90 ROCHELLE AVE

Residential Development
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## DESIGN MATERIALS

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CITY OF PHILADELPHIA

CIVIC DESIGN RESPONSE FORM

APPLICATION #: ZP-2021-000722
ADDRESS: 90 ROCHELLE AVE
APPLICANT: Rachael Pritzker DBA: Pritzker Law Group, LLC

AS REQUIRED BY 14-304 (3) (a) (.1) FOR REZONING OF ANY LAND IN CERTAIN MASTER PLAN DISTRICTS AS WELL AS TABLE 14-304-2 (CIVIC DESIGN REVIEW TRIGGERS, IDENTIFIED BELOW) OF THE PHILADELPHIA ZONING CODE, THE ABOVE REFERENCED PROPERTY REQUIRES CIVIC DESIGN REVIEW FOR THE FOLLOWING REASON(S):

<table>
<thead>
<tr>
<th>THE PROPERTY:</th>
<th>THE PROPERTY Affected:</th>
<th>THE APPLICATION:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) INCLUDES MORE THAN 100,000 SQUARE FEET OF NEW GROSS FLOOR AREA</td>
<td>□</td>
<td>1) INCLUDES MORE THAN 100,000 SQUARE FEET OF NEW GROSS FLOOR AREA</td>
</tr>
<tr>
<td>2) INCLUDES MORE THAN 100 NEW DWELLING UNITS</td>
<td>□</td>
<td>2) INCLUDES MORE THAN 100 NEW DWELLING UNITS</td>
</tr>
</tbody>
</table>

THE APPLICANT'S PROPERTY IS LOCATED IN ANY DISTRICT, EXCEPT AS PROVIDED IN 14-304 (5)(b)(.1)(.a)(.i)

THE APPLICANT'S PROPERTY IS LOCATED IN A COMMERCIAL, INDUSTRIAL, OR SPECIAL PURPOSE DISTRICT

THE APPLICATION:

1. Affects property in any Residential district, as defined by § 14-304(5)(b)(.2) (Affected Properties).

2. INCLUDES MORE THAN 50 NEW DWELLING UNITS

Examiner's Signature: Paulose Issac
Examiner's Phone: (215) 686 - 2563
Date: 6/22/2021

Civic Design focuses on reviewing the impact of building and site design on the public realm, particularly streets, sidewalks, trails, public parks and open spaces. Please note that all Civic Design Review recommendations are advisory; The Zoning Board and Planning Commission are not required to abide by the Civic Design Review Committee’s recommendations.

The Civic Design Review Committee is located at:
One Parkway, 13th floor
1515 Arch Street, Philadelphia, PA, 19102.
Please contact (215) 683-4615 for more information.
CDR PROJECT APPLICATION FORM

Note: For a project application to be considered for a Civic Design Review agenda, complete and accurate submittals must be received no later than 4 P.M. on the submission date. A submission does not guarantee placement on the agenda of the next CDR meeting date.

L&A APPLICATION NUMBER: ZP-2021-000722

What is the trigger causing the project to require CDR Review? Explain briefly.

The trigger causing the project to require CDR is 50 or more new units.

PROJECT LOCATION

Planning District: Lower Northwest Council District: 4

Address: 90 Rochelle Avenue Philadelphia, PA 19128

Is this parcel within an Opportunity Zone? Yes No Uncertain

If yes, is the project using Opportunity Zone Funding? Yes No

CONTACT INFORMATION

Applicant Name: Rachael Pritzker Primary Phone: 610-505-8132

Email: rachael@pritzkerlg.com Address: 1635 Market Street, Suite 1600, Phila, PA 19103

Property Owner: CSW Rochelle Associates LLC Developer: Westrum Development Company

ARCHITECTS

ZP-2021-000722

SITE CONDITIONS

Site Area: 1.291 acres

Existing Zoning: RSA-3 Are Zoning Variances required? Yes X No

Proposed Use:

Area of Proposed Uses, Broken Out by Program (Include Square Footage and # of Units):

13,975 sf, 90 unit (5 stories) apartment building

Proposed # of Parking Units:

15 total parking space (including 1 ADA and 2 electric vehicle spaces)

COMMUNITY MEETING

Community meeting held: Yes X No

If yes, please provide written documentation as proof.

If no, indicate the date and time the community meeting will be held:

Date: Sept. 7th 2021 Time: 7pm

ZONING BOARD OF ADJUSTMENT HEARING

ZBA hearing scheduled: Yes No ___ NA____

If yes, indicate the date hearing will be held:

Date: ____________________________
Civic Sustainable Design Checklist – Updated September 3, 2019

**Civic Design Review Sustainable Design Checklist**

Sustainable design represents important city-wide concerns about environmental conservation and energy use. Development teams should try to integrate elements that meet many goals, including:
- Reuse of existing building stock
- Incorporation of existing on-site natural habitats and landscape elements
- Inclusion of high-performing stormwater control
- Site and building massing to maximize daylight and reduce shading on adjacent sites
- Reduction of energy use and the production of greenhouse gases
- Promotion of reasonable access to transportation alternatives

The Sustainable Design Checklist asks for responses to specific benchmarks. These metrics go above and beyond the minimum requirements in the Zoning and Building codes. All benchmarks are based on adaptations from Leadership in Energy and Environmental Design (LEED) v4 unless otherwise noted.

### Categories

<table>
<thead>
<tr>
<th>Categories</th>
<th>Benchmark</th>
<th>Does project meet benchmarks? If yes, please explain why. If no, please explain why not.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location and Transportation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(1) Access to Quality Transit</td>
<td>Locate a functional entry of the project within a 5-minute (400-meter) walking distance of existing or planned bus, streetcar, or ride share stops, bus rapid transit stops, light or heavy rail stations.</td>
<td>Yes, bus stops and rail stations are located within 1/4 mile.</td>
</tr>
<tr>
<td>(2) Reduced Parking Footprint</td>
<td>All new parking areas will be in the rear yard of the property or under the building, and unenclosed or uncovered parking areas are 40% or less of the site area.</td>
<td>Yes, parking areas are 40% or less of the site area.</td>
</tr>
<tr>
<td>(3) Green Vehicles</td>
<td>Conspicuous 5% of all parking spaces used by the project as preferred parking for green vehicles or car share vehicles. Clearly identify and enforce for sole use by car share or green vehicles, which include plug-in electric vehicles and alternative fuel vehicles.</td>
<td>Yes</td>
</tr>
<tr>
<td>(4) Railway Backups (Including frontages facing trolley/light rail or enclosed subsurface rail lines or subways)</td>
<td>To foster safety and maintain a quality of life protected from excessive noise and vibration, residential development with railway frontages should be setback from rail lines and the building’s exterior envelope, including windows, should reduce exterior sound transmission to a level below 75 dBA.</td>
<td>A setback is used; about 75’ 0”</td>
</tr>
<tr>
<td>(5) Bike Share Station</td>
<td>Designate a bike share station in coordination with and conformance to the standards of Philadelphia Bike Share.</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Sustainable Sites</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(7) Pervious Site Surfaces</td>
<td>Provides vegetated and/or pervious open space that is 30% or greater of the site’s Open Area, as defined by the zoning code. Vegetated and/or green roofs can be included in this calculation.</td>
<td>Yes, please see Licensure &amp; Inspections Concept Plan.</td>
</tr>
<tr>
<td>(8) Rainwater Management</td>
<td>Conform to the stormwater requirements of the Philadelphia Water Department (PWD) and either: A) Develop a green street and dedicate it to PWD, designed and constructed in accordance with the PWD Green Streets Design Manual, OR B) Manage additional runoff from adjacent streets on the development site, designed and constructed in accordance with specifications of the PWD Stormwater Management Regulations.</td>
<td>No, stormwater design has been analyzed. However, the site will comply with all Philadelphia Water Department requirements.</td>
</tr>
<tr>
<td>(9) Heat Island Reduction (excluding roofs)</td>
<td>Reduce the heat island effect through either of the following strategies for 50% or more of all on-site hardscapes: A) Hardscapes that have a high reflectance, an SHI &gt;0.85; OR B) Shading by trees, structures, or sail panels.</td>
<td>Yes, both deciduous and evergreen trees have been provided in accordance with Zoning Section 14-705. Please see Landscape Plan.</td>
</tr>
<tr>
<td><strong>Energy and Atmosphere</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(10) Energy Commissioning and Energy Performance - Adherence to the New Building Code</td>
<td>PCPC notes that as of April 1, 2019 new energy commissioning standards are required in the Philadelphia Building Code, based on recent updates of the International Energy Conservation Code (IECC) and the option to use ASHRAE 90.01-2016. PCPC staff asks the applicant to state which path they are taking for compliance, including their choice of code and any options being pursued under the 2018 IECC.</td>
<td>COMCheck</td>
</tr>
<tr>
<td>(11) Energy Commissioning and Energy Performance - Going beyond the code</td>
<td>Will the project pursue energy performance measures beyond what is required in the Philadelphia code by meeting any of these benchmarks? A) Reduce energy consumption by achieving 10% energy savings or more from an established baseline using ACEROS (EEI, 2012).</td>
<td>No</td>
</tr>
</tbody>
</table>

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**Water Efficiency**

- (6) Outdoor Water Use
  - Maintain on-site vegetation without irrigation. OR, reduce of watering requirements at least 50% from the calculated baseline for the site’s peak watering month.

- **Sustainable Sites**
  - Yes, the site will maintain on-site vegetation without irrigation. Please see Landscape Plan.

- **(7) Pervious Site Surfaces**
  - Yes, please see Licensure & Inspections Concept Plan.

- **(8) Rainwater Management**
  - No, stormwater design has been analyzed. However, the site will comply with all Philadelphia Water Department requirements.

- **(9) Heat Island Reduction (excluding roofs)**
  - Yes, both deciduous and evergreen trees have been provided in accordance with Zoning Section 14-705. Please see Landscape Plan.

---

**Civic Sustainable Design Checklist – Updated September 3, 2019**

**ASHRAE standard 90.1-2016 (LEED v4, 1 metric).**
- **Achieve certification in Energy Star for Multifamily New Construction (MFNC).**
- **Achieve Passive House Certification.**

**Energy Performance - Adherence to the New Building Code**

- **(12) Indoor Air Quality and Transportation**
  - Any sites within 1000 feet of an interstate highway, state highway, or freeway will provide air filters for all regularly occupied spaces that have a Minimum Efficiency Reporting Value (MERV) of 13. Filters shall be installed prior to occupancy. **No**

**Energy Performance - Going beyond the code**

- **(13) On-Site Renewable Energy**
  - Produce renewable energy on-site that will provide at least 3% of the project’s anticipated energy usage. **No**

**Innovation**

- **(14) Innovation**
  - Any other sustainable measures that could positively impact the public realm. **No**

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2. Title 4 The Philadelphia Building Construction and Occupancy Code


3. LEED 4.1. Optimize Energy Performance in LEED v4.1

   For Energy Star: www.energystar.gov

   For Passive House, see www.phius.org

INSTRUCTIONS

This Checklist is an implementation tool of the Philadelphia Complete Streets Handbook (the “Handbook”) and enables City engineers and planners to review projects for their compliance with the Handbook’s policies. The handbook provides design guidance and does not supersede or replace language, standards or policies established in the City Code, City Plan, or Manual on Uniform Traffic Control Devices (MUTCD).

The Philadelphia City Planning Commission receives this Checklist as a function of its Civic Design Review (CDR) process. This checklist is used to document how project applicants considered and accommodated the needs of all users of city streets and sidewalks during the planning and/or design of projects affecting public rights-of-way. Departmental reviewers will use this checklist to confirm that submitted designs incorporate complete streets considerations (see §11-901 of The Philadelphia Code). Applicants for projects that require Civic Design Review shall complete this checklist and attach it to plans submitted to the Philadelphia City Planning Commission for review, along with an electronic version.

The Handbook and the checklist can be accessed at http://www.phila.gov/CityPlanning/projectreviews/Pages/CivicDesignReview.aspx

PRELIMINARY PCPC REVIEW AND COMMENT:

DATE

FINAL STREETS DEPT REVIEW AND COMMENT:

DATE

WHEN DO I NEED TO FILL OUT THE COMPLETE STREETS CHECKLIST?

WHEN YOU WANT TO ...

CHANGE THE CURB LINE

ENCROACH ON THE ROW

BUILD A SIGNIFICANT DEVELOPMENT

APPLICANTS SHOULD MAKE SURE TO COMPLY WITH THE FOLLOWING REQUIREMENTS:

This checklist is designed to be filled out electronically in Microsoft Word format. Please submit the Word version of the checklist. Text fields will expand automatically as you type.

All plans submitted for review must clearly dimension the widths of the Furnishing, Walking, and Building Zones (as defined in Section 1 of the Handbook). “High Priority” Complete Streets treatments (identified in Table 1 and subsequent sections of the Handbook) should be identified and dimensioned on plans.

All plans submitted for review must clearly identify and site all street furniture, including but not limited to bus shelters, street signs and hydrants.

Any project that calls for the development and installation of medians, bio-swales and other such features in the right-of-way may require a maintenance agreement with the Streets Department.

ADA curb-ramp designs must be submitted to Streets Department for review.

Any project that significantly changes the curb line may require a City Plan Action. The City Plan Action Application is available at http://www.philadelphiastreets.com/survey-and-design-bureau/city-plans-unit . An application to the Streets Department for a City Plan Action is required when a project plan proposes the:

- Placing of a new street;
- Removal of an existing street;
- Changes to roadway grades, curb lines, or widths; or
- Placing or striking a city utility right-of-way.

Complete Streets Review Submission Requirement*:

• EXISTING CONDITIONS SITE PLAN, should be at an identified standard engineering scale
  - FULLY DIMENSIONED
  - CURB CUTS/DIVIDERS/LABYRINTH LANES
  - TREE PITS/LANDSCAPING
  - BICYCLE RACKS/STATIONS/STORAGE AREAS
  - TRANSIT SHELTERS/STAIRWAYS

• PROPOSED CONDITIONS SITE PLAN, should be at an identified standard engineering scale
  - FULLY DIMENSIONED, including delineation of walking, furnishing, and building zones and pinch points
  - PROPOSED CURB CUTS/DIVIDERS/LABYRINTH LANES
  - PROPOSED TREE PITS/LANDSCAPING
  - BICYCLE RACKS/STATIONS/STORAGE AREAS
  - TRANSIT SHELTERS/STAIRWAYS

*APPLICANTS PLEASE NOTE: ONLY FULL-SIZE, READABLE SITE PLANS WILL BE ACCEPTED. ADDITIONAL PLANS MAY BE REQUIRED AND WILL BE REQUESTED IF NECESSARY
1. PROJECT NAME
   90 Rochelle Avenue

2. DATE
   6/3/2022

3. APPLICANT NAME
   Commerce Pursuit Capital

4. APPLICANT CONTACT INFORMATION
   1300 Virginia Drive, STE 215, Fort Washington, PA 19034

5. PROJECT AREA: list precise street limits and scope
   90 Rochelle Avenue (OPA 88361100)

6. OWNER NAME
   Same as Applicant

7. OWNER CONTACT INFORMATION
   Same as Applicant

8. ENGINEER / ARCHITECT NAME
   Carroll Engineering Corporation

9. ENGINEER / ARCHITECT CONTACT INFORMATION
   949 Easton Road, Warrington, PA 18976

10. STREETS: List the streets associated with the project. Complete Streets Types can be found at www.phila.gov/map under the “Complete Street Types” field. Complete Streets Types are also identified in Section 3 of the Handbook.
    Also available here: http://metadata.phila.gov/#home/datasetdetails/5543867232058808651784934/

<table>
<thead>
<tr>
<th>STREET</th>
<th>FROM</th>
<th>TO</th>
<th>COMPLETE STREET TYPE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rochelle Avenue</td>
<td>90</td>
<td>90</td>
<td>Lower Density Residential</td>
</tr>
</tbody>
</table>

11. Does the Existing Conditions site survey clearly identify the following existing conditions with dimensions?
   a. Parking and loading regulations in curb lanes adjacent to the site
      YES [ ] NO [ ] N/A [ ]
   b. Street Furniture such as bus shelters, honor boxes, etc.
      YES [ ] NO [ ] N/A [ ]
   c. Street Direction
      YES [ ] NO [ ]
   d. Curb Cuts
      YES [ ] NO [ ] N/A [ ]
   e. Utilities, including tree grates, vault covers, manholes, junction boxes, signs, lights, poles, etc.
      YES [ ] NO [ ] N/A [ ]
   f. Building Extensions into the sidewalk, such as stairs and stoops
      YES [ ] NO [ ] N/A [ ]

APPLICATION: General Project Information
Additional Explanation / Comments: __________

DEPARTMENTAL REVIEW: General Project Information
### PEDESTRIAN COMPONENT (Handbook Section 4.3)

12. SIDEWALK: list Sidewalk widths for each street frontage. Required Sidewalk widths are listed in Section 4.3 of the Handbook.

<table>
<thead>
<tr>
<th>STREET FRONTAGE</th>
<th>TYPICAL SIDEWALK WIDTH (BUILDING LINE TO CURB)</th>
<th>CITY PLAN SIDEWALK WIDTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 Rochelle Avenue</td>
<td>≥10' / 4.5' / 4.9'</td>
<td>Required / Existing / Proposed</td>
</tr>
</tbody>
</table>

13. WALKING ZONE: list Walking Zone widths for each street frontage. The Walking Zone is defined in Section 4.3 of the Handbook, including required widths.

<table>
<thead>
<tr>
<th>STREET FRONTAGE</th>
<th>WALKING ZONE</th>
<th>Required / Existing / Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 Rochelle Avenue</td>
<td>≥5' / 4.9' / 4.9'</td>
<td></td>
</tr>
</tbody>
</table>

14. VEHICULAR INTRUSIONS: list Vehicular Intrusions into the sidewalk. Examples include but are not limited to; driveways, lay-by lanes, etc. Driveways and lay-by lanes are addressed in sections 4.8.1 and 4.6.3, respectively, of the Handbook.

#### EXISTING VEHICULAR INTRUSIONS

<table>
<thead>
<tr>
<th>INTRUSION TYPE</th>
<th>INTRUSION WIDTH</th>
<th>PLACEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driveway Entrance/Exit</td>
<td>30.00'</td>
<td>Front yard</td>
</tr>
</tbody>
</table>

#### PROPOSED VEHICULAR INTRUSIONS

<table>
<thead>
<tr>
<th>INTRUSION TYPE</th>
<th>INTRUSION WIDTH</th>
<th>PLACEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driveway Entrance/Exit</td>
<td>30.00'</td>
<td>Front yard</td>
</tr>
</tbody>
</table>

### PEDESTRIAN COMPONENT (continued)

15. When considering the overall design, does it create or enhance a pedestrian environment that provides safe and comfortable access for all pedestrians at all times of the day?

- [ ] YES
- [ ] NO

APPLICANT: Pedestrian Component
Additional Explanation / Comments:  

DEPARTMENTAL REVIEW: Pedestrian Component
Reviewer Comments:
BUILDING & FURNISHING COMPONENT (Handbook Section 4.4)

16. **BUILDING ZONE:** list the MAXIMUM, existing and proposed Building Zone width on each street frontage. The Building Zone is defined as the area of the sidewalk immediately adjacent to the building face, wall, or fence marking the property line, or a lawn in lower density residential neighborhoods. The Building Zone is further defined in section 4.4.1 of the Handbook.

<table>
<thead>
<tr>
<th>STREET FRONTAGE</th>
<th>MAXIMUM BUILDING ZONE WIDTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doggie Daycare</td>
<td>8' / N/A</td>
</tr>
<tr>
<td>Apartment Building</td>
<td>N/A / N/A</td>
</tr>
</tbody>
</table>

17. **FURNISHING ZONE:** list the MINIMUM, recommended, existing, and proposed Furnishing Zone widths on each street frontage. The Furnishing Zone is further defined in section 4.4.2 of the Handbook.

<table>
<thead>
<tr>
<th>STREET FRONTAGE</th>
<th>MINIMUM FURNISHING ZONE WIDTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doggie Daycare</td>
<td>3.0' / 2.5' / N/A</td>
</tr>
<tr>
<td>Apartment Building</td>
<td>3.0' / N/A / N/A</td>
</tr>
</tbody>
</table>

18. Identify proposed “high priority” building and furnishing zone design treatments that are incorporated into the design plan, where width permits (see Handbook Table 1). Are the following treatments identified and dimensioned on the plan?

- Bicycle Parking
- Lighting
- Benches
- Street Trees
- Street Furniture

19. Does the design avoid tripping hazards?

20. Does the design avoid pinch points? Pinch points are locations where the Walking Zone width is less than the required width identified in item 13, or requires an exception.

21. Do street trees and/or plants comply with street installation requirements (see sections 4.4.7 & 4.4.8)?

22. Does the design maintain adequate visibility for all roadway users at intersections?

**DEPARTMENTAL REVIEW:**

**APPLICANT:** Building & Furnishing Component

Additional Explanation / Comments:

**DEPARTMENTAL APPROVAL**
BICYCLE COMPONENT (Handbook Section 4.5)

23. List elements of the project that incorporate recommendations of the Pedestrian and Bicycle Plan, located online at http://phila2035.org/wp-content/uploads/2012/06/bikePedFinal2.pdf

Class 14 Bike Racks, Flashing Beacons & Crosswalks

24. List the existing and proposed number of bicycle parking spaces, on- and off-street. Bicycle parking requirements are provided in The Philadelphia Code, Section 14-804.

<table>
<thead>
<tr>
<th>BUILDING / ADDRESS</th>
<th>REQUIRED SPACES</th>
<th>ON-STREET Existing / Proposed</th>
<th>ON SIDEWALK Existing / Proposed</th>
<th>OFF-STREET Existing / Proposed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apartment Building</td>
<td>12</td>
<td>N/A / N/A</td>
<td>N/A / N/A</td>
<td>0 / 10</td>
</tr>
</tbody>
</table>

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25. Identify proposed “high priority” bicycle design treatments (see Handbook Table 1) that are incorporated into the design plan, where width permits. Are the following “High Priority” elements identified and dimensioned on the plan?

- Conventional Bike Lane
- Buffered Bike Lane
- Bicycle Friendly Street
- Indego Bicycle Share Station

<table>
<thead>
<tr>
<th>DEPARTMENTAL APPROVAL</th>
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<tbody>
<tr>
<td>YES</td>
</tr>
</tbody>
</table>

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26. Does the design provide bicycle connections to local bicycle, trail, and transit networks?

YES | NO | N/A

27. Does the design provide convenient bicycle connections to residences, work places, and other destinations?

YES | NO | N/A

---

CURBSIDE MANAGEMENT COMPONENT (Handbook Section 4.6)

28. Does the design limit conflict among transportation modes along the curb?

YES | NO | N/A

29. Does the design connect transit stops to the surrounding pedestrian network and destinations?

YES | NO | N/A

30. Does the design provide a buffer between the roadway and pedestrian traffic?

YES | NO | N/A

31. How does the proposed plan affect the accessibility, visibility, connectivity, and/or attractiveness of public transit? The proposed plan improves mobility for both pedestrians and bicycles with safe designated paths to and from the proposed apartment building.

DEPARTMENTAL REVIEW: Curbside Management Component

Reviewer Comments:
### VEHICLE / CARTWAY COMPONENT (Handbook Section 4.7)

<table>
<thead>
<tr>
<th>STREET</th>
<th>FROM</th>
<th>TO</th>
<th>LANE WIDTHS</th>
<th>DESIGN SPEED</th>
<th>DEPARTMENTAL APPROVAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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<td>Existing/Proposed</td>
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</table>

32. If lane changes are proposed, identify existing and proposed lane widths and the design speed for each street frontage:

33. What is the maximum AASHTO design vehicle being accommodated by the design?

34. Will the project affect a historically certified street? An inventory of historic streets(1) is maintained by the Philadelphia Historical Commission.

35. Will the public right-of-way be used for loading and unloading activities?

36. Does the design maintain emergency vehicle access?

37. Where new streets are being developed, does the design connect and extend the street grid?

38. Does the design support multiple alternative routes to and from destinations as well as within the site?

39. Overall, does the design balance vehicle mobility with the mobility and access of all other roadway users?

### URBAN DESIGN COMPONENT (Handbook Section 4.8)

40. Does the design incorporate windows, storefronts, and other active uses facing the street?

41. Does the design provide driveway access that safely manages pedestrian / bicycle conflicts with vehicles (see Section 4.8.1)?

42. Does the design provide direct, safe, and accessible connections between transit stops/stations and building access points and destinations within the site?

---

### INTERSECTIONS & CROSSINGS COMPONENT (Handbook Section 4.9)

<table>
<thead>
<tr>
<th>SIGNAL LOCATION</th>
<th>EXISTING CYCLE LENGTH</th>
<th>PROPOSED CYCLE LENGTH</th>
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</table>

43. If signal cycle changes are proposed, please identify Existing and Proposed Signal Cycle lengths; if not, go to question No. 48.

If signal cycle changes are proposed, please identify Existing and Proposed Signal Cycle lengths; if not, go to question No. 48.

- **SIGNAL LOCATION**
  - Existing Cycle Length
  - Proposed Cycle Length
  - Departmental Approval

<table>
<thead>
<tr>
<th><strong>DEPARTMENTAL APPROVAL</strong></th>
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<tr>
<td>YES</td>
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<td>YES</td>
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</table>

44. Does the design minimize the signal cycle length to reduce pedestrian wait time?

- **APPLICANT**: Intersections & Crossings Component
- **DEPARTMENTAL REVIEW**: Intersections & Crossings Component

45. Does the design provide adequate clearance time for pedestrians to cross streets?

46. Does the design minimize pedestrian crossing distances by narrowing streets or travel lanes, extending curbs, reducing curb radii, or using medians or refuge islands to break up long crossings?

- **APPLICANT**: Intersections & Crossings Component
- **DEPARTMENTAL REVIEW**: Intersections & Crossings Component

47. Identify “High Priority” intersection and crossing design treatments (see Handbook Table 1) that will be incorporated into the design, where width permits. Are the following “High Priority” design treatments identified and dimensioned on the plan?

- Marked Crosswalks
- Pedestrian Refuge Islands
- Signal Timing and Operation
- Bike Boxes

- **APPLICANT**: Intersections & Crossings Component
- **DEPARTMENTAL REVIEW**: Intersections & Crossings Component

48. Does the design reduce vehicle speeds and increase visibility for all modes at intersections?

49. Overall, do intersection designs limit conflicts between all modes and promote pedestrian and bicycle safety?

- **APPLICANT**: Intersections & Crossings Component
- **DEPARTMENTAL REVIEW**: Intersections & Crossings Component
Certificate of Bulk Mailing — Domestic

Fee for Certificate

<table>
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<tr>
<th>Number of Identical Weight Pieces</th>
<th>Class of Mail</th>
<th>Postage for Each Multipiece Paid</th>
<th>Number of Pieces to the Pound</th>
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</thead>
<tbody>
<tr>
<td>36</td>
<td>FC</td>
<td>28.17</td>
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</tbody>
</table>

Total Number of Pounds: 1.30
Total Postage Paid for Multipieces: 18.36
Fee Paid: 8.80

Mail for: 90 ROCHELLE AVE

Postmaster's Certification
It is hereby certified that the number of multipieces presented and the associated postage and fee were verified. This certificate does not provide evidence that a piece was mailed to a particular address.

(Postmaster or Designee)

PS Form 3606-D, January 2016 PSN 7530-17-000-9546

See Reverse for Instructions

90 ROCHELLE AVE
PROOF OF MAILING FOR COMMUNITY MEETING
Page 13
Notice from Zoning Applicants to RCOs and Neighbors (Coordinating RCO Has Scheduled the Public Community Meeting)

Rachael J. Pritzker, Esq.
Pritzker Law Group LLC
1635 Market Street, 16th Floor Philadelphia, PA 19103
rachael@pritzkerlg.com
(610) 505-8132

July 28, 2021
Re: 90 Rochelle Ave, Philadelphia, PA 19128
ZBA Hearing Nov 2, 2021 at 9:30 AM

Dear Registered Community Organization or Neighbor:

This is a notification of a VIRTUAL PUBLIC MEETING to discuss the project described below. All Registered Community Organizations that have geographic boundaries containing the project property and all community members are welcome to attend.

Properties Description: The property is an intermediate lot fronting on Rochelle Avenue, in the 4th Councilmanic District.

Project Description: The project proposes the erection of a detached structure with a cellar having a maximum height of 65 feet and the erection of rear and side yard fences having a maximum height of 6 feet. The proposed use for the structure is multi-family household living to include 90 dwelling units. The existing masonry building will accompany the structure to continue to host the existing grooming and boarding business. The project also proposes a variety of off-street accessory surface parking which includes 20 automobile spaces, 2 ADA parking spaces, 1 van accessible space, 2 electric parking spaces, and 30 bicycle parking spaces.

Copies of the zoning application and any related documentation can be found at One Parkway Building, 1515 Arch Street, 18th Floor, Philadelphia, PA 19102.

Wissahickon Interested Citizens Association is the Coordinating RCO, and has scheduled a VIRTUAL PUBLIC MEETING in advance of a public hearing to discuss the project at the following date, time and place:

Tuesday, September 7, 2021, at 7:00 pm
Zoom link: https://us02web.zoom.us/j/86865366934?pwd=eXpVaFJwMWhyMTduKzVDUWVVQdFFhUT09
Meeting ID: 868 6536 6934 / Passcode: 508153

Please review the zoning posters for the date of the VIRTUAL PUBLIC HEARING to be held by the City of Philadelphia Zoning Board of Adjustment at Zoom webinar https://zoom.us/join ID 820 8829 2595 - Password 634842

For reference, contact information for all affected Registered Community Organizations and the District Councilperson is provided as follows:

Wissahickon Interested Citizens Association: president@wissahickon.us
Friends of the Wissahickon: tittmann@fow.org
Council Office - Joshua.Cohen@phila.gov

If you have received this notice as the owner, managing agent, or other responsible person at a multi-unit building, you are requested to post this notice at a prominent place in a common area of your building.

Sincerely,
Rachael J. Pritzker, Esq.
cc: Planning Commission - rco.notification@phila.gov
RCOZBA@phila.gov
Joshua.Cohen@phila.gov
president@wissahickon.us
tittmann@fow.org
1) Registered Community Organization Comments

a) Building is too large and out of character with this neighborhood
   The footprint of the building was reduced to address this comment. The unit count was decreased by 45% from 90 units to 50 units. The density was reduced from 56,246 sq ft/0.014 acres per 1 unit to 28,000 sq ft/0.014 acres per 1 unit. The building is located steps from the Wissahickon Train Station for the SEPTA Regional Rail and close by to other forms of public transportation. It’s practical to consider the site for a Transit Oriented Development.

b) Too high in comparison to neighborhood buildings
   The location of the building was revised to partially address this comment. The dimensions from the building to the adjacent property lines were increased from 8 feet and 8 feet to 48 feet and 106 feet, respectively. A larger multifamily building was constructed on the West end of Rochelle Avenue (at the intersection of Rochelle Avenue and Kakie Street). It is located immediately adjacent to and across the street from single family residential homes without a landscaping buffer.

c) Building forms are too monolithic
   The design of the building was revised to address this comment.

d) Concerns with overly bright lighting common to Westrum developments
   The Owner will design the exterior lighting scheme to be contextual to this development, not based on their other developments.

e) It would be visible from Rochelle Avenue and would become the backdrop for existing homes
   The location of the building was revised to partially address this comment.

b) 20 proposed parking spaces is inappropriate for this site. There will be more cars than parking spaces and it will overwhelm the neighborhood
   The unit count and parking count were revised to address this comment. The unit count was decreased by 45% from 90 units to 50 units. The parking count was increased by 260% from 20 spaces to 52 spaces. The unit to parking ratio was changed from 1 unit to 4.4 parking spaces to 1 unit to 1 parking space.

c) Concerns with ingress and egress
   i) Wider sidewalks could conflict with current drives
      The existing site constraints aren’t addressable.
   ii) There are natural pinch points that create conflicts between pedestrians and vehicles
      The existing site constraints aren’t addressable.
   iii) Trash trucks and delivery vehicles do not have adequate turn-around space
      The layout of the parking lot was revised to address this comment.

4) Sustainability Comments

a) Consider green roofs. More attention to rainwater detention should be a feature of the site.
   The Owner will take this under consideration.

b) Staff encourages the pursuit of more metrics and third-party certification
   The Owner will take this under consideration.
06.07.2022

90 ROCHELLE AVE
SITE CONTEXT

PROPOSED 52 UNIT RESIDENTIAL BUILDING (WITH PARKING)
EXISTING DOGGIE DAYCARE

WISSAHICKON REGIONAL RAIL STATION
PEDESTRIAN UNDERPASS (CONNECTING ROCHELLE AVE & MAIN ST)
ON ROAD SECTION OF SCHUYLKILL RIVER TRAIL

EXISTING WISSAHICKON TRANSPORTATION CENTER (BUS ROUTES 1, 35, 124, 125, & R)
PROPOSED NEW WISSAHICKON TRANSPORTATION CENTER (BUS ROUTES 1, 35, 124, 125, & R)

JEFFERSON UNIVERSITY EAST FALLS CAMPUS (1.2 MILES NORTH EAST)
ROXBOROUGH MEMORIAL HOSPITAL (0.9 MILES NORTH)

CITY AVE RETAIL AREA (1.5 MILES SOUTH WEST TO GROCERY STORES, GAS STATIONS, RESTAURANTS, ETC.)
SCHUYLKILL RIVER TRAIL (5 MILES SOUTH EAST TO CENTER CITY)

MANAYUNK SHOPPING/BAR DISTRICT (0.8 MILES NORTH WEST)
WISSAHICKON PARK TRAIL(S)

SCHUYLKILL RIVER TRAIL EXTENSION
PENCOYD BRIDGE TRAIL (CONNECTS TO CYNWYD HERITAGE TRAIL & MANAYUNK BRIDGE TRAIL)

CITY AVE RETAIL AREA (1.5 MILES SOUTH WEST TO GROCERY STORES, GAS STATIONS, RESTAURANTS, ETC.)
SCHUYLKILL RIVER TRAIL (5 MILES SOUTH EAST TO CENTER CITY)
ACER SACCHARUM (As)
SCIENTIFIC NAME: ACER SACCHARUM
COMMON NAME: GREEN MOUNTAIN SUGAR MAPLE
QUANTITY: 6

CERCIS CANADENSIS (Cc)
SCIENTIFIC NAME: CERCIS CANADENSIS
COMMON NAME: EASTERN RED BUD
QUANTITY: 4

THUJA OCCIDENTALIS (To)
SCIENTIFIC NAME: THUJA OCCIDENTALIS
COMMON NAME: ARBORVITAE
QUANTITY: 20

QUERCUS ALBA (Qa)
SCIENTIFIC NAME: QUERCUS ALBA
COMMON NAME: WHITE OAK
QUANTITY: 7

JUNIPERUS VIRGINIANA (Jv)
SCIENTIFIC NAME: JUNIPERUS VIRGINIANA
COMMON NAME: EASTERN RED CEDAR
QUANTITY: 20

ILEX OPACA (Io)
SCIENTIFIC NAME: ILEX OPACA
COMMON NAME: AMERICAN HOLLY
QUANTITY: 8
CAST STONE
NATURAL

BRICK
CLASSIC RED

STACKED STONE CLADING
SLATE GREY

STANDING SEAM METAL PANEL
DARK BRONZE