

Comment Sheet on Proposed Developers - 4300 Ridge Avenue Onion Flats – The Ridge

1. How would you rate this developer's proposal for residential development (number of units (density), type of units, and target market)?

Comment:

- Like that this is a higher end community'
- Too dense
- What would happen if the units are not occupied
- Small scale retail has failed across the street as there is only one tenant; a bank. What will you do to market the retail space?
- I think this will attract very urbandentric. Young professionals which will be good for balancing demographic of area
- Seems dense
- Seems a quality mix that is well suited for the area, as well as today's economic climate and target market for the developer's style of products
- Terrific visuals, sustainability, relations to site, massing
- Great that it's broken up into multiple structures
- Focus on building community and engaging EF in design development. Proposed project real possibility for EF to but cutting edge with this development.
- Love it!
- Vanguard of dynamic positive neighborhood change
- Inventive, lively, like the net zero energy issue!
- Great integration

2. What do you think of the proposed retail plan?

Comment:

- there is no demand, no contracts. All ready too much empty retail space what are the planned retailers?
- Are there commercial retailers lined up for the project?
- They are being very naïve about this. No idea of what EF wants to see/use
- less is more. Don't need a lot of retail. Do need green and open space
- not convinced that project wont add to retail vacancy
- small retail units good
- not enough info to evaluate
- will be harder than they think
- I like the idea of encouraging smaller start ups
- Ridge Ave retail rental has been spotty but there's no question that this particular cite, as design, would be attractive to businesses.
- I do like the smaller scale tenants
- just space - so hard to say
- EF experience has been such a challenge so it is hard to trust. However we have never had such spaces available – size and energy wise
- great integration and proposed sight and eye sight

3. What do you think of their architecture and design (style, materials, etc)?

Comment:

- like the overall style and sustainability concept

- - materials do not mesh with the rest of the community
- exciting but needs to incorporate some features which related to existing EF
- maybe cutting edge design is what we need to 'jump start' our re-birth
- interesting – question of color
- too strange looking
- great/unique/landmark/gateway
- imaginative! Appealing! Cool!
- Does not really fit the neighborhood but since it is not a fill in site, I think it would be ok
- Contemporary style with limited detail – depends on massing composition would like to see more detail even if contemporary
- Love the design and all of the sustainable aspects of the development
- Nicely thought out with open and green spaces
- Amazingly successful in other neighborhoods
- Want to know what treatment the exterior will need for maintenance. Are the presented colors the ones they are proposing?
- Never seen anything that compares

4. How would you rate the plan's care for the look of East Falls? (Gateway, river views, pedestrian access)?

Comment:

- sticks out. The appearance differs from the rest of the community.

Not very similar to EF area

As a gateway, it will be an excellent landmark

- massing is appropriate, look is 21st Century vernacular and will relate well to 19th and 20th century structures

- interesting green/sustainable look projected in design. Communicates EF as a cutting edge thoughtful development

- this would really be a complement to Ridge Ave and would be appealing as a 'gateway' development

- smart and it looks 'of this century'

- change! Excitement!

- I really like the modern density idea. I have some concerns regarding the public sight lines and use of public space

- great integration – cannot say enough

5. Would you support the zoning variances they would need to do their project?

Comment:

- if they are chosen, I will support because anything is better than what is there now would like more public access

- absolutely

- developer did not speak of needing variance

no concerns from a very responsible developer

- this has to get built! Yes on variances!

- yes. All the way

6. What are the strengths of their plan? What do you like?

- Open concept does not feel like a big building block river views

- very post-modern and unique style. Totally self sustaining

- energy efficient (2)

- creativity; local ties; environmental aspects
 - they are the general contractor
 - better plan; more team oriented
- parking, small scale retail, unit sizes and design, cladding systems, public green space
- well thought out residential plan to maximize small SF plus lots of green space
 - - cutting edge design
 - cutting edge conservation
 - - LEED, energy efficiency. It's with the 'vibe' of community. PhilaU nearby is a hub of environmental education. In keeping with nature/river/area! Very much like the approach to retail – similar to Piazza. Focus on young, small entrepreneurs.
 - No metering a positive!
 - 'green' is a positive portion of the plan
 - - green, innovative, 'cool'
 - Green tech/energy use is progressive and will attract young, hip market
 - Very organized
 - Green, walk, pedestrian oriented views
 - Particularly like energy plan
 - Much more of a wow factor
 - Energy sustainability of project is attractive
 - Community oriented design is a real strength
 - My first choice
 - LEED project
 - Includes parking
 - Public areas
 - Energy efficient, green space, public area, concealed parking, water re-use, makes East Falls more recognizable – both design and green technology – I prefer this developer!
 - I like this to be done!
 - I like the idea that this is cutting edge stuff that will place EF in the forefront of responsible sustainable design and development. It may be the 'hook' we need to spur Ridge Avenue's come back.
 - . Intrigued by construction off site. Seems like a good idea to minimize impact on Ridge for duration of project.
 - - strong, forward looking architectural statement. Will be a good gateway and image for EF. Good massing for Kelly Dr.
 - - green space and outside space. Well thought out space plan and forward thinking design. Good energy plan
 - Create a buzz with energy conservation, unique/forward/modern look
 - Love the team approach with building developer, solar construction
 - Like seeing the success of their other projects.
 - This plan looks forward (while FCP looks backward). This plan is centered on creating a community which will extend into the existing residential community as well as the park and the river
 - Will encourage bicycles and pedestrians
 - Less retail is good in that this project will attract a ndw demographi and that can help fill empty retail space
 - Number of units. LEED status and zero emissions. Green space – space for gardens. Flower and vegetable
 - Buildings to not feel massive
 - Respect for environment. Solid funding. Respect for proximity to park.
 - Very sustainable – will not impose additional env burdens on area
 - Energy – very, very important

- Nice look at Ridge and Calumet
- Lots of green spaces
- Less consumption of water
- More intimate environment for residents
- Good mix of use and environmental design; attractive
- I like the open layout and feel of this proposal. I really like the purposed green/sustainable features. I think EF needs a project like this to help bring other businesses and residents to the neighborhood.
- Turnkey/combo of developer/contractor/financing
- Reputation/sustainability
- Forward looking design
- LEED, green space, access, efficiency, imaginative architecture
- LEED appropriate
- New vision
- Visuals, sustainability, creativity. I want to live there!
- Strong local oriented team
- Net zero
- Addressing Kelly Drive with public space
- Private outdoor space for residents is a nice feature
- Love the green and sustainable aspects. Net zero/passive house would get good press and likely appeal to a desirable market segment. Density balanced with open space – like local boys do good aspect of team.
- Attention to detail, design, architecture. Sustainability and community needs
- Energy concerns
- Open space
- LEED
- Nice density
- Very attractive eco-friendly plan that will draw in tenants easily
- Sustainability, energy conserving construction. I particularly like the green spaces, green roofs, public space near river.
- Local investment in the project. Seemed to be a much more well thought out plan.
- They can be catalytic for EF. The other guys, not so much. I strong advocate for OF
- What is the plan for management?
- Well thought out design. Good that the group is more local
- Net zero plan. Building envelope not just heat and cool
- Sense of community as a whole not just buildings
- Public and private space, net zero.
- Use of resources, green roof, stormwater management, building envelope, aesthetics, electric car charging
- Pick them.
- Very knowledgeable of green use and a great integration. They have a great track record.
- Green building/energy conservation
- More future minded
- The team has experience executing projects from soup to nuts, all under one roof. This inspires confidence in the team's ability to get the job done. I liked the innovation and forward thinking their plan entails.

7. Are there any weaknesses or challenges in their plan? Things you don't like?
- One way into/out of parking lot is a concern. This area of Ridge is already congested with rush hour traffic and DVHS bus routes.
 - Overly ambitious in terms of retail and green space
 - Don't like the 'look.' I think 20 years from now this will look very dated then.
 - - property management? Traffic on Ridge? Public accessibility to parks/green space?
 - Architecture does not seem to fit/blend with East Falls
 - - do they have a plan for retail? Any experience
 - They have never done a project of this scope
 - - the public green space being separate. The treatment of Kelly should be grander, not just overlook
 - - not a vehicle destination for retail. I do not know who they will market the spaces. I do not like the chance for crime in the concealed parking area. I would prefer condo to rental property.
 - - lousy answers on ability to fill retail space
 - - don't like how it is cut off from the community
 - - the project is far too dense. Apartments too small(only 1 and 2 bedrooms)
 - risks being effectively a gated community.
 - Didn't address traffic congestion
 - Aesthetically disconnected in the extreme from all else in EF
 - No walk thru to the river! Can this be added? With their history, I would hope Onion Flats could add a walk through to the river. All else OK.
 - About % for Art installation?
 - Unsure of public/private definitions
 - Parking for the retail space is inadequate
 - Need a walk through
 - Needs more parking for retail
 - - too European and architecture may not integrate into the old style of East Falls. However, if it built it appears novel, imaginative and innovative,. It's non-traditional look may be offset by the energy conservation, green space, and envelope
 - is Onion Flats as big a project as this? If not what projects have you done that are comparable in scope and cost?
 - I am really concerned about the lack of attention to: the retail mix and Ridge ave. seem to be the biggest challenge and they really glossed over their approach to lease up . EF is not NO Lib in terms of young urbanites. Also the project seems to be less integrated into the rest of EF – kin of 'gated community' feeling
 - Small retail space. Small hops have been successful on Ridge and will probably struggle without parking spaces
 - Exclusion of current community members – need more walk through space
 - Building material looks cheap but design is interesting.
 - Doesn't fit community architecture
 - Lack of parking for retail
 - High density/crowded look – rental units for college students?
 - Retail will not be a major draw to the site
 - Does not invite EF residents to drive down, park, and enjoy this site
 - Need to supply more parking spaces for retail

- Convincing a community that is used to traditional design to accept and embrace bold new design.
- Needs to have more public space
- Architecture takes some getting used to but it is of good scale for EF. Wont overwhelm the street or community despite its height
- Rents are on the high side – not very affordable
- Not enough parking
- Design of buildings not nice – strange
- Rental units – high costs
- Raised platform
- Too tall
- Less parking than ideal
- They need to think more about marketing of retail space
- 83% equity is OK but what about the last 17%?
- Parking spaces seems slim for residents and does not really allow for non residents at commercial spaces. This is limiting.
- Concern that open space not as available to community as previous submissions. Retail will turn off recruiting success which is currently an open question.
- Will the proximity of Schuylkill Falls and the nearby ‘reform’ school have a negative impact on rentals (not specific to this development).
- Concerns re costs vs profitability – it looks like a very expensive model.
- Very good presentation showing key elements.
- I am worried the retail space will not be rented. I think a large store like a whole foods would anchor the retail and bring in business to the area
- Of course there are issues but these guys will work with us
- Not as much public destination access as I would like to see
- - wish they could make the look less contemporary. Need to change the architectural style
- small retail space – we need food there (even if small)
- traffic and lack of parking for non residents will be an issue. Normally a very congested area with cars and if they can’t park they won’t patronize.
- No real connection to the river
- No real strong community involvement element within design plan
- If all units are prefab and lifted into place, where is the crane pat/pad and will it involve shutting roads down for long durations? How will you protect public safety during construction.
- Path of delivery/off loading?
- Would like to see more public space or retail with outdoor space access to the interior.

Other comments:

The RDA should pick the project that can actually get built

Wow! Imaginative, different, dynamic!

I prefer this proposal. My sense is that this develop represents some progressive ideas but perhaps could be encouraged to better related the project to existing EF. Also, reducing the density might create lots of opportunity

No handout – not as organized

I like it better!

**Comment Sheet on Proposed Developers - 4300 Ridge Avenue
Federal Capital Partners – East Village**

1. How would you rate this developer's proposal for residential development (number of units (density), type of units, and target market)?

Comment

- not clear who target market is
 - adequate. Would prefer higher price points on rentals
 - it's appeal to potential renters, aside from river views, isn't apparent
 - not very thoughtful
 - Providing various options/selection for housing is an advantage
 - fine
 - scale of buildings much larger than the rest of the neighborhood, despite attempts to minimize appearance
 - target market seems in line. Not sure about having 163 rental units. Seems a little much
 - like the rest of community no variation
 - too dense
 - studios (positive)
- Seems very 'big' next to OF but still think it is appropriate to the area. We need density

2. What do you think of the proposed retail plan?

1	2	3	4	5
Positive		Neutral		Negative

Comment:

- liked better than OF
- no real information
- will take more creative retail marketing space
- haven't been clearly defined
- wish it was more but nature of size of lot and number of apartments restrict it.
- great retail – concern that flex space allows an easy out. How hard will they work to lease retail if they can get residential.
- fine. May be superior with special leasing team
- very much like the idea of Gustine Walk
- too much retail, high likelihood of empty retail
- large scale brand names could bring in public
- Doesn't enhance the community or draw outsiders to EF
- much stronger understanding of EF needs than OF team
- not enough info to evaluate

3. What do you think of their architecture and design (style, materials, etc)?

Comment:

- big, bold statement
- boring – not friendly, not special
- looks good
- unimaginative use of space
- blah
- ho-hum

- big...traditional box
- very different from OF but like better
- like plan/program, not aesthetic

Look is generic suburban – Gustine Walk and open access to community is an asset

- It is nice
- I like the way that elements of the neighborhood are represented. Again the building is massive compared to rest of the neighborhood
- Like that architecture mirrors other EF Buildings. However the building seems to block river views
- Looks like the rest of the community. Acts in the same way. Other than lane, there is no variation which is needed
- Not cutting edge but not ugly
- Same old, same old
- I think Torti Gallas is great, basically with their approach to design but think we need something more cutting edge to grab people's attention
- Basic/pedestrian/typical/boring

4. How would you rate the plan's care for the look of East Falls? (Gateway , river views, pedestrian access)?

Comment:

- looks more like East Falls
- no real thought – just a rehash
- blends in to a fault
- integration of architectural vernacular well thought out. However, it's fairly boring
- nothing new
- more accessible to public
- acknowledges gateway – Love Kelly Drive side Garden set back access to pedestrians, urbanism
- it is nice
- this blends well
- looks like the rest of EF
- excellent response to EF reconnects to the River

5. Would you support the zoning variances they would need to do their project?

Comment:

- height is an issue because property is so heavy looking. A bit out of scale with neighborhood. Buildings feel massive.
- unclear what variances they would need
- sure
- yes. Got it get something built!
- not for this project
- not sure
- way too high, too dense
- Height, frontage, use, parking= all OK
- Massing/setback=not OK without significant reason

6. What are the strengths of their plan? What do you like?

- a lot of dogs and ponies in their show
- I like the building architecture blending with existing architecture.
- I like the new alley access to parking.
- Impressive strong building. Much better retail and 50 spaces (parking)
- Experience with similar project (larger) in NC
- Nothing jumps out. Conventional.
- Gustine walk nice
- Green building
- Not ugly
- Inoffensive; sensible relationship to Ridge, Calumet
- Financing sounds strong – but is it?
- The Ridge to River thoroughfare is appealing
- Flexibility
- Gustine walk could be interesting
- Like the connection walk to the River
- Public access and more of a destination for public
- Open to community – variety of residential options.
- Parking accommodated
- Like Gustine walk element
- Strong group of partners with economic , business expertise
- Sustainable flex space which might accommodate retail
- They appear to have \$ and if selected and if they can deliver, it will be an improvement
- Great openness of the design. Well thought out regarding the retail.
- They really listened to what EF wants
- More public spaces and terraces
- Really like the idea of open space for the community
- Gustine walk, green space on Kelly
- Exciting plans for retail, restaurant, market space (even small)
- A proven system of successful retail plus (Durham and Columbia Heights), an architectural style more in line with EF and Philadelphia
- Commitment of creating jobs
- Commitment to specific issues and preferences
- Gustine Walk element a nice feature for community activities
- Architectural integrity
- Community space
- Efforts they made for the design to mix into the community
- Parking
- Looks good
- Retail lane
- Bike shop!
- Smart! look of development is very much in keeping with neighborhood.
- Market plan, small farmers market
- Permeability
- Nothing
- Reconnects to the River!
- Scale is fine
- Parking is well managed
- Materials related to existing community
- Gustine Walk
- Retail shops
- Funding/capital?

- Knowledge of EF, Gustine walk
- Gustine Walk
- They are attempting to fulfill EF's desire to achieve a healthy retail mix that serves the community and design project that allows EF people to enter and participate
- Community integration –
- Strong team and capital
- Retail concept
- Strong plan for after construction is complete
- Public walkway could be nice as a gather place

7. Are there any weaknesses or challenges in their plan? Things you don't like?

- very corporate in feel; looks like most other new development which strives to be upscale, but looks like 'everywhere.'
- Too large for site; will cause unnecessary congestion.
- Previous history a liability on their ability to deliver if there is a further 'economic' problem
- They have not improved or grown since the last go round
- I do not like the amount of imperious coverage.
- This plan failed to launch before
- Presenters were not as strong, seemed unorganized
- Not a forward, modern green space but we have a huge park right next door
- No specific LEED target. Avoided sustainability design issue. Gadget discussion offputting. These people are not convincing.
- Seems like many questions still up in the air
- Very tall and possibly block view
- These guys failed once; not sure this time
- Too dense
- Too many units
- Too tall. No.
- To tame, quickly dated
- Studio apartments bad for neighborhood –
- - more of the same
- blah may not succeed
- I don't like parking within flood plain, ven a minority of spaces
- You could get it done before
- I don't like Gustine Walk. Could attract litter, etc.
- Doesn't look different from the 2007 plan.
- Sustainable aspects weak
- They are not local...or 'invested' in Philadelphia with architects from MD, developer from DC,
- Questionable energy issues
- Presentation did not cover specifics and it made it difficult to have an opinion
- Uninspired design
- No emphasis on the sustainability fo the building
- Underground parking?!!
- Not very innovative – more green and innovative
- Overall aesthetic appears generic brick looks like their developments in other parts of the country.

- I don't think they offer quality like OF
- Not a strong enough environmental approach. Old style design. Not integrated with neighborhood. Too closed in the design.
- Parking under flood plain - Not really addressing designing around the issue; just managing it
- Fear this may look like a big building block, blocking river and views
- Dobson Mills type look of building. Boo.
- Not as green friendly as The Ridge
- Parking/flooding issues
- No construction partner at this time
- No innovation in design
- No confident this company can execute their plans in a timely efficient manner
- Parking in flood plain
- Weakness on their ability to fill stores
- If retail stays empty it will look blighted
- Appearance, functionality, usability
- Concerned about flooding of underground parking
- Conservative approach
- Too many players. Who is responsible?
- Management company has bad reputation
- Too massive
- Every building type is represented. Looks like a hodgepodge.
- Parking in flood plain
- The team seems disorganized
- What % for art installation
- Too high density with 163 units
- REIT financing can be unreliable
- Doesn't enhance EF identity
- Parking and shops in flood zones
- Expensive rent
- Much preferred energy plan of OF
- Building height, building density, underground parking
- Will this developer pull out of the deal again?
- Green infrastructure?
- Total pessimism on success of commercial; need quick in and out access. No attention paid to PHA constituency and their lack of buying power. They need to be involved as customers and if not, commercial IMO doomed. I don't like the 'old' architecture
- I think these guys can do a nice job but I don't 'feel' that same excitement that I did last round
- Design looks like a suburban development
- Underground parking will not work in a location that floods so frequently.
- Looks like the usual developer's aesthetic that blights our landscape everywhere. No architectural merit at all.
- Would be a poor image to project for EF. The empty lot would be better.
- Bastardized quotations of existing surrounding buildings does not create contextualism.
- Public walkway could become a forgotten place if not used or rented to the right types of adjacent retail clients; eg Liberties Walk is only moderately successful in a much denser area which leads to more retail. A wasted space here would be terrible.

Other comments

I am concerned over all about both companies' ability to fill their retail space. Are they able to have a plan B if that falls through?

I don't like either of the proposals – too high, too dense. This will further empty the commercial properties in EF – like the commerce moving to the burbs and leaving CC empty. Why can't we have a park/playground in this space

- NO