

Civic Design Review Key Recommendations to Guide Second Submission

Licenses and Inspections Application Number: Master Plan Review - Not Applicable
Project Address and/or Title: 76 Place at Market East
Date of Civic Design Review: December 18, 2023

The comments below summarize the CDR Committee recommendations from the proposal's first Civic Design Review (CDR) meeting. They have been organized by the review categories used during the meeting. When necessary, PCPC staff has made minor adjustments in language for grammatical correctness.

PCPC staff encourages the development team to review the comments and make changes to their proposal as needed. During the second and final review, PCPC staff will review the comments from the first meeting and the development team's responses to them.

Registered Community Organization (RCO) Comments Philadelphia Chinatown Development Corporation (PCDC)		Applicant Response (03/05/2024)
1	<p>Process and CDR Triggers</p> <p>The RCO notes that they sent earlier correspondence raising questions about the CDR process and the triggers for this review.</p>	<p>Please see response letter to PCPC staff dated December 15, 2023. While the PCDC letter of December 14, 2023 confirmed our public meeting on December 12, 2023, the letter also raised particular</p> <p>master plan submission requirements. It appears PCDC was not aware of the full civic design review submission to the Commission on September 29, 2023, which included the following: Civic Design Review Presentation, Civic Design Review Application, Sustainability Design Checklist, Complete Streets</p> <p>Checklist and Statements of Existing and Proposed Conditions. Specifically, the CDR presentation on Pages 4 through 14 are dedicated to illustrating the surrounding land uses and density and Pages 58 through 63 focus on parking and traffic circulation around the site. Based</p>



		on the completeness of our submission, PCPC scheduled the CDR meeting.
2	<p>Circulation</p> <p>The Master Plan does not show the flow of traffic and pedestrians between the arena and surrounding neighborhoods. The analysis should be much more comprehensive.</p>	<p>Traffic flow for the surrounding neighborhoods is being reviewed by the applicable City and State agencies as part of the Traffic Impact Study. Pedestrian modeling for the arena entry/exit points has been completed by ARUP and is included as part of the CDR resubmission.</p> <p>Additionally, pedestrian flow has been shown the added "Circulation Traffic Impact Study Submission #1 - Parking Garage Allocation" diagram (Page 20), "Circulation Traffic Impact Study Submission #2 - Parking Garage Allocation" (Page 21) and Proposed Arena Ingress & Egress diagrams (Pages 28 to 31). Bus circulation diagrams have been added (Pages 24 to 25).</p>
3	<p>Residential Tower</p> <p>Proposed residential tower overwhelms properties to the north, especially the businesses immediately to the north next to Cuthbert.</p>	<p>A street level rendering at 10th & Cuthbert was added to the initial CDR submission based on feedback from the RCO meeting.</p> <p>The residential building was located and massed in a way to minimize shadow impacts given the surrounding high rises that already exist immediately adjacent to the site. Building massing sun studies have been added (Pages 37 to 39).</p> <p>Additionally, base CMX-5 zoning of project site (and adjacent site) allows and expects building density of this scale or greater. 76 Place is proposing approximately half (865%) of the by-right, base FAR (1,600%). As discussed in the CDR presentation, the primary massing of the residential tower was intentionally setback off of the corner at 10th and Cuthbert in order to reduce massing scale directly at the northeast corner, based on community feedback.</p>
4	<p>Impacts on Residents and Businesses</p> <p>The arena will not protect Chinatown with its 5,000 residents and a very busy commercial</p>	<p>While this is not an area of focus for the CDR, it is important to clarify that 76 Place will not directly displace one resident or business. We are repurposing an existing commercial use into another commercial use. We have had dozens of meetings with community stakeholders to inform</p>



	corridor. How will it impact adjacent businesses, particularly those businesses close to 11th and Filbert Streets?	how we can develop the project in a way that addresses the community's concerns and help structure a \$50M community benefits agreement, which would be the largest in the history of the City.
5	<p>Sidewalks</p> <p>There are questions about the sidewalks – they are still too narrow, especially in comparison to the Wells Fargo Center. There does not appear to be enough space for queuing. How will sidewalks accommodate street furniture – bike racks, planters, etc. – as well as queuing space?</p>	<p>The sidewalks around Wells Fargo Center range from 9'-0" wide at its narrowest up to 50'-0" wide. However, given the distinct site location differences, direct comparison is not applicable practice. At 76 Place, proposed sidewalk width and queuing areas have been tested for expected Levels of Service based on pedestrian modeling for the arena. Refer to additional "Circulation Queuing Zones" diagram (Page 32). The revised "Proposed Site Plan" (Page 13) is showing preliminary street furniture locations within the proposed encroachment zone.</p>
6	<p>Inward Facing Buildings</p> <p>Several buildings in the immediate area do not do a good job of engaging pedestrians, such as the Convention Center. Reading Terminal market does engage pedestrians well on 2 of its 3 sides. Arch Street side could do better.</p>	<p>We agree and are designing the arena to reverse that trend and provide an engaging streetscape that activates and engages pedestrians at the ground level.</p>
7	<p>Retail Concerns</p> <p>There is a concern with the arena being dark 200+ nights a year, when there are no events. The proposed retail is not enough to engage pedestrians on non-event days. What is the minimum amount of retail space needed to engage pedestrians when the building is dark?</p>	<p>While events do not occur everyday, we are designing the arena with public facing retail that would be open on non-event times and dates. The Street Level Plan has been revised based on feedback to increase engagement and activation at non-event times, giving people a reason to come through the space.</p> <p>Refer to updated "Proposed Street Level Plan" and additional "Proposed Street Level Plan (NonEvent)" diagrams (Pages 3 to 4) showing additional retail and community activation areas and precedent</p>



		imagery. Additionally, a new rendering of a vision of the potential interior Promenade has been provided (Page 6).
8	<p>Parking Concerns</p> <ul style="list-style-type: none">• The loss of parking lanes on 10th and 11th Streets is a concern.• Vehicles often double park on 10th and 11th Streets.• The loss of on-street parking could increase double parking, hinder traffic flow, and harm small businesses in the area which rely on it.• The RCO requests to see the traffic studies that show that this is a viable plan.	<p>There is no loss of legal parking lanes on 10th Street due to the sidewalk widening and along 11th street there would only be 10 parking spaces lost. Active traffic and parking management during events via traffic officers, crossing guards and parking enforcement are typical for urban entertainment venues and would be implemented here in coordination with the Streets Department and PPD.</p>
9	<p>Longevity</p> <p>In the news it was recently noted that Washington DC's Capital One Arena, where the Wizards and Capitals play, is proposed to leave for Northern Virginia. What will happen to the 76 Place arena and this site at the end of the arena's useful life?</p>	<p>The arena will be designed in a way to maximize flexibility and allow for future modifications to adapt with changing trends. The site is located in the middle of the City and directly over of a major transit hub, whenever the venue does reach the end of its useful life it will be redeveloped to meet the needs of the market at that time, just like every other building in the world.</p>



10	<p>The RCO notes that there have been a lot of comments about the arena’s relationship to the Chinatown neighborhood.</p> <p>It is important to understand the dynamics of the Chinatown neighborhood, which includes both businesses and residents.</p> <ul style="list-style-type: none">• Chinatown is also a cultural hub, not just a destination for food and services.• Once Chinatown is better understood, it can inform the project’s design.• Note that many residents also have cars – on event nights they still need parking.• Delivery business has picked up a lot since Covid, replacing business lost during Covid. A lot of businesses rely on delivery services (and traffic and parking should not hinder it).• Traffic and parking are at the top of Chinatown’s concerns.	<p>We wholeheartedly agree that Philadelphia is lucky to have such an authentic and dynamic Chinatown and we want to keep it that way.</p> <p>We envision bringing the community into the design process once it really begins post approvals, creating space to incorporate art and culture, community use days, opportunities for local businesses to work on and in the arena and other programs through the \$50M community benefits agreement.</p> <p>Traffic and parking management is key for us too, as we need to get it right, to provide our fans with the experience that they are looking for. Our team at Langan is hard at work analyzing the traffic and parking alongside the appropriate City and State agencies.</p>
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CDR COMMITTEE COMMENTS		
Informational Questions and Requests <i>The committee noted a lack of detail in project documentation for several categories. Below is a summation, arranged by subjects, where more information is requested. Associated observations, questions, and recommendations can be found in the comments sections further below.</i>		Applicant Response (03/05/2024)
1	Site Selection (Why this site?) <ul style="list-style-type: none">• Were other sites considered?• What was the analysis that led to the selection of this site?	Many sites were evaluated during the due diligence process and this location made the most sense given it's size, proximity to mass transit, surrounding retail, restaurants, bars and hotels. The commercial availability of the site and the opportunity to revitalize a section of East Market Street that has been struggling for decades made this location the logical choice.
2	Programming <ul style="list-style-type: none">• The Committee requests a better understanding of event day programming, pedestrian circulation, and vehicular traffic.• Tabulation of Event Days:<ul style="list-style-type: none">○ How many game days, how many days with concerts, etc.○ How many attendees are expected at the different types of events?• Traffic lane striping plan• Traffic flows and volumes• Parking counts and utilization of garages• Queuing volume diagrams• Sharing of existing traffic studies	<p>We are forecasting 150 events occurring annually at the arena, including at a minimum 41 Sixers home games (not including playoffs and pre-season), concerts, family shows, and other events. We'll also reserve a dedicated number of dates for community events such as cultural celebrations, youth sports, fundraisers, and more.</p> <p>Regarding traffic lane striping, refer to additional "Proposed 10th Street Modifications" (Page 27) and "Proposed 11th Street Modifications" diagrams (Page 26).</p> <p>Available parking counts and total capacity have been added to "Circulation Traffic Impact Study Submission #2 - Parking Garage Allocation" (Page 21).</p> <p>Refer to additional "Circulation Queuing Zones" diagram (Page 32). Additionally, refer to ARUP pedestrian modeling study for additional information.</p>



		Traffic flows and volumes will be described in the final Traffic Impact Study, which is under review by the applicable City and State agencies.
3	<p>Residential Tower</p> <ul style="list-style-type: none">• What is the program for the residential tower, including the distribution of unit types?• What kinds of household sizes are expected? Individuals? Families? Will there be family sized units?• What is the definition of “affordable” that will be used?• Is it possible to have more than 20% affordable units?	<p>Specific program mix and affordability levels have not been defined yet - we will be working with the community to set rates that meet their needs and maintain the economic viability of the project, which will be set prior to approvals and codified in the zoning ordinances.</p> <p>The up to 79 units of new affordable housing would represent a 20 percent increase in the current supply within the three surrounding census tracts and is being done voluntarily as there is no affordable requirement existing today.</p>
4	<p>Pedestrian Experience</p> <p>It is hard to understand the pedestrian experience in and around the arena.</p> <ul style="list-style-type: none">• More eye level views needed in and around the arena:<ul style="list-style-type: none">○ Need to see the arena and the residential tower from the perspective of Chinatown, for example looking from north of the arena south towards Market Street.○ Need more renderings from the Filbert Street side, especially 11th and Filbert.• Shade and shadow studies needed to understand the impact of the arena and residential tower on the adjacent lower rise neighborhood of Chinatown.• It is noted that the arena will be highly visible component of the Market Street vista to City Hall.	<p>Pedestrian perspectives have been updated on "Circulation Pedestrian - Street Level Sections" (Page 33).</p> <p>Additional sun studies have been added (see Pages 37 to 39). The residential building was located and massed in a way to minimize shadows and fit within the footprint of what is already being cast by the surrounding high rises.</p>



<p>5</p>	<p>Numbers of Pedestrians and Circulation Flows</p> <p>More information needed on numbers of users, coming and going, on both event and non-event days.</p> <ul style="list-style-type: none">• How many people will use the facility on non-event days?• How much of the facility is open on non-event days?• How are the square footages for queuing being calculated?• Share any strategies for directing pedestrians to particular entries.• Add analysis for pedestrian departures at the end of events. How much space is needed on the surrounding streets and sidewalks to accommodate them? What are the mitigation strategies?• Provide documentation of ADA accessible pathways.	<p>Pedestrian arrival was shown on "Circulation Pedestrian Study Arrival Door Splits" in the initial CDR submission (Page 48).</p> <p>Public access on non-event times was shown on "Circulation Pedestrian - Street Level" in the initial CDR submission (Page 47).</p> <p>Refer to response on Item #2 Programming regarding user data.</p> <p>Additional "Proposed Queuing Zones" diagram has been added (Pages 32). Refer to ARUP Pedestrian modeling for additional information.</p> <p>The TIS includes analysis of the surrounding streets from a pedestrian perspective and is being reviewed by the appropriate City and State agencies.</p> <p>All arena entries and Street level public spaces are planned to be ADA accessible. Accessible continuity will be provided at the arena Concourse level as well.</p>
<p>6</p>	<p>Street Closures and Drop-offs/Pick-ups</p> <ul style="list-style-type: none">• Clarification needed – do you anticipate closing any streets during event days? If so, for how long? Will Market Street need to be closed on event days?• What are the effects on traffic from the closure and striking of the 1,000 block of Filbert Street?• Where do VIP drop-offs happen?• Where are rideshares being accommodated?	<p>We are not proposing to close Market Street at all during arena event times. 10th and 11th Streets from Market to Filbert were originally proposed to be temporarily closed both pre- and post-events, however we have heard consistent concerns from various stakeholders and are evaluating other options. We think leaving them open works from a pedestrian perspective and Langan is analyzing from an auto perspective.</p>



	<ul style="list-style-type: none">• How much of the Filbert Street connection will be closed on event days?• What will be the effects on traffic re-routing and bus routes when streets are closed?	<p>The closure of Filbert Street to automobile traffic has been incorporated into the TIS analysis from Day 1. This space will be open to non-ticketed pedestrians/general public when an event is not ongoing, and during events it will be limited to ticketed patrons.</p> <p>Rideshares are proposed to be accommodated at three adjacent locations on Filbert Street, Chestnut Street, and 12th Street. Refer to additional diagram "Circulation Proposed Ride Share Pedestrian Arrival" (Page 23).</p> <p>Public access on non-event times was shown on "Circulation Pedestrian - Street Level" in the initial CDR submission (Page 47).</p> <p>Aside from two relocated bus shelters on Market between 10th and 11th, there will be no effect on bus routes. Even if 10th and 11th Streets were closed temporarily before and after events, buses would be waived through the barricades to avoid impacting routes on 11th Street.</p>
7	<p>Ground floor documentation and vertical circulation</p> <ul style="list-style-type: none">• Clarify use of the grey spaces or back of house spaces in the plans.<ul style="list-style-type: none">○ Show the plans for those areas.○ What are they used for, how transparent and how flexible are they?○ Will they allow use changes and can they be activated?	<p>Grey spaces previously represented arena-specific programming on Street Level. "Proposed Plans - Street Level" (Page 3) has been updated to show these areas.</p> <p>There is sufficient vertical circulation planned to support arena operations.</p>



	<ul style="list-style-type: none">• More documentation needed on the vertical circulation within the arena:<ul style="list-style-type: none">○ Clarify.○ Is there enough vertical circulation shown, or should we expect more?	
8	<p>Sustainable Design</p> <ul style="list-style-type: none">• Are there any commitments to third party design certification?• Is there a carbon neutral plan in place?• Is there a plan to use renewable energy?• What is the anticipated lifespan of the stadium and are there any plans for its future adaptability?	<p>The arena will incorporate core principles of sustainability throughout the design, construction and operations (including sustainable carbon reduction strategies balancing nature and technology driven solutions and transparency on performance through periodic disclosures and reporting and the pursuit of designing the arena in accordance with LEED or other third party sustainability practices). Typical lifespans for sports venues are 30-40 years. The arena will be designed in a way to maximize flexibility and allow for future modifications to adapt with changing trends. The site is located in the middle of the City and on top of a transit hub. Whenever the venue does reach the end of its useful life, it will be redeveloped to meet the needs of the market like every other building in the world.</p>
9	<p>Community Impacts</p> <ul style="list-style-type: none">• Have there been any assessments of the impacts of this arena on the residential market nearby?• Are there any potential harms to nearby residential housing?	<p>It is our understanding that the community and economic impact studies being conducted by the City and PIDC are looking into current trends and potential impacts of the arena on the residential market. We have also done our own research and analysis on this subject which has helped inform our proposed programming and funding to be included in the \$50M CBA along with the inclusion of up to 79 units of affordable housing (which would be a 20% increase in supply for the immediate area).</p>



10	<p>Parking, Transportation, and Transit</p> <ul style="list-style-type: none">• The Committee notes 395 residential dwelling units and 120 parking spaces in the proposal. Where will the other the residents of the proposed tower park? And has that been folded into the study of parking impacts?• How much of the existing garage capacity is already being used? What and when is their peak utilization?• Provide a diagram of bus lines and stops. Will the removal of stops and/or street closures affect bus routes and stops? Will any be re-routed or altered?• How will other large volume uses in the area, such as Broad and Walnut Street shows, affect the parking available on arena event days?	<p>We wholeheartedly agree that Philadelphia is lucky to have such an authentic and dynamic Chinatown and we want to keep it that way.</p> <p>We envision bringing the community into the design process once it really begins post approvals, creating space to incorporate art and culture, community use days, opportunities for local businesses to work on and in the arena and other programs through the \$50M community benefits agreement.</p> <p>Traffic and parking management is key for us too, as we need to get it right, to provide our fans with the experience that they are looking for. Our team at Langan is hard at work analyzing the traffic and parking alongside the appropriate City and State agencies.</p>
11	<p>Night Lighting and Signage</p> <ul style="list-style-type: none">• How will night lighting be managed when there are no events?• How bright/dim will the interior lighting be?• How much will the signage band project over the sidewalk – dimensions requested.	<p>Specific levels of illuminosity have not yet been determined, however interior and exterior lighting will be balanced on non-event times. The goal is to create an active and inviting space while not overwhelming passersby or using energy unnecessarily. Signage will adhere to current regulations, projecting no more than 5'-0" beyond the property line (for signs above 15'-0").</p>
12	<p>Public safety and security</p> <ul style="list-style-type: none">• How will you address security and public safety in the design?	<p>The overall security plan for the interior of the arena will be developed in coordination with the NBA and Homeland Security standards, such as terrorism and ballistic detection. State-of-the-art physical electronic security will be in place at the arena. Additionally, highly trained NBA and arena security personnel will be</p>



		<p>assigned to cover not only the interior envelope, but also the exterior envelope.</p> <p>The Security plan for the exterior, city streets around the Arena will be a layered approach. We will install CCTV cameras, lighting, and human resources - namely Safety Ambassadors and extra police coverage. We will work in unison with the Phila, SEPTA, and Port Authority Police Departments to ensure safety along and around the Market Street East area.</p>
13	<p>Additional planning and development documentation</p> <ul style="list-style-type: none">• Show current land use and zoning maps.• Provide consultant reports:<ul style="list-style-type: none">○ It is challenging to make comments because the committee is still waiting on some of the consultant reports.• Show recent mixed-use development that has blossomed on the south side of Market Street and in the area (East Market Development).• Show how underutilized parcels have been developed.• Clearly show Chinatown and its boundaries. Show the scale and density of the properties in the Chinatown neighborhood.	<p>"Existing Zoning Map", "Existing Building Height" and "Proposed Building Height" diagrams have been added (Pages 10 to 12). Diagrams include East Market development and Chinatown area developments.</p>
General Comments		
1	<p>The committee expressed frustration at the lack of detail in the presentation, which can reduce trust and confidence that project will do right by the public realm.</p>	<p>It is important to note that the this was the first of multiple CDR's - the "Master Plan" CDR is by definition a higher level review where many of the finer design details have not yet been addressed. We will be coming back to the Commission for a second CDR prior to</p>



	<ul style="list-style-type: none">• CDR is happening before some of the reports have been issued.• Need presentation of impacts and mitigation measures. <p><i>See “Informational Questions and Requests” above for further details.</i></p>	building permit, at which point the design is developed to a level the Commission is used to seeing and provides an opportunity for more in depth review. The intent with this first submission was to provide information as early as possible in the process. This will be an ongoing conversation with multiple opportunities for community and Committee feedback and additional presentations to the CDR Committee as design progresses.
2	High impact, once in a generation project.	We agree and that's why we're so passionate about getting this right. The City and our fans deserve transformational projects like this.
3	The area around the site seems constrained.	There are certainly unique site constraints to contend with, however multiple other arenas across the country have been built on similar or smaller sized parcels, such as Madison Square Garden (NYC), TD Garden (Boston), and Rocket Mortgage Field House (Cleveland).
4	Appreciate the work of the development team and them bringing this forward at this time, though the development presentation seems premature.	Refer to response to General Comments #1.
5	It is easy to criticize a project of this scale.	
6	Note that the community raises great points, and that no community members have spoken in favor of the project during this review.	We agree that good points have been raised that require continued evaluation and response. Please note that the 76ers have collected over 30,000 signatures in support of the arena (with over 25,000 coming from residents of the City) and held dozens of meetings privately and publicly in which support for the project has been vocalized by various labor groups, diverse chambers, faith based organizations, landlords and business owners.



7	It does not seem to be a positive contributor to the vitality of the city when it is not hosting an event. Non-event days are likely to have few patrons. Non-event activity will make or break a project of this scale.	Street level, sidewalk-facing retail will ensure the arena remains vibrant, inviting, and open to the public on non-event days. Modifications to those plans have been made based on feedback received from the Commission. SEPTA will gain a new front door and presence on Market Street for Jefferson Station. And most importantly, this type of transformational project can be the catalyst for other projects along, what is now, a struggling section of East Market Street.
8	Connections to public transit is an excellent reason for placing an arena at this location.	We agree wholeheartedly and that is one of the key reasons why this site was selected.
9	There are concerns with the design and engagement process – working on this can improve the quality of the design and the community’s perception of it.	We have held over 100 meetings with members of the community plus dozens more with SEPTA, City and State agencies all of whom are important stakeholders and continues to welcome feedback to further refine the proposed project.
10	Appreciate the development team’s willingness to listen to the community and to the city planners and other stakeholders in the area.	We are and will continue to be receptive to the feedback of various stakeholders throughout the City and appreciate the input received.
11	Note that other arenas are adjacent downtowns, not necessarily in them.	28 out of 30 NBA teams in the country have arenas located in their respective downtowns. Many have been there for decades and many have more recently moved downtown with cities seeing the virtues of integrating another use into the urban fabric and taking advantage of the infrastructure in place.
12	There is not enough information on how this impacts immediate neighbors. <ul style="list-style-type: none">• What will it feel like to be a resident living next to the arena?	During non-event times, the publicly-accessible Street Level will provide new retail and F&B, and provide a welcoming, transparent presence for local residents and daily commuters. Additional foot traffic around the arena



	<ul style="list-style-type: none">• How are businesses on adjacent streets being impacted, especially during egress times?	<p>is anticipated during pre- and post-event times, which represents new opportunities for local retail, restaurants, bars and hotels.</p> <p>The TIS will include ample improvements, management and mitigation strategies for the auto and pedestrian demand. It's important to note that the anticipated 18,500 pedestrians and 3,400 cars associated with the proposed arena represent just 5% and 1% respectively of what is already coming into Center City daily - the City can and does handle this type of traffic.</p>
Site Circulation and Public Open Space		
1	<p>Pedestrian Flow The CDR committee commented on the impacts of people coming and going from the arena both before and at the conclusion of events. On both event and non-event days.</p> <ul style="list-style-type: none">• Experience from Madison Square Garden (MSG) in New York City: A lot of pedestrian flow at the conclusion of an event – It is an intense use of the space and needs to be considered seriously.• Committee is not convinced by the areas set aside for pedestrians and queuing. Notes that MSG has larger plazas.• Concerns that this site is too small for this activity and street closures will be needed. How would street closures affect traffic patterns and re-routing?• How are rideshare vehicles being accommodated?• Curbs can be hazards during the exit rush – often bollards and temporary barriers deployed to manage exit flows. Consider how other cities have managed this.	<p>All good comments, which have generally been addressed in responses to CDR comments above and within the CDR Resubmission.</p>



	<ul style="list-style-type: none">• How are security checks being managed as a component of the pedestrian flow?• Knowing the volumes of people fitting on the site would help answer this question.• Can't usually dictate which entrance people will be willing to use. Consider 10th and Market as the likely space to attract the greatest amount of flow.• Can more be done to connect to the Chinatown gateway? And can there be more dialogue with Chinatown about how to connect with their community?• How can the vibrancy of Chinatown be pulled closer to Market Street?	
2	<p>Ground Floor Design, Activity, and Uses</p> <p>The interior of the ground floor shows great linkages but lacks intensity. There is no indication that the planned retail would support the density of use and activity normally associated with interior shopping streets. People should feel enticed to visit the stores and shops that are in and around the facility.</p> <ul style="list-style-type: none">• Retail shops are needed on both sides of interior promenades.• There should be an indication in presentation graphics what the spaces look like on non-event days.• Consider upper floor uses and access on non-event days. Disheartening to walk past and see minimal lights upstairs.• Are there other activities that would make people want to go and visit there?• During event days and times, can the promenades still be open to the general public (non-ticket holders)? Can	<p>These are all good comments and we have made updates to the plans to reflect this feedback, which will be further explored in this resubmission.</p> <p>Street level plan modifications have been made, including increased retail, primarily at the Promenade. Non-event activation diagram and precedent imagery of potential community activation have been provided in CDR Resubmission. Refer to Pages 3 to 6.</p>



	<p>we use Filbert Street all the time – can it be a true public space at all times (even on game days)?</p> <ul style="list-style-type: none">• Reading Terminal Market is a great example of what is successful for an indoor shopping area. It has great shop variety, density, and intensity of use.• The development team should encourage even more pedestrian traffic and pass throughs under the arena.• This plan needs more development. The short cuts and passages could work in a redesign.• Egress time is not being considered enough, everyone exits all at once.	
3	<p>Public pathways within and around the site</p> <p>Public pathways in and around the arena could be improved by strengthening sight lines and connections to local destinations such as the Reading Terminal Market and Chinatown.</p> <ul style="list-style-type: none">• There are numerous bridges and buildings built over streets in the area. Passageways with large opaque areas, lower quality materials, and/or inadequate lighting can reduce the sense of connection between different parts of the city.• Move Filbert and 11th Street entrance further east. Pursue temporary closures of Filbert Street from 11th Street to the arena.• Consider wider, more rectangular layout along Filbert Street alignment below the arena to improve sightlines and connections to the Reading Terminal Market.• Align public entries between arena and Fashion District Mall.	<p>These are all good comments and we have made updates to the plans to reflect this feedback, which will be further explored in this resubmission.</p> <p>The entrance at 10th & Filbert has been relocated further east (subject to coordination with SEPTA), as well as aligning the public entry to the Fashion District at 10th Street. Refer to "Proposed Plans - Street Level" (Page 3)</p>



	<ul style="list-style-type: none">• Reduce bridge footprint over 10th Street to improve sightlines to Chinatown.• Consider taller entrances at both Filbert Street entries to:<ul style="list-style-type: none">○ Increase visibility of public connections under the arena bowl and their sightlines.○ Emphasize entries for SEPTA users.○ Provide more daylight for SEPTA station.• At the concourse level ensure clear pedestrian access and good wayfinding.	
4	<p>Public Safety and Security</p> <ul style="list-style-type: none">• More detail needed for security and flow of patrons into the arena at event times.• How does the architecture affect the security of the place?	<p>This comment has been addressed in responses to previous CDR comments above and will be further explored in this resubmission.</p>
5	<p>Public Open Spaces</p> <ul style="list-style-type: none">• The plazas at the principal points of entry (10th and Market, 11th and Filbert, 10th and Filbert) are undersized. It is hard to dictate which entrance patrons will use. 10th and Market is likely to have the greatest flow. Consider less retail at the corner of 10th and Market Street to create a larger entry plaza.• Reductions or relocations of back of house spaces could be used to create larger public spaces, both interior and exterior.• Are there other spaces that can become public? What can the arena give back? Consider the roof deck at Cira Green as a positive example. Opportunity for a big public space.	<p>As to the roofscape, we agree and envision a finished roof with plantings, solar panels and decorative panels/materials to be incorporated.</p> <p>The unique operating needs of an arena make it challenging to simply reduce or relocate BOH spaces as suggested, however we have made changes based on this feedback which will be further explored in this resubmission.</p>



	<ul style="list-style-type: none">• Pay more attention to the roofscape – what are the experiences of people in other buildings looking down on the arena? Does it all need to be an ad?• Can any back of house space be sacrificed to allow for more public gathering space?	
6	<p>Sidewalks and Street Furniture</p> <p>The committee indicated that the public should be inspired by the streetscape, even at the master planning level.</p> <ul style="list-style-type: none">• Quality of furnishings should be higher than what has been shown.• Bollards are very important element – should keep people safe but also not feel uncomfortable, it is not Fort Knox. Be more creative than just using bollards every foot.• Paving and lighting should also be of high quality.• Will there be tree cover here? Show be shown in site drawings.	<p>We agree and will take this into consideration as the design progresses.</p>
Transportation and Transit Access		
1	<p>SEPTA Stations and Headhouses</p> <ul style="list-style-type: none">• Make sure that light can still get down into SEPTA’s Jefferson station – there is still not enough information to evaluate that in this proposal.<ul style="list-style-type: none">○ Jefferson Station is a huge station for our city.○ Will the station be celebrated in the way that it should be?	<p>We agree and have gone to great lengths to modify our design in the interest of preserving and celebrating the station. The event floor was raised above street level to minimize impact on the station, a new main entrance off Market Street has been incorporated and further refinements have been made along Filbert based on feedback received from the Commission. Direct connections from the station are not possible due to security requirements but the entry experience will be seamless, just like many other cities have achieved with</p>



	<ul style="list-style-type: none">○ If you want people to use the station to come to games, it needs to be a great civic experience, and it should be a great experience every day.● Consider direct elevator/escalator from Jefferson Station to the event levels.● The existing Jefferson Station is a design achievement and celebratory experience – it needs to be maintained.	venues on top of transit hubs like NYC, Boston and Brooklyn.
2	<p>Bike parking</p> <ul style="list-style-type: none">● Biking is a common mode of travel for Philadelphians and is on the upswing. More bike parking is needed than what is shown.● City agencies will have additional guidance in the future for locations, numbers, and rack selections.	We agree and have incorporated space for over 120 bikes at the ground level and will also look to incorporate bike racks on the sidewalk in a way that integrates with the pedestrian experience.
3	<p>Bus Transit</p> <ul style="list-style-type: none">● How will the traffic and activity of the arena impact bus transit service?● Bus transit should be considered as part of a larger master plan for this district.● There is currently a bus stop at 10th and Filbert Streets for the Navy Yard shuttle and the #45 bus stops nearby as well. How will the arena impact those bus routes and stops?● Can the former intercity bus station at 10th and Filbert Street be restored for short term use? It would be a goodwill gesture on the part of the development team.	<p>Impact to bus transit is being considered as part of the master plan. Refer to response to CDR Committee Comment #10.</p> <p>The location and operation of the former intercity bus curbside station is not dictated or controlled by the development team. Greyhound determined on their own accord that they were leaving the site prior to our agreement to purchase it.</p>
4	<p>Vehicular parking and Service Loading</p>	We agree and appreciate the acknowledgment.



	<ul style="list-style-type: none">• Access to transit is a strength of the project and a project without more car parking can be considered a plus.• Support for a dispersed parking strategy, which is less likely to create congestion than a single large parking structure.• Notes that driving and parking can be challenging with or without an arena. Colonial era city and streets already makes this difficult. Hard to find parking directly in front businesses being visited.• Reusing the existing service access for the Fashion District Mall allows the arena to function using a single, existing curb cut on Arch Street. The service entry is not adjacent to other large destinations with high volumes of pedestrians.• Show truck turning motions and staging locations for TV trucks.• City agencies and their consultants may have additional guidance in the future.	<p>The current Fashion District already has underground loading docks that can accommodate up to 30 tractor trailers. That same dock will become part of 76 Place so trucks can load out of sight and out of mind from the community, just like they do now for the mall. When the trailers aren't being used, they will be queued offsite, far away from the arena and the surrounding community.</p>
5	<p>Market Frankford Line headhouse relocation</p> <ul style="list-style-type: none">• Carefully coordinate location and spacing of proposed subway (MFL) entrance so that it does not hinder access to the Market Street entry of the Convention Center.• Future subway headhouse design should minimize obstruction of historic Reading Terminal building.	<p>Acknowledged and agreed, the current headhouse leaves ample opportunity for an improved structure at the new location. We would look to mimic what NREA built on the other side of Market Street in terms of design and transparency.</p>
Building Design for Master Plans		
1	<p>Market Street Façade</p>	<p>This is valuable feedback and will be incorporated into the design as it progresses. The existing renderings are meant to evoke a concept of what could be, however the design will continue to evolve and develop. When we</p>



	<ul style="list-style-type: none">• Upper floor public space has a tough time surviving in any situation. It is hard to get people up there and hard to see it from the street.• What will the Market Street facades look like during non-events days and hours?• The façade needs to be able to give life to the City even when people aren't in the spaces behind it. The Academy of Music on Broad Street is an excellent example.• There are challenges with animating a glass fronted building during non-event times, especially if the lighting is dimmed – can look even more dead.• Are there other uses and/or architectural design solutions to address these challenges? For example, galleries and educational functions.	come back to CDR prior to building permit we will be sure to have taken this into account.
2	<p>Residential Tower</p> <ul style="list-style-type: none">• The committee notes some scale differences between the tower and the surrounding community. Shadow studies and additional perspective views are encouraged to help understand the impacts.• The committee is in favor of housing being included in the proposal. That the arena is responsible for on-site residents helps hold it accountable to nearby residents.• Residential tower also supports more use of a roof deck as an amenity space.	We agree with the importance and value of including a residential use within the project. The site and surrounding area is zoned CMX-5 with no height limits, which has facilitated the development of many high rise buildings in the immediate area. This context was taken into consideration when locating and massing the residential building on the site.
3	<p>Arena massing and bulk</p> <ul style="list-style-type: none">• How does the project compare to MSG in terms of scale and size?	The entire arena program can fit within the confines of the property line. Refer to updated "Proposed Massing - Program Section" (Page 35) indicating property line



	<ul style="list-style-type: none">• What is the height of the arena roof above the sidewalk?• Will the entire perimeters of the upper concourses be able to fit within the property lines?• Indicate the depths of any elements which will project past the property lines, including upper concourses and signage bands.	<p>extents and building edges (all within property line) and building height.</p> <p>There are no elements which will project past the property line besides signage, which will adhere to the current Zoning Code of 5'-0" maximum projection for signs above 15'-0").</p>
4	<p>10th Street bridge and connections to Chinatown</p> <ul style="list-style-type: none">• Low bridge inhibits views to Chinatown arch.• 10th Street bridge could create a gateway to the Chinatown arch.• How can we make an interesting connection to Chinatown? To pull its vibrancy towards Market Street.	<p>We agree that this is an opportunity to create a stronger connection to Chinatown and the Arch through a more transparent bridge and at the corner of 10th and Cuthbert. The height of the bridge is not proposed to be any lower than exists today, however the ability to see through (which doesn't exist today) and connect with what's happening in the bridge from the street and vice versa will be a meaningful change for the better.</p>
Sustainable Design		
1	<p>The design team has a good reputation for sustainable design, but what are their overarching goals for this project? For energy use and more?</p>	<p>Refer to response to CDR Committee Comment #8.</p>
2	<p>Consider vertical greening.</p>	<p>Acknowledged, we will consider this as the design evolves.</p>