



August 7, 2019

Ms. Christine Quinn  
Permit Services, Licenses and Inspections  
Municipal Services Building, 11<sup>th</sup> Floor  
1401 John F. Kennedy Boulevard  
Philadelphia, PA 19102

Eleanor Sharpe  
*Executive Director*

Nancy Rogo Trainer, FAIA, AICP  
*Civic Design Review Chair*

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*Civic Design Review Vice-Chair*

Leonidas Addimando  
Ashley Di Caro  
Tavis Dockwiller, ASLA  
Michael Johns, FAIA, NOMA, LEED-AP  
Elise Vider

**Re: Civic Design Review for 2932 N Broad Street, aka 10 North Station  
(Application No. 935388)**

Dear Ms. Quinn:

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 a proposed mixed use residential and retail building at 2932 N Broad Street.

The parcel is a parking lot in the CMX-3 zoning district and is bordered by Broad Street to the east, Indiana Street to the north and private parcels to the west and the North Philadelphia regional rail and intercity rail station to the south. The proposal includes 124,393 gross square feet with 135 dwelling units and 8,497 square feet of retail spaces. The Department of Licenses and Inspections has not identified any refusals for this project.

The project was reviewed by CDR committee on April 2, 2019 and asked to return for a second review. At the meeting of August 6, 2019, the CDR committee completed the Civic Design Review process and offered the following comments:

**1. Registered Community Organization (RCO) comments and concerns**

Representatives from more than one RCO were in attendance. Comments varied.

- The building is not a “neighborly project”. It does not fit in with the community. Concerns include:
  - Massing is too large for the buildings across the street
  - Materials are not consistent with the neighborhood
  - Window style is not consistent with the neighborhood
  - Types of units will encourage transient residents
  - Request for further dialogue and reviews
- One RCO identified five key design issues which were presented and responded to by the developer. Other than the size of and types of units,

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the group felt that the development team engaged their other concerns. These concerns were not always design issues.

- Another RCO requested that the CDR committee recommend against the project. Few changes were made for design issues identified in the first review of April 2, 2019. Concerns and recommendations included:
  - Adding a significant setback from Indiana Street, up to 200 feet, to protect residents living across from the project.
  - Increase communication with community. They stated that communication has not been adequate with the community, for example, documents had text that was too small to read and presentations did not match the handouts.

## 2. CDR Committee Comments

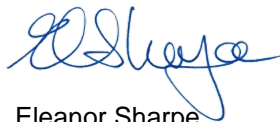
The CDR committee also noted that few changes were made from the April 2, 2019 review and most issues remain unaddressed. The CDR committee notes that their comments and PCPC staff comments from the April 2, 2019 meeting still apply. The following reflect outstanding issues from both reviews:

- **Site Design**
  - The building is out of character with the neighborhood, “it looks like it belongs in the Navy Yard.”
  - Shadow studies do not look like an accurate, representative depiction of where shadows will be cast. Shadow studies should include the most affected seasons and times of day. The site is large enough to try a different layout. Consider re-orienting building to avoid casting shadows across the street.
  - The market numbers do not seem to add up to support this type of development in this location.
  - There is a missed opportunity to make a better project. Building will be obtrusive and does not enhance neighborhood. A better project can only be arrived at through discussion.
  - Disappointment in the lack of street amenities, which are not very expensive and could be an expression of good faith with the community.
  - The landscape around the building should be iconic and more of an amenity
  - Questions were asked about the likelihood of the next phase of development and its design
  - Show more of the long-term vision, planning, and future public spaces.
  - More planning needed regarding the western edge of the site next to existing townhomes on Hicks Street

- **Building Design**
  - Building is very long, close to 400 feet in length. To relate to the scale of the neighborhood, create breaks in the façade and push/pull of the massing of the upper floors
  - Examine the rhythm, scale and color of the façade materials and architectural details
  - Make the breezeway more inviting to the public
  - Façade should respond more directly to climate and sunlight. There should be different architectural responses to the different orientations
  - Ground floor of the western façade, which faces an important pedestrian connection, could be less opaque
  - Consider relocating load zone from western facade to southern face of building
- **Sustainable design**
  - Few sustainable design metrics are being met
  - Consider third party certification such as LEED
  - Pursue dialogue with the Philadelphia Water Department, who noted opportunities for managing stormwater from adjacent streets

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,



Eleanor Sharpe  
Executive Director

cc: Nancy Rogo Trainer, Chair, Civic Design Review, [nrt23@drexel.edu](mailto:nrt23@drexel.edu)  
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PHILADELPHIA CITY PLANNING COMMISSION

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CIVIC DESIGN REVIEW

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