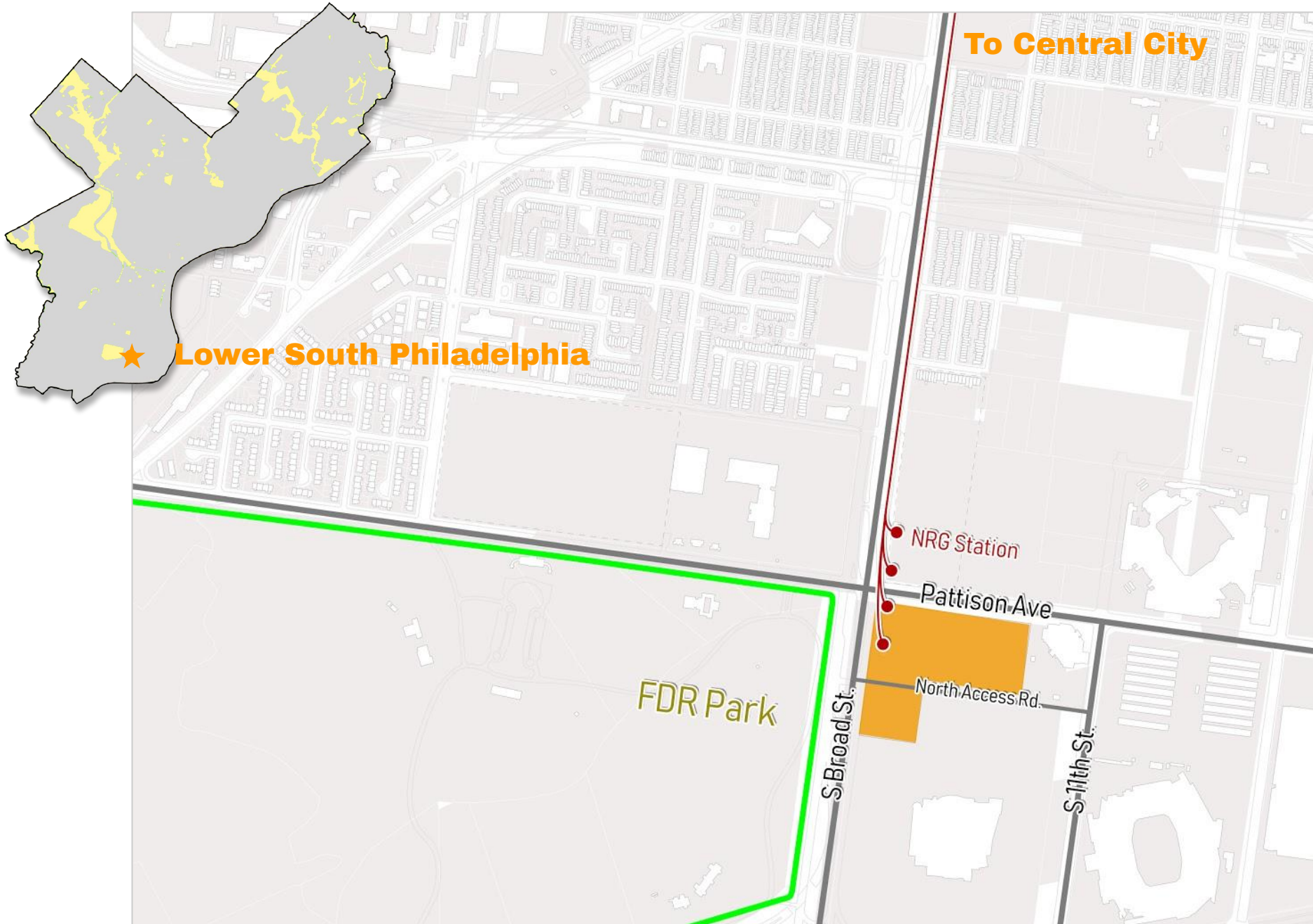




STADIUM DISTRICT SITE PLAN

Anqi Li, Kefan Long

Site Location



Site Characters

Zoning: **SP-STA**

Building Typology: Large Scale

Function: Parking

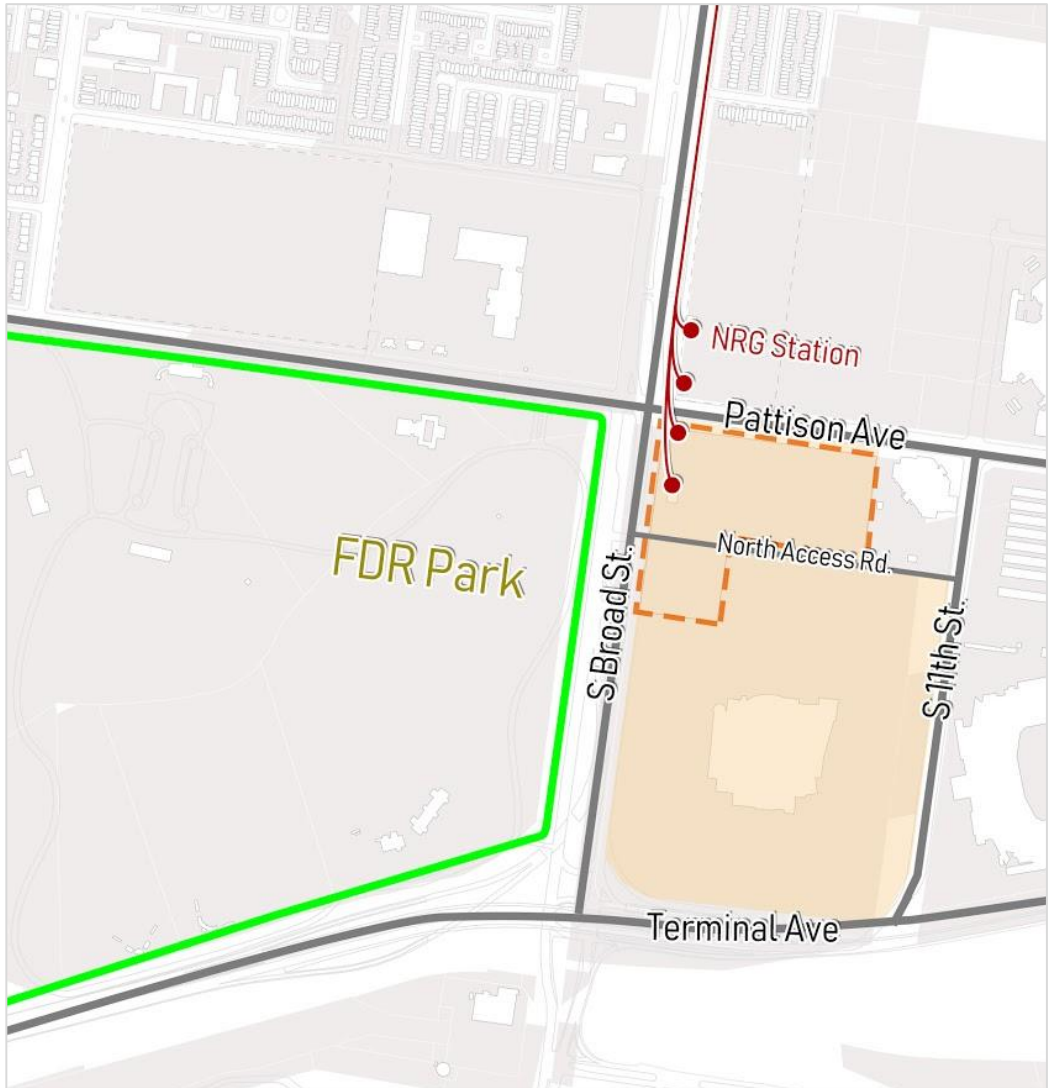
SP-STA



Min. Setbacks	300 ft. of residential; 150 ft. for parking
Max. Height	38 ft. to 150 ft. depending on use

Source: Philadelphia Zoning Code Reference

Parcel Name: **3601 Broad St.**
Owner: **City of Philadelphia**
Stadium: **Wells Fargo Center**
Zoning Overlays: **AHC Airport Hazard Control Overlay District**



Site Characters

Zoning: SP-STA

Building Typology: Large Scale

Function: Parking



Legend

- Residential:Rowhouses
- Residential:Multi-Unit
- Residential:Apartment
- Civic & Institute
- Commercial:Life Services
- Offices & Mixed
- Stadium
- Parking
- Station
- Industry & Warehouses



Source: Google Street Map

Site Characters

Zoning: SP-STA

Building Typology: Large Scale

Function: **Parking**



Parking for: **Xfinity Live! Philadelphia
Wells Fargo Centers**

Analysis Focus



Source: O'Conner Associates

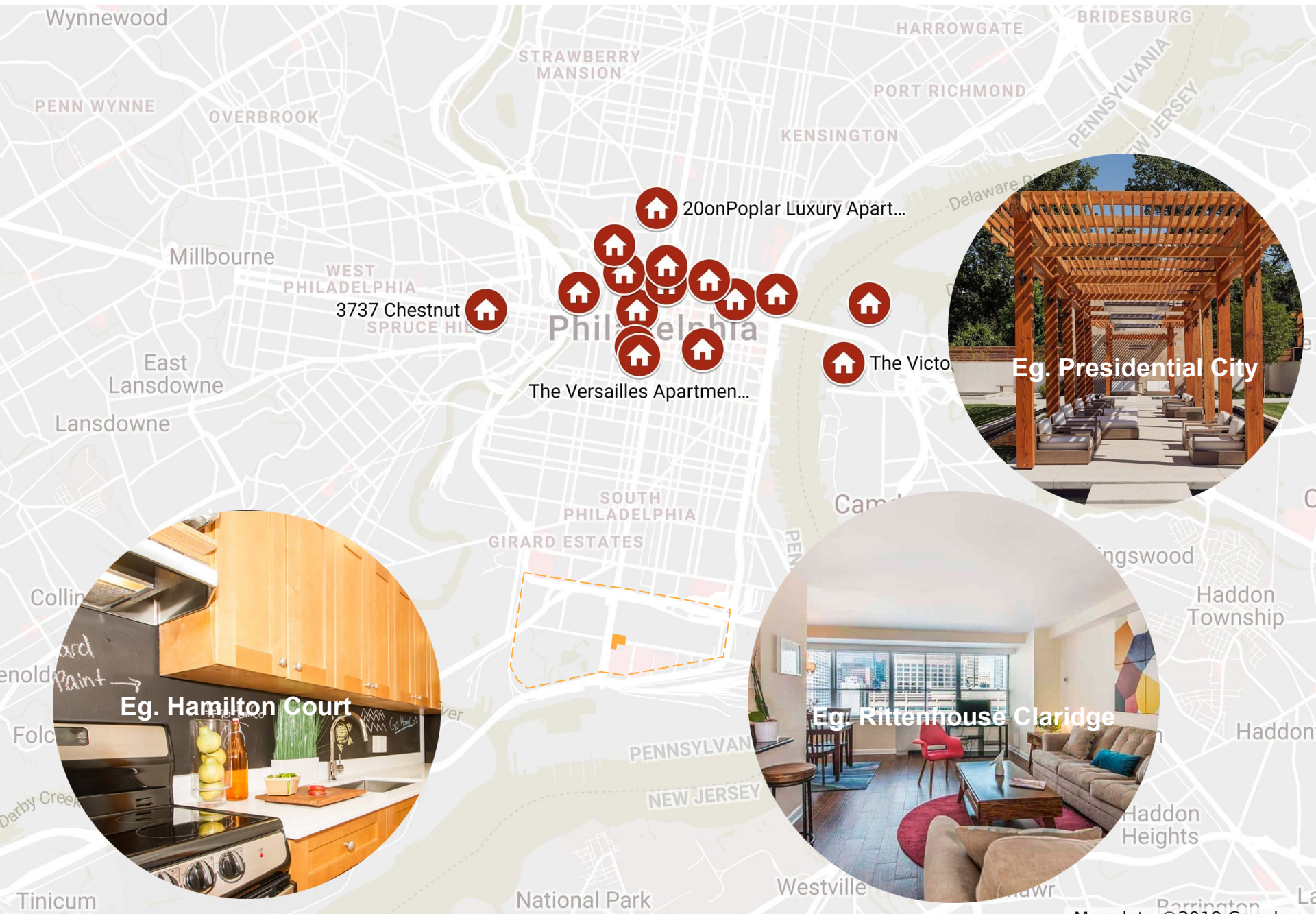
- **New Residential Project**
Apartment Possibilities
Supporting Projects (Day Care Centers)



Source: National Park Services

- **New Office Project**

Market Analysis: Luxury Apartment Competitors



20onPoplar Luxury Apart...

3737 Chestnut
SPRUCE HIL

The Versailles Apartmen...

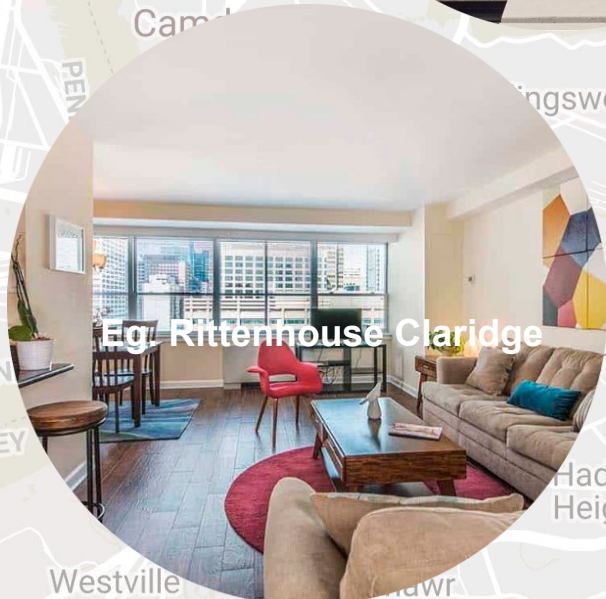
The Victo



Eg. Presidential City

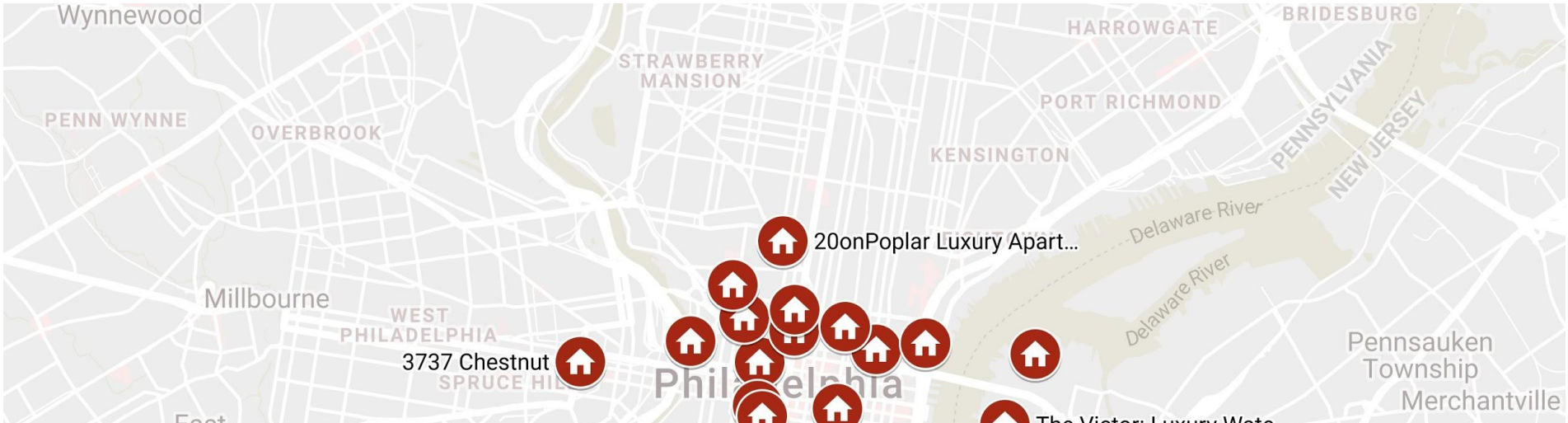


Eg. Hamilton Court



Eg. Rittenhouse Claridge

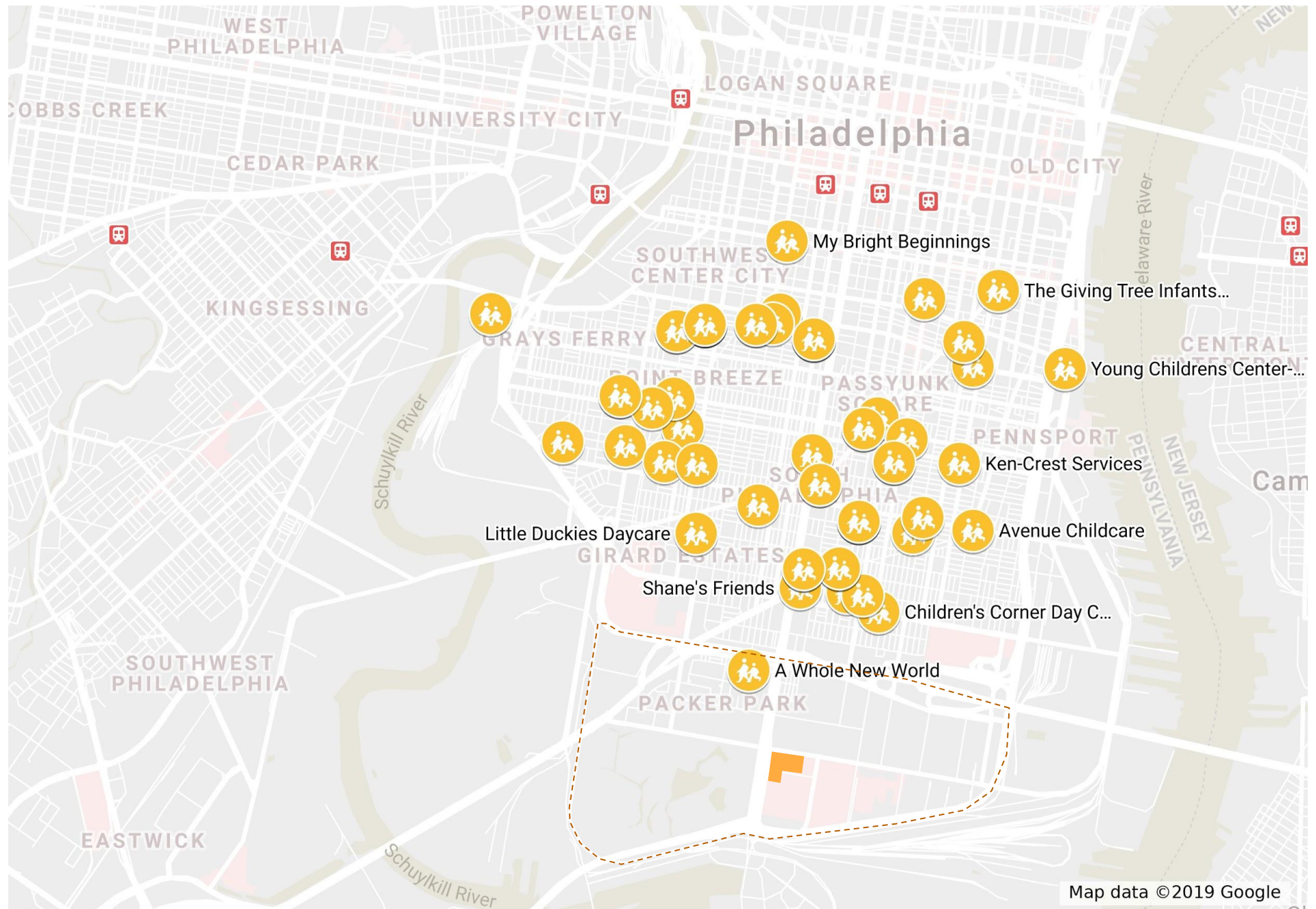
Market Analysis: Luxury Apartment Competitors



Competitors	Location	Unit	Price \$/sq ft /m	Parking	Large Green Space	Transit	Nearby Facilities
Presidential City	Northwest Philly	Studio-3b	\$2.1-\$3.3	Garage	✓	✗	Dog Park
Rittenhouse Claridge	Center City	Studio-3b	\$3.65-\$11.9	Garage	✗	✓	Commercial Corridor
Hamilton Court	West Philly	1-5 b	\$3.2-\$3.9	Garage	✗	✓	Art Museum
Wharton Street Lofts	West Philly	Studio-2b	\$2.1-\$2.9	Parking Lot	✗	✗	Recreation Center
The Enclaves	West Philly	1-2b	\$2.2-\$3.4	Parking Lot	✓	✗	Golf course



Market Analysis: Daycare Center in South Philly



Market Analysis: Daycare Center in South Philly



Study area has only 1 daycare center.

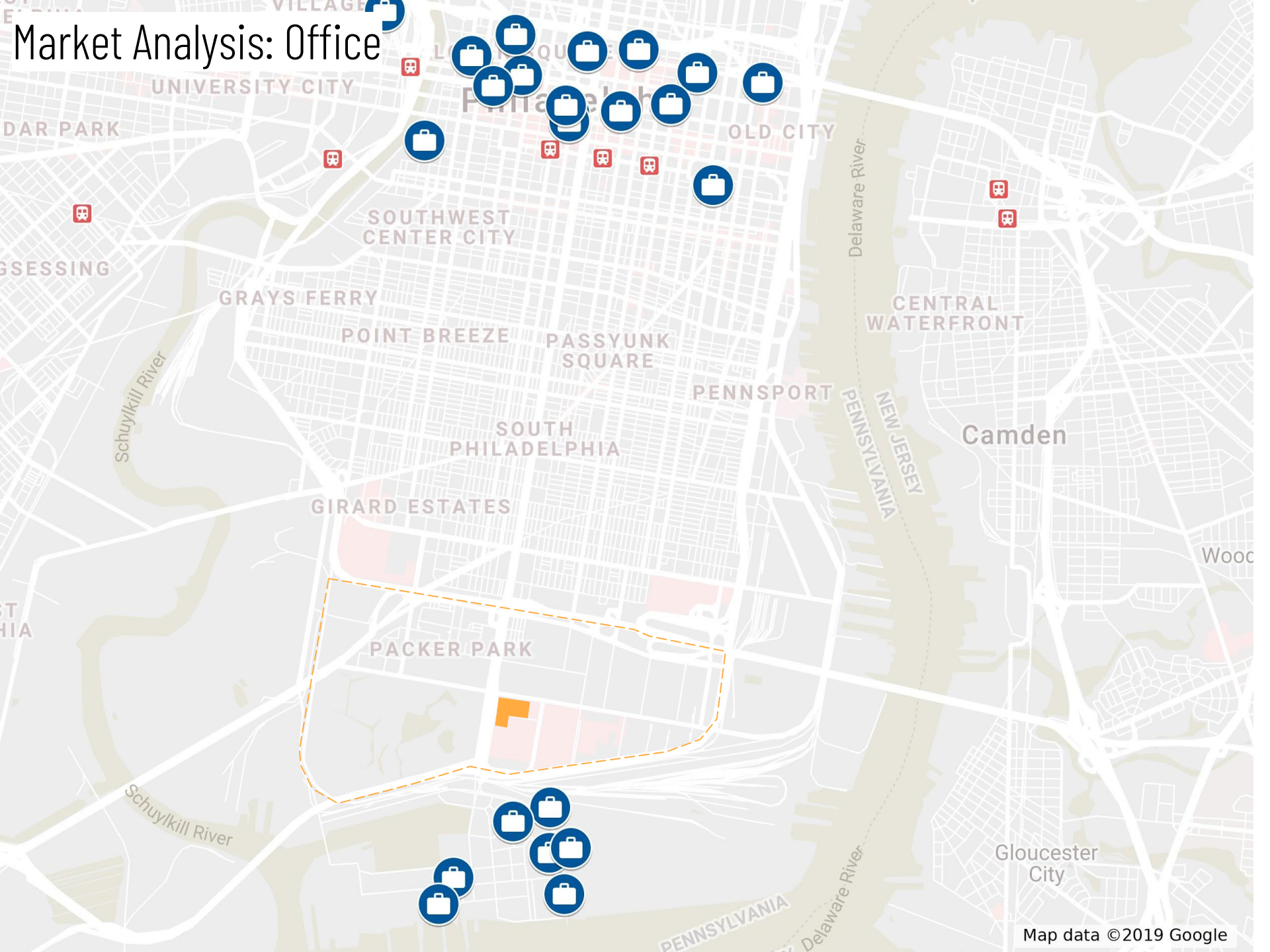


Most daycare centers in South Philadelphia are small scale



Larger centers tend to locate closer to commercial areas.

Market Analysis: Office



Market Analysis: Office



Two Logan *100 N. 18th Street*

Set in the Logan Square district served by 2 airports...

Office space
\$10.90 - \$15.00

Co-working
\$9.40

Meeting Room
Please call

Virtual office
\$2.80 - \$8.50

[GET A QUOTE >](#)

[VIEW CENTER](#)



Rittenhouse Square *1626 Locust Street*

Your company's potential is set to skyrocket thanks t...

Office space
\$14.80 - \$18.50

Co-working
\$12.90

Meeting Room
Please call

Virtual office
\$3.50 - \$9.40

[GET A QUOTE >](#)

[VIEW CENTER](#)



CIRA Centre *2929 Arch Street*

This unique signature tower dominates the skyline,...

Office space
\$13.40 - \$18.50

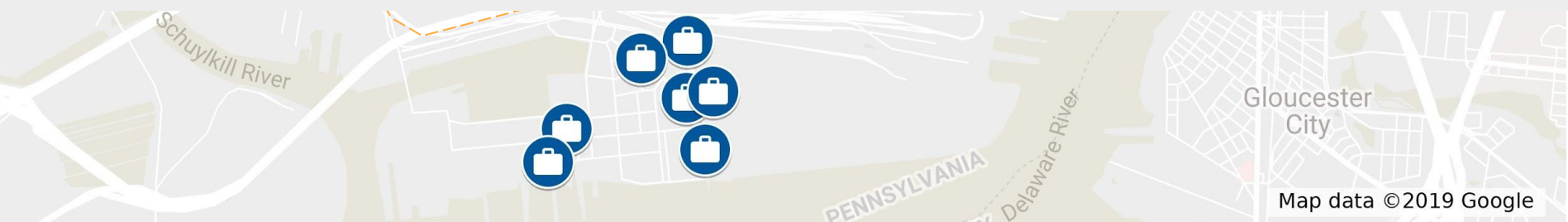
Co-working
\$11.60

Meeting Room
Please call

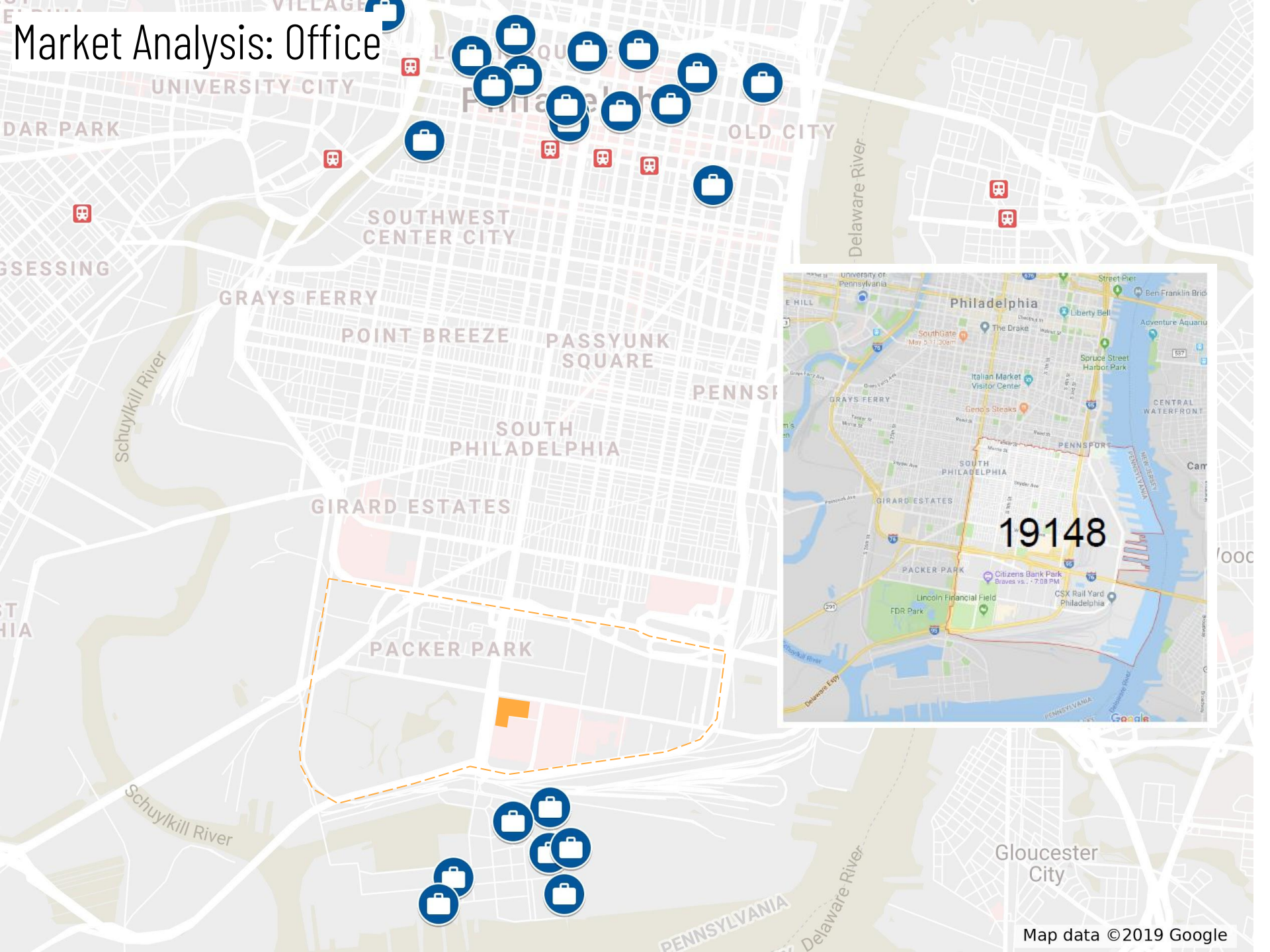
Virtual office
\$1.90 - \$7.20

[GET A QUOTE >](#)

[VIEW CENTER](#)



Market Analysis: Office



19148

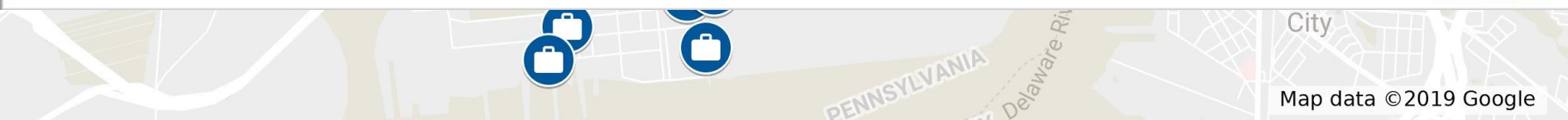
Market Analysis: Office



Sports Complex to Columbus Blvd (ZC: 19148) Location Quotients (2010, 2016)

		Navy Yard Employment (ZC 19148), 2010	Navy Yard Employment (ZC 19148), 2016	PHL Employment, 2010	PHL Employment, 2016	2010 LQ: Sports Complex vs. PHL	2016 LQ: Sports Complex vs. PHL
All	Total for all sectors	19,626	20,097	520,677	553,164	1.00	1.00
11	Agriculture, forestry, fishing and hunting	3	0	25	17	2.71	0.00
21	Mining, quarrying, and oil and gas extraction	0	0	52	69	0.00	0.00
22	Utilities	0	75	1,096	1,771	0.00	1.16
23	Construction	171	340	11,130	13,361	0.41	0.70
31-33	Manufacturing	390	516	26,649	22,368	0.39	0.63
42	Wholesale trade	2,680	1,695	21,805	18,391	3.26	2.54
44-45	Retail trade	3,661	3,380	54,735	58,474	1.77	1.59
48-49	Transportation and warehousing	1,803	2,393	15,127	19,995	3.16	3.29
51	Information	1,267	331	14,071	15,708	2.39	0.58
52	Finance and insurance	284	239	34,008	30,891	0.22	0.21
53	Real estate and rental and leasing	95	483	10,070	12,653	0.25	1.05
54	Professional, scientific, and technical services	168	193	51,188	53,611	0.09	0.10
55	Management of companies and enterprises	156	166	11,393	14,527	0.36	0.31
56	Administrative and support and waste management and remediation services	387	480	26,308	25,115	0.39	0.53
61	Educational services	206	359	31,337	33,598	0.17	0.29
62	Health care and social assistance	2,252	2,483	111,281	119,910	0.54	0.57
71	Arts, entertainment, and recreation	1,892	3,299	10,580	14,272	4.74	6.36
72	Accommodation and food services	3,640	2,915	58,402	67,107	1.65	1.20
81	Other services (except public administration)	573	750	31,331	31,184	0.48	0.66
99	Industries not classified	5	3	92	148	1.44	0.47

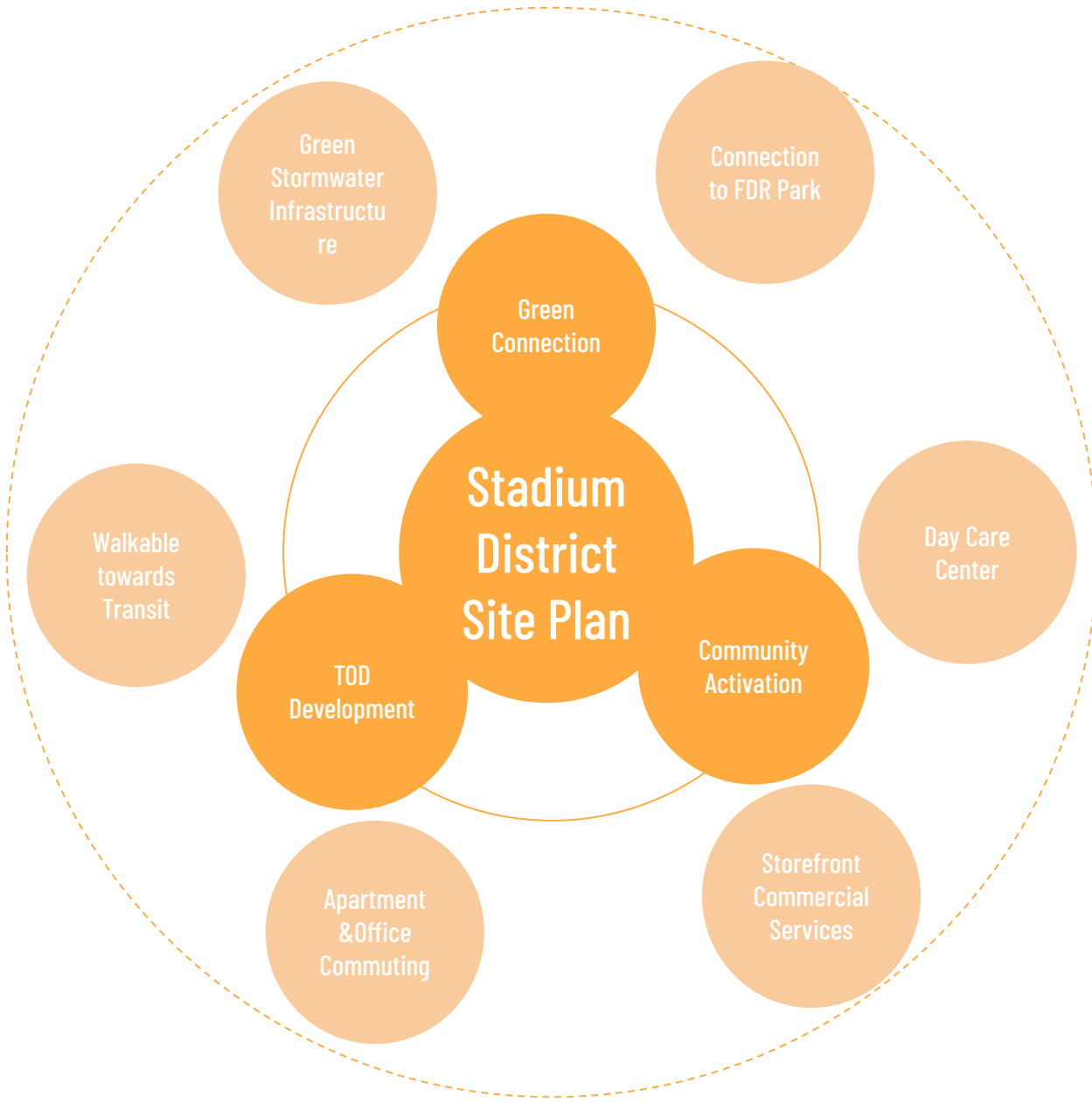
Source:
ACS 2010, 2017



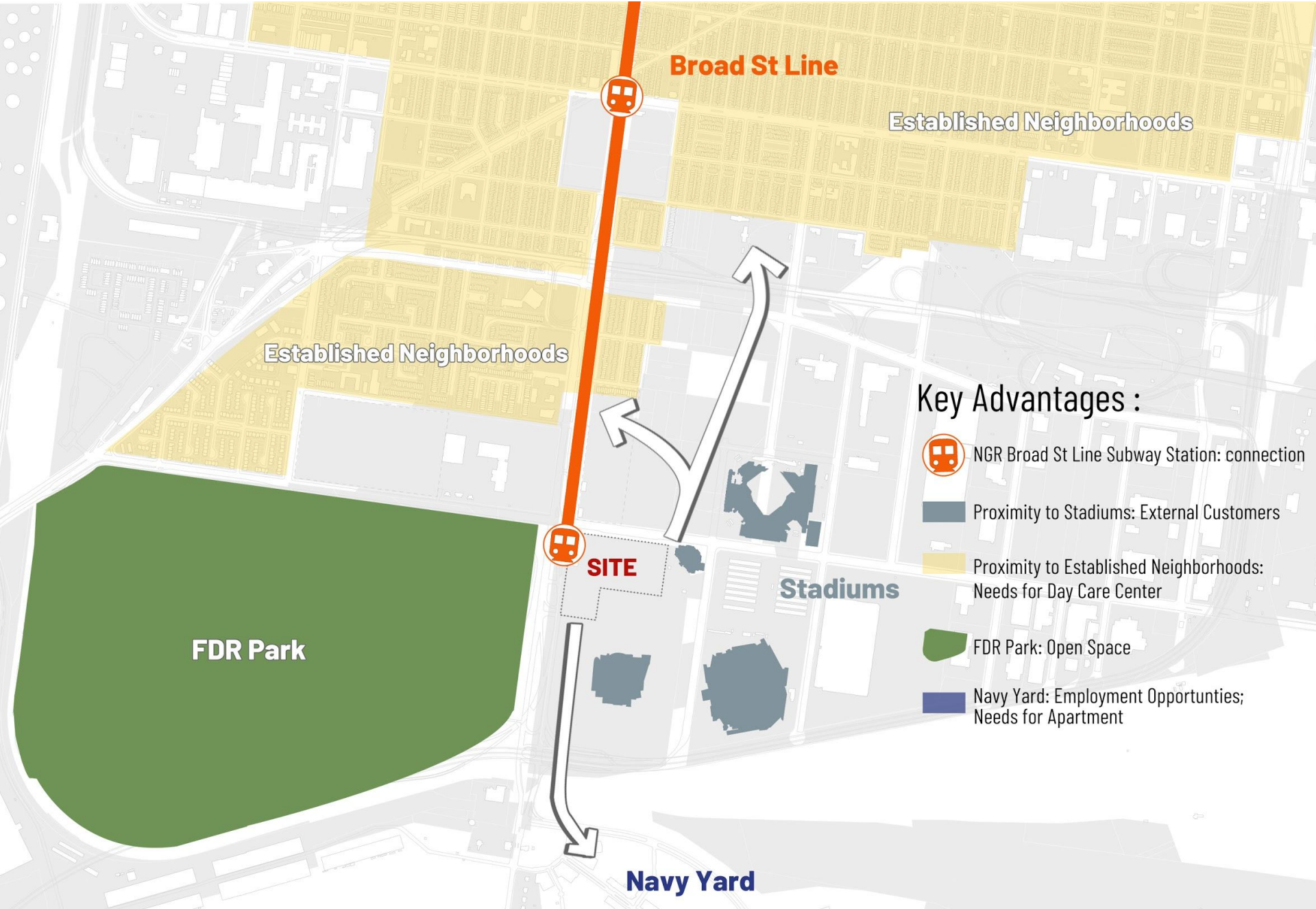
Design Principles

- **Transit Oriented Development:** Take advantage of the **NGR transit station**, create new **high-density, walkable and mixed-use** living area for current and potential residents within a radius of **45 min-1 hour's commuting distance** around the central stop.
- **Green Connection:** Increase **access to green spaces** as well as creating connections between different uses to satisfy different community members, beautify community landscape and **enhance capacity for stormwater management**
- **Community Activation and Enrichment:** Create **vibrant, livable, sustainable communities** by providing residents with active places which **increase access** to opportunities for **physical activity and social connection**.

Site Approach Diagram



Site Advantages & Opportunities



Broad St Line

Established Neighborhoods

Established Neighborhoods






FDR Park

SITE

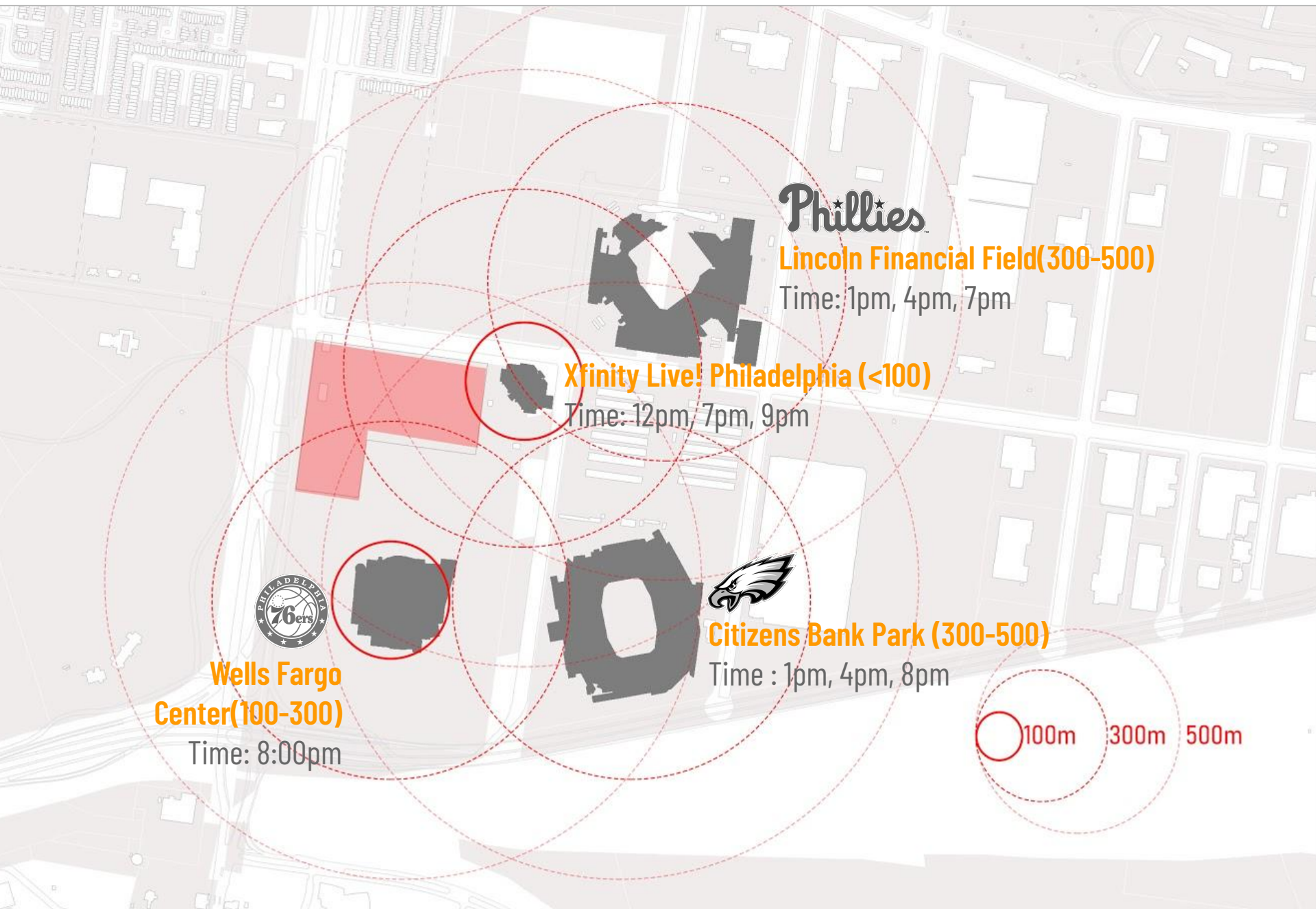
Stadiums

Navy Yard

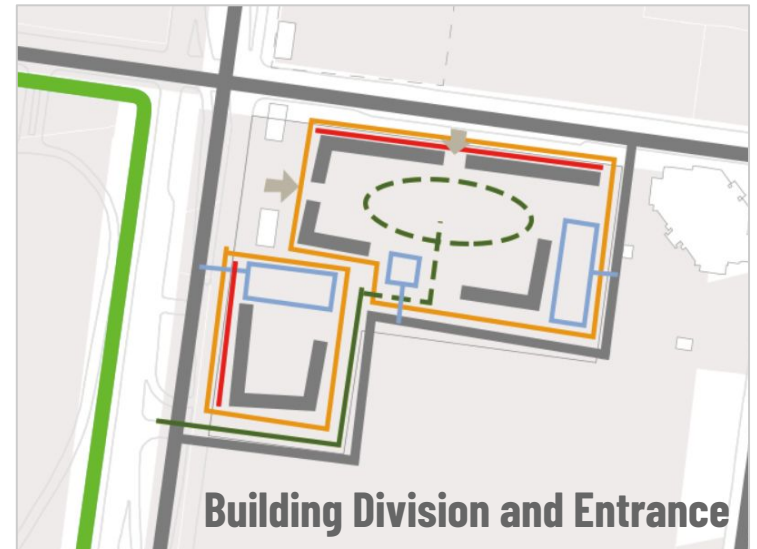
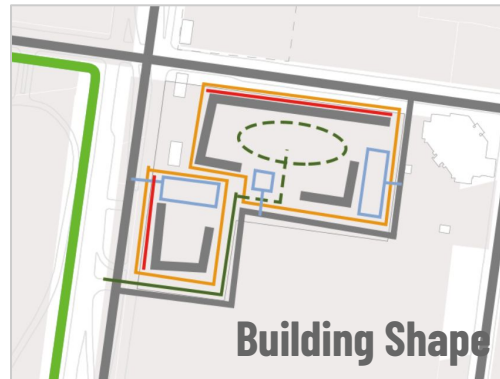
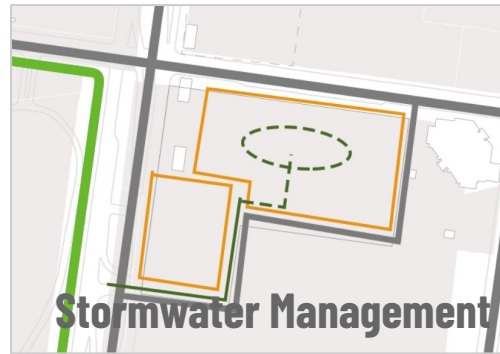
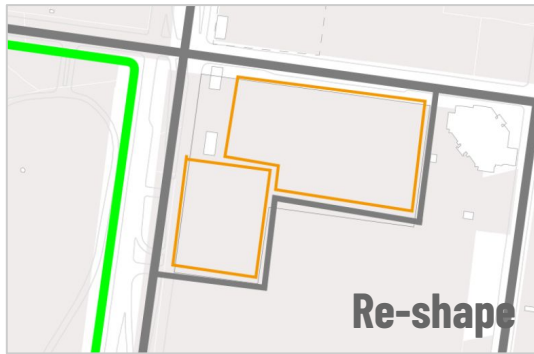
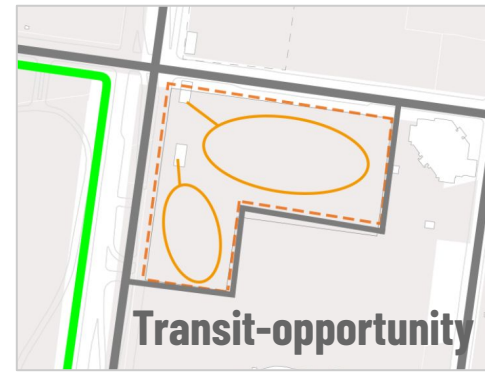
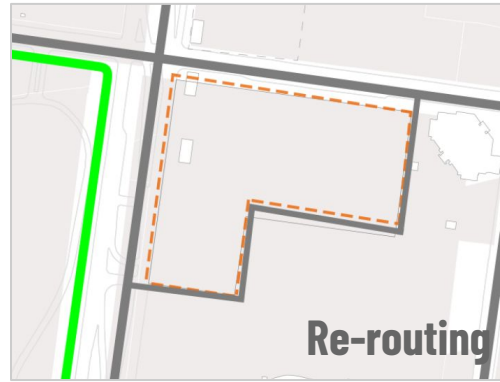
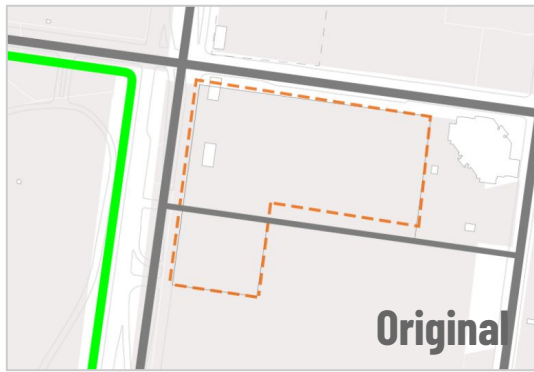
Key Advantages :

-  NGR Broad St Line Subway Station: connection
-  Proximity to Stadiums: External Customers
-  Proximity to Established Neighborhoods: Needs for Day Care Center
-  FDR Park: Open Space
-  Navy Yard: Employment Opportunities; Needs for Apartment

Site Disadvantages - Noise

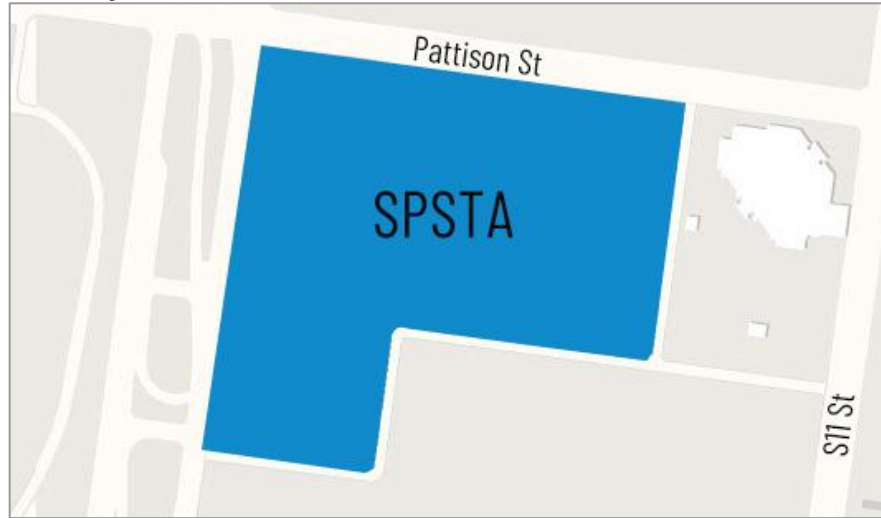


Zones

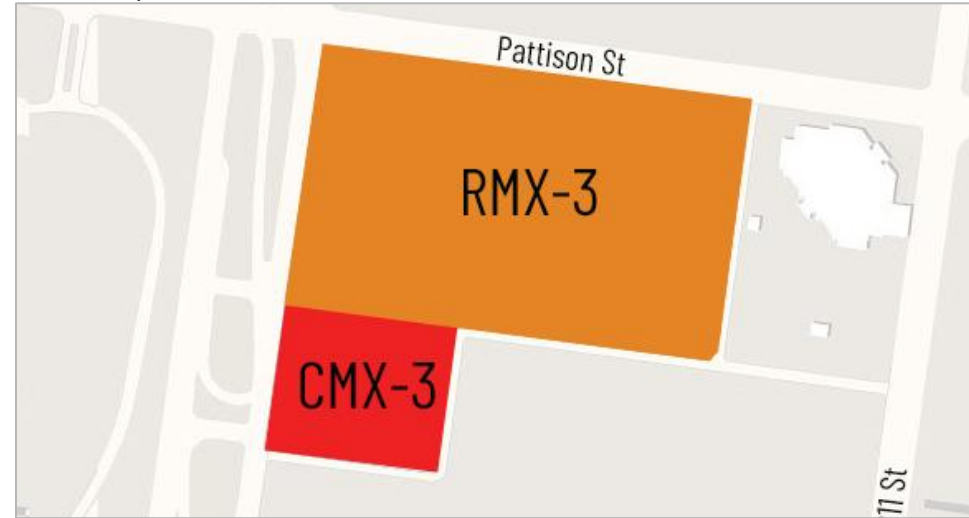


Zoning Variance

Existing Code



Proposed Code



SP-STA



RMX-3



CMX-3

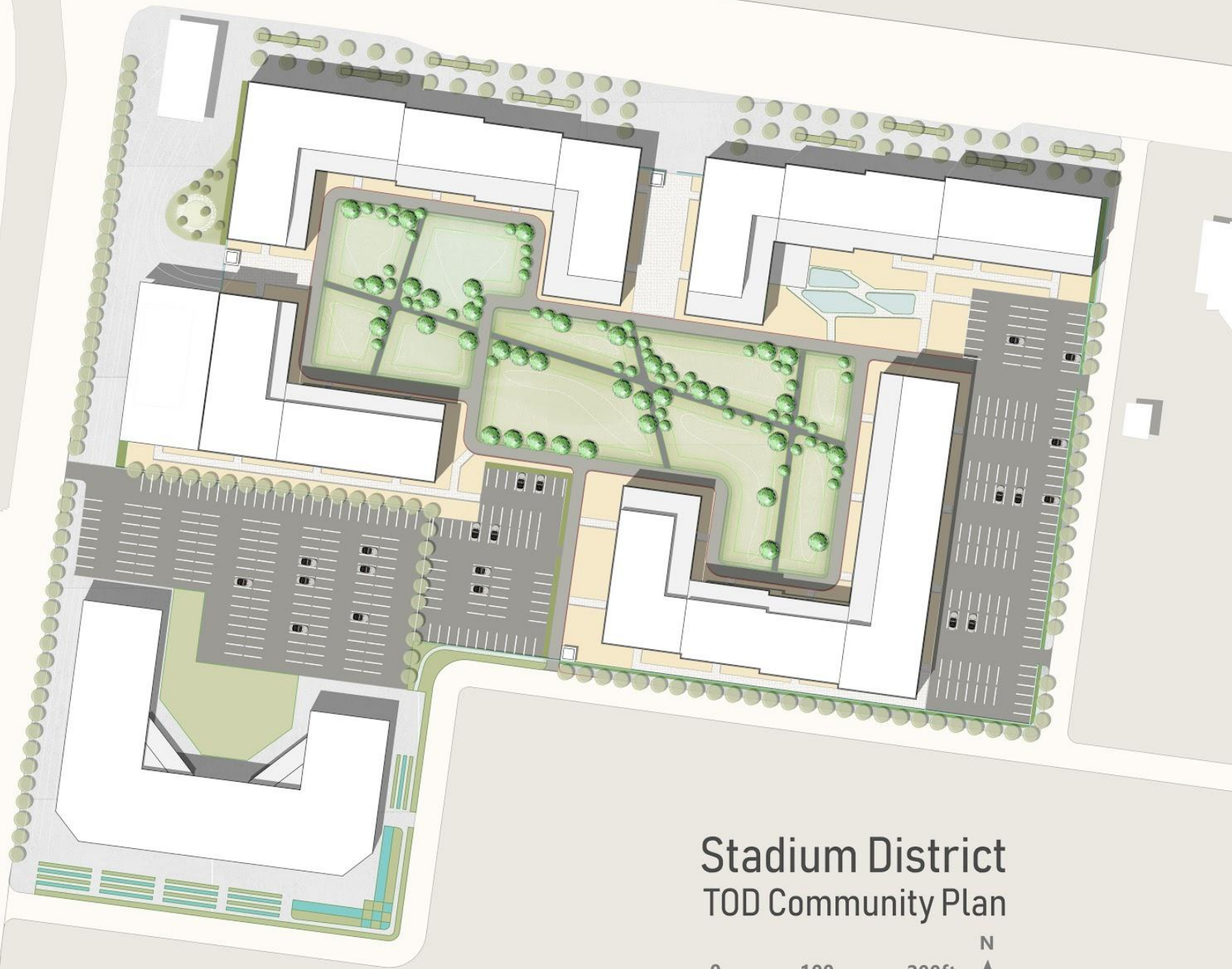


Min. Setbacks	300 ft. of residential; 150 ft. for parking
Max. Height	38 ft. to 150 ft. depending on use

Min. Lot Width	N/A
Min. Street Frontage	N/A
Min. District Area	N/A
Min. Open Area	Buildings ≤ 5 stories with 1 or more dwelling units: 10%; Others: 0
Max. Floor Area Ratio	500%; up to additional 100% with bonuses

Max. Occupied Area	Lot: Intermediate 75%; Corner 80%
Min. Side Yard Width	8 ft. if used for buildings containing dwelling units
Max. Floor Area Ratio	500%; up to an additional 300% with bonuses

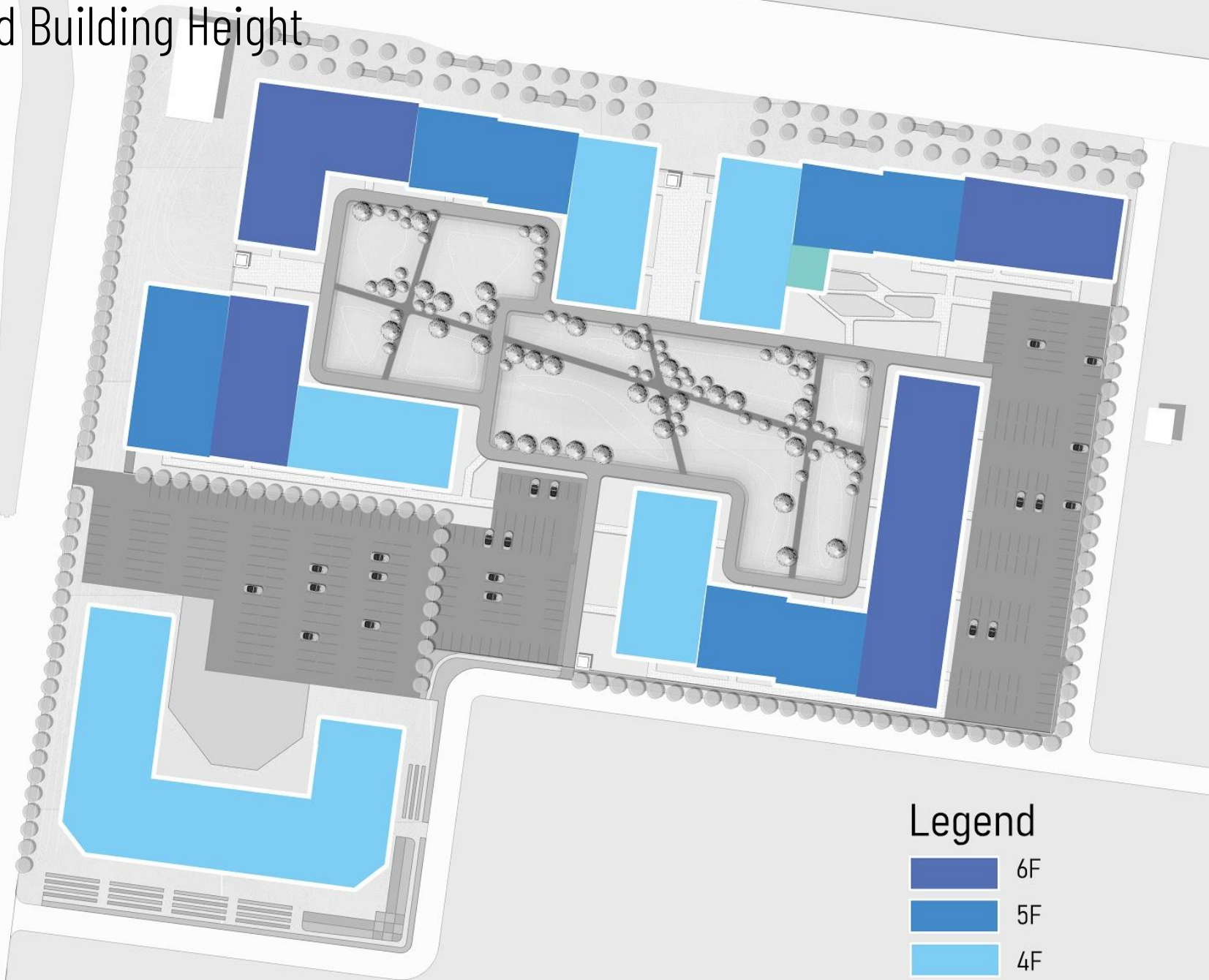
Plan Map



Stadium District TOD Community Plan



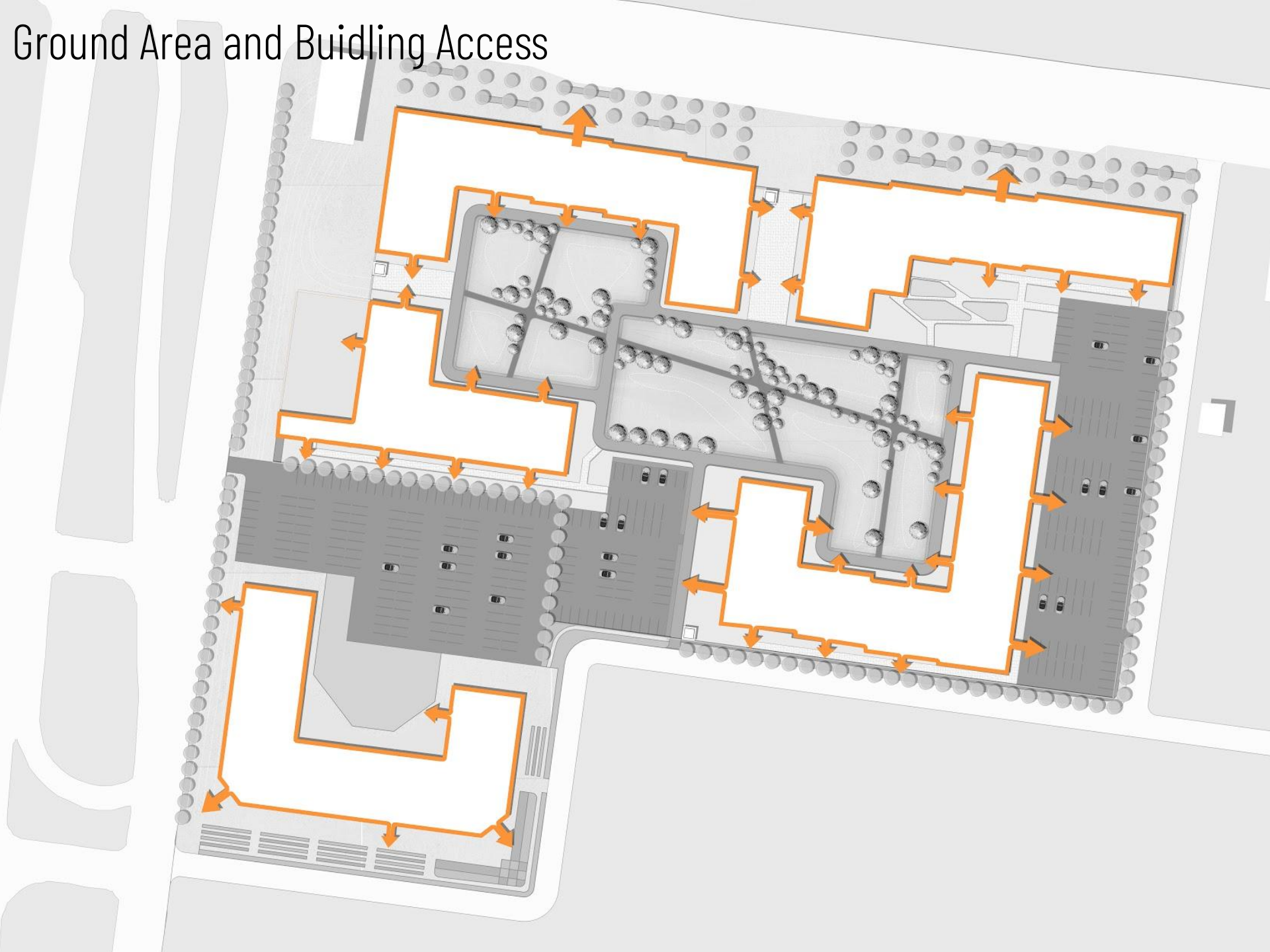
Proposed Building Height



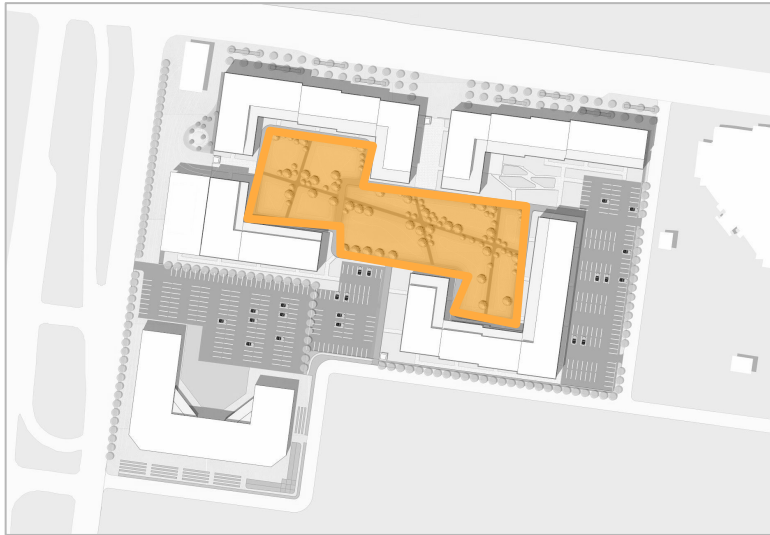
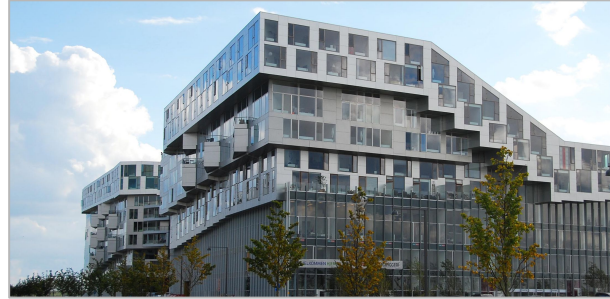
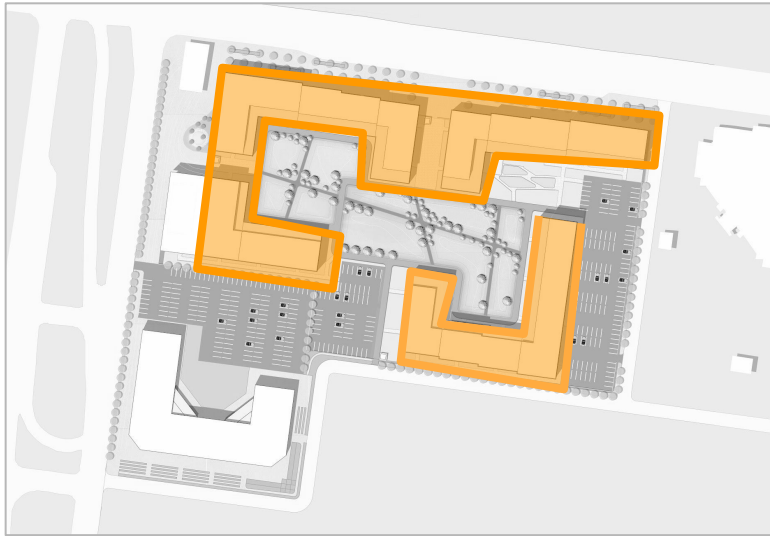
Legend

- 6F
- 5F
- 4F
- <3F

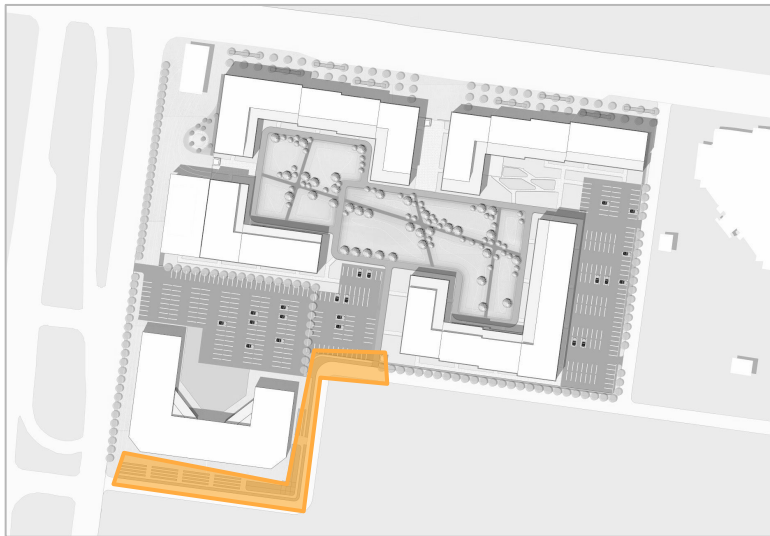
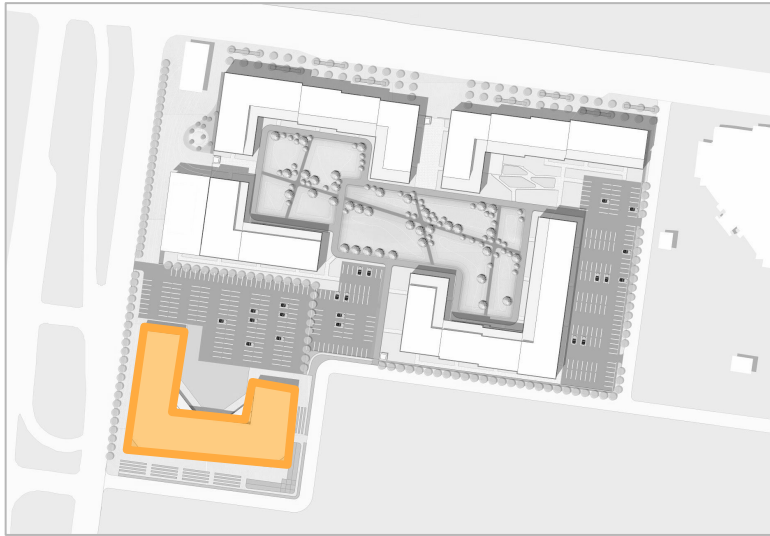
Ground Area and Building Access



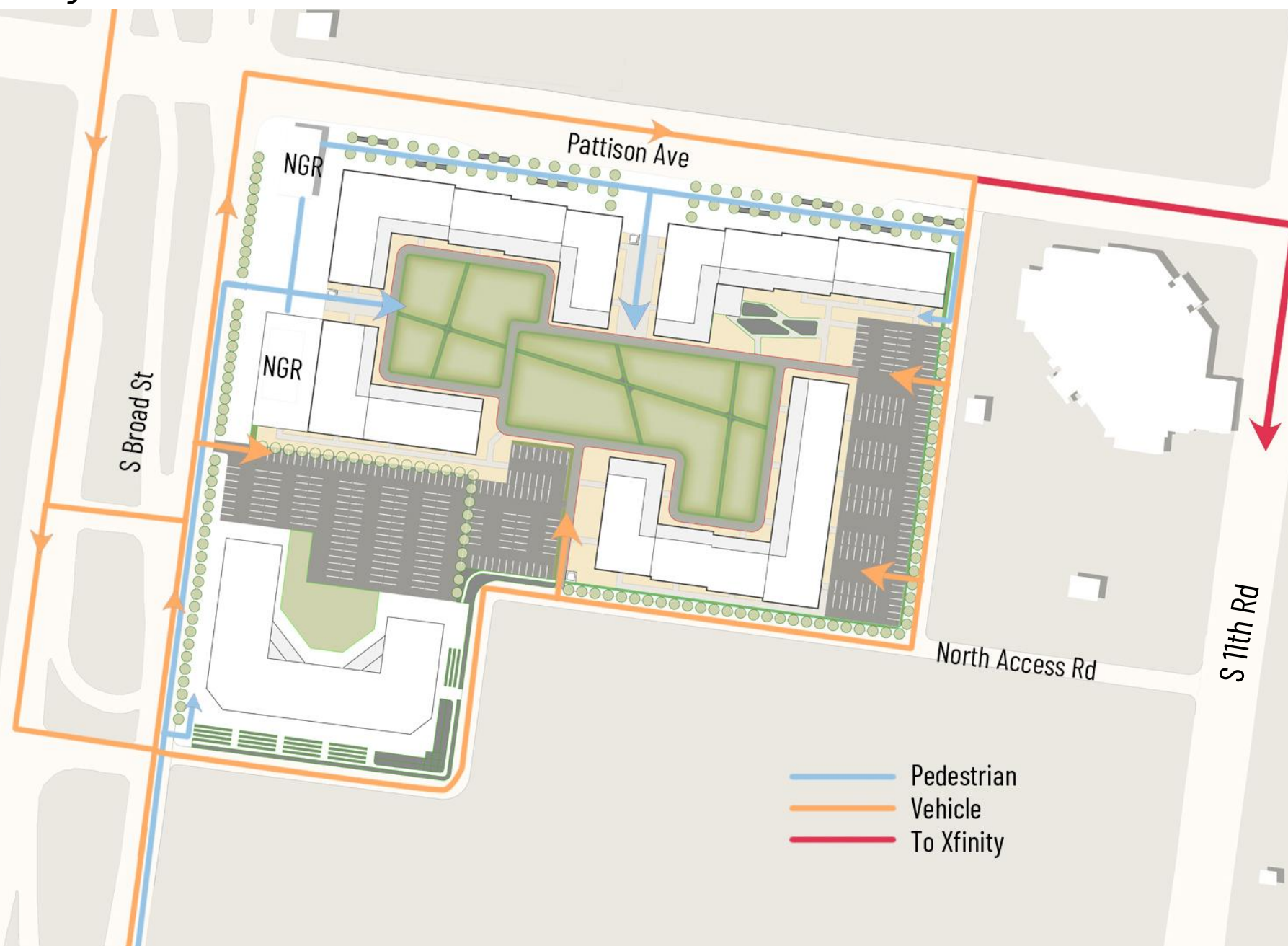
Project Summary - Apartment + Apartment Garden



Project Summary - Office Building + Rain Garden



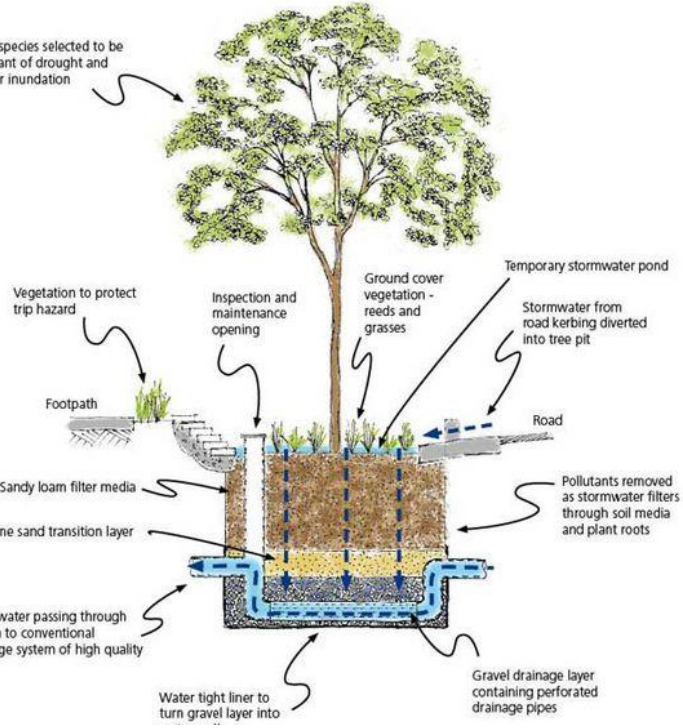
Parking and Access Plan



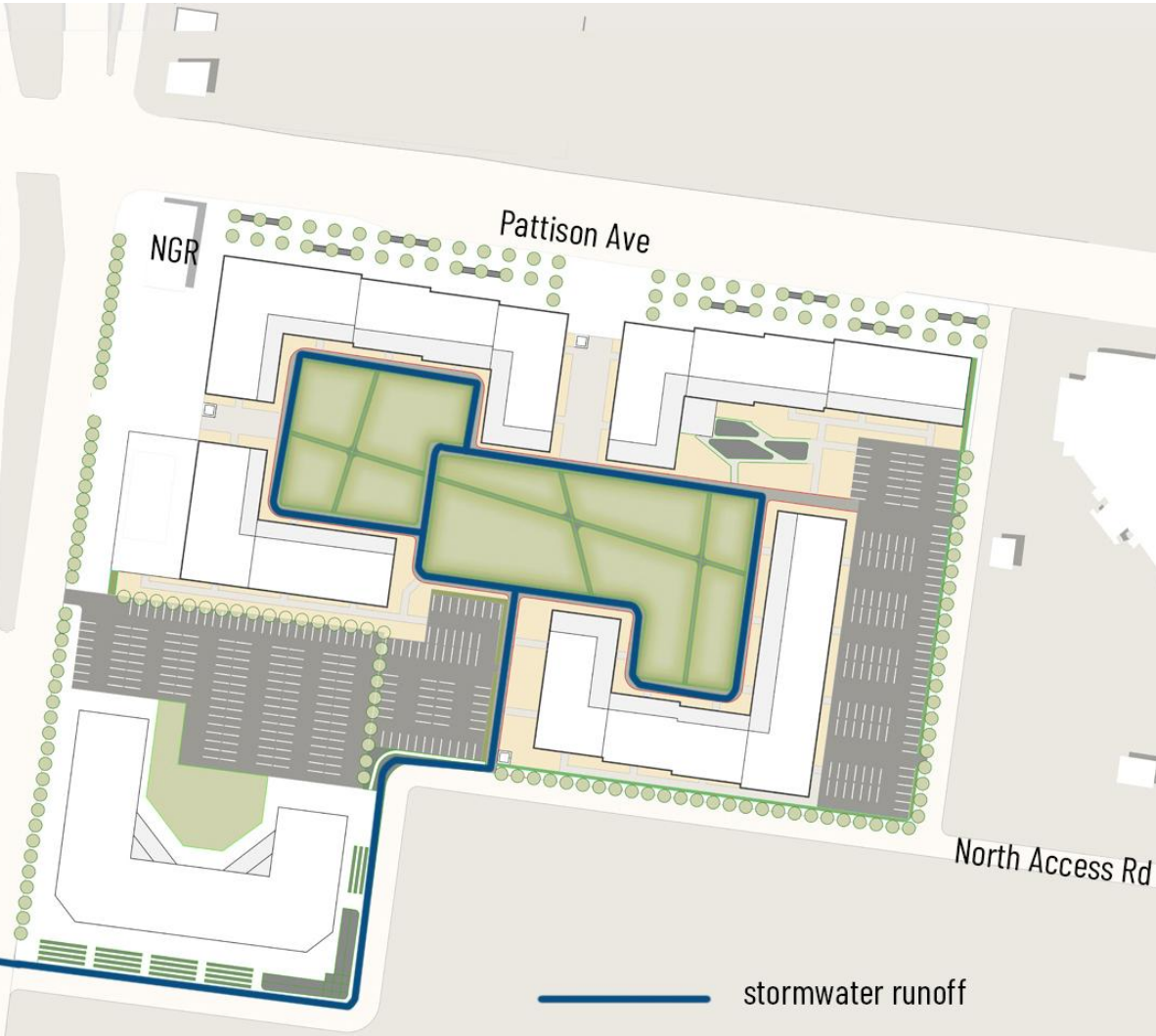
-  Pedestrian
-  Vehicle
-  To Xfinity

Stormwater Plan

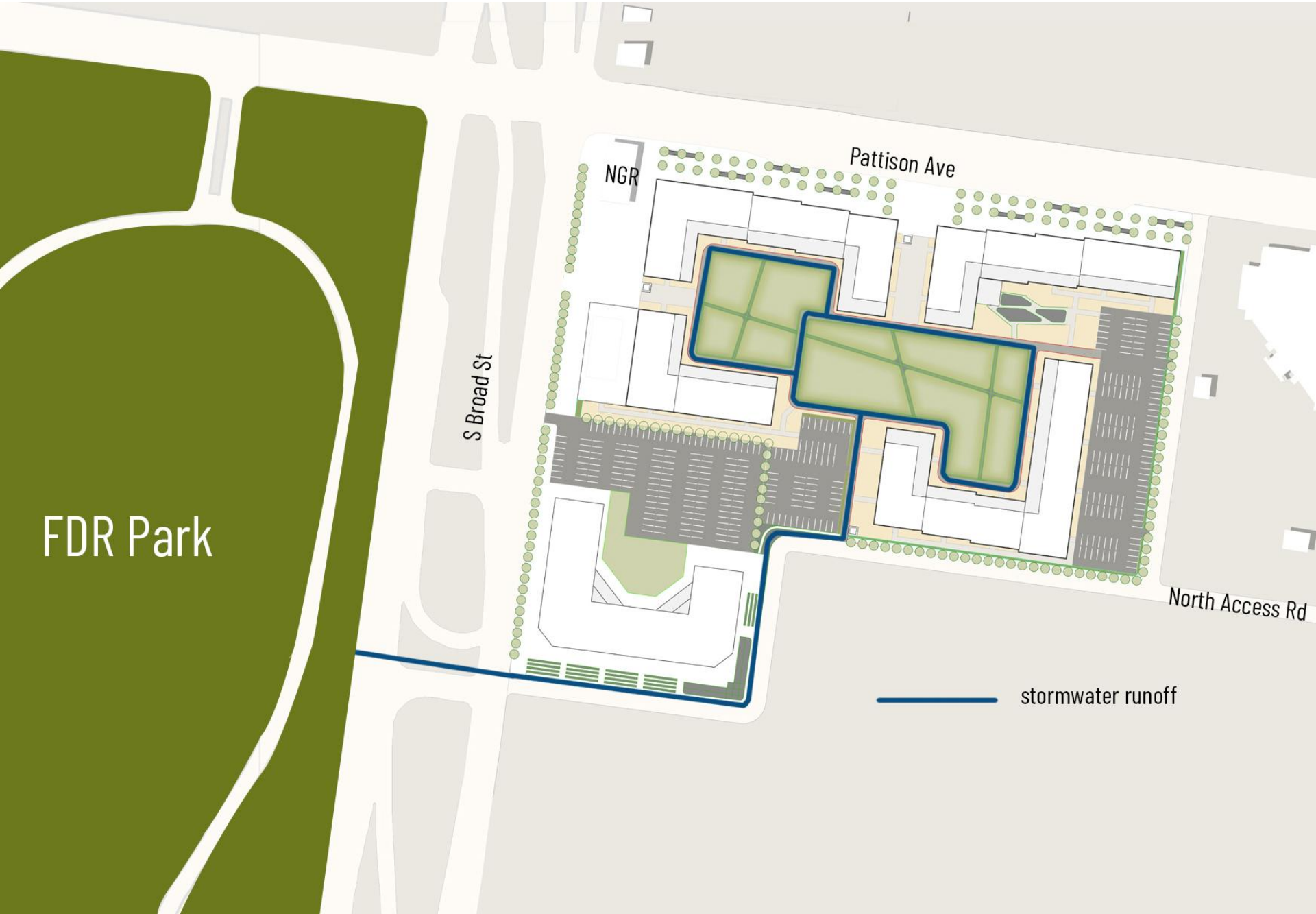
Stormwater Management Example



Source: SVRDesign



Stormwater Plan



FDR Park

S Broad St

Pattison Ave

North Access Rd

NGR

— stormwater runoff

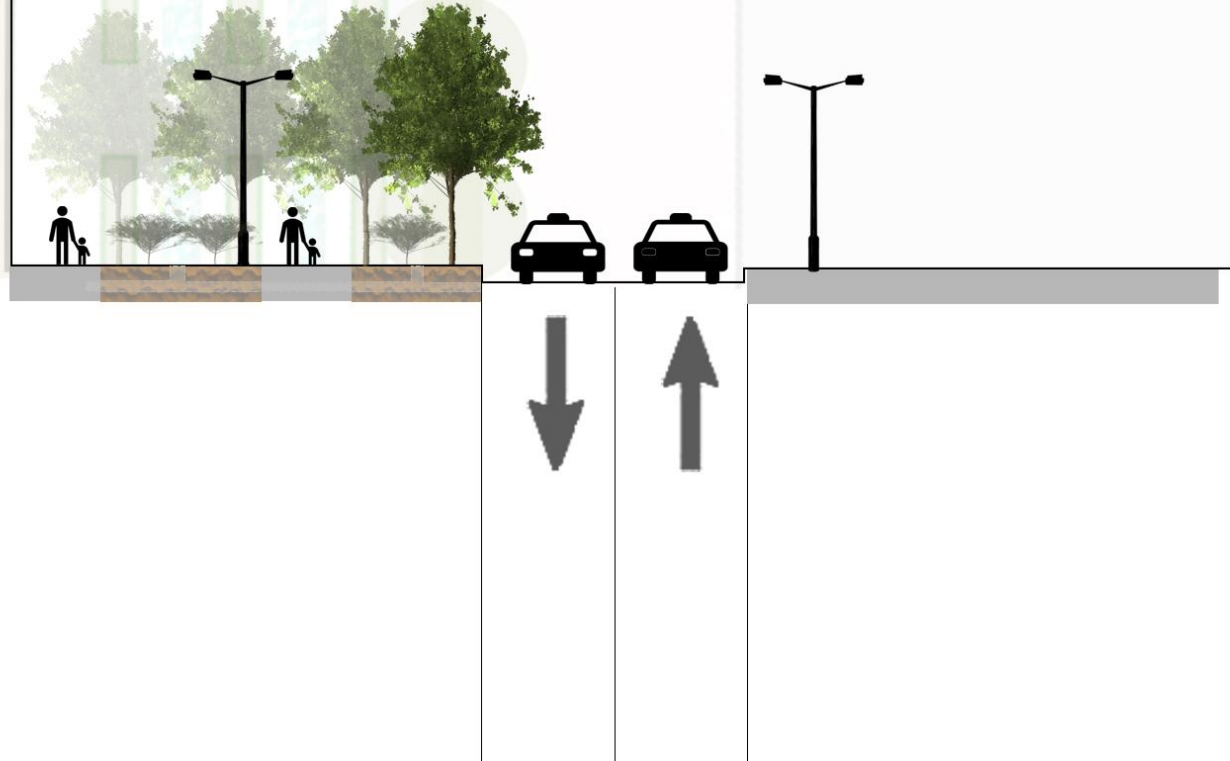
Streetscape Improvement Plan

- **Storefront commercial:** Increase storefront commercial on Pattison avenue to provide residents and visitors with necessary services (food & beverage , gym, etc.)
- **Road Diet:** Reduce the number of driving lane to increase storefront parking space
- **Sidewalk Beautification:** Install projection lights and plant street trees to creating a walkable atmosphere on sidewalk during day and night



Streetscape Improvement Plan (Zinkoff Ave)

Office Area



Program Summary

APARTMENT

776,250 sq ft

4-6 storeis

280 units

950-1100 sq ft/unit

OFFICE

40,000 sq ft

4 Stories

Various unit sizes
based on uses

PARKING

Apt: 225 spaces on parking lot
density: 8 spaces/10 units

Commercial: 20-35 spaces

Office: 150 spaces on parking lot
density: 1 space/275 sq ft

COMMERICAL

67,500 sq ft

On Ground Floor

1 Day Care; 1 Gym

2 Convenience Stores

10-15 Retails

5-10 Restaurants

RAIN GARDEN

30,000 sq ft

Phasing Plan



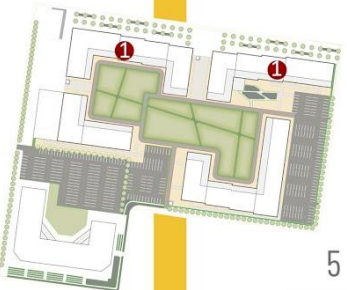
APARTMENT

GROUND FLOOR COMMERCIAL

OFFICE

GREEN INFRASTRUCTURE

3 Year



Apt Area
(175 Units)

1

Day Care + Convenience store
Retail + Gym

5 Year

Parking Lot (30 Spaces)
Ground Floor Parking (120 Spaces)



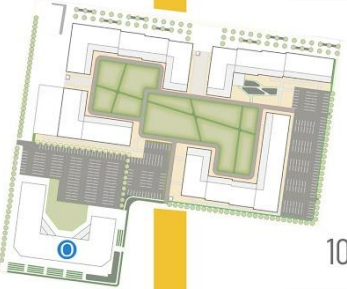
Apt Area
(175 Units)

2

Linear Rain Garden

8 Year

Parking Lot (50 Spaces)
Ground Floor Parking (100 Spaces)



Restaurants + Convenience store
(10-15 Units)

Office Building

Long-term Maintenance

10 Year

Parking Lot (70 Spaces)
Ground Floor Parking (150 Spaces)

Developing Guidelines for TOD Community Prosperity



Residential: community engagement, timeline-management suggestion



Managing: community activities, access control(safety)



Design: walkable, transit access, access control(semi-public space)



Thanks!