Streets, is zoned CMX-5, and currently includes a two-story commercial structure. The block also includes two smaller, east-west running private streets, Ludlow and Clover Streets. The intended scope of work also encompasses the addition of a subterranean parking garage beneath the building immediately south of the site across Ludlow Street.

The area of the site is 2.01 acres, and the proposal is for a mixed-use development including one 2-story retail commercial building, and one 20-story mixed-use building with two stories of retail at grade, and 18 stories of residential use above. Together, the buildings include 498,170 square feet and 366 dwelling units. Site improvements include new sidewalks, a pedestrian plaza, landscaping, and the reconstruction of Ludlow Street. The development also includes 176 parking spaces in a one-story underground garage.

At its meeting of October 7, 2014, the Civic Design Review Committee made the following observations, and then declared the Civic Design Review process for the project complete, with some additional recommendations:

Configuration of Pedestrian Plaza

The CDR Committee requested that the developer team look into adjusting the shape of the proposed mid-block pedestrian walkway between the two new structures in plan, so as to create a more generous destination at its intersection with Ludlow Street. Committee members endorsed the widening of the southern end of the walkway as suggested in some of the renderings presented. The Committee also encouraged the development team to consider other ideas that might create more of a focal point or draw people into the pedestrian areas at the center of the block.

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SEPTA Stairwell on Market Street Sidewalk

The Committee noted that there was a SEPTA stairwell at the north end of the pedestrian promenade that would block the view of the Reading Terminal Head House across Market Street, and conversely, also block the view of the promenade from the Market Street sidewalk. The development team has spoken with SEPTA about this issue, and while not certain, will continue to engage SEPTA concerning modifications to, or the relocation of, this stairwell.

Trees at Pedestrian Plaza

The Committee asked the development team to evaluate options for other tree species in the pedestrian plaza. The current proposal for shade canopy trees may not be appropriate given the space, and that understory or ornamental trees may be a better choice.

Site Lighting

The CDR Committee requested that the design team explore site lighting options for safety and aesthetics. They suggested that architectural lighting be incorporated into the design at all street frontages, including the pedestrian plaza. The team replied that all commercial frontages would be lit in such a manner that interior lighting would spill onto adjacent walkways. The stores would not go completely dark at night.

Complete Streets Recommendations

The Committee requested that both public and private streets adhere to the City's "Complete Streets" guidelines as follows:

- Along Market Street, the recommended walking zone should be a minimum of 11'-6" wide. At locations where existing SEPTA infrastructure make this impossible, the 10'-0" walking zone presented will be sufficient.
- At the pedestrian plaza, where 2 walkways are present, each should be 8'-0" wide. Where only 1 walkway is present, a 12'-0" walking zone is required.
- At Ludlow Street, a minimum 8'-0" walking zone is required at each sidewalk.
- Remove the street tree planned at the lay-by area along Market Street.
- Remove the benches and planters planned for the lay-by area on Ludlow Street.
- Doors at grade level should not swing out beyond the property line. If this condition exists, that space may not be calculated into the walking zone of a sidewalk.

Retail Configurations:

The Committee applauded the effort of the development team to activate every ground floor façade with retail entrances. At the same time, they underscored the importance of making sure that each façade contained entrances in a future build-out scenario. The Committee expressed concern that if retail spaces along the pedestrian promenade were more popular, it could draw activity away from retail uses on the numbered-street frontages, or vice versa.

Sustainability

The Committee commended the development team for including “sustainability” efforts in the design. However, the Committee also recommended that the developer seek third party certification of the sustainable aspects of the project by an agency such as LEED.

Additional Comments

The Committee complimented the development team on a high-quality materials palette, for maximizing transparency at the ground floor, and for improvements made to the streetscape at Ludlow Street. They emphasized the importance of establishing clear pedestrian connections and sight lines at the intersection of Ludlow Street and the pedestrian plaza.

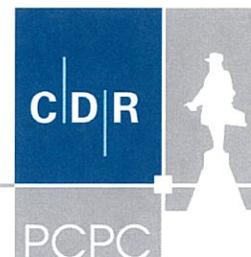
In conclusion, the Civic Design Review process has been completed for this project. Please contact me if you have any questions about the Committee’s action.

Sincerely,



Gary J. Jastrzab
Executive Director

- cc: Nancy Rogo Trainer, Chair, Civic Design Review Committee
Dan Garofalo, Vice Chair, Civic Design Review Committee
The Honorable Mark Squilla, City Council 5th District
Sean McMonagle, Legislative Assistant to Councilmember Squilla
Jennifer Rogers, 5th Ward RCO
Michael Prifti, FAIA
Thomas P. Witt, Esq.
Sarah Kaiser, Plans Examiner, Licenses & Inspections
Bill Kramer, PCPC
Jeremy Thomas, Office of the Deputy Mayor for Economic Development



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**RE: Civic Design Review for 911-941 North 27th Street, and
2620-28 and 2630-38 West Girard Avenue, (Appl. No. 555408)**

Dear Mr. Williams:

Pursuant to Section 14-304(5) of the Philadelphia Zoning Code, the Civic Design Review (CDR) Committee of the City Planning Commission has completed the required review of a proposed development at 911-941 North 27th Street, and 2620-28 and 2630-38 West Girard Avenue.

The block on which the structures are proposed is bounded by West Girard Avenue to the north, North 27th Street to the west, and Taney Street to the east. The site's southern boundary varies along several property lines within the block. The site is zoned CMX-3 and currently includes a vacant lot, as well as an unused surface parking lot. The site area is approximately 1.25 acres (54,629 sq. ft.), and the proposal is for two buildings: a 5-story mixed-use retail and multi-family residential structure of approximately 79,000 square feet, including 68 residential units, and 5 commercial units on the ground floor. The second building includes 10 three-story townhouses of approximately 2100 sq. ft. each. The project proposes 50 surface parking spaces, with 10 garage spaces within the townhouses.

At its meeting of October 7, 2014, the Civic Design Review Committee made the following observations, and declared the Civic Design Review process for the project complete, with some additional comments and concerns:

Usage of Wooden Fence Surrounding Parking

The CDR Committee noted that the 100-foot length of wooden fence proposed along Taney Street is inappropriate for this urban location. The Committee requested the developer to investigate breaking up the length of the fence with other design features, as well as using other fence materials.

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Proposed Parking

The Committee sought clarification about the intended use of the 50 surface parking spaces included in the development plan. The developer responded that the spaces would be available for both residential and commercial functions, although an allocation for each type of use has not yet been determined.

Chang Street Property Line

The Committee requested further clarification about the project's connection to Chang Street, which "dead-ends" at the southern property line of the site, and whether a potential pedestrian connection might be considered. The development team noted that Chang Street security and lighting is outside of their purview, and that the current proposal fences off the southern side of the site.

Programmatic Uses for Commercial Space

The development proposal includes a vehicular drive-through use at the rear of the easternmost commercial unit on Girard Avenue mixed-use building. The development team stated that the intended tenant would be a bank or a pharmacy, although no tenant is under contract for this space currently.

The CDR Committee stated that a drive-through is not a positive addition to the urban conditions of the neighborhood, noted that the circulation pattern of surrounding streets would make it difficult to access the drive-through, and requested that it be removed if a tenant is not under contract prior to construction. The Fairmount Civic Association RCO representative also noted the community's disapproval of a drive-through dating back several years.

Dumpster Enclosure

The CDR Committee requested that the dumpster enclosure use fencing materials corresponding to the perimeter fencing of the parking lot, to which the development team concurred.

Height of Retail Ground Floor

The Committee recommended that the floor-to-floor height of the commercial uses increase to fifteen feet, allowing for greater ground floor height. There is no height maximum in a CMX-3 District, so adding height to the building is not an issue. This recommendation will be considered by the development team.

Pinch Points Along North 27th Street Sidewalks

The Committee inquired about expanding the 5'-0" North 27th Street sidewalk pedestrian walking zone due to the presence of several pinch points between front stoops and street trees. The development team will investigate alternatives to offer a wider walking zone.

ADA Parking Spaces

The Committee asked the development team to better define a route for disabled pedestrian movement within the parking lot, and recommended a reassessment of the surface lot's traffic circulation. A recommendation was made to relocate the ADA handicapped parking spaces to Taney Street in place of the vehicular drive-through.

Incorporation of PCPC Staff Comments

The Committee also requested that the PCPC staff comments be incorporated in this report. Most of these have been included above. In addition, a final recommendation was made to provide a specific location and adequate space for a retail tenant signage band on the Girard Avenue frontage.

In conclusion, the Civic Design Review process has been completed for this project. However, in light of the project's many design details that have yet to be finalized, the Committee requested that the development team address the issues stated in this report.

Please contact me if you have any questions about the Committee's action.

Sincerely,



Gary J. Jastrzab
Executive Director

cc:

Nancy Rogo Trainer, Civic Design Review Chair
Daniel Garofalo, Civic Design Review Vice-Chair
Darrell L. Clarke, 5th Council District
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Bill Kramer, Philadelphia City Planning Commission Development Planning
Jeremy Thomas, Office of the Deputy Mayor for Economic Development
Matthew Wanamaker, Fairmount Civic Association RCO