

PSDC

Philadelphia Suburban Development Corporation is one of the largest family-owned and operated commercial real estate firms in the Philadelphia Region

- Founded in 1962
- Headquartered in King of Prussia, PA
- Owns more than 100 properties in Pennsylvania and New Jersey

CALLISONRTKL™

A global architecture, design and planning firm an industry leader in retail and experiential design and master planning of mixed-use districts

- RTKL founded in 1946 in Baltimore
- Merged with Callison in 2015
- Now has 20 offices with over 1,700 employees worldwide

Philadelphia Stadium Square

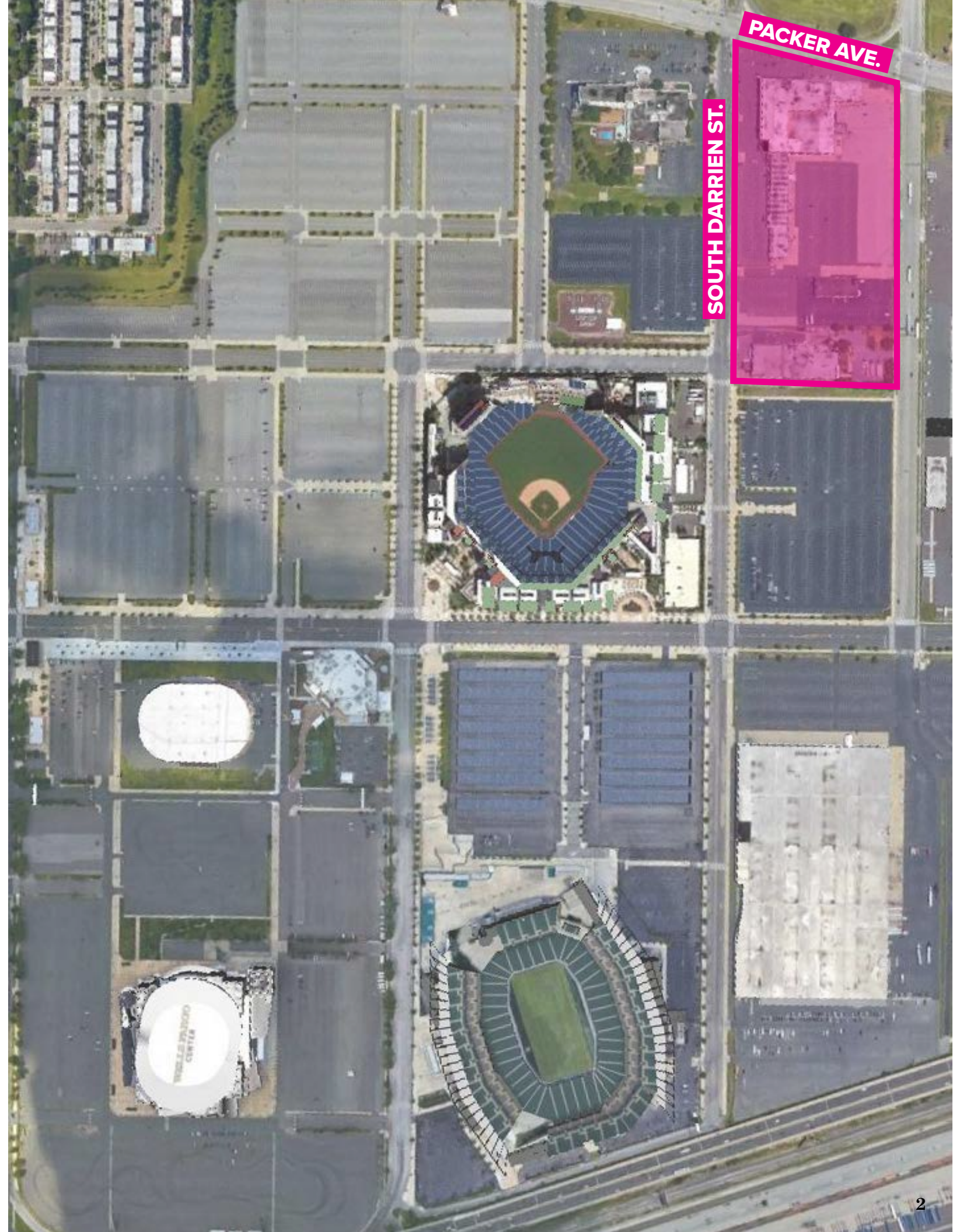
DRAFT 09.16.2019 CONFIDENTIAL

The Site

PSDC owns a **12-acre site**

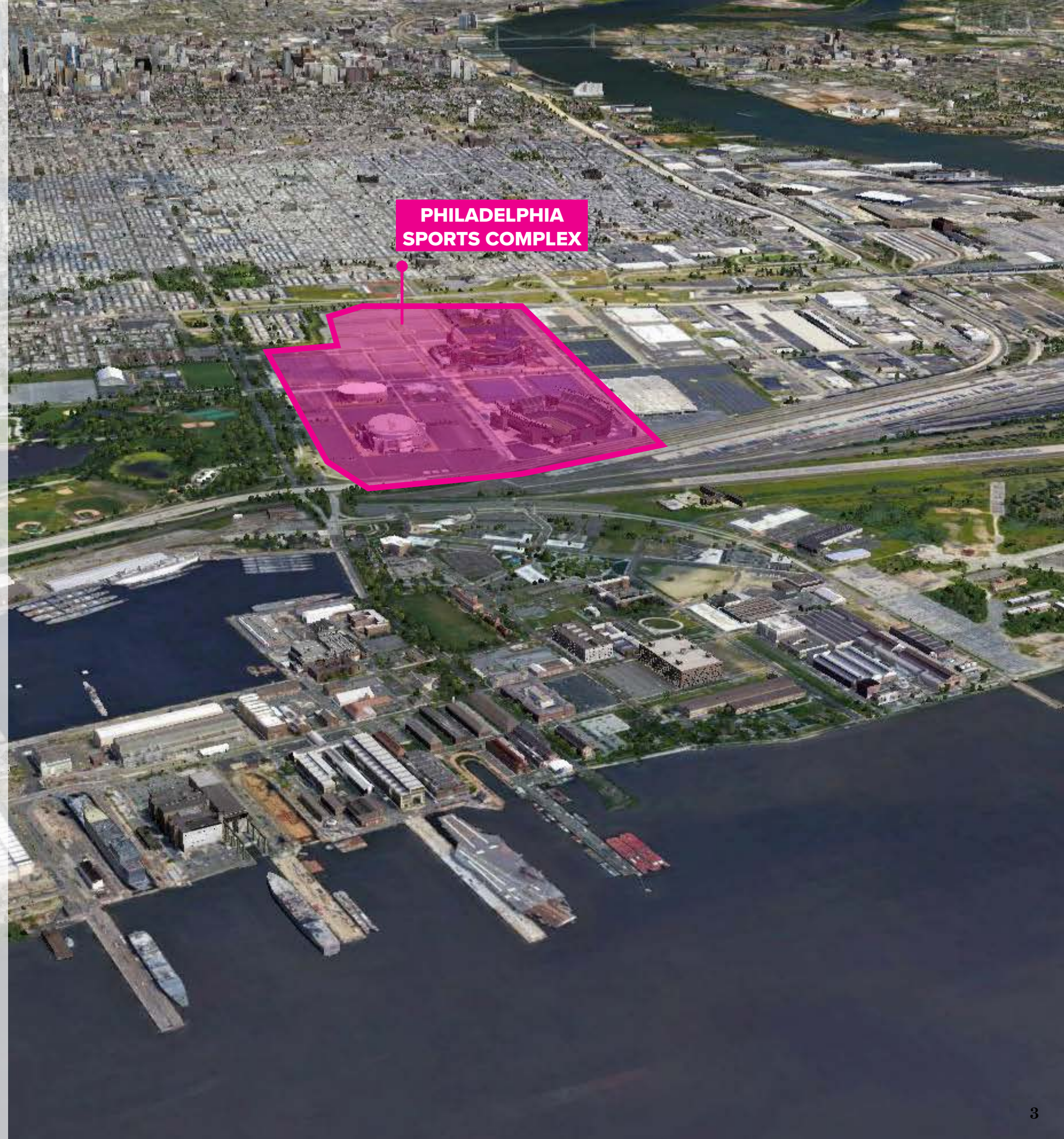
- Located at the intersection of Packer Avenue and South Darrien Street
- Currently zoned for industrial uses
- Situated at the northeastern edge of the **Philadelphia Sports Complex**

The PSDC-owned development site has the potential to be a **catalyst** for the transformation of the Sports Complex into a vibrant, urban mixed use district



Philadelphia Sports Complex

- **3 stadiums** home to **4 major league sports teams**
- **227 acres**, 60% of it surface parking lots and roads .



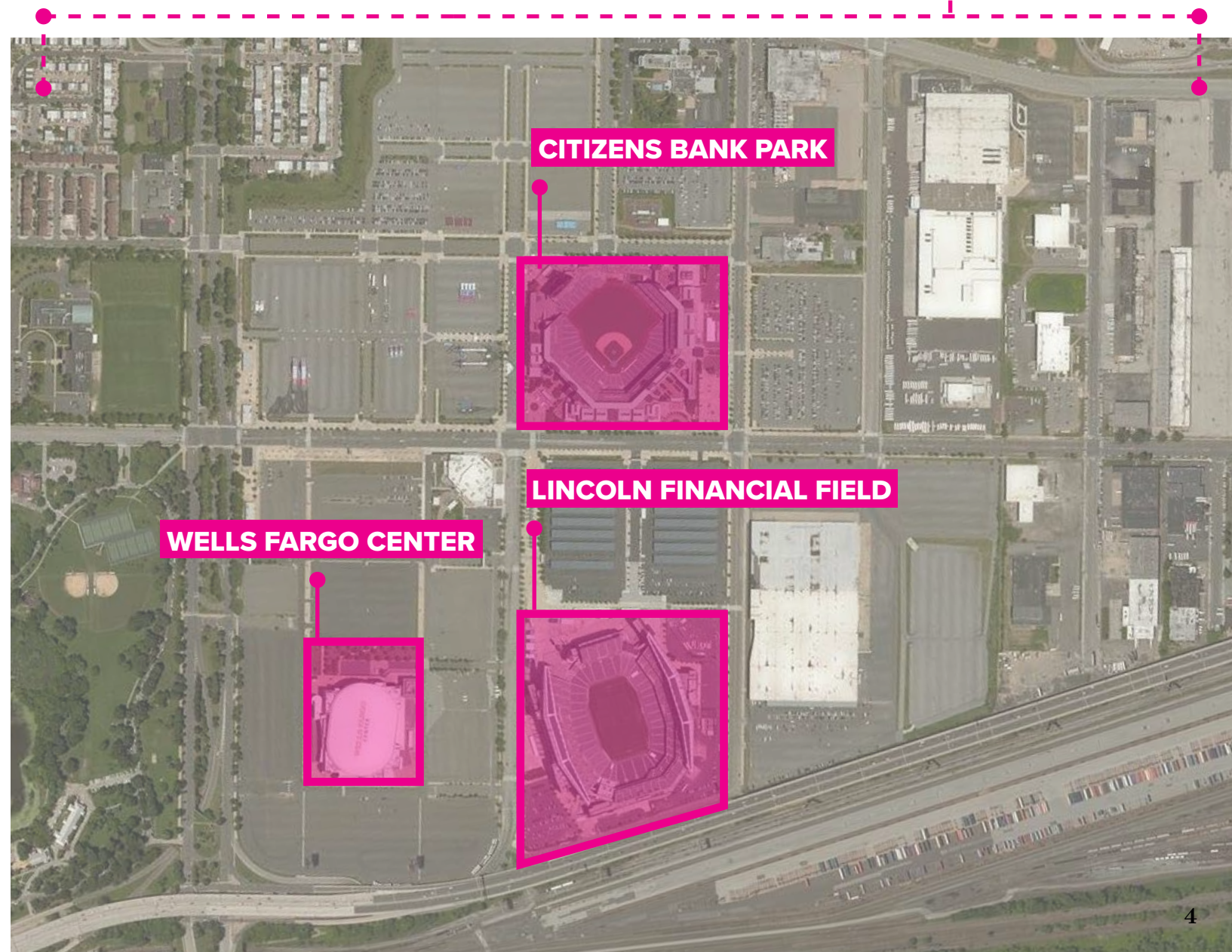
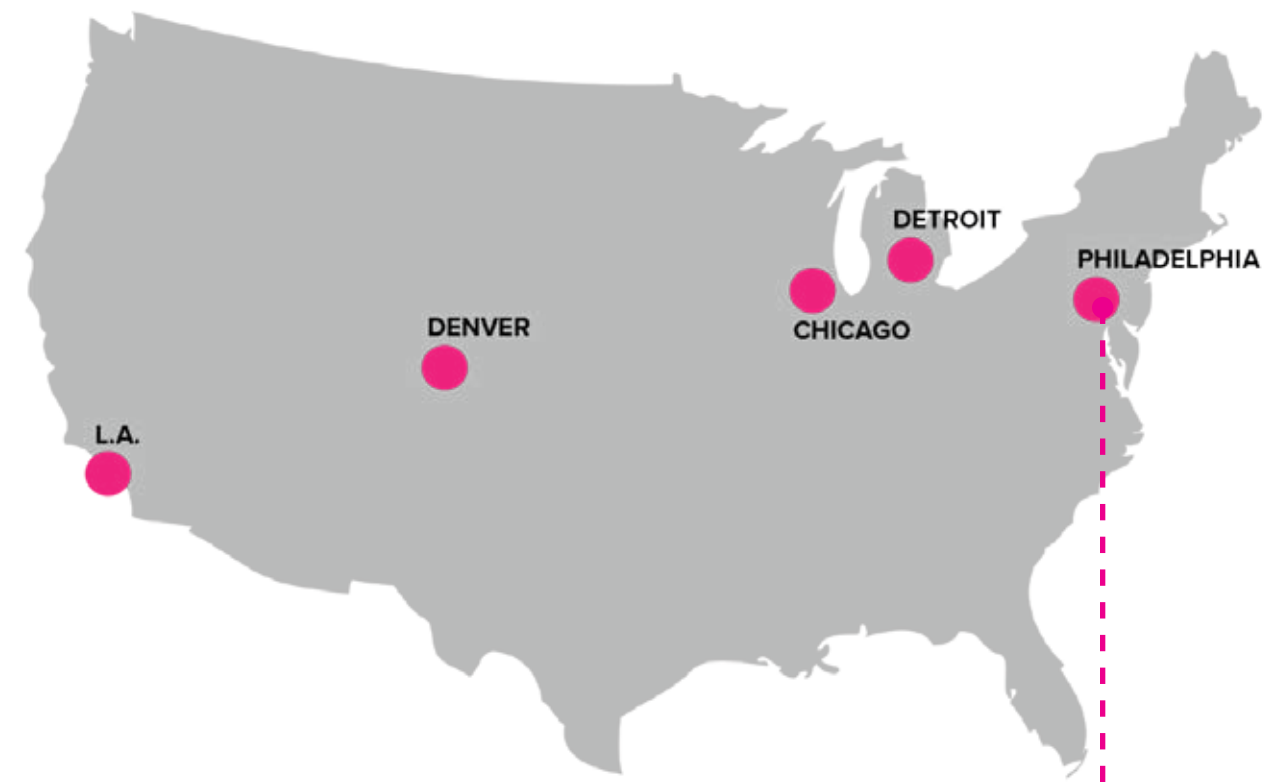
FIVE U.S. CITIES HAVE ALL FOUR MAJOR SPORTS WITHIN CITY BOUNDARIES

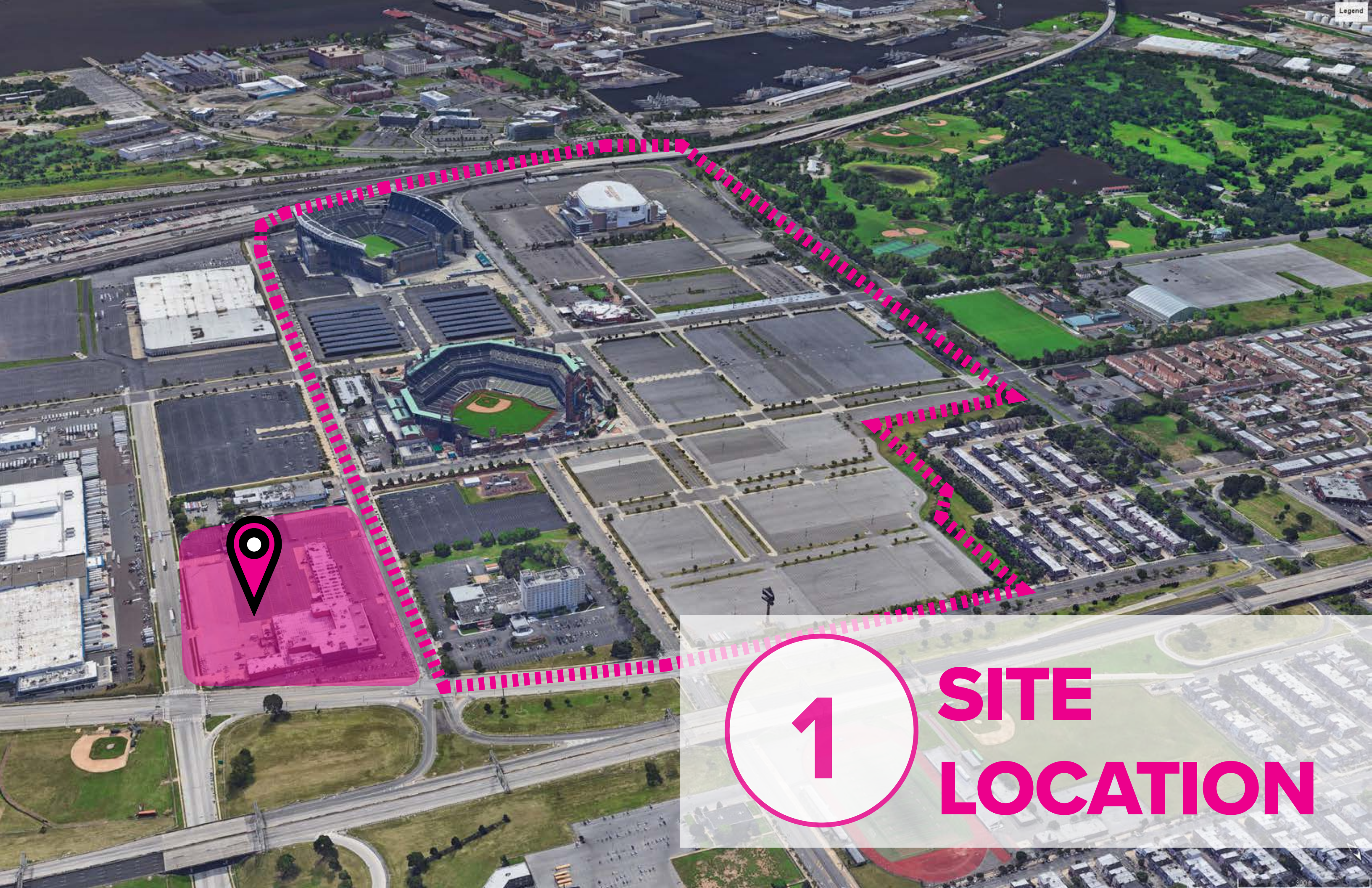
- L.A.
- Denver
- Chicago
- Detroit
- Philadelphia

Only Detroit and Philadelphia have three stadiums within one district.

What sets Philadelphia apart from all other cities is the stadiums' proximity to one another, within walkable distance of public transportation.

Philadelphians self-identify as **sports-crazed**, which puts the Sports Complex at the core of Philadelphia's identity.





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**SITE
LOCATION**

Site Location

STRENGTHS

- **Philadelphia Sports Complex** is an urban asset
- **Strategically located** in the region and the city
- Nearby **employment base** in Navy Yard and manufacturing area
- Proximity to **historic FDR Park**, and other **parks and recreation facilities**.

OPPORTUNITIES

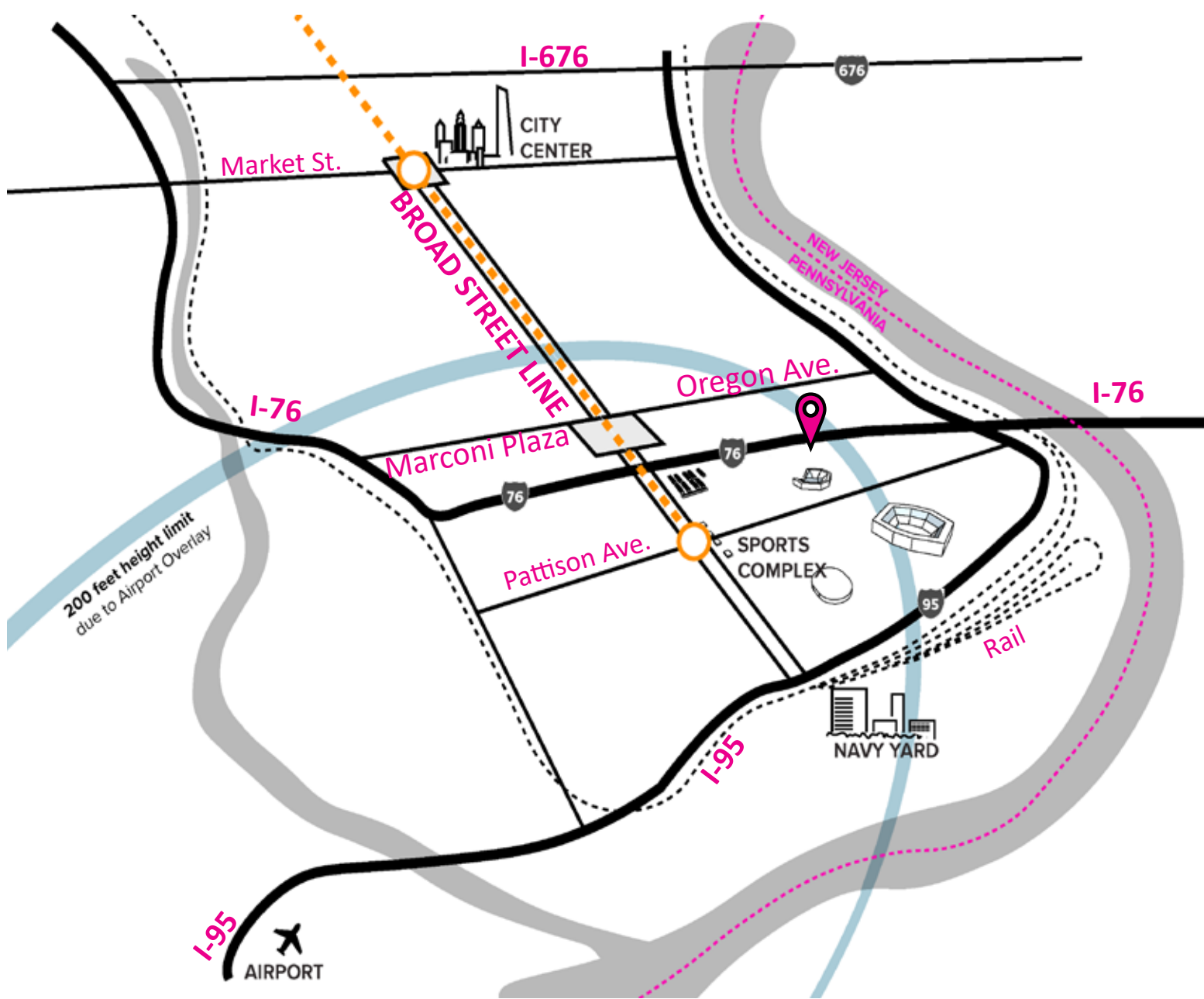
- **Leveraging** Philadelphia Sports Complex
- Reinforcing on-going **infrastructure** improvements
- **Zoning** to support mixed-use development
- Creating **catalyst** for new mixed-use development

Site Location

The site is strategically located in South Philadelphia, at the nexus of major highways, with extensive **car infrastructure** and within walkable distance of a **subway stop**.

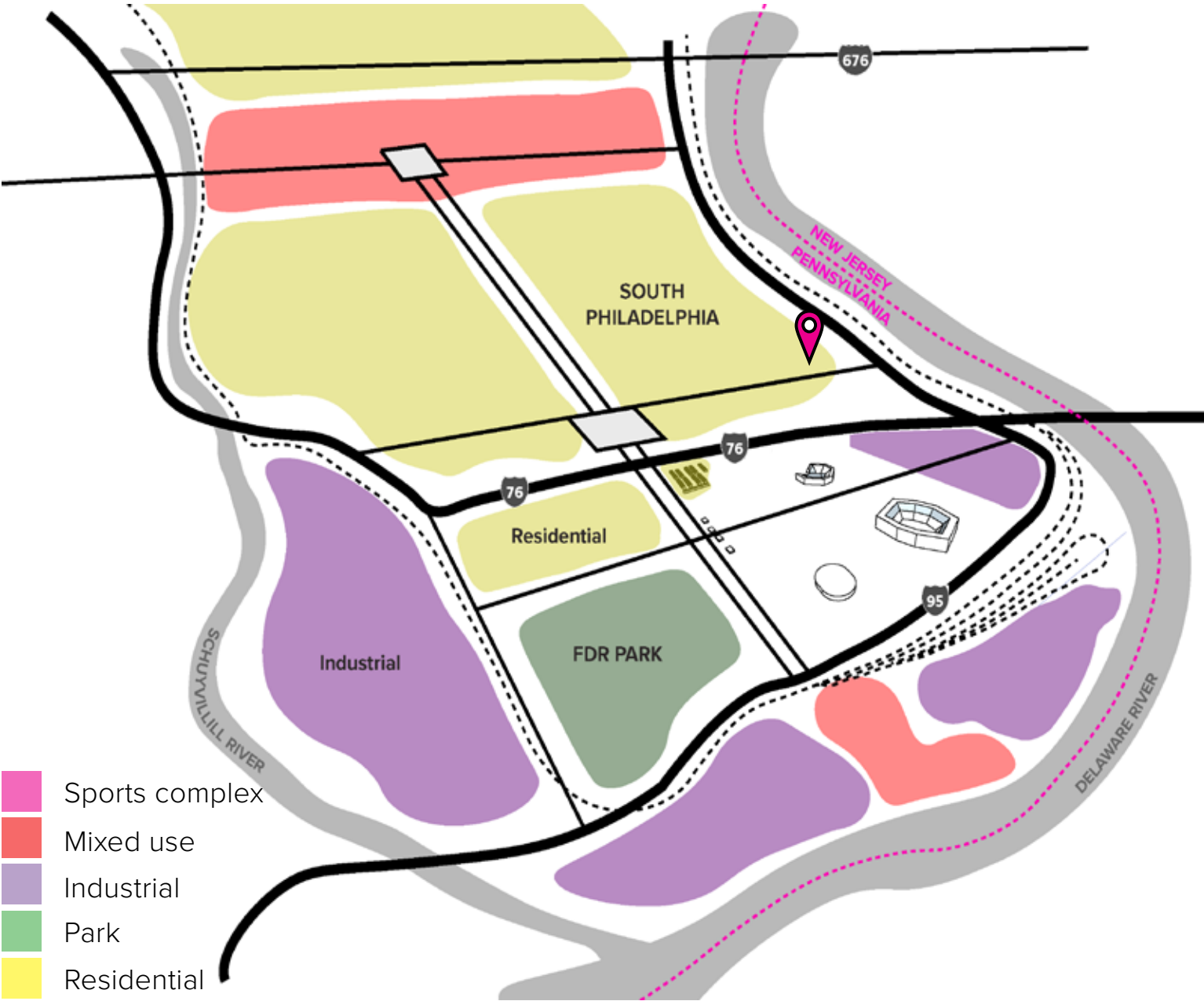


INFRASTRUCTURE

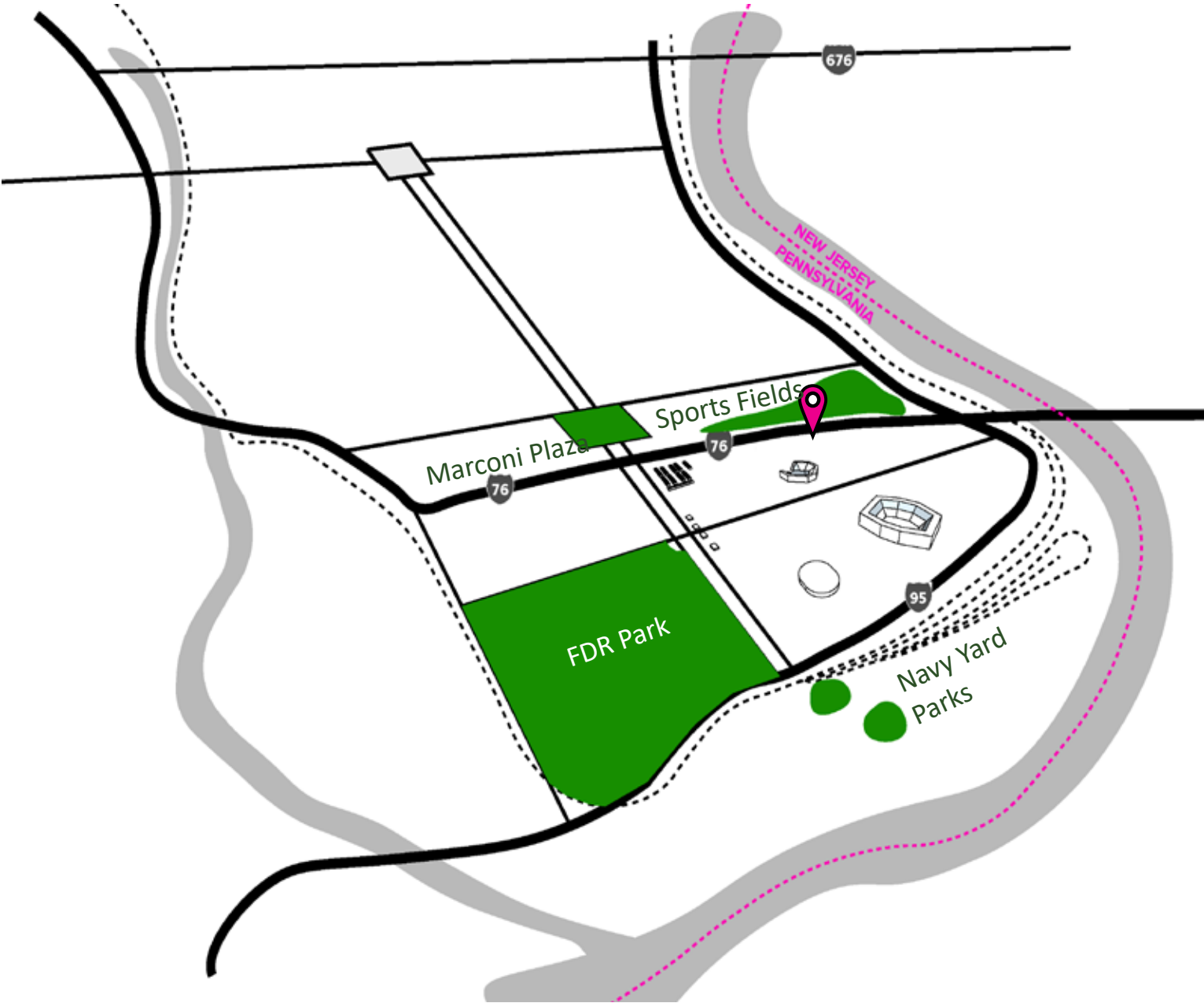


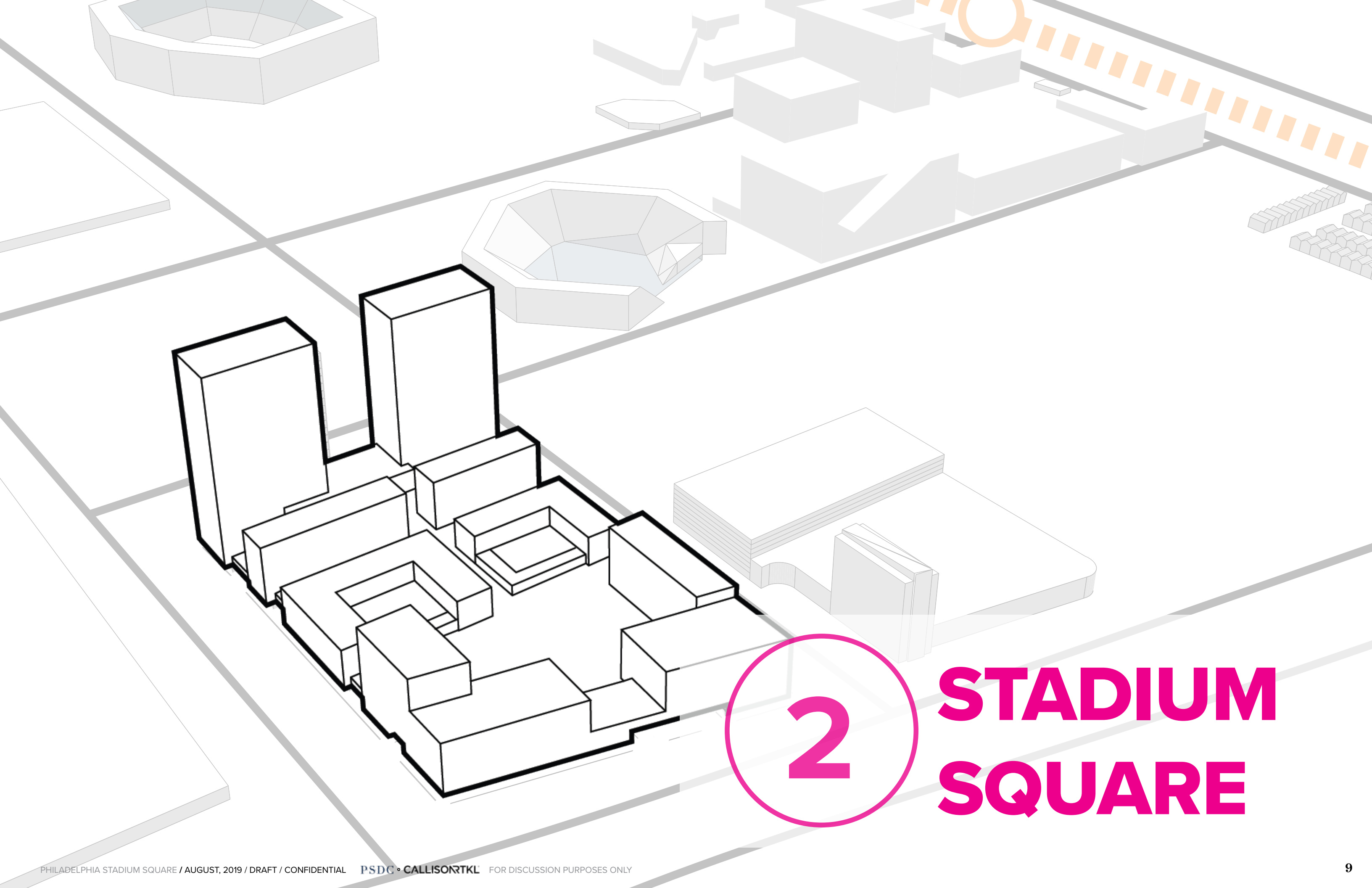
Site Location

LAND USE



OPEN SPACE





2

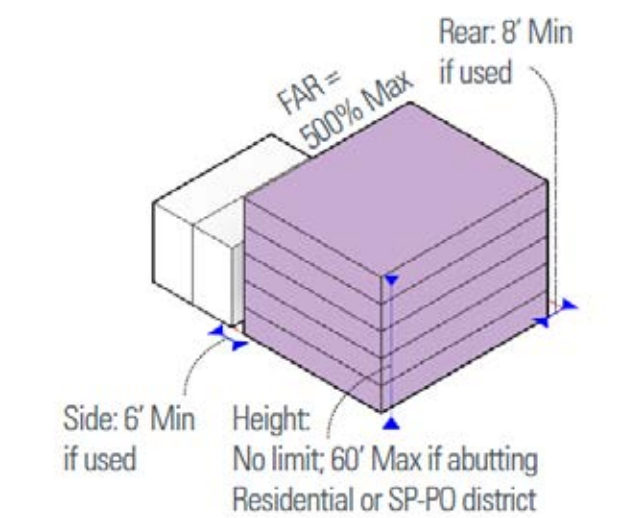
**STADIUM
SQUARE**

Stadium Square

ZONING

Change zoning from medium industrial to high density commercial

I - 2



Occupied Area: 100% Max

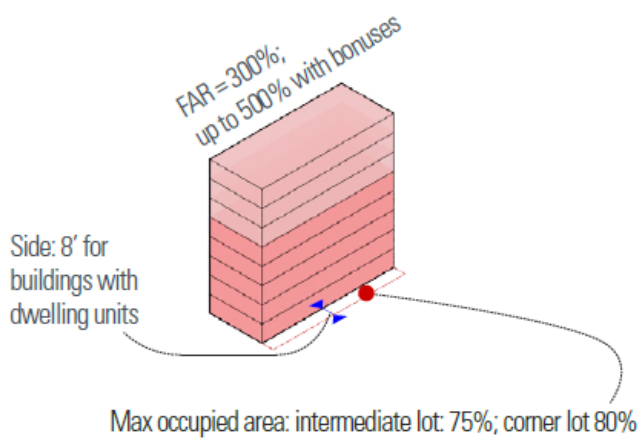
Industrial Use

GFA	2.6 Mil SF
FAR	5
Coverage	100%

Allowed Uses

- Office
- Medium intensity industrial uses

CMX - 3



Community Commercial Mixed Use

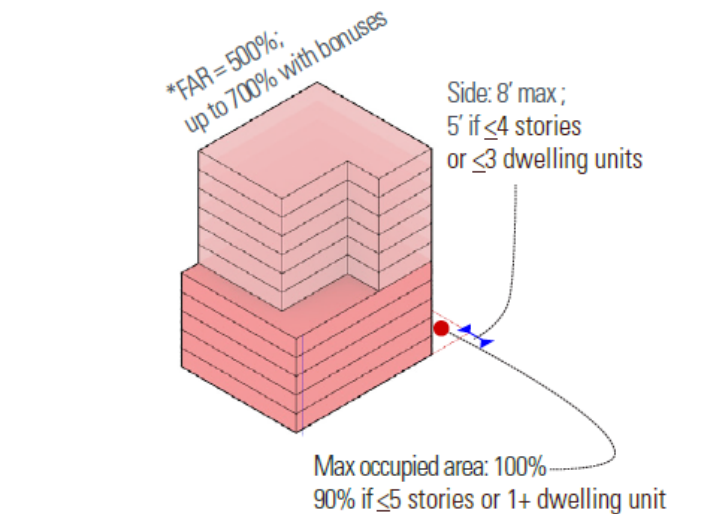
GFA	2.6 - 4.2 Mil SF
FAR	5-8
Coverage	80%

Allowed Uses

- Residential
- Larger scale commercial and retail

OR

CMX - 4



Center City Commercial Mixed Use

GFA	2.6 - 6.3 Mil SF
FAR	5-12
Coverage	100%

Allowed Uses

- Residential, **except Single and Two-Family**
- Larger scale commercial and retail

Stadium Square

POTENTIAL DEVELOPMENT PROGRAM

A rezoning from industrial to commercial mixed-use would allow a development up to **4.2-6.3 M SF**.

However, based on a test fit of a hypothetical mix of uses on the site, a development of **2 to 2.5 M SF** including structured parking seems more likely.

Program Components		GFA (SF)	
	Office	1,000,000	
	Medical Office (MOB)	150,000	
	Residential Apartments	500,000	(500 units)
	Townhomes	20,000	(23 Units)
	Concert/Conference Hall	90,000	
	K-12 Charter School	150,000	
	Co-Working	40,000	
	Senior Living	200,000	
	Hotel/Hospitality	150,000	(150 keys)
	Retail/F&B	76,000	

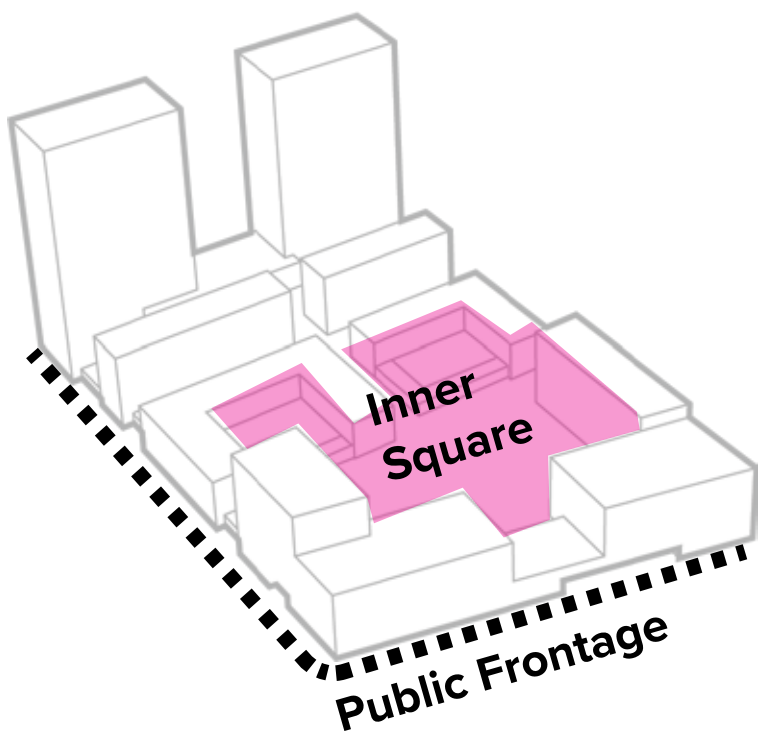
Total: 2,376,000 SF

Stadium Square

DESIGN CONCEPT

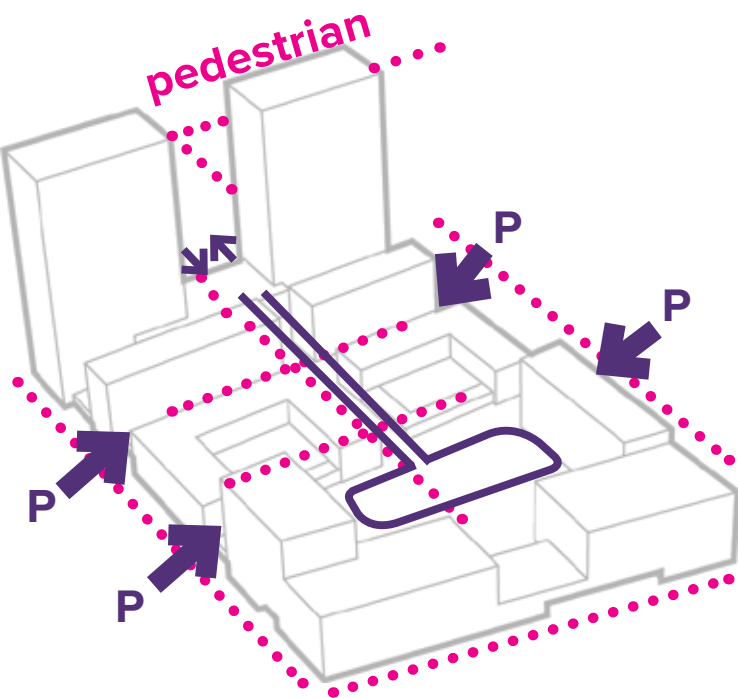
TWO FRONTAGE LEVELS

- **Outside Ground level:** Public uses
- **Inner square:** Community uses



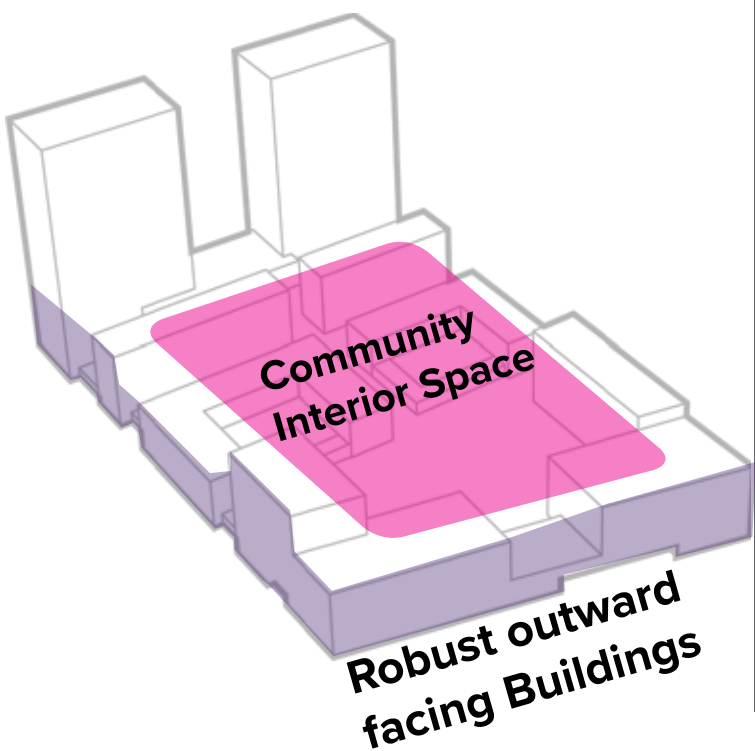
TWO SYSTEMS OF ACCESS

- **Pedestrian:** through the South Gate and distribution from the central square
- **Car:** East-West access through ground level



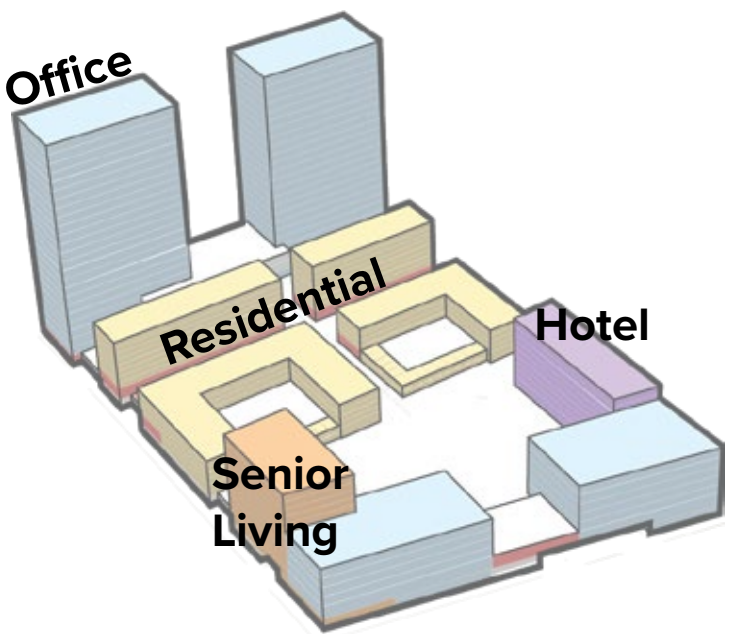
DUAL BUILDING CHARACTER

- Robust outward facing buildings
- Quieter inner community



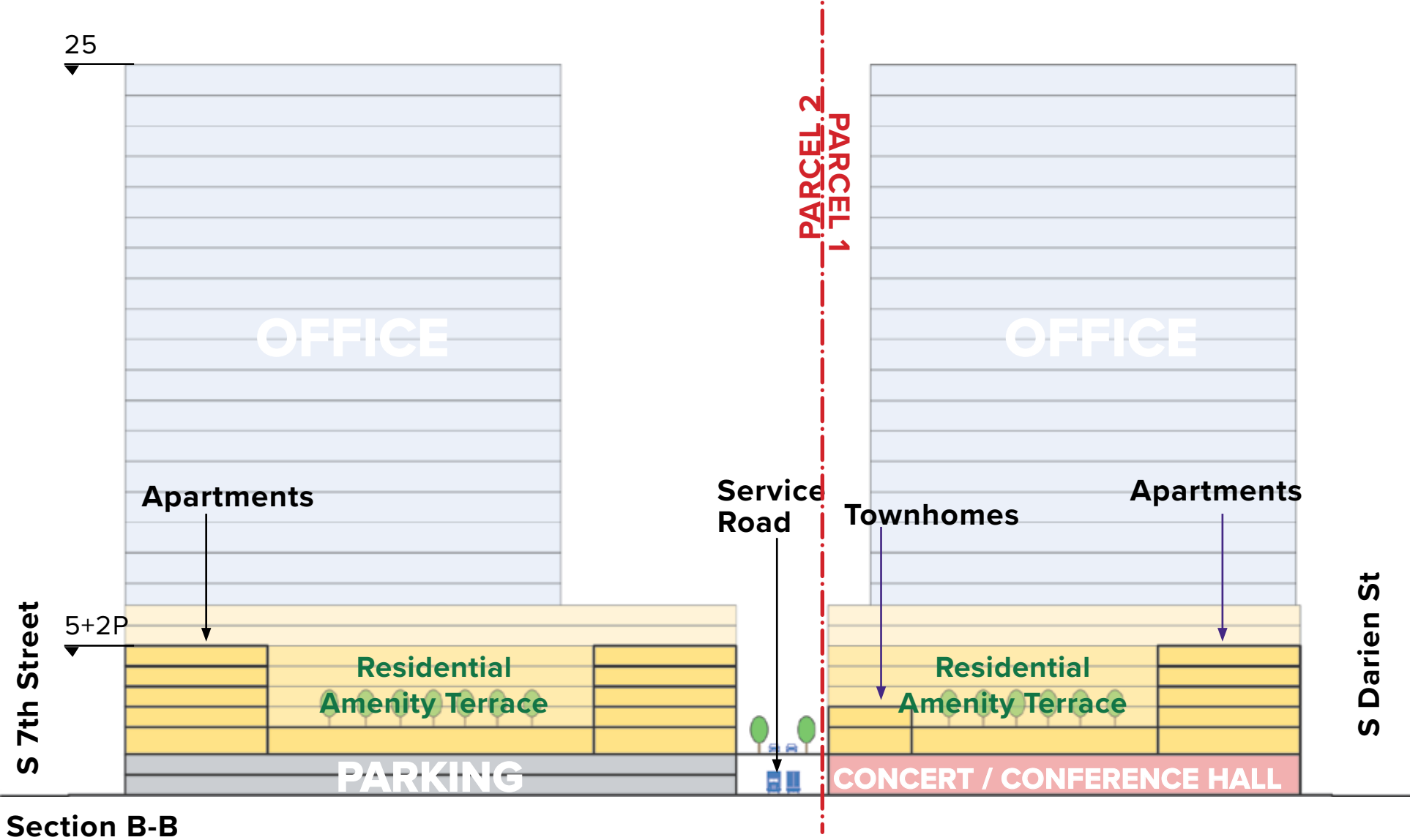
INTRODUCING A MIX OF USES

- Office
- Residential
- Concerts/Conference Hall
- School
- Co-working
- Senior Living
- Hotel
- Retail

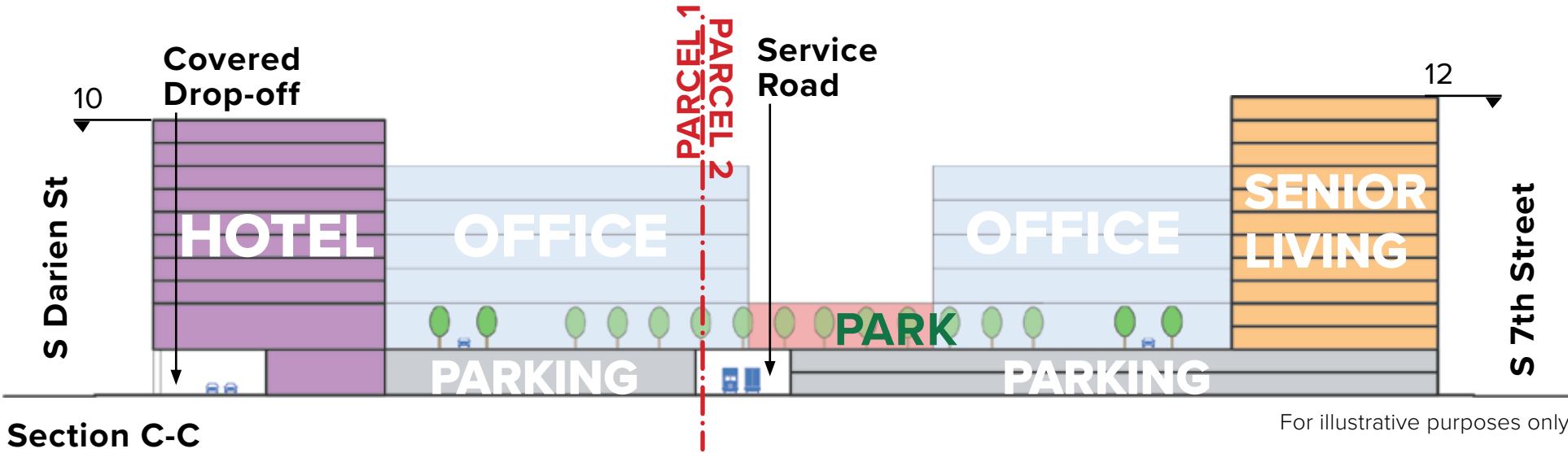


Stadium Square

LAYERED USES



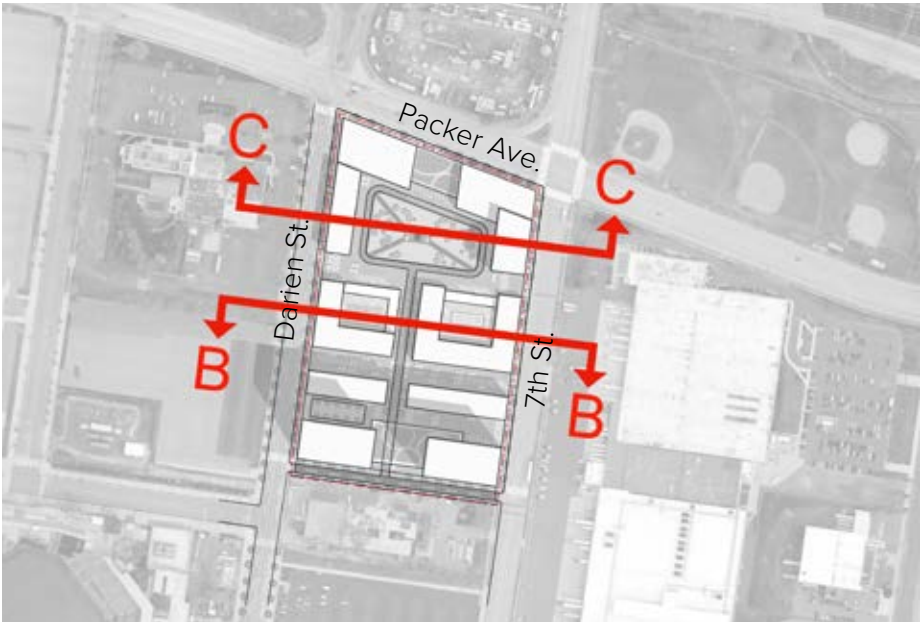
Section B-B



Section C-C

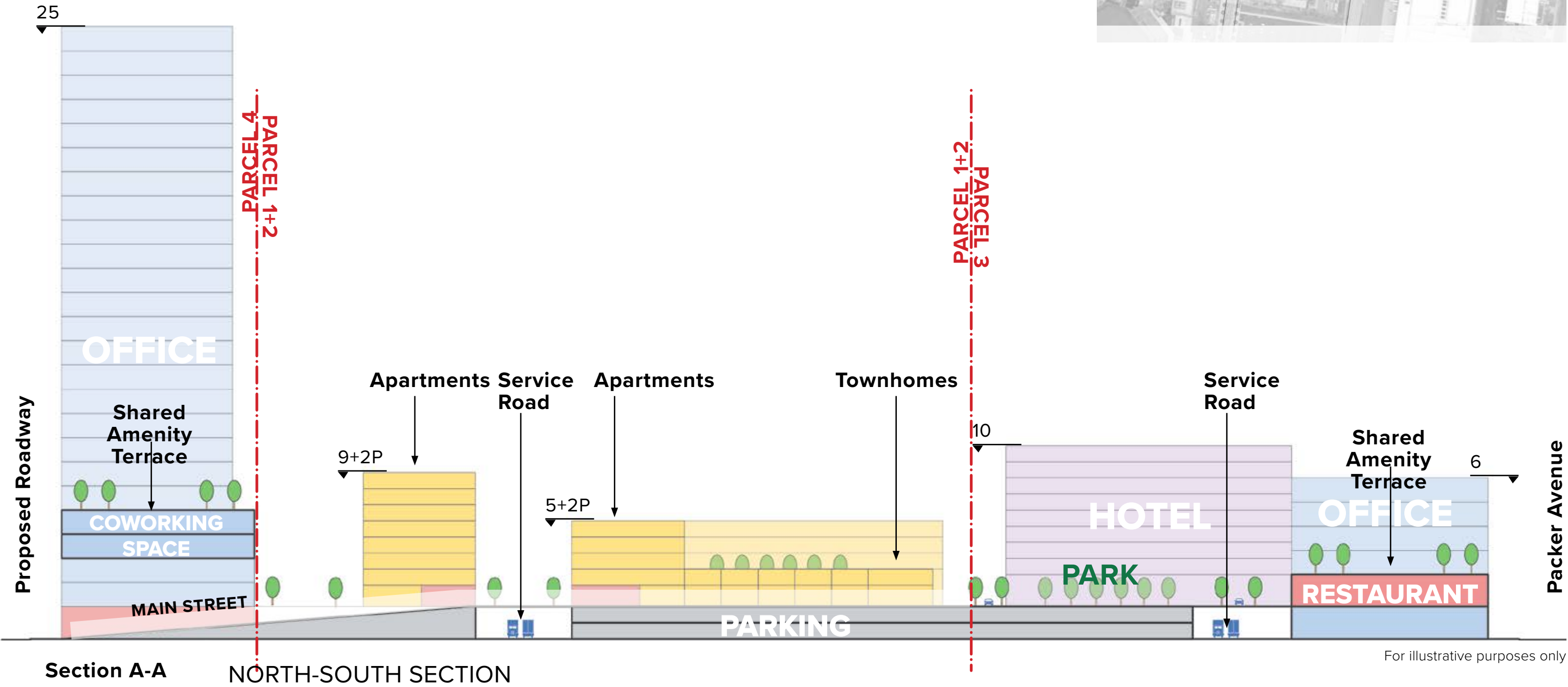
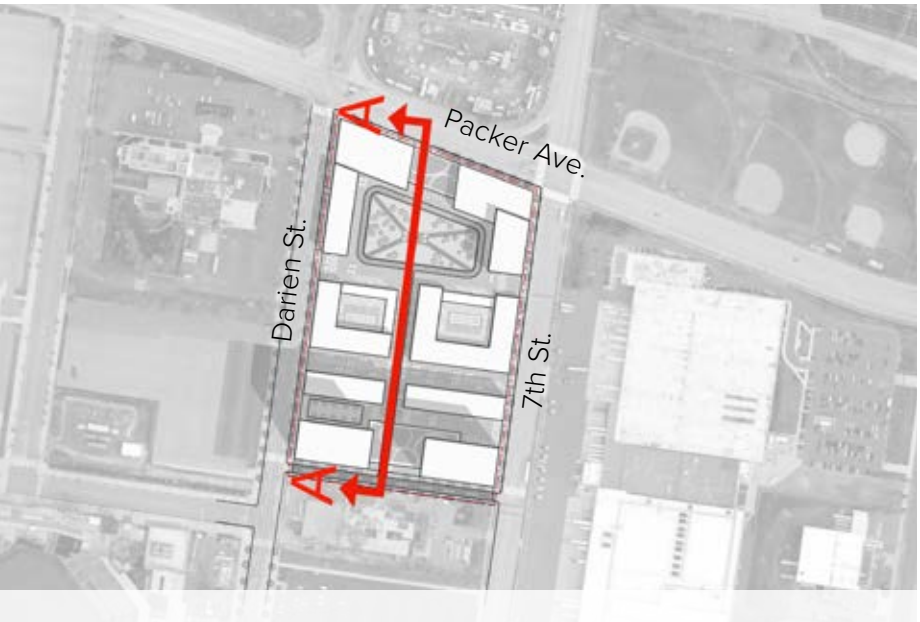
EAST-WEST SECTIONS

For illustrative purposes only



Stadium Square

LAYERED USES



Stadium Square

VIEW FROM PACKERS AV. AND ST. DARIEN STREET



Stadium Square

VIEW FROM ST. DARIEN STREET LOOKING SOUTH



Stadium Square

VIEW FROM ST. DARIEN STREET LOOKING NORTH



Stadium Square

VIEW FROM ST. DARIEN STREET LOOKING NORTH



Stadium Square

COMPLEMENT AND CREATE SYNERGIES BETWEEN A MIX OF USES



ENTERTAINMENT

OFFICE

RETAIL

RESIDENTIAL

OPEN SPACE

STADIUMS

LIVE! CASINO

X-FINITY LIVE!

X-FINITY LIVE! PHASE II

NAVY YARD

PATTISON PLACE

STADIUM SQUARE

SINGLE HOUSE NEIGHBORHOODS

NAVAL HOSPITAL SITE

FDR PARK

Stadium Square

HELP ACHIEVE THE CITY'S VISION FOR LOWER SOUTH DISTRICT

BUILD UPON THE WORK DONE

- Leverage the private development that had been occurring in the area.
- Build upon the public improvements
- Capitalize on the change already in motion to create a future vision.

DESIGN A NETWORK OF COMPLETE STREETS

Connect the area with the surroundings and build an inner streets active network.

2019



2035



Streets extracted from the Philadelphia 2035 plan.

TRANSFORM BARRIERS INTO TRANSITIONS

Create **transition zones** between different uses that can work as connectors and buffers.

2019



2035



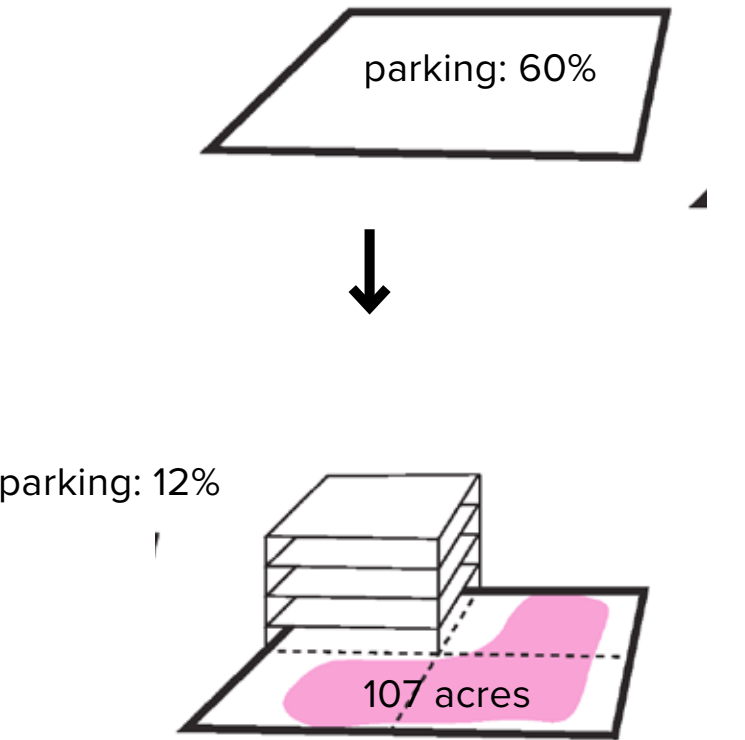
Stadium Square

DRIVE CREATIVE SOLUTIONS AND INNOVATIVE STRATEGIES FOR PLACEMAKING



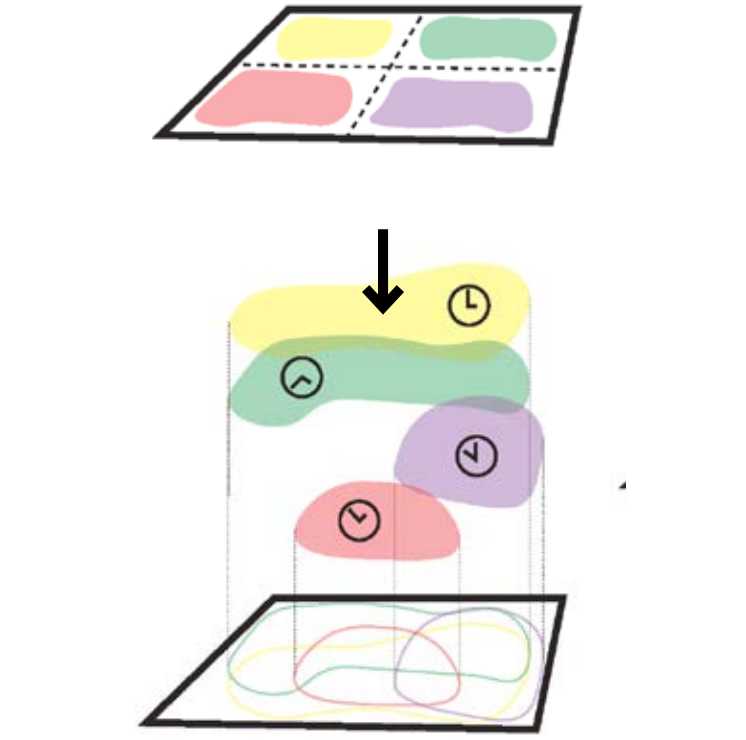
CONCENTRATED PARKING

What if we built parking structures that allowed us to condense parking needs?



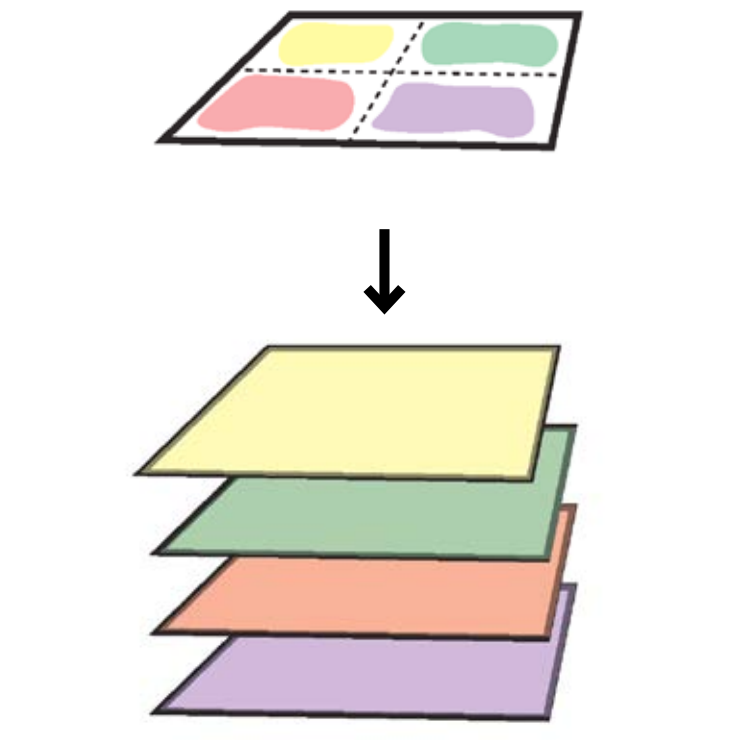
TIMELY FLEX SPACES

What if we created a design for the park that could allow parking on special occasions?



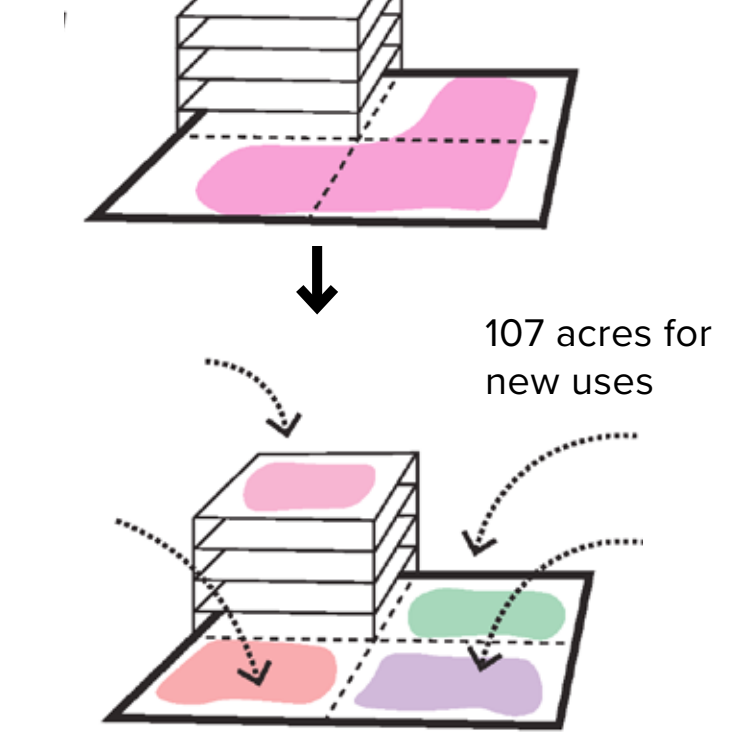
LAYERED USES

What if we used layers to allow extra parking spaces underneath park space?



UTILIZED SPACE

What if we used all the free space to introduce uses and create a more livable area?



Stadium Square

IMPROVE CONNECTIVITY THROUGH ACTIVATED AND ANIMATED SPACES



Midtown Village, Philadelphia



Northern Liberties, Philadelphia



City Center, Philadelphia



City Center, Philadelphia

MIXED USE BACKBONE

- bring different uses together
- increase sociability
- concentrate retail and food



AMENITIES' AVENUES

- concentrate amenities
- handle high people volumes
- offer flexible spaces



CONNECTING INFRASTRUCTURE

- connect different uses / areas
- offer urban fabric continuity
- provide transit / infrastructure



NEIGHBORHOOD FEEL

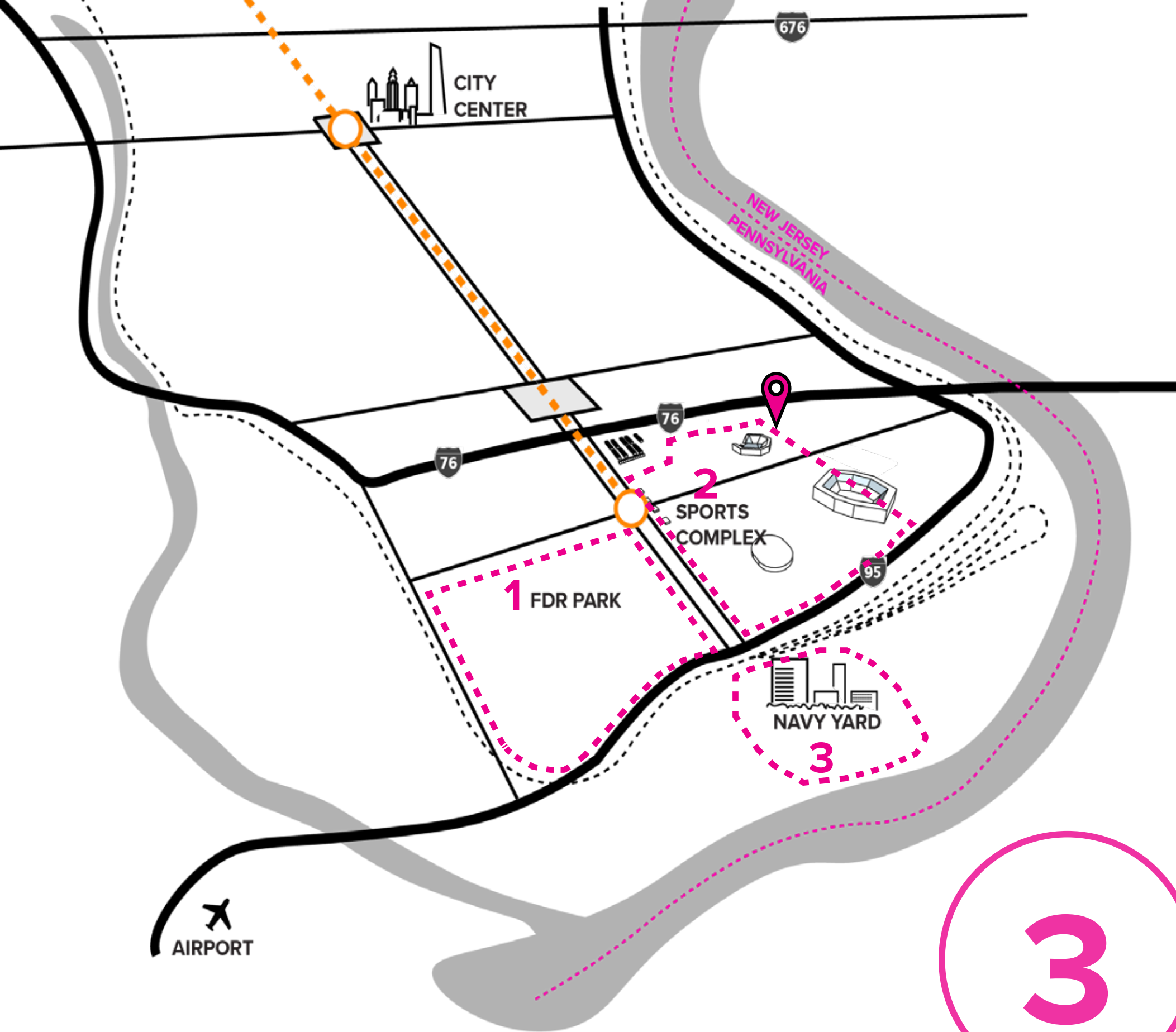
- concentrate residential uses
- used by the community
- more calm and quiet



Stadium Square

TO BE INSPIRED BY PHILADELPHIA





3

DISTRICT CONTEXT

District Context

STRENGTHS

- **3** World class major sports venues with **133,000 seats**
- **22,000** parking spaces
- **8 Million visitors**
- **5.5 million vehicle trips** annually
- **\$180 Million** in total economic impact

OPPORTUNITIES

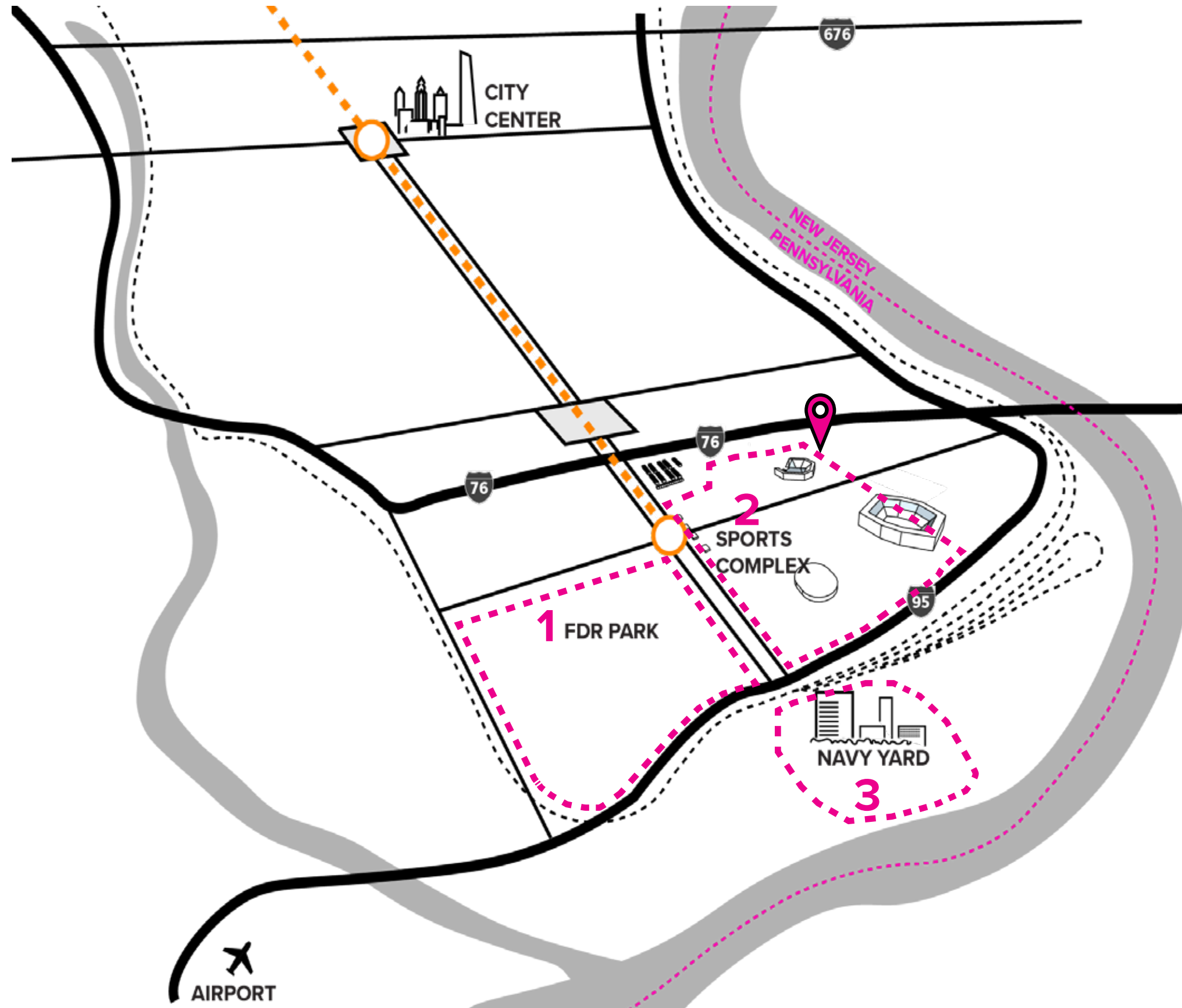
- Leverage its **identity** as national sports venue
- Strengthen **mobility system**
- Diverse uses to transform into **Sports and Entertainment District**
- Build upon the **momentum of change**
- Capitalize on **private investments and public improvements** for the Lower South District

District Context

A MOMENT OF CHANGE

There are three major **focus areas** for future development

1. FDR Park
2. Sports & Entertainment Complex
3. Navy Yard Future Expansion



District Context

PRIVATE DEVELOPMENTS

LIVE! Casino and Hotel
14-story hotel and casino



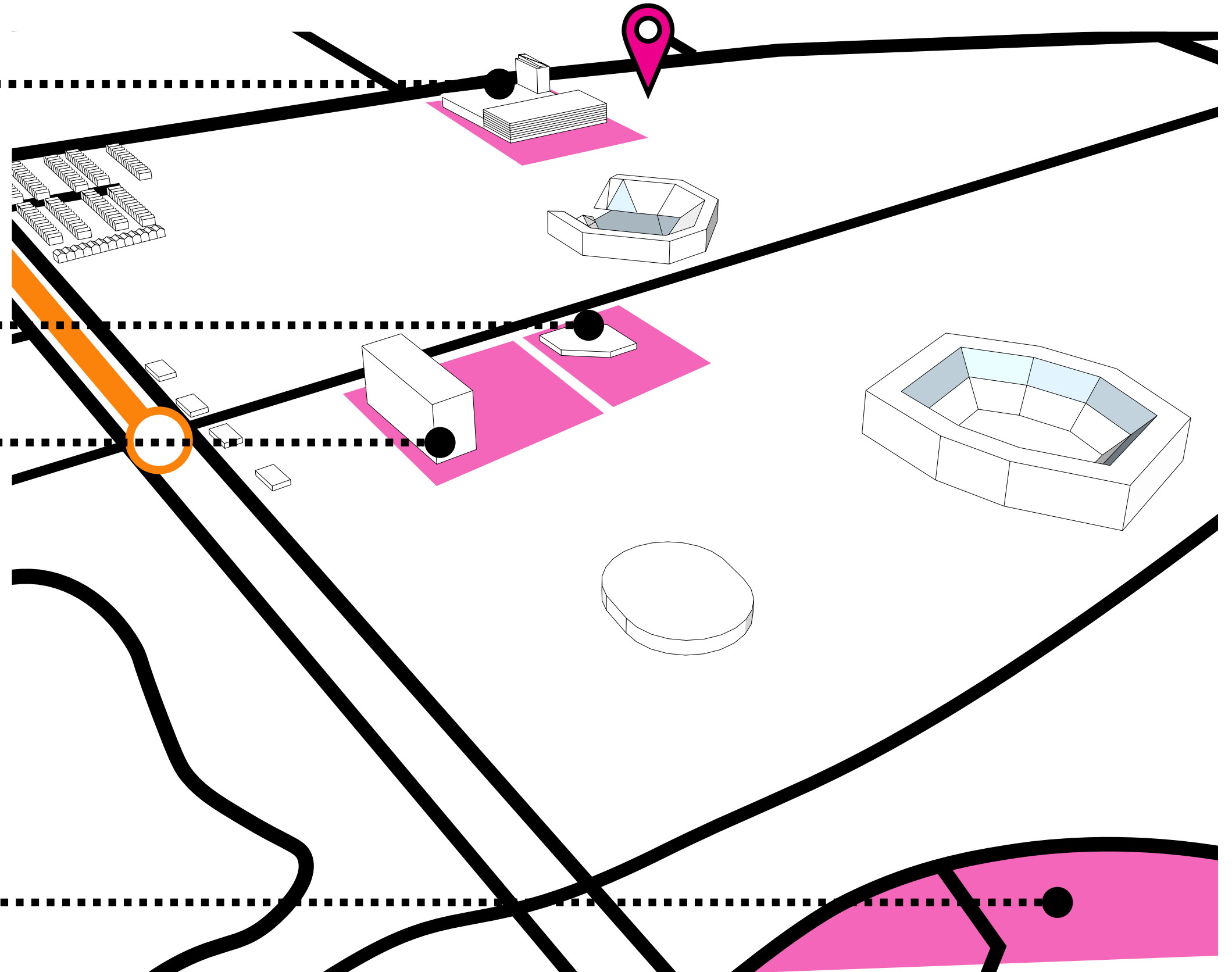
X-Finity Live!
Dining and entertainment venue with an E-Sports Arena



Pattison Place
10-story office building



Further expansion of **Navy Yard** development



District Context

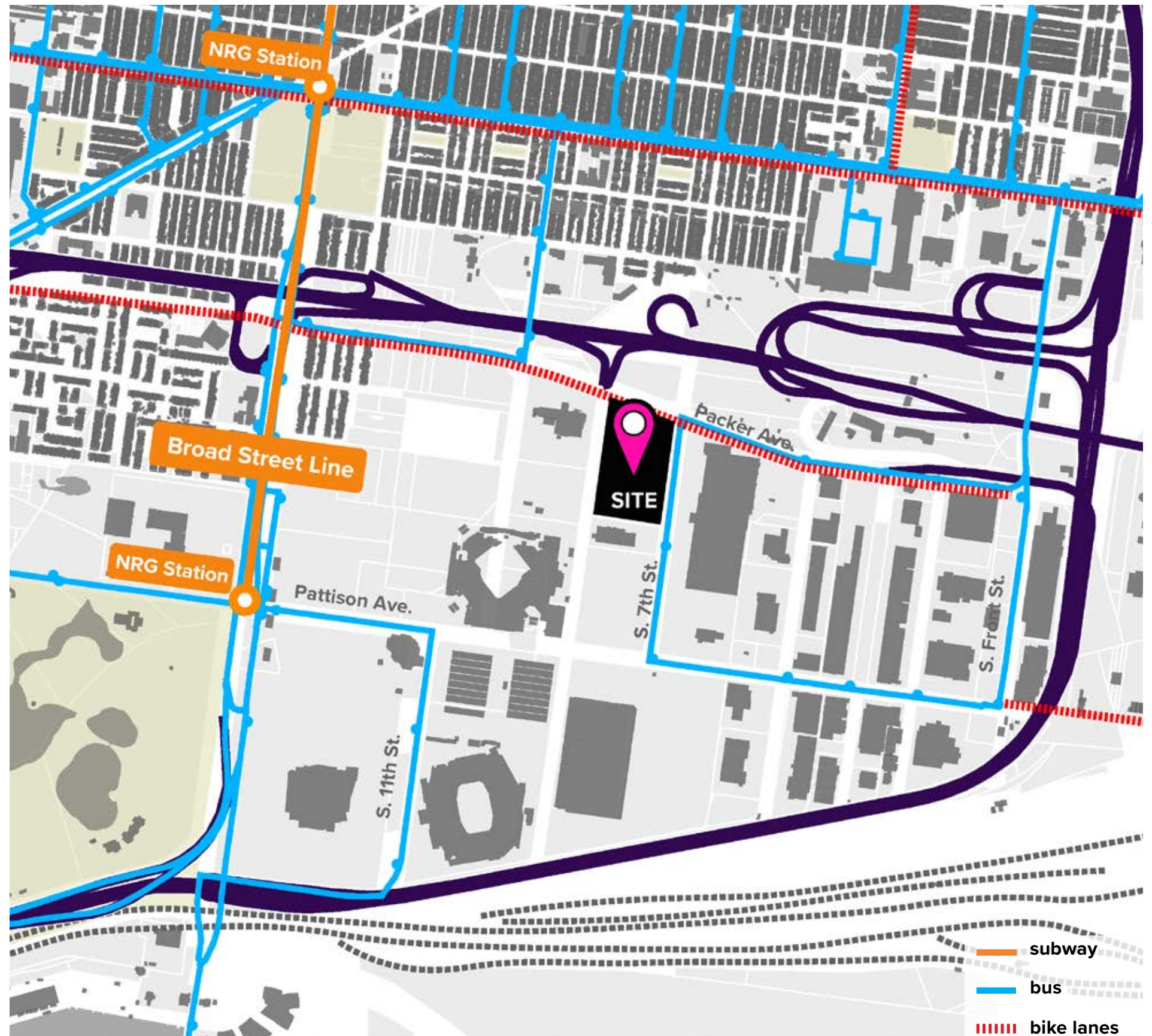
INFRASTRUCTURE

Two major highways (1-76 and 1-95) and Broad Street connect the area to the rest of the city.

The **Broad Street Line**, a North-South transit backbone, connects the complex with City Center.

The **bus network** was recently expanded to cover the area.

Recently created **bike lanes** connect the site along its northern edge.



District Context

LAND USE

60% of the Sports Complex is currently used for **surface parking**.

Parking is needed on **Game Days**.

On **Regular Days**, however, lots are not accessible for the public.





4

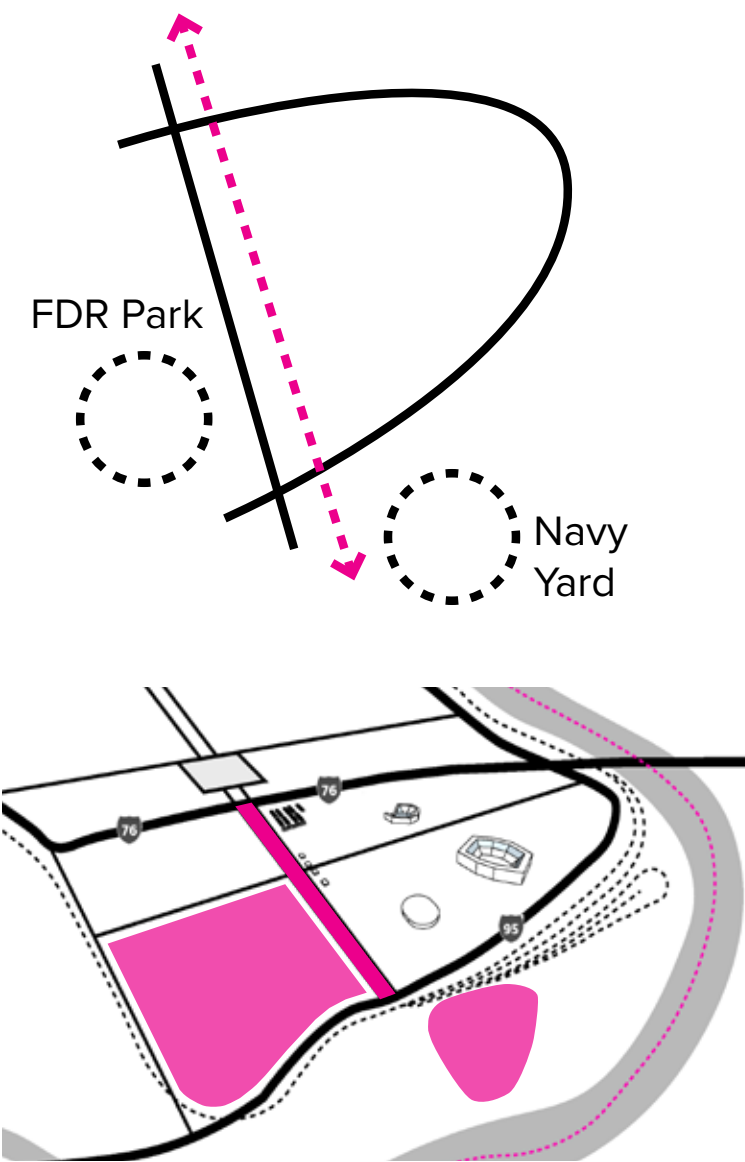
**SPORTS
COMPLEX**

Sports Complex

SHIFTING THE CENTER OF GRAVITY

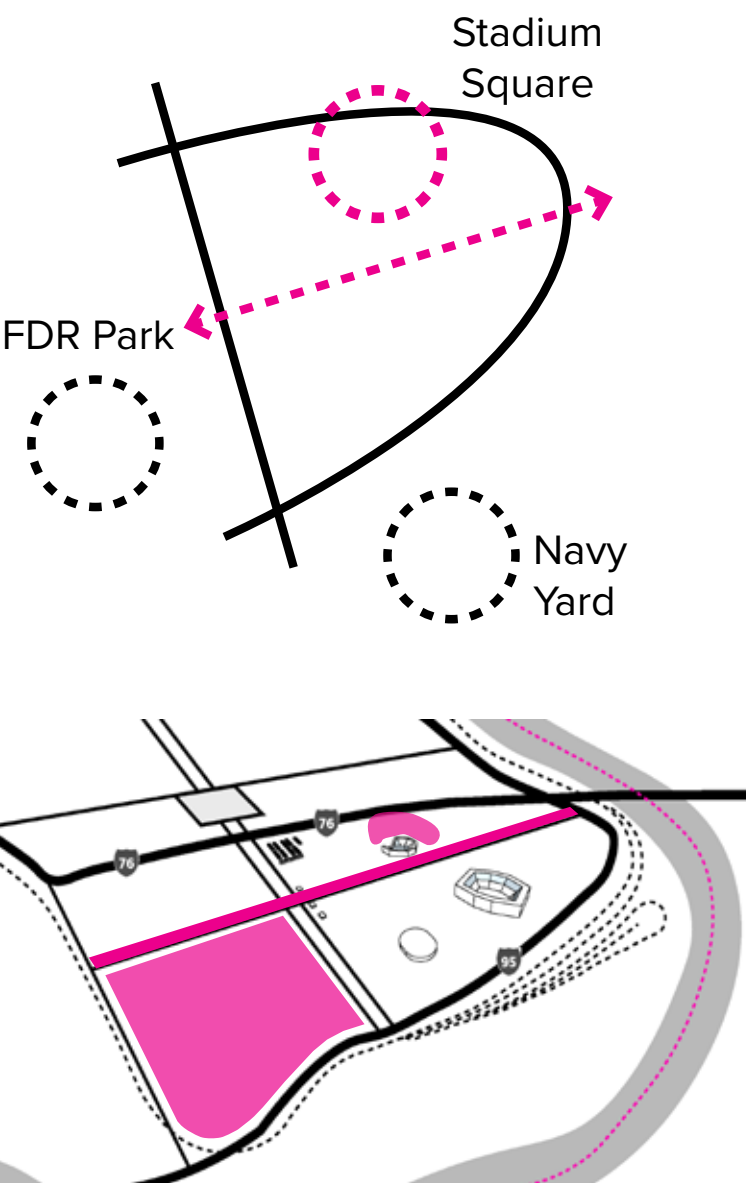
STRENGTHENING N-S AXIS

Envisioning two nodes - **FDR Park and Navy Yard** - that strengthen North-South Axis



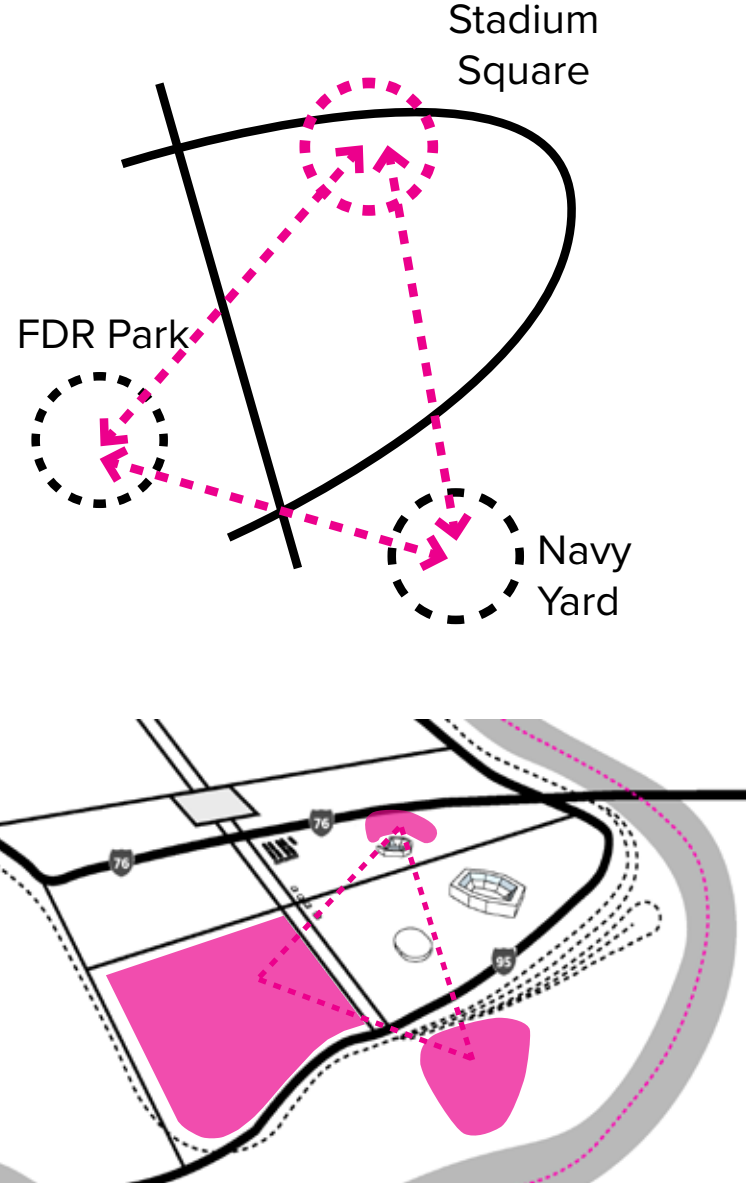
CREATING E-W AXIS

Adding another development node - **Stadium Square**- resulting in **East-West axis** of development



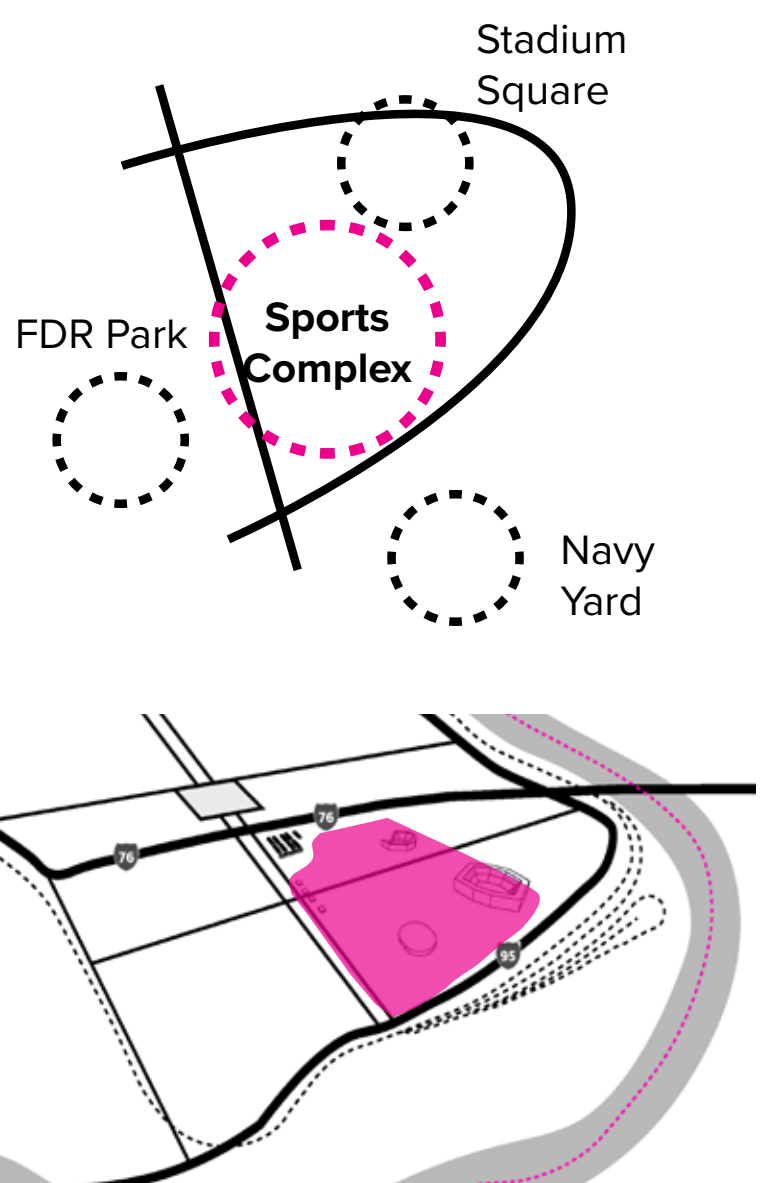
CONNECTING 3 NODES

Connecting the three nodes through a network of streets, bike paths and walkways



SPORTS COMPLEX AT THE HEART

Putting the **sports & entertainment complex** at the heart of a new mixed-use district, taking maximum advantage of the assets





5

CASE
STUDIES

Case Studies

CALLISONRTKL



CAMDEN YARDS, BALTIMORE, MD



LA LIVE, LOS ANGELES, CA



VICTORY PARK, DALLAS, TX



O2 DISTRICT, LONDON, UK



WUKESONG, BEIJING, CHINA



MERCEDES PLATZ, BERLIN, GERMANY

Case Studies

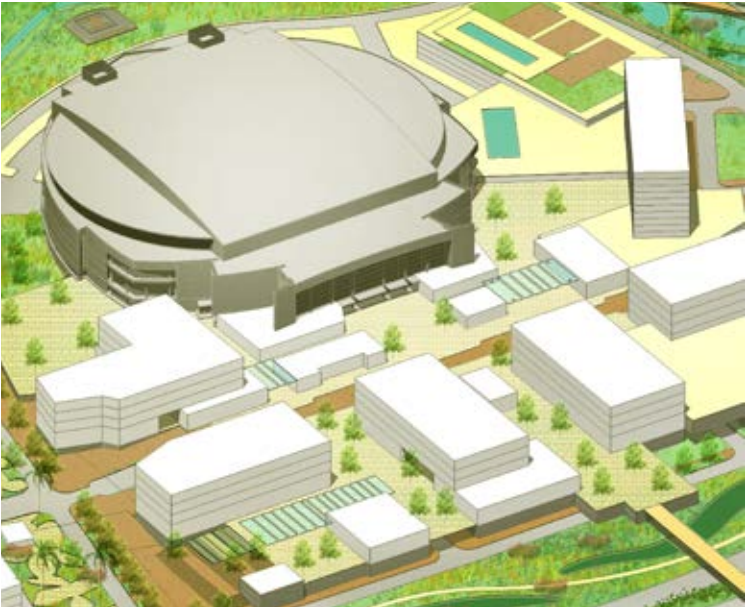
IN THE WORKS



LINCOLN YARDS, CHICAGO



BALLPARK VILLAGE, ST LOUIS



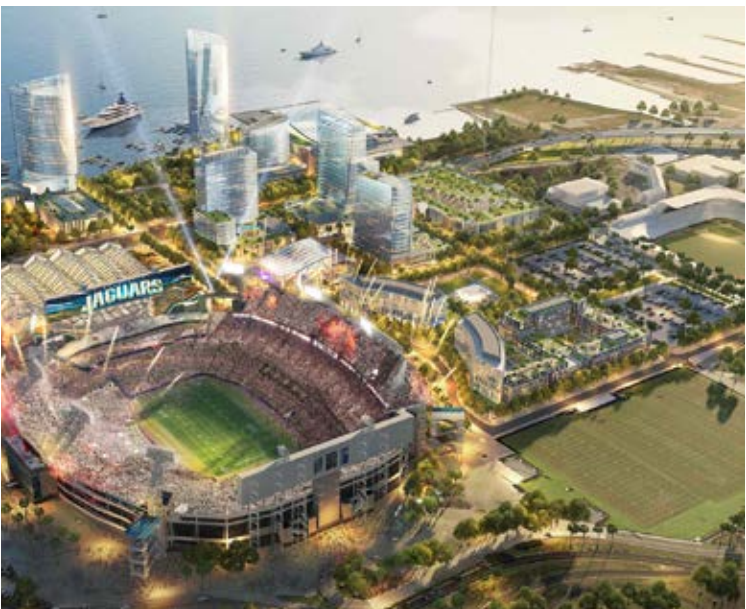
BB&T CENTER, SUNRISE, FL



CENTER OF ENERGY, PITTSBURGH



OAKLAND, SF



JACKSONVILLE SHIPYARDS, FL



THE STAR AT FRISCO, TX



ELEVEN PARK, IN






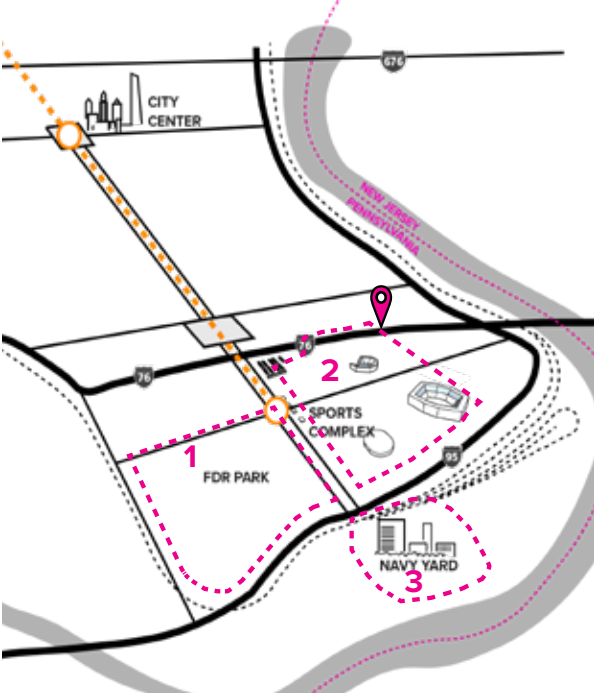
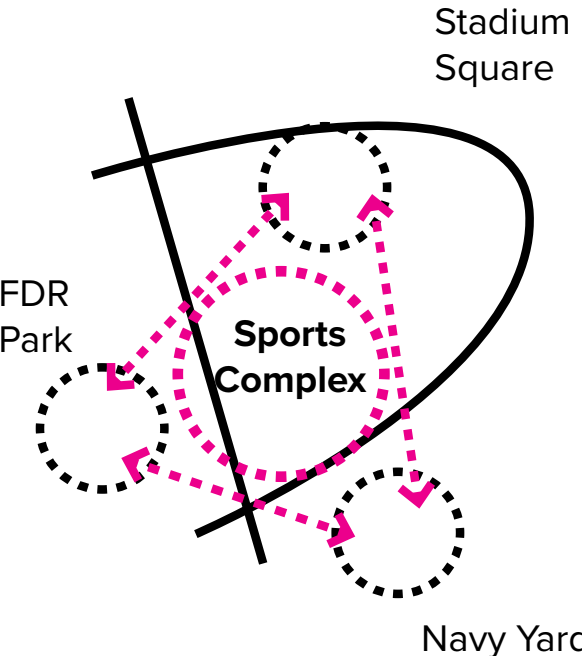
Case Studies

ECONOMIC AND COMMUNITY IMPACTS

	CAMDEN YARDS BALTIMORE, MD	LA LIVE LOS ANGELES, CA	VICTORY PARK DALLAS, TX	O2 DISTRICT LONDON, UK	WUKESONG BEIJING, CHINA	MERCEDES PLATZ BERLIN, GERMANY
JOB	4,000	2,440	11,000	5,000	-	1,500
REVENUE (Annually)	\$781 M	\$89 M	\$1 B	\$125 M	\$30M	\$281 M
VISITOR (Annually)	2.1 M	20 M	2.7 M	50 M	3 M	4.5 M
PUBLIC AMENITIES	Museum	Theatre Convention Center	Museum	Peninsula Square	Sports Facilites	Gallery
PUBLIC IMPROVEMENTS	Transport Adaptive Reuse Plaza	Transport Downtown Revitalization	Transport Brownfield Redevelopment	Transport Public Realm Cultural Strategy	Public Realm	Public Park

Stadium Square

UNIQUE OPPORTUNITY

3 STADIUMS	1 DISTRICT	A MAJOR CITY	A MOMENT OF CHANGE	STADIUM SQUARE
<div><p>Lincoln Financial Field</p></div> <div><p>Citizen's Bank Park</p></div> <div><p>Wells Fargo Center</p></div>	<p>380 events with 6.1 Million annual visitors</p> <p>132,245 seats and 22,000 parking spaces</p> <p>9,000 residents living in 4,100 households</p> <p>6.4 Miles from Central Business District</p> <p>7.0 Miles from Philadelphia International Airport</p> <div></div>	<p>134.10 square miles land area making it 6th Largest city in the U.S.</p> <p>1.6 million city population</p> <p>11,380 population per sq mile</p> <p>Most Sports-crazed city in the U.S.</p> <div></div>	<p>Focus areas of future development:</p> <ul style="list-style-type: none">1. FDR Park2. Sports Complex3. Navy Yard <div></div>	<p>Development node and activity center at the northeastern edge of the Sports & Entertainment District.</p> <p>Navy Yard, FDR Park and Stadium Square will create synergy and increase the potential of a new mixed-use community.</p> <div></div>

P.S.D.C
CALLISONRTKL™

Let's talk

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