

PHILADELPHIA CITY PLANNING COMMISSION
July 21, 2009

PRESENT: Joseph Syrnick, Acting Chair
Patrick J. Eiding
David Wilson, representing Camille Cates Barnett
Bernard Lee
Natalia Olson de Savyckyj
Nancy Rogo Trainer
Nilda Ruiz
Peggy VanBelle, representing Rob Dubow

ABSENT: Duane Bumb

Executive Director: Alan Greenberger
Deputy Executive Director: Gary J. Jastrzab

Acting Chair Joseph Syrnick convened the City Planning Commission Meeting of July 21, 2009 at 1:15pm.

Mr. Syrnick read a part of a letter from Alan Greenberger on July 10 that was addressed to him.

“As a result of my appointment by Mayor Nutter as Acting Deputy Mayor of Planning and Economic Development and Commerce Director, I now hold a seat on the City Planning Commission that is reserved by Charter for the Commerce Director. However, my dual roll as Executive Director of the Planning Commission prevents me from being Executive Director and a Board member on the Commission. Therefore I am appointing Duane Bumb as my designee to fill the seat reserved for the Commerce Director until such time as the Mayor appoints a permanent Commerce Director. Duane as you know has ably served in this capacity before. And we look forward to his participation as we move forward.”

He congratulated Mr. Greenberger on his new appointments. He welcomed back Duane Bumb, who is not here. He also welcomed Dave Wilson, who is sitting in today as the representative for the Managing Director’s Office.

- 1) Approval of the Minutes of the June 9, 2009 meeting.

Upon motion by Mr. Eiding, the City Planning Commission approved the minutes of June 9, 2009.

- 2) Executive Director’s Update

Mr. Greenberger stated that he has several items for his update.

- 1) Philadelphia Rowhouse Manual: That was developed/published last year, can now be purchased for \$10.00 at the Center for Architecture at 16th and Arch, and the AIA bookstore website at aiabookstore.com.
- 2) Final publication of the 2010-2015 Capital Program: Several months ago you approved the Capital Program and then subsequently some amendments to it.
- 3) Transportation Community Development Plan: We have been working on a Transportation Community Development Plan in the area at Broad and Erie. This was an \$80,000 grant funded by the DVRPC. We will be presenting our recommendations for revitalization this intersection to this commission something during this year.
- 4) The Central Delaware River Master Plan: The Delaware River Waterfront Corporation put out an RFP to do what is basically a public policy master plan following the vision planning work that was done by PennPraxis two years ago. We received 23 very good proposals for it and the Commission members of the Waterfront Corporation and members from

PennPraxis are in the process of vetting those proposals now. We don't have anything to report yet but our expectations is that the short list will evolve during the summer and a planning consultant on board by October

- 5) PCPC's August meeting, which is scheduled for the 18th of August, we are going to wait an additional week to see how many agenda items are actually in evidence. If there are not a significant number, we will cancel the meeting. We will let you know in the next week and a half.

- 3) ZBA Case 8559: 2116-32 Chestnut Street (Developer: The John Buck Company)

Paula Brumbelow, Development Planning Division, stated at the last meeting the community asked us to table it so that they could meet with all interested parties. We had the meeting where everyone was able to voice their concerns. The applicant then went back and made some changes to the design. They will come up and tell you what the changes are.

William Schwartz, attorney with Obermeyer, Rebmann, Maxwell & Hippel, stated he is representing the Sidney Hillman Medical Center, as well as, the John Buck Company. Dave Radomski, Senior Vice President of the John Buck Company, and Jim Plunkard, the architect from Chicago, is with him today. The Medical Center is located in two Historic Districts: Philadelphia Rittenhouse District and the Federal Rittenhouse District. Philadelphia Historical Commission has voted unanimously to grant a hardship variance of the medical building on Chestnut Street and voted to allow the demolition of the Sansom Street building, as well as, approved our high rise development. At the last hearing we proposed the residential mixed use development and advised that the Sidney Hillman Medical Center, that this community depended use, will be closed if we don't get the new quarters. Their development will be providing them with new quarters in the new building that is slated for Sansom Street. They will also widen Van Pelt Street at their costs, and to fund major public improvements to the new streetscape. We also advised our plan to move the tower portion southwest, that was as a major concession to the adjacent churches on Chestnut Street, who now favor their development. They heard from the 22nd Street neighbors, who objected to this change, both from the effect on their property, as well as, their surprise at the last minute that this plan came through. The Planning Commission sponsored a meeting for all concerned parties, which was beneficial to all parties. As a result of that meeting, we had further discussions with the neighbors, coupled with a recent plan changes for their benefit, which have resulted in meeting most of the neighbors concerns. Included was Michael Cicone, resident of 22nd Street, who asked that we mention him in our remarks.

Jim Plunkard, architect for the developer, thanked Mr. Greenberger and the Commission for organizing the meeting with the concerned neighbors. They have had many conversations since then. They have come up with a scheme that is a model development for Philadelphia. The result is the reconfiguration of the tower, and portion of the base open up light and view corridors for their neighbors, increased some of the distance between buildings, and improved the quality of light for their 22nd Street neighbors. Generally speaking what they have done on the south portion of the tower, they have cleaned up the bay from 25 to 30. They have taken the entire bay off of the south side of the building, and added 3 stories to the top of the building. There are a

couple of minor things that they have done in order to make it all fit into the exact same framework, some square footage, same FAR, unit count. They pushed the building 5 ft. to the north. They lowered the ceiling heights of their typical floors, they added 3 stories but essentially they added the height to 22 ft to the building. It is set back about 24 ft. Minor things such as, the base of the building has been slightly reconfigured. They pulled 13 ft. back off of Van Pelt for the public right-of-way there. At their western property line, they have created a private urban garden that they are dedicating for the use of their 22nd Street neighbors. It will be gated and private. Also set it back 6 ft from the property line on the western edge. They moved the base of the Sidney Hillman Medical Center 3 ½ feet off of the property. They have pulled the 5th floor on the medical center away 12 ft. Finally they added a green screen covering the garage, and they continued the green screen on the back of their building all the way around to the western side of the new Sidney Hillman Medical Center. All of these changes were collaborations with the neighbors. They worked with each individual neighbor. It is a benchmark for Philadelphia for new construction.

Mr. Schwartz stated we have one less refusal, the condition that required window walls have now been cancelled by this new change.

Ms. Olson thanked them for collaborating with everyone.

Avis Allman, resident and property owner at 113 S. 22nd Street, thanked Mr. Greenberger for doing a great job of bringing them together. She thinks this is a great model for future community involvement. She had several questions for Mr. Greenberger and Dave Radomski. Assuming this plan goes forward as proposed, how does it affect the future of what could happen to the 22nd Street neighbors properties? Do we have limitations? Are we going to be able to keep our existing structures? Do we have the future capability of looking at our block of buildings if we or someone else wants to go higher? From the developer's point of view, if that site did get developed with something 3 or 4 feet higher than their property, what is going to be the developer's tactic where it concerns their light? This entire neighborhood has gone through changes. This block is being a test model. There are an awful lot of parking lots in the area. There is no real community plan. We need the development of a community plan. What is the vision of this area two years from now? Five years? Ten years? She would like to participate; she is offering her services. She would like to be a part of that.

Mr. Greenberger thanked her and her neighbors and the representatives of the churches. You have all played a very instrumental role in making this all come together. He said that he could not answer all of those questions right now. There is value to the City in making sure that all of its economic and physical strengths are well linked together. And if you look at the character of the area west of 22nd Street to 33rd Street, it is weak. It is weaker than the rest of Center City. As a city we have a real interest in looking carefully at it and determining how we can make it responsibly grow. There are not enough people; there is not enough life in it. It is a gap that works to the disadvantage physically for the city; it is difficult to walk through, but also economically. He is willing to have community groups in that discussion. That will have to be applied to the new Zoning Code. He is not too worried about what the developer thinks about development in that part of the city.

Tim Kerner, Chair of the Zoning Committee for the Center City Residence Association (CCRA), stated he feels the solution that the developer came up with addressed the questions of planning and the community. It is a very difficult thing to do. He wanted to address the issue that this tower is very large and how the neighborhood association has reacted to that, and the particular proviso that they asked about. This is a C4 district with an FAR of 5. The tower will go to an 11.5 to 11.6. It allows a project to go up to 13 if they meet with public open space requirements to achieve those bonuses. There really should be a public open space in a C4 zoning. What public space are you creating? Your response has been that you are creating space on Van Pelt Street, and we appreciate that there will be trees with park benches. It is not a public space on Van Pelt Street. You are going to widen it, and there will be an egress and ingress with a loading dock. So it really isn't a type of park that we would consider a public park. We have come up with a proviso that is for 1 block area to be provided for public open space adjacent to the site. You can provide public open space or funding for a public open space improvement. There is a very easy solution to take a public open space and improve upon it. There is a public open space program going on right now west of this site. It seems to be the easy solution to how a big project can contribute to public open space to meet the intent of C4 for public open space. This is not the case of a civic group making unusual demands.

John Gallery, Executive Director of Preservation Alliance, stated that he could not attend the meeting with the developers and neighbors. He does appreciate the effort that was made and also the changes that were made in the plan. However, the tweaking of these details really does not change the fundamental issues that are before you. The first issue is the zoning designation. Legally it must be justified by the fact that there is a hardship inherent in this site, which precludes it dilemma for any use allow under the existing zoning. No evidence has been shown to you that such a hardship exists that justify the variances. The question before you is should it go back to the Zoning Board as under law. In this case the law is very clear, because there is an earlier Commonwealth Court decision on an earlier case that shows this Commission's requirements must be met. I think you should follow the law. If you are not, then what is your justification? Is there a planning justification that takes precedence over the legal bases for zoning? As been stated, it is an extremely large building. It is 381 ft. tall. It is more than twice the allowable FAR. The closest tall building is 170 ft. most of the others are lower. Is there any notion that would suggest that this is a section of Center City where we want to encourage the continuing development of buildings of this size? He doesn't think there is. There are places that suggest certain circumstances and they are on Market Street, and along the river. This is not an area where there is now a pattern or a logical pattern in the future for buildings of this scale. He does not think there is a planning justification, which overrides the legal bases for a zoning decision. Your recommendation for this project should be that variances should be denied.

Mr. Plunkard replied it is 338 ft. tall.

Mr. Gallery replied the plans that were shown to him by Paula Brumbelow showed the face of the building was 44 ft. and the tower on the top of that was 337 ft. Those were the plans that he was given to review yesterday.

Mr. Plunkard replied that the 331 includes the base.

Mr. Syrnick replied that CCRA gave an interesting suggestion, but I don't think it's a direct matter for this Commission. It might be something that you can talk about with the developer some time in the future. It was whispered in my ear that this is something that the Zoning Code Commission, as they continue to do their work, could consider this kind of suggestion. He thought all of it was very thoughtful, and he appreciated that.

Ms. Olson replied the Zoning Code Commission has a civic engagement process. We will be going out September and October to have meetings across the city. And we invite all of you to be part of that. That will actually set the stage for Imagine Philadelphia, our comprehensive plan. She recommended everyone who is interested to be a part of that.

Mr. Lee asked about the existing medical facility that is there.

Mr. Plunkard replied it will continue.

Upon motion by Mr. Eiding, seconded by Ms. Rogo Trainer, the City Planning Commission approved the ZBA Case 8559: 2116-32 Chestnut Street.

- 4) Zoning Bill 090472: Amending Zoning Bill 080588 (approved 12/22/08) by requiring City Council approval of the Plan of Development for the American Commerce Center site on the 1800 block of Arch Street (Introduced by Councilmember Clarke on June 4, 2009)

Martin Gregorski, Zoning Planner, stated this Bill amends the Zoning Bill 080588, which was approved by the City Planning Commission on December 2, 2008. This Bill amends the approval process by requiring that after the City Planning Commission approves a Plan of Development, City Council must also approve the Plan of Development via an Ordinance for American Commerce Center at 18th and Arch Streets. The original Bill made changes to the zoning approval of the Philadelphia City Planning Commission. The current Bill needs to also go to City Council for approval. The City Planning Commission staff is recommending approval.

Ms. Olson stated this is only for this one site.

Mr. Gregorski replied this is only for the American Commerce Center.

Mr. Greenberger replied we have seen several ordinances of the past year that have Plan of Development approval. Last month we had SugarHouse Casino. Some of them have also gone back to Council for approval. We don't have any ax to grind with this one. Your work, in terms of reviewing plan of development, is the same. We will do whatever we need to do to get the job done. This is an instance, where the Councilman thought because of the profile of the project and the visibility and some level of the controversy that surrounded it. It might be smart to have this go to Council for final approval. We think that's okay.

Paul Boni, resident of the City of Philadelphia in the Society Hill neighborhood, stated for over a year now you and former Deputy Mayor Altman were very emphatic

that City Council not have the final say on these types of procedures for the Plan of Development for projects. Arguments have been made very publicly that politics would be taken out of this equation that we want the file on record to be with the planning experts that preside here. Those two plans, Stamper Square, which does not require City Council approval, and the American Commerce Center, were recommended as precedents for the SugarHouse Casino, which this Commission a month or two ago recommended to remove City Council from the final approval from that Ordinance. What is the real motivation? You are saying it is only for controversial projects certainly Stamper Square and SugarHouse Casino fall under that category. Where is this amendment coming from? Who is proposing it and why? Why doesn't the Commission adopt a consistent approach to this?

Mr. Greenberger relied it is certainly our preference that the Plan of Development review be with the Commission and end there. That is our preference, and it is a long term goal. We can't realistically get there every time. In fact we have not been pushing or proposing these kinds of ordinances. This ordinance was proposed by Councilman DiCicco for the east side of town, and Councilman Clarke for this one. We want to respect the Councilman's wishes. We have to earn this authority. It is not going to be granted to us. Some Councilmembers have been very comfortable with letting us do what we do, some are not there yet. It doesn't change what we as a Commission have to do.

Mr. Boni replied since you are supposed to be a political body of experts, that you vote your preference. That is what you are here to do to vote your preference, not what an elected official wants you to do.

Mr. Eiding replied we have occasions here where we have pushed back very hard at City Council. We are not anybody's pawn. It's not a political thing. We make decisions as they come before us. This same Councilperson was very happy to support us. We will continue to make decisions here with careful thinking and recommendations.

Ms. Olson told the public to let City Council know how they feel about projects. We need to prove ourselves, but we want the public input.

Upon motion by Mr. Eiding, seconded by Ms. VanBelle, the City Planning Commission approved Bill 090472.

- 5) Zoning Bill 090517: Remapping the area bounded by Walnut, 42nd, Locust, and 43rd Streets from R9 multi-family residential use to R9A single-family residential use (Introduced by Councilmember Blackwell on June 18, 2009)

Ms. Brumbelow stated this Bill is for the rezoning of the area bounded by Walnut, 42nd, Locust, and 43rd Streets. It is for the entire block at St. Mark's Place. It would remap the area from "R9" Residential, which is multi-family, to "R9A" Residential, which would be single-family for all of the homes that front on St. Mark's Place. The request came from the residents, who would like to protect their single family homes on the block. The City Planning Commission staff recommendation is approval.

Ms. Rogo Trainer asked how many now are multi-family and single-family.

Ms. Brumbelow replied she went out and looked at the area, and there was one house on the east side and one house on the west side that had double doorbells, so that would make it possibly 2 multi-families at the most.

Ms. Rogo Trainer asked how the residents would know about this remapping.

Ms. Brumbelow replied we usually advertise before the Rules Committee of City Council hears it. We put posters on several locations on the block to make sure that they know that the Rules Committee would be having a hearing. Spruce Hill Community Association is the one who requested it. She assumed that it was discussed as a community as well.

Mr. Syrnick asked if there are multi-family house out there, would they be grandfathered in.

Ms. Brumbelow replied if they are legal, they would stay. If they have all the necessary permits before the date of the Rule Committee, they would be grandfathered in.

Mr. Greenberger asked her to explain what the legal or zoning definition is of a multi-family dwelling.

Ms. Brumbelow replied it would have 2 separate living units or 3 unrelated people living in the unit. This does not stop people from renting. It would prohibit them from separating the house into separate units.

Ms. Olson replied this is in University City.

Ms. Brumbelow replied this is a unique block, and most of the homes were built in the early 1900's. They have kept their appearance of historic community.

Mr. Greenberger replied this is the kind of thing that does come up in front of the Commission time to time as needed, where they have changed their residence into multiple units. It has happened all over Center City. It showed up recently at Yorktown, where people were renting out to some Temple students, and also in Northern Liberties. This is very special block. He doesn't think it is historically certified. It is a unique situation. They want to preserve the block.

Patrick O'Neil stated he is the Environment Counsel for the City but he is not here in that capacity. He is here on his lunch hour and maybe using some vacation. He is here as a resident of the block. He has lived on the block for approximately 4 years, and hopes he will be there for a very long time. He said he has a 4 year old and a 7 year old. He has a petition signed by 23 owners of the block, the block has 26 houses. Two of the owners were on vacation so they couldn't sign it. And one house has been rented to at least 6 college students. The houses on the block are owned and occupied. There is another house that has been rented to college faculty or a grad student. There are 38 kids on the block, from age 6 months to 18 years old (the 18 year old will be going off to college). They were concerned about the one rental. It is a family block and it is historically certified. In his district, single-family occupancy is down 16 or 17%. A similar rezoning occurred in Northern Liberties not too long ago.

Mr. Eiding asked can there still be rentals, and rooms can still be rented.

Ms. Brumbelow replied they can still rent to a college student. They cannot put multi-residential units in.

Upon motion by Ms. VanBelle, seconded by Mr. Eiding, the City Planning Commission approved staff recommendation for Zoning Bill 090517.

- 6) Streets Bill 090468: Revising City Plan No. 55 by striking Duncan Street from Aramingo Avenue to the Delaware Expressway, and placing a drainage and public utility right-of-way within the lines of the stricken Duncan Street (Introduced by Councilmember Krajewski on June 4, 2009)

William Erickson, Development and Zoning Planner, stated the purpose of this Streets Bill is to remove an unneeded dead-end street that is currently being used as a private driveway and place a right-of-way for drainage and utility purposes. There is currently an existing sanitary sewer located in the bed of the unopened City Street. It is currently being used by both adjacent parties as a private driveway. The applicant has requested a subdivision, which Licenses and Inspections has determined cannot be processed currently because of an encroachment within the bed of the unopened City Street. This Bill is to strike the street portion and get a dedication for the right-of-way. There is a building on the right-of-way. It has been there for at least 20 years. The City Planning Commission staff recommendation is approval.

Mr. Syrnick asked for all intents and purposed this is not a street today, it is a driveway.

Mr. Erickson replied it is not a street.

Mr. Eiding asked who becomes responsible for it.

Mr. Erickson replied the north property owns it to the center line. Because it is a paper street, they are required to maintain it.

Upon motion by Ms. Olson, seconded by Ms. Ruiz, the City Planning Commission approved Streets Bill 090468.

- 7) Review and Comment: Tudor East Falls Historic District Designation (Presented by Jonathan Farnham and Erin Cote, Philadelphia Historical Commission)

Jonathan Farnham, Executive Director of the Philadelphia Historical Commission, stated we have not had a Historic District since 2005. Under Section 6.d of Section 14-2007 of the Philadelphia code, the Historic Preservation Ordinance states: During the sixty days prior to a Commission hearing on designation of a particular historic district, the City Planning Commission shall review and comment on creation of the district and transmit its comments to the Historical Commission to assist

the Commission in making its determination. We are here to seek comments from the Philadelphia on the creation of a historic district. The Historical Commission has notified the property owners of the historical nominations. We will start having public meetings in September and October to hear testimony from the neighboring property owners and anyone else who is interested in it.

Erin Cote, Planner with the Philadelphia Historical Commission, said the proposed Tudor East Falls Historic District meets 4 of the 10 criteria outlined in the Philadelphia Code, Section 14-2007(5) (c, d, h, and j):

1. (5) the district reflects the environment in an era characterized by the distinctive Tudor Revival style
2. (c) embodies distinguishing characteristics of that style
3. (d) owing to their singular uniformity, these blocks, in particular the cathedral and cottage rows, represent an established and familiar visual feature of East Falls
4. (h) the area exemplifies the cultural, economic, and social heritage of the community, as East Falls was going through a fundamental shift from housing for workers to a bedroom community
5. (j) it was transformed

The proposed historic district is located in the East Falls neighborhood of the city, and encompasses the 3400 blocks of Midvale Avenue, W. Penn Street and W. Queen Lane. These buildings were built in 1925-1931. They have a significant number of trees, and uniform house lines.

She respectfully requests the Philadelphia City Planning Commission concur with the nomination and advise the Historical Commission that Tudor East Falls merits listing on the Philadelphia Register of Historic Places.

Mr. Eiding asked would that be attached to the deed.

Ms. Cote replied not attached to the deed but it would be on the Philadelphia Register. It would be red flagged for Licenses and Inspections.

Mr. Syrnick asked about the process.

Ms. Cote replied in 2005 the designation was submitted at an informal community meeting.

Mr. Syrnick asked her if she has gotten any feedback at this point.

Ms. Cote replied that 1 person contacted her in favor, and another contacted her about prospects. There was nothing negative.

Ms. Olson asked why such a long time.

Mr. Farnham replied the Historical Commission imposed a moratorium in 1995. From 2005 to 2006, it tripled but our staff numbers stayed flat. We have made some changes to the process, that has made it more efficient. With the state of the economy, our staff has had more time to go through the process. We are going to have an informal community meeting in late August.

Ms. Rogo Trainer asked does this designation have any effect changes to the exterior, on colors, etc.

Mr. Farnham replied the License and Inspection building permits temporary installing air conditioners, painting wood trims.

Ms. Ruiz asked about the occupancy rate of the homeowners.

Ms. Cote replied there are 210 homes and 16 owners. She has mailed notices to them.

Mr. Greenberger asked do you often get calls when people get upset with pink walls and air conditioners.

Mr. Farnham replied yes we get calls, even if we don't have jurisdiction.

Mr. Eiding asked if we move forward with this recommendation and then you have your meeting with the community, who makes the final decision after it is out of our hands.

Mr. Farnham replied the Historical Commission.

Mr. Eiding replied that he doesn't feel good about this.

Mr. Farnham replied that they don't have a good feel on it. We have 2 public meetings on it. We have notified all of the owners with 2 letters, posted signs, and advertise it. The Historical Commission has 60 days to notify the property owners. The first public meeting will be held in September. We will also set up a meeting in the district to answer any questions.

Ms. Ruiz said once you designate an area historical, it affects the community financially. She would feel more comfortable with more community input.

Mr. Syrnick replied we are not taking any formal action on this. We are just giving comments on whether it has any merits for a historic designation. The real responsibility lies with the Historical Commission. They have a process for it.

Mr. Farnham replied yes it is the legal responsibility of the Historical Commission. We are here to see if from a planning perspective it makes any sense, to see if it is compatible with whatever the Philadelphia City Planning Commission is working on.

Mr. Farnham replied to see if it is compatible with whatever the Philadelphia City Planning Commission is working on.

Ms. Olson replied that she is afraid that when the Zoning Code is rewritten, that this might get forgotten. This is really important. We need to make sure that this is put into the zoning code.

Gina Snyder, Executive Director of the East Falls Development Corporation, stated this area has the most distinctive houses in the neighborhood. These three

blocks are the premier blocks in the neighborhood to show people this extraordinary architecture and tree covered streets.

Mr. Lee stated he wanted to make a modification to this recommendation that this block merits registration on the Historic Registry.

Mr. Synchronic thanked Mr. Farnham and Ms. Cote.

- 8) Information Only: Stormwater Design for Midvale Avenue (East Falls) (Presented by Joy Lawrence, Pennsylvania Horticultural Society)

Alan Urek, Division Director of the Strategic Planning and Policy Division, Stated this is a demonstration project that is being managed by the Pennsylvania Horticultural Society for an area in East Falls down hill from what you just saw. The importance to this Commission is the bringing together of other stakeholders, city agencies, development corporations, and neighborhood organizations to come up with a solution along Midvale Avenue to make it a complete street. On June 4, Mayor Nutter signed an Executive Order for dedicating the streets in the City of Philadelphia, and also the staff has been working on a pedestrian and bicycle plan for portions of the City, this part of the City is included.

Joy Lawrence, Pennsylvania Horticultural Society's Philadelphia Green Program, stated that it is an honor to be here today. She said it has been a three year journey for her, and she has been partnered with the East Falls Development Corporation's Gina Snyder, the Water Department, the Streets Department, the Philadelphia City Planning Commission, and Michelle Adams. East Falls is in the non-titled Schuylkill watershed. We have approached this project with stormwater management, even though that is not the only thing that matters. Our work there has been based on creating models that are applicable in other areas of the City. The study area is Midvale Avenue below the historic designation section. It began several years ago when we were questioning how we could manage storm management in East Falls. They realized too late that it was too late to manage stormwater 50 feet from the river. East Falls is a very steep hill community. They started to think up hill and what their issues were. We spent a good deal of time planning and executing a community design process. What is stormwater management? What is the process? From that process they created what lead to the second round of proposals by the William Penn Foundation. They created a multi-agency, multi-design process. We were fortunate to have over 40 individuals representing the key City agencies. February 2009 we were lucky to have people from Philadelphia City Planning Commission, Streets, Water, License and Inspection, State DEP and representatives from New York and their environmental protection, and the surrounding counties. We broke them into teams and assigned them tasks on Midvale Avenue. It as a two-day process. At the intersection of Library and Mifflin School curb extensions and pedestrian walks. Their goal is to create a design implementation for Midvale Avenue that improves the quality of life and environmental performance. We have a mandate and funding for the Water Department to do this.

Jose Almiñana, architect and member of the Philadelphia Art Commission, shared the fantastic possibility for Midvale Avenue. They are focusing their work only in

the public right-of-way in public open spaces. The gold standard is integration. All interests have to come together.

Mr. Syrnick replied that a lot of the changes take place on the sidewalk and it is the responsibility of the owners. You are clearly adding a lot of maintenance responsibility.

Mr. Almiñana replied this system does have a function and need to be performed. This is a certain amount of maintenance that needs to be done. It is an idea in concept. It fits the mandate before us with the Green Works Plan.

Ms. Olson replied the Water Department has great ideas for stormwater management. They have a large amount of money from Penn West.

Mr. Almiñana replied to the extent that the Water Department is successful, it will impact on all of us. He said for it to be successful, it has to be coordinate by a single entity.

Craig Schelter, Schelter Associates, said that he has a daughter that has bought a house in this neighborhood. What is the cost of these improvements?

Mr. Almiñana replied it is just in the starting phase right now. It is in the conceptual phase.

Mr. Greenberger replied we need to look at the cost of dumping the water into the storm system; and the cost of fixing the street.

Mr. Almiñana replied the Water Department has to look at what they can work with. They have a half million dollars.

Mr. Greenberger left at 3:00pm

- 9) *Informational Only: Philly Live! Entertainment Complex(Introduced by Councilmember Tasco for Council President Verna on May 12, 2009)*

William Kramer, Division Director of the Development Planning and Zoning Division, said this is a proposal with the stadium and the Wachovia Center. This site is zoned Sports Stadium District, that is why a Master Plan is used. This will need to come back to us. In April of 1994, we approved the Master Plan for Spector II, which is currently the Wachovia Center. It is possible that more legislation will be required. This is an information only item. It was never put on a design plan and was labeled a plan of development and would come back.

Richard Hayden, attorney, stated that this submission before the Commission is a result of a series of discussions with the developer, architect, members of the Philadelphia City Planning Commission, representatives from City's Commerce Department, and other officers of the City. It has been a collaborative process up to now. They think it is an exciting project.

Gary Block, Vice President of Development for Philly Live! At the Cordish Company. The Commissioners have a set of plans, and specs in front of them. Partnership between Cordish and Comcast-Spectacor was created 2 years ago. The Cordish Company has been around since 1910. It is a private company doing family entertainment development. He gave a brief explanation of their projects and what they own. Newest live venue is in Kansas City Power and Light District. Philly Live! was the brain child of Mr. Ed Snyder, while the Wachovia Center was being developed. May 26, 1994, the Master Plan was created. It is the first development area between Wachovia Center and the Spectrum. There will be easier connections among Wachovia Center, Citizens Bank Park, and Lincoln Financial Field. We will be taking the Spectrum down. We have modeled this on such destinations as Boston's Quincy Market and Baltimore's Power Plant Live!. It has a roof over it. You can hang out 365 days a year. It's not completely enclosed. You can heat it and cool it. You don't have to go to the live area and wear a coat in the winter; and we've got air flowing through there in the summer. It is 350,000 sq ft. It will be a retail/restaurant/entertainment district with 60% restaurants/entertainment and 40% retail. After the Spectrum is taken down, they will have 53,000 spaces. This plan will have 250,000 sq. ft. plus hotel with meeting space, a spa, and a health club. It will be market style buildings 60 or 70 sq. ft. of retailers.

Megan DiNicola, architect, stated it was laid out to bridge the gap between the two busiest sports venues, Wachovia Center and the ballpark, which together are active almost 300 days a year. So, the diagonal street will run from Wachovia's front door to the ballpark's southwest entrance. It will be 3 large stadiums with retail entertainment. The connection with Lincoln Financial Field will be made by improving the crosswalk on 11th Street. They also plan streetscape improvements on Pattison Avenue. The Commission will be seeing the signage for your approval.

Mr. Syrnick replied you said you were going to incorporate the SEPTA station to the project. How are you going to do that?

Ms. DiNicola replied we attempted a wrap around sign.

Ms. Olson replied that she loves the project. She saw the renderings about 2 years ago. We can tie this to the casinos. She knows it's a done issue, but have you tied gaming into your other sites.

Mr. Block replied he didn't tie gaming with this site as per the Master Plan.

Ms. Rogo Trainer replied are you doing a lot with the area you have, but anything you can do to link the SEPTA station with the site would be good for safety.

Mr. Syrnick asked if they have had any discussions with the Sports Stadium District.

Mr. Block replied yes, and we will continue to do so.

10) *Information Only: Lower Italian Market Revitalization Plan (Presented by Karin Morris and Nicole Hostettler, Passyunk Square Civic Association)*

David Knapton, Community Planner, stated this project was sponsored by the Passyunk Square Civic Association, PIDC, Commerce, and

The American Planning Association has selected the Lower Italian Market Revitalization Project for its 2009 National Planning Excellence Award for a grassroots initiative.

Karin Morris, Board member of the Passyunk Square Civic Association (PSCA), stated that they were here as an information only. We will be back in the future for a plan endorsement. She gave a brief background of her association. PSCA hired Interface Studio and Econsult Corporation to prepare the Lower Italian Market Revitalization Project. The corridor is S. 9th Street. It is the missing link to the Upper Italian Market and the cheesesteak sandwich shops. There is a strong housing market. Goals of the plan are:

- to get to know the neighbors
- take a look in the mirror
- broadcast the Market's identity to put S. 9th Street back on the map in new ways
- reinforce the Market's local flavor and authenticity
- reinforce the Market's long term-viability
- facilitate peoples' arrival in the Lower Italian Market
- don't wait for a catalyst project to jump start this change
- embrace the corridor's urban marketplace
- balance lived-in with livable

They want to activate the corridor now, and to promote mixed-use development. The area is unique. It's a melting pot. She said the following recommendations form a comprehensive strategy for the corridor and promise to put the Lower Italian Market back in business and back on the map as an eclectic and evolving hub of living history and a vibrant collection of shops and eateries, serving the neighborhood, the City, and the region. She explained the first three recommendations: 1) building community; 2) developing identity; and 3) guiding change, igniting change.

Nicole Hostettler, planner and resident, explained the last three recommendations: 4) getting there, getting around; 5) growing green; and 6) sparkling clean. She said that if anyone would like to view this project, it is on their website at passyunk.org/planning.

Ms. Rogo Trainer replied that she was afraid that they were going to clean up and sanitize it too much.

Mr. Syrnick adjourned the City Planning Commission Meeting of July 21, 2009 at 3:45pm.

SUMMARY

- 1) Minutes of the Meetings of 6-9-09 Approved
- 2) Executive Director's Update
- 3) ZBA Case 8559: 2116-32
Chestnut St (Presented by
Paula Brumbelow; Developer:
the John Buck Co) Approved
- 4) Zoning Bill 090472: Amending
Zoning Bill 080588 (approved
on 12/22/08) by requiring City
Council approval of the POD
for the American Commerce
Center site on the 1800 block
of Arch St (Presented by
Martin Gregorski; introduced
by Councilmember Clarke
on 6-4-09; Approved
- 5) Zoning Bill 090517: Remapping
the area bounded by Walnut,
42nd, Locust, & 43rd Sts from
R9 multi-family residential use
to R9A single-family residential
use (Presented by Paula
Brumbelow; introduced by
Councilmember Blackwell
on 6-18-09) Approved
- 6) Streets Bill 090468: Revising
City Plan No. 55 by striking
Duncan St from Aramingo
Ave to the Delaware Expressway,
& placing a drainage & public
Utility right-of-way within the
Lines of the stricken Duncan
St (Presented by William Erickson;
introduced by Councilmember
Krajewski on 2-5-09) Approved
- 7) *Review & Comment: Tudor
East Falls Historic District
Designation (Presented by
Jonathan Farnham & Erin
Cote, Philadelphia Historical
Commission)* *Review &
Comment*

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| 8) <i>Information Only: Stormwater Design for Midvale Avenue (East Falls) (Presented by Joy Lawrence, PA Horticultural Society)</i> | <i>Presented</i> |
| 9) <i>Information Only: Philly Live! Entertainment Complex, Spectrum site/1100 block Pattison Ave (Developer: Cordish Development Co)</i> | <i>Presented</i> |
| 10) <i>Information Only: Lower Italian Market Revitalization Plan (Presented by Karin Morris & Nicole Hostettler, Passyunk Square Civic Association)</i> | <i>Presented</i> |