



February 5, 2014

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

**RE: Civic Design Review for 322-344 North Broad Street, (Appl. No. 508539)
and 339 North Broad Street (Appl. No. 508540)**

Gary J. Jastrzab
Executive Director

Alan Greenberger, FAIA
Chair

Joseph Syrnick
Vice-Chair

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

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 completed the required review of the two mixed-use buildings proposed at 322-344 and 339 North Broad Street.

Both sites, flanking the west and east sides of North Broad Street just south of Callowhill Street, are currently public surface parking lots. The proposal is for two 6-story mixed-use buildings including apartments, retail space, parking garages, and residential amenities. The west site is 64,108 SF and the east site is 30,800 SF.

At its meeting of February 4, 2014, the Civic Design Review Committee made the following observations, and then made a motion to recommend the project, subject to the comments and concerns below, to be reported to the full City Planning Commission at a future meeting. The Civic Design Review Committee offered these comments:

1. Overall Design

The CDR Committee unanimously agreed that the project is a strong addition to this segment of North Broad Street and to the Avenue of the Arts North. Through urban infill, the buildings restore the street wall on both sides of North Broad Street. Because the proposed buildings are the same height, and are composed of the same materials, they address one another in a unique way across the space of Broad Street.

2. Parking Garage expression along Callowhill Street

A) The CDR Committee agreed that the ground floor Callowhill Street building elevations should be more oriented to the scale of the pedestrian. The large openings that are proposed to screen parking do not create a streetscape that supports or improves the public realm of Callowhill Street.

B) The identity of Callowhill Street was discussed, with the Committee agreeing that the street is not a minor street, but rather a significant street that will almost certainly become more vibrant as nearby development activates it in the

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near future. Callowhill Street is enjoying a renaissance, and this project must support current investment energies.

- C) Because of the foregoing issues, the Committee asked for verification that a future conversion of garage space into commercial ground floor programming would be possible along Callowhill Street. Studies of appropriate ceiling height that allows conversion for this purpose, as well as a viable plan for enabling accessible pedestrian entrances that will negotiate grade change into new commercial uses, must be planned now.
- D) In the meantime, until additional retail space can be supported, the Committee encouraged the development team to find an intermediate solution for the Callowhill Street façade that creates an enhanced public realm that goes beyond the proposed metal screening and roll-up garage doors.

3. Parking Garage Curb-cuts

- A) The number and location of curb cuts throughout the project was questioned. The development team responded by stating that a goal of the project is to replicate the current exit and entrance locations for the surface parking lots. No net loss of public parking is possible in the building program. Furthermore, the visibility of the public parking is crucial, given the multitude of one-way streets and the multiple destinations in the immediate area that may engender confusion.
- B) The curb-cuts on Broad Street were discussed in detail. The Committee agreed that the garage entrance off the west side of Broad Street was well designed. They questioned the necessity of the garage entrance on the east side of Broad Street, stating that an increased retail or restaurant space would create a stronger pedestrian environment, and more active public realm.
- C) The Committee asked the development team to confirm with PCPC staff their recommendation for a unified sidewalk paving design even at curb-cuts. Staff believes that their finding for a unified sidewalk at garage entrance locations is appropriate and supports pedestrian circulation.

4. Coordination with the existing Avenue of the Arts plan for lighting and landscaping improvements to North Broad Street

The CDR Committee recommended that the development team coordinate closely with the planned lighting and planting plans along North Broad Street which will be under construction soon. Locations for street trees and light masts have been studied and specified for the blocks where this project is proposed.

PHILADELPHIA CITY PLANNING COMMISSION

CIVIC DESIGN REVIEW

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
Daniel Garofalo, Vice Chair, Civic Design Review Committee
Michael Fink, Deputy Commissioner, Department of Licenses and Inspections
Jeanne Klinger, Code Administrator, Department of Licenses and Inspections
George Dipersio, Plans Examiner, Department of Licenses and Inspections
Anthony Forte, Esq., Saul Ewing
Michael S. Goodwin, AIA, Design Collective
Adam Harbin, The Hanover Company
Ross Wilson, The Parkway Corporation
Sean McMonagle, Councilman Mark Squilla's Office
Jeffrey Young, Jr., Esq. Council President Darrell Clarke's Office
Sven Schroeter, Logan Square Neighborhood Association
John Struble, Callowhill Neighborhood Association
William Kramer, Development Division Director, PCPC
R. David Schaaf, Urban Design Division Director, PCPC