

費城華埠東方大廈

# Philadelphia Chinatown Eastern Tower Community Center

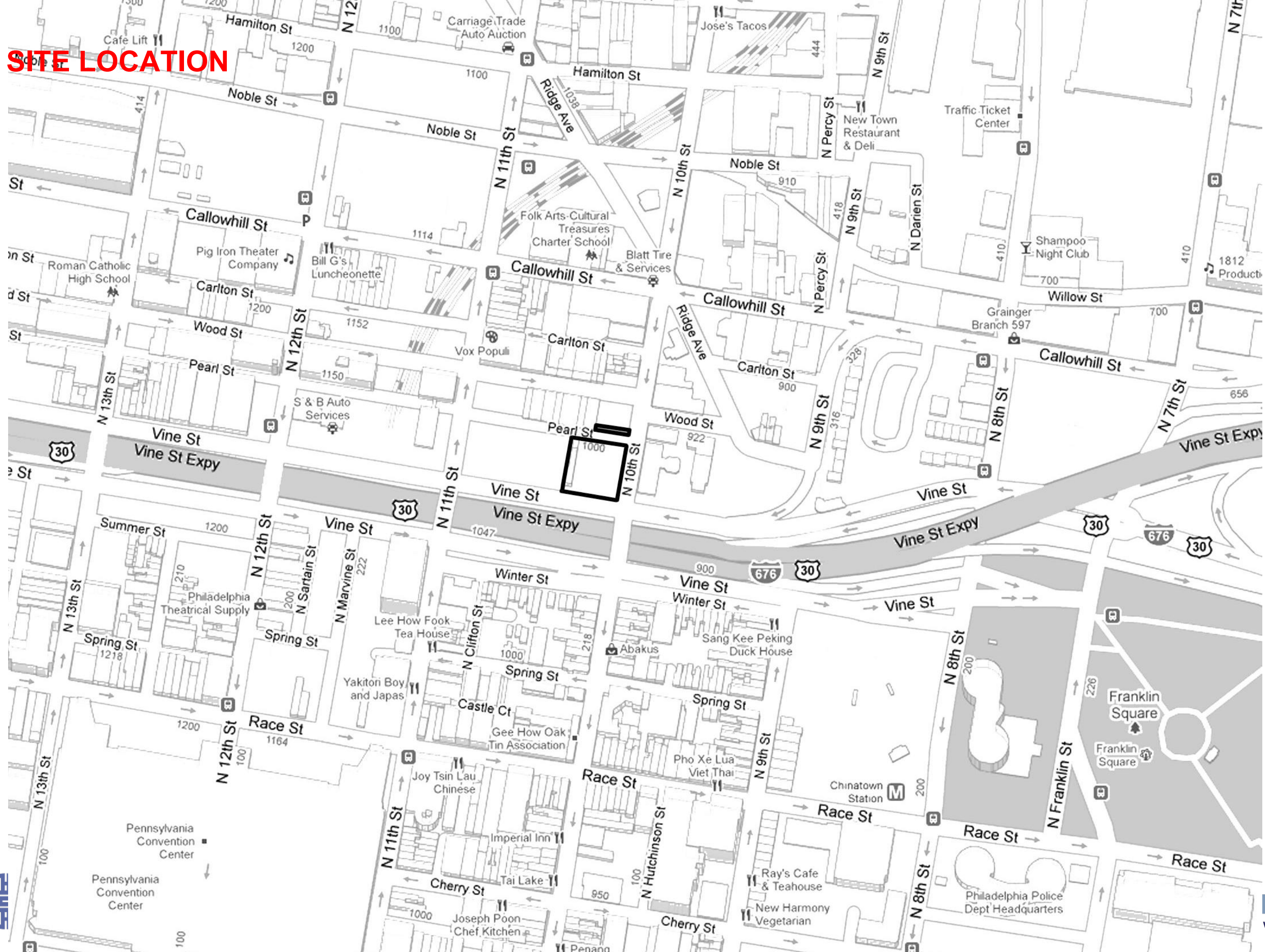
1000 – 1011 Vine Street & 314 N 10<sup>th</sup> Street



KLING STUBBINS



# SITE LOCATION





# BACKGROUND

## PHILADELPHIA CHINATOWN –

- Historically linked to Philadelphia  
Since the first Chinese-American business at 913 Race Street in 1870.
- Integrated into the economic fabric of Philadelphia  
A vital contributor to Philadelphia's retail and restaurant offering.
- A popular tourism destination of Philadelphia
- A thriving and popular neighborhood of Philadelphia that appeals to the immediately surrounding neighborhoods and the region.
- An ethnic hub of Philadelphia  
A cultural harbor for the regional Chinese American community and the recently arrived immigrants.
- A population growth center of Philadelphia  
A significant contributor to the growth of the City's population in the 2010 census.





# HISTORY

- The external pressures on the community can be traced to the early part of the 20<sup>th</sup> century, the Vine Street widening project of 1949
- The gallery I & II in the 1980s and the Vine Street Expressway project of the 1990s created physical barriers that blocked expansion to the south and north respectively
- Consequently, over 25% of the land area that was considered as the Chinatown community was lost to these above projects
- In the 2000s, incompatible and anti-family uses such as federal prison at 8<sup>th</sup> street and Callowhill, baseball stadium in Vine Street North, and casinos and gambling venues continue to be proposed but defeated through significant community action



Demolished Building - Vine Street Widening Project



Lost Land - Overlay Maps of 1895 and Current



## CURRENT PRESSURE

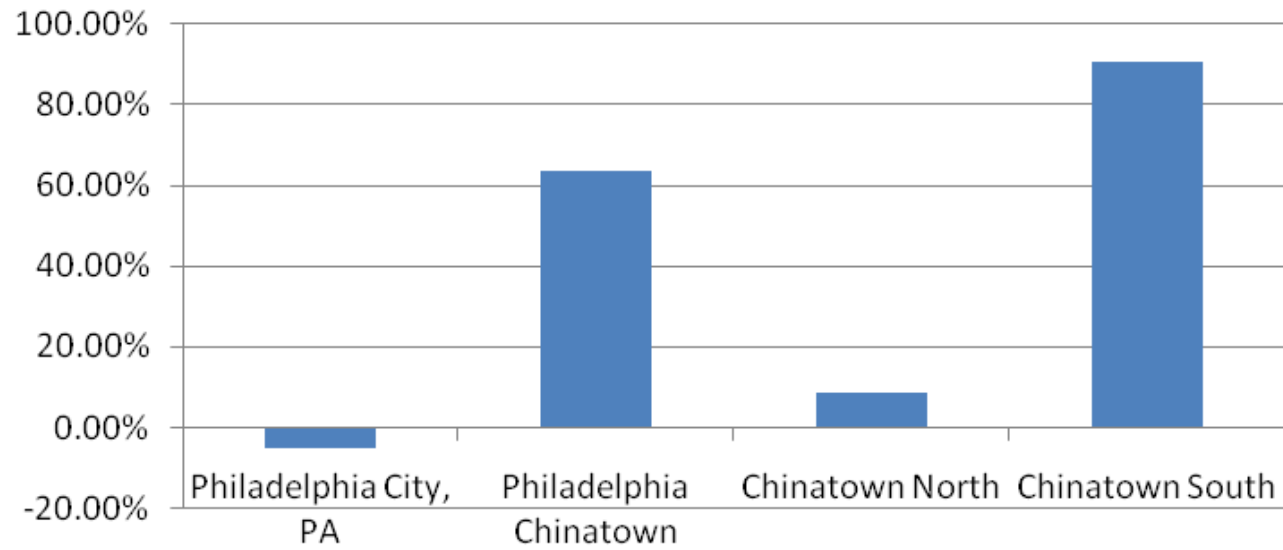
- More than 38% of the residents are living below the poverty level.
- Poor access to education, recreation, and health care for current and new immigrants of Chinatown.
- Landlocked to the south, west and the east, the Vine Street Expressway to the north caused this once close-knit neighborhood to be split into two, leaving “Chinatown North” as an abandoned and disinvested area.
- Today, Philadelphia’s Chinatown needs to take control of the development trends and direct them to the north into areas that will help build a stronger and sustainable Chinatown.



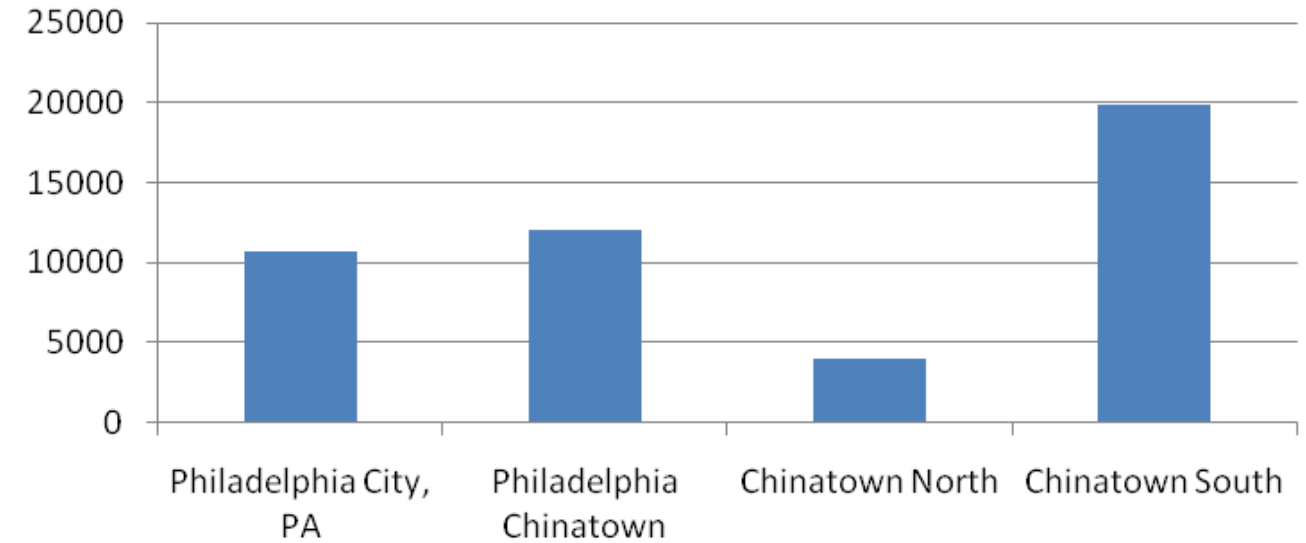


# CITY OF PHILADELPHIA

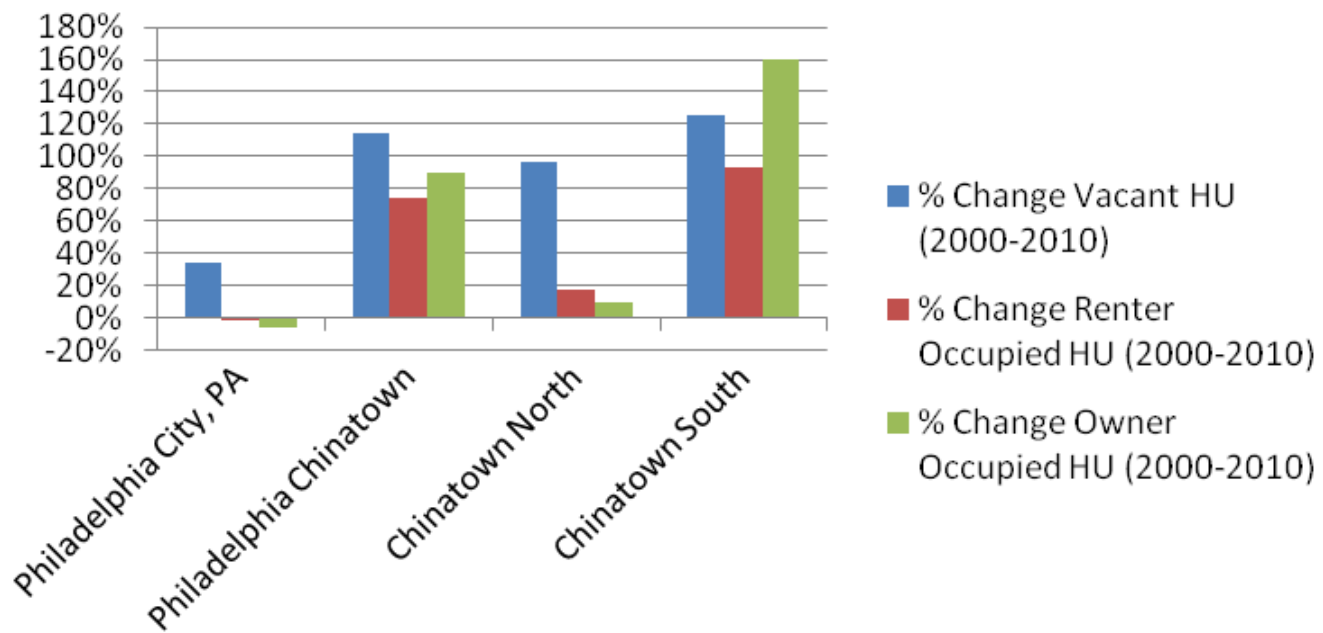
## % Change Total Population (2000-2010)



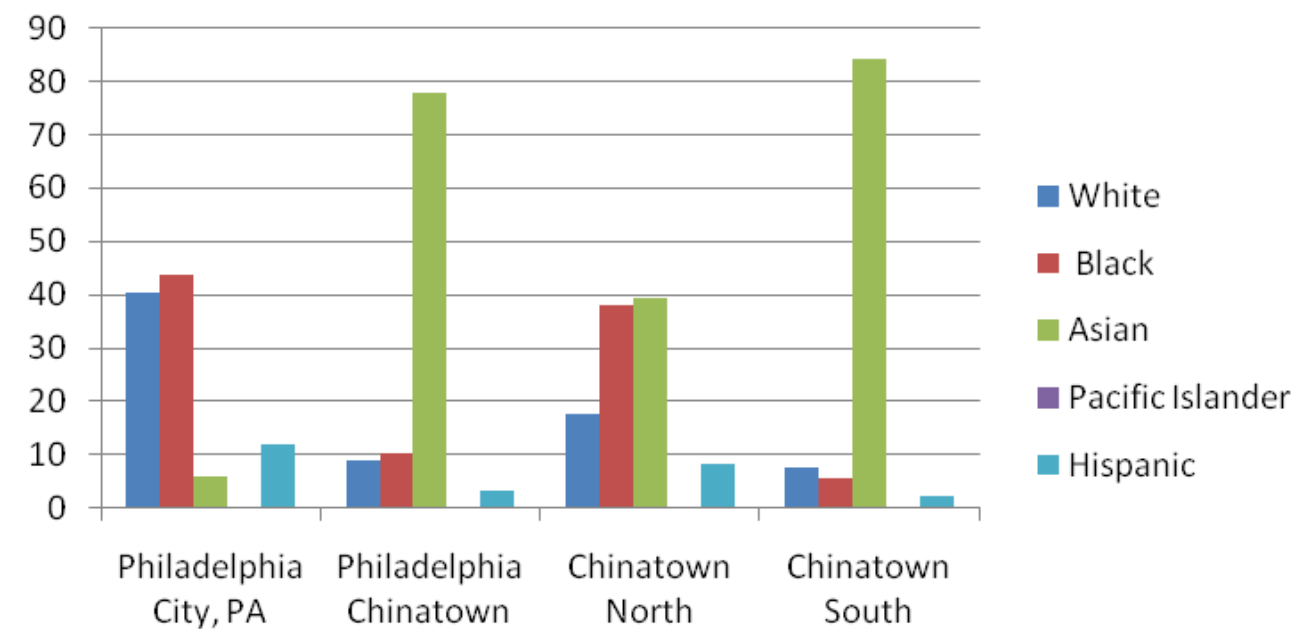
## 2010 Population Density (People Per Sq. Mi.)



## % Change in Housing Units

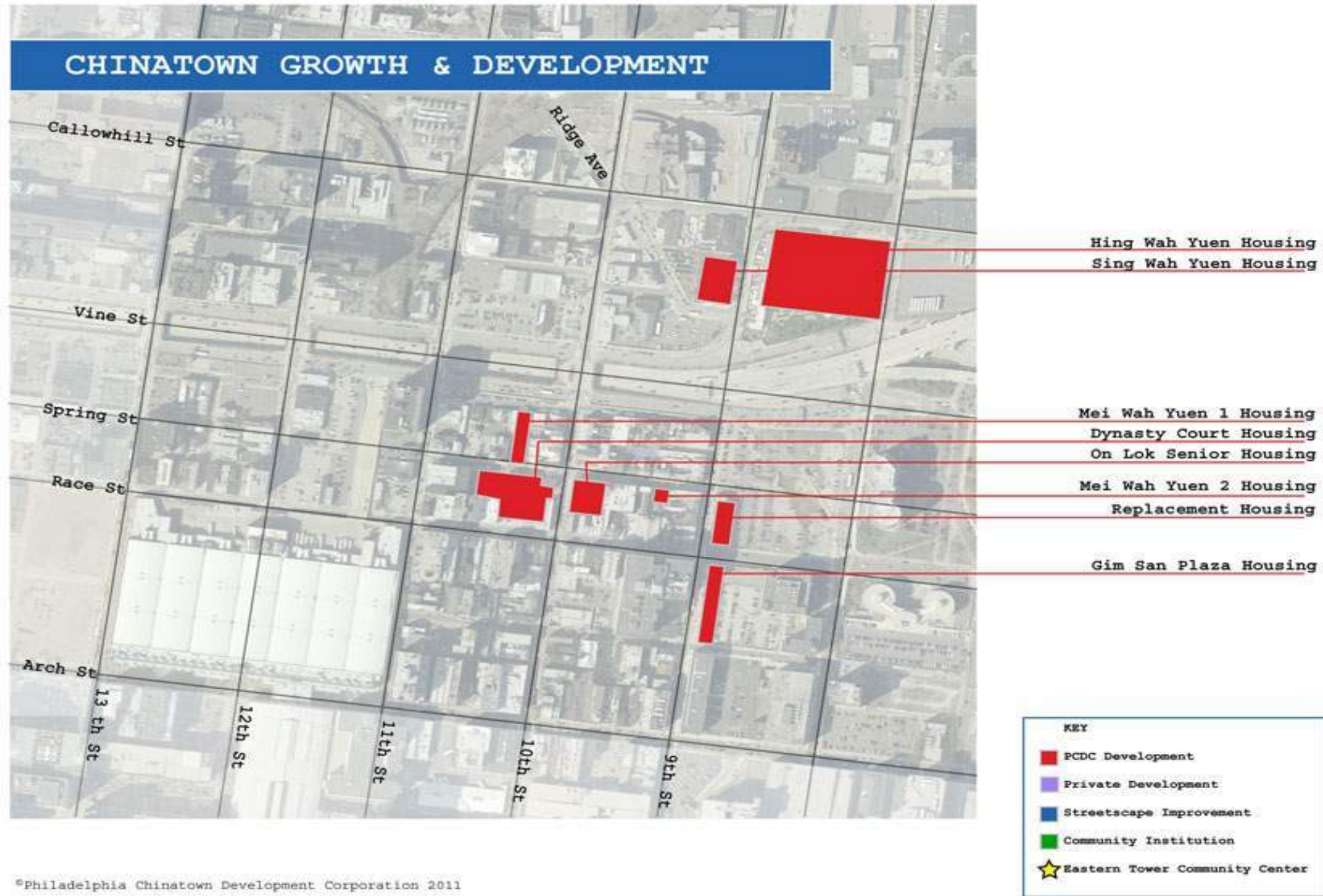


## 2010 Population Demographics



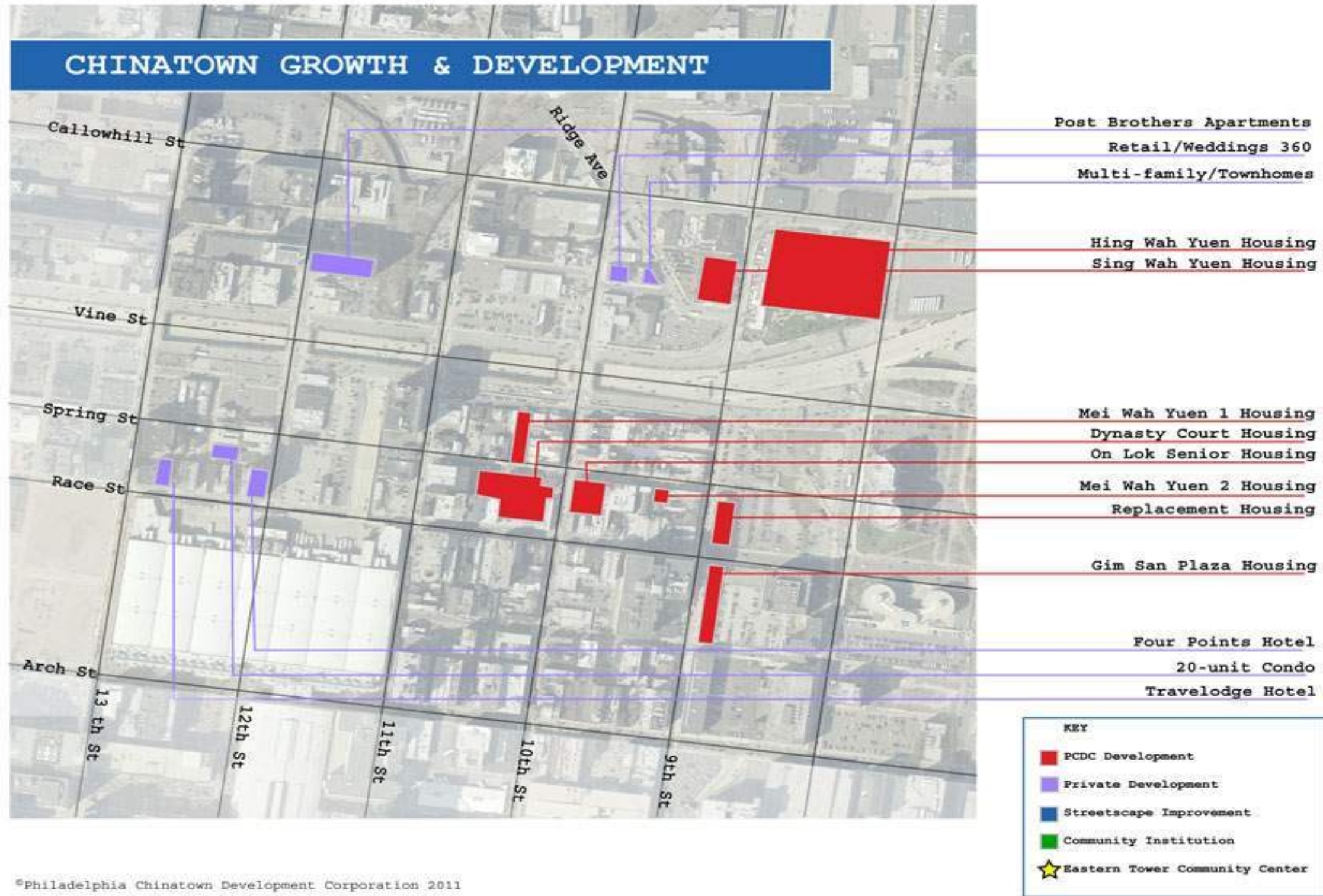


# CHINATOWN GROWTH & DEVELOPMENT



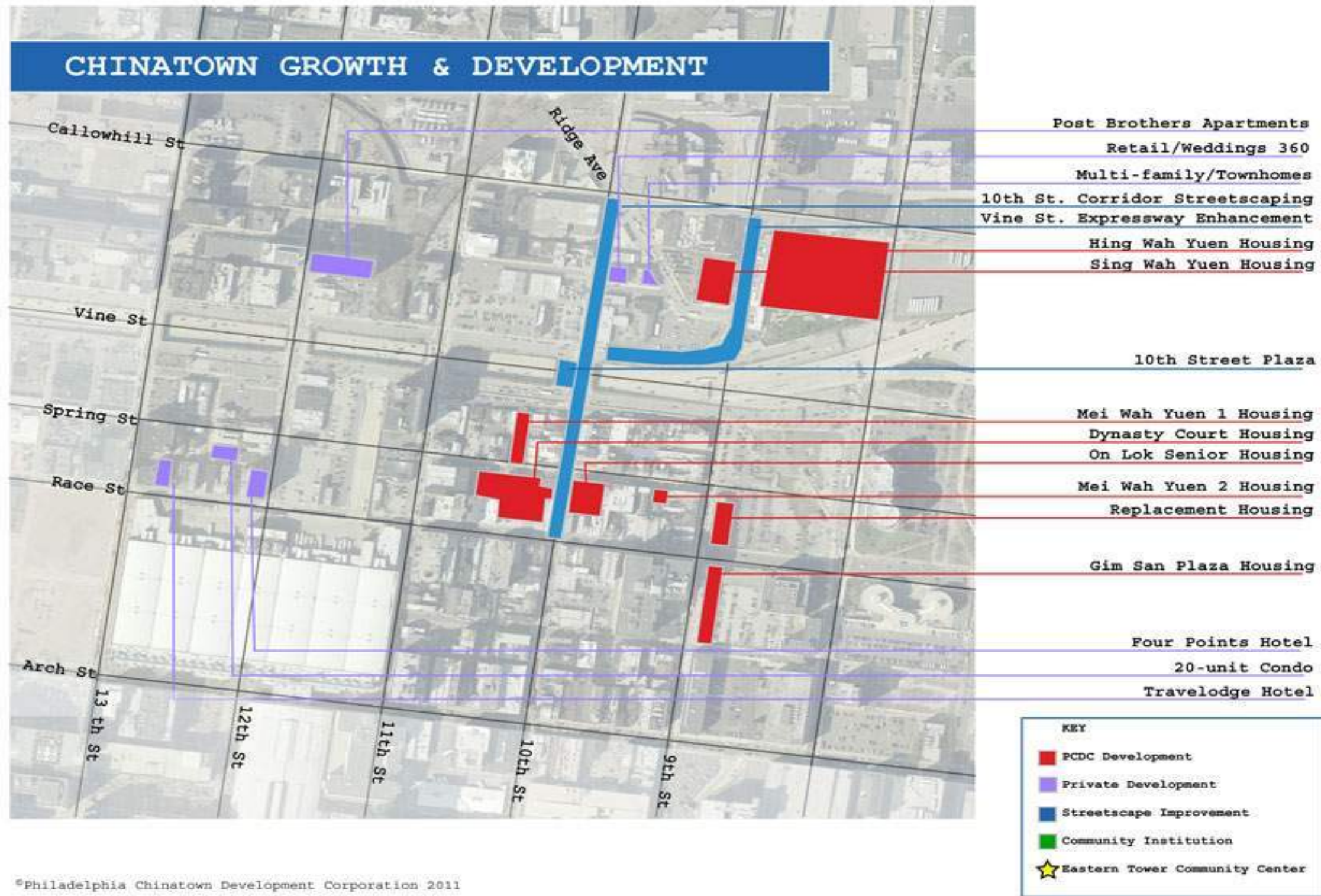


# CHINATOWN GROWTH & DEVELOPMENT



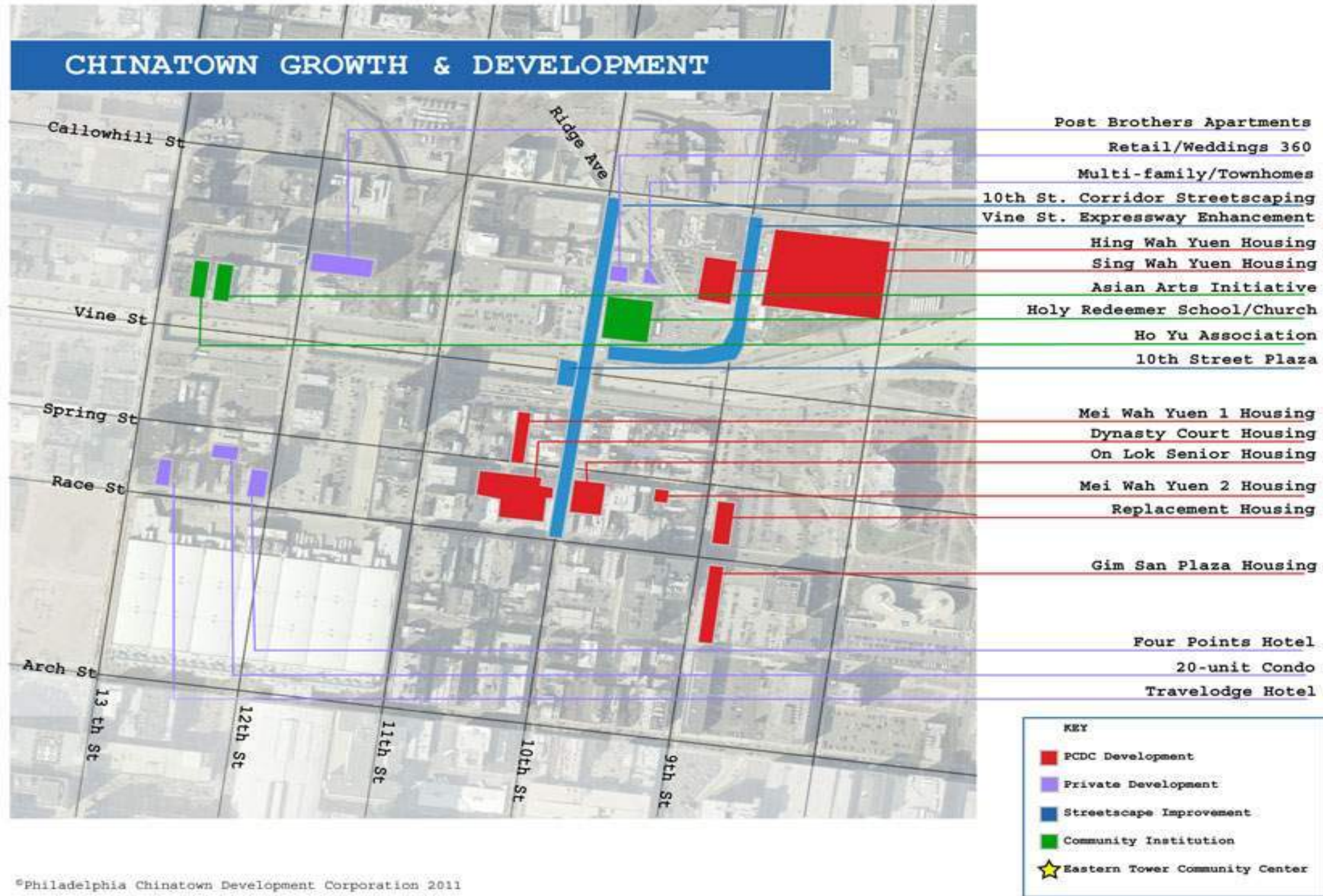


# CHINATOWN GROWTH & DEVELOPMENT



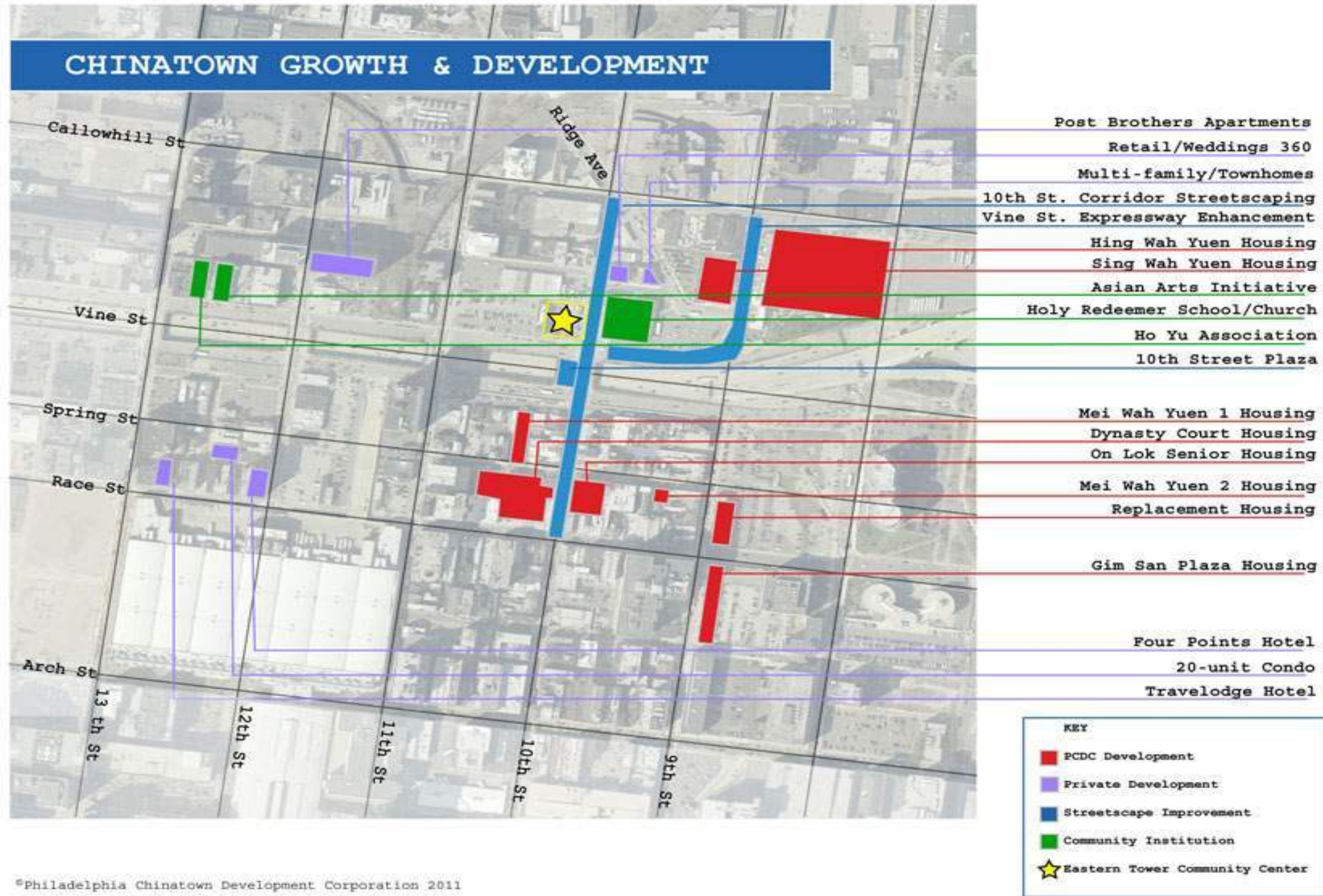


# CHINATOWN GROWTH & DEVELOPMENT





# CHINATOWN GROWTH & DEVELOPMENT



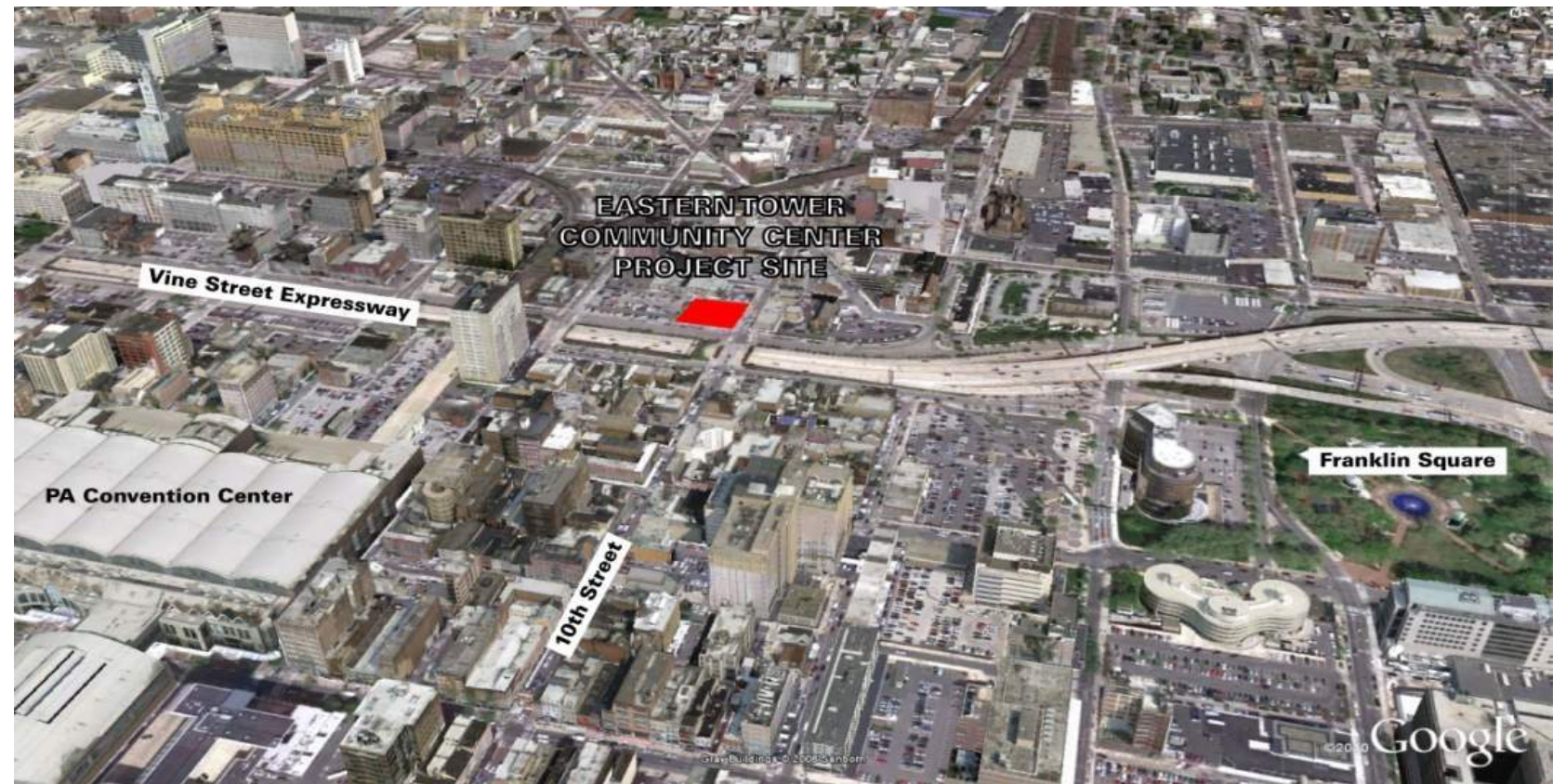


# OPPORTUNITY

- In 1999, PCDC saw an opportunity to develop a vacant land at 10<sup>th</sup> & Vine Streets as the much-needed Community Center and also drive development to the north
- Negotiated land at nominal price from the Commonwealth through the support of the legislators in exchange for accommodating the Vine Street Expressway running through Chinatown.



*Chinatown Neighborhood Plan (December 2004)*





# SITE CONSOLIDATION



The Properties will be transferred to PCDC under HB1136/SB1103 Session of 2007.

Project Site	Lot Size	Current Owner	Zoning
314 N 10th Street	1,280.00 SF	Penn DOT	C3
1001-05 Vine Street	10,241.40 SF	Penn DOT	C3
1007-11 Vine Street	<u>7,877.00 SF</u>	RDA	C3
<b>Total</b>	<b>19,398.40 SF</b> 0.45 acres		

# COMMUNITY VISION AND PROJECT GOALS

## Vision:

- To preserve, protect, and promote Chinatown as a viable ethnic, residential, and business community.
- Support housing affordability, neighborhood planning and advocacy, economic and industrial redevelopment, and general family services.

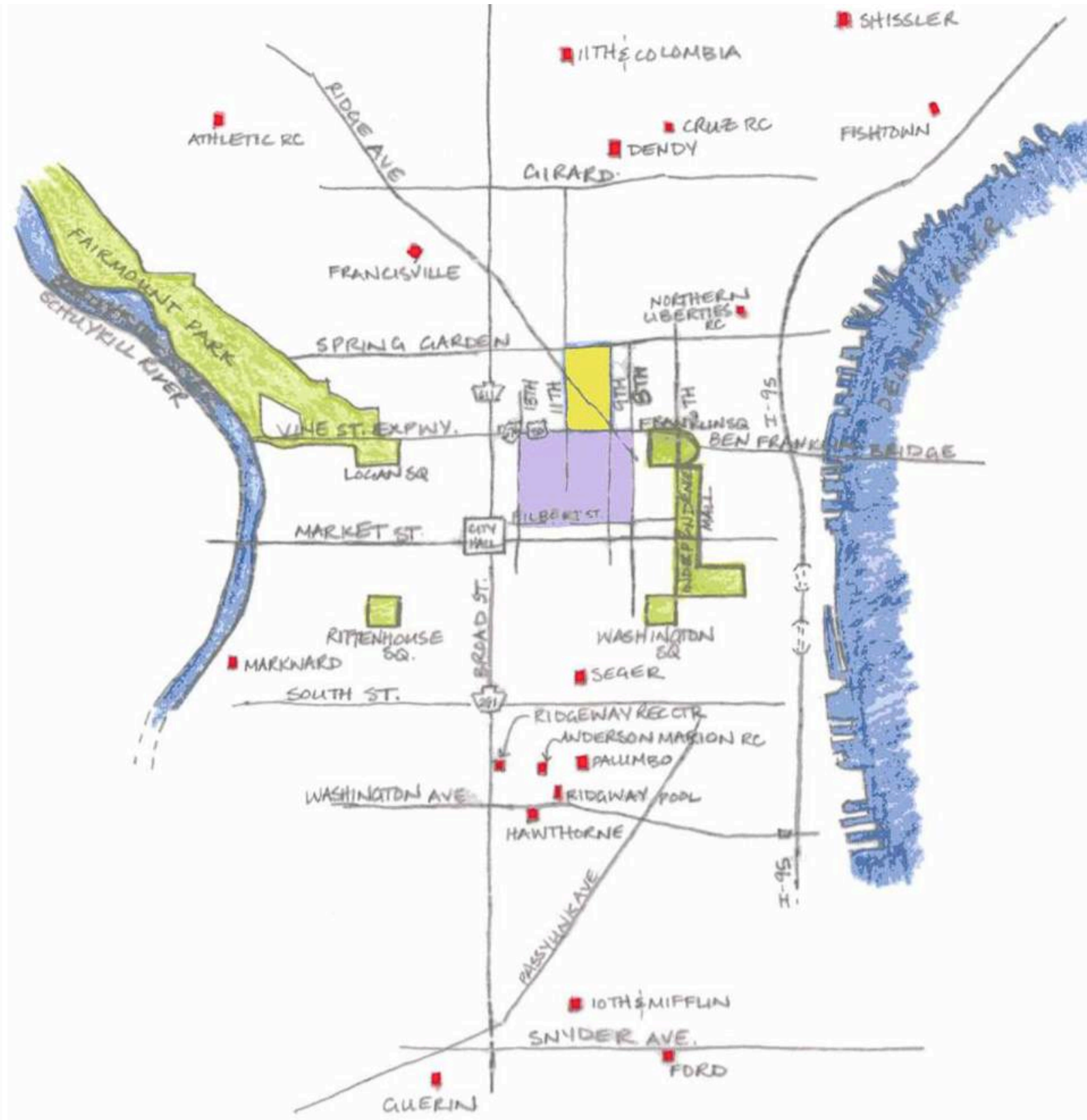
## Project Goals:

- To provide **life amenities** and **high quality services**.
- To make **Chinatown North** inviting to other investors by developing a project of significant scale and size.
- To set the **ground work for driving development** northward, the only direction for the growth of Chinatown.



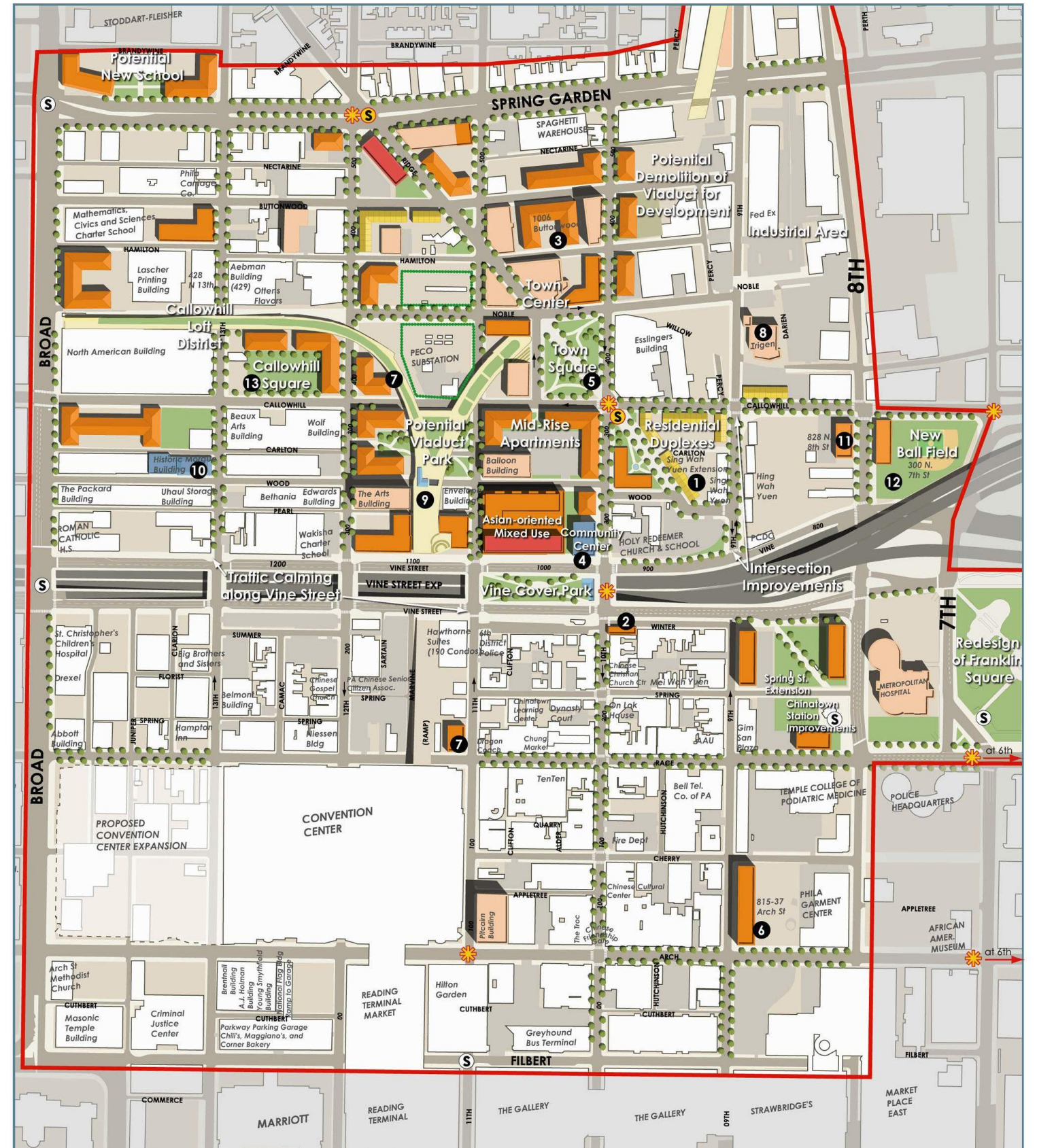


# RECREATION CENTERS IN PHILADELPHIA





# MASTER PLAN





# CHINATOWN COMMUNITY CENTER

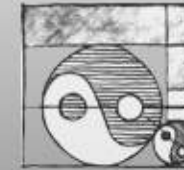


## CHINATOWN COMMUNITY CENTER

Philadelphia Chinatown Development Corporation

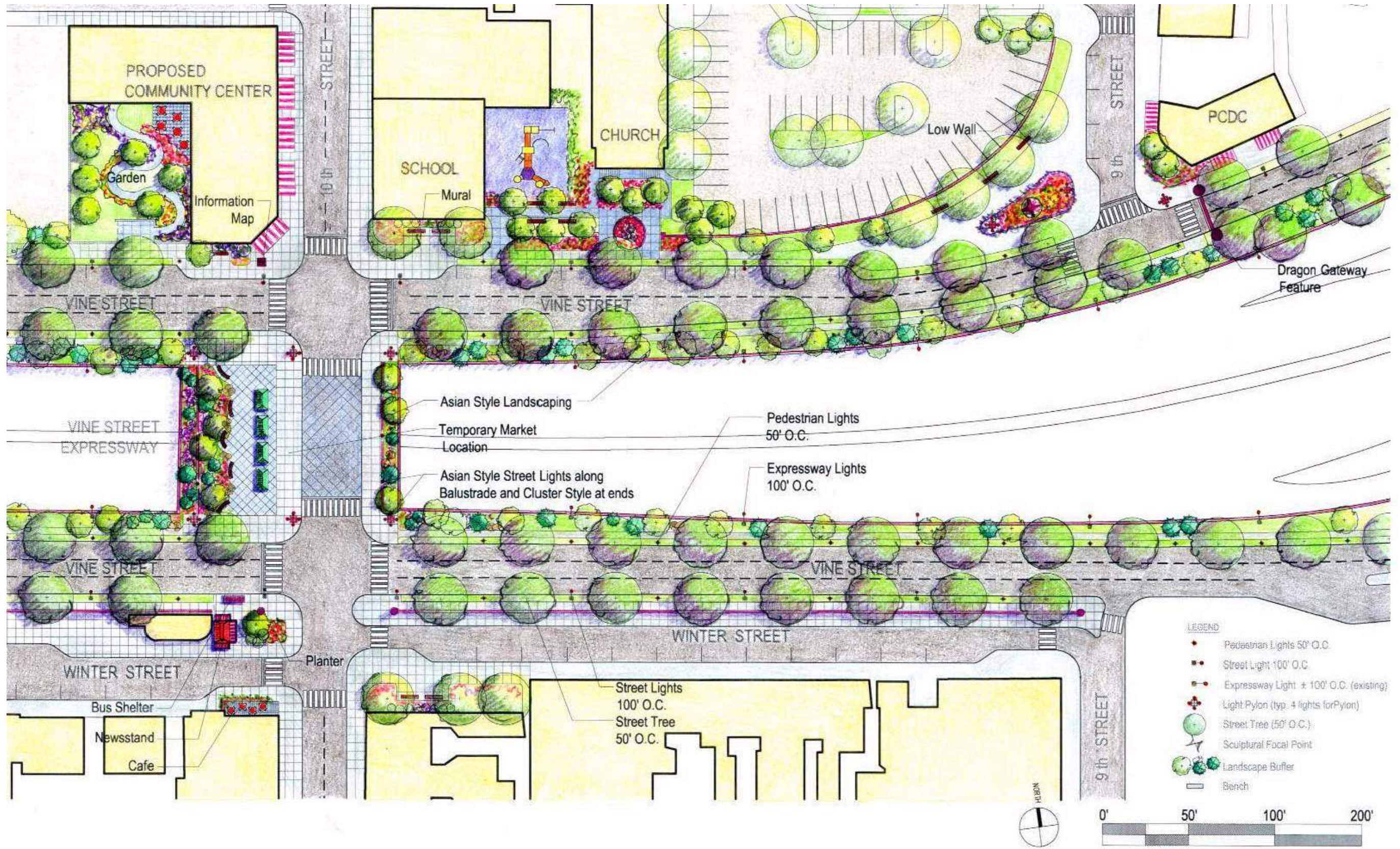


ARMSTRONG KAULBACH ARCHITECTS  
with Woodcock Planning & Design





# CHINATOWN COMMUNITY CENTER





# SOLUTIONS

## BY USE:

Combining retail, office, and residential uses into the development program of the community center would create under-writable revenues to support capital costs and long term financial feasibility.

## BY SIZE & SCALE:

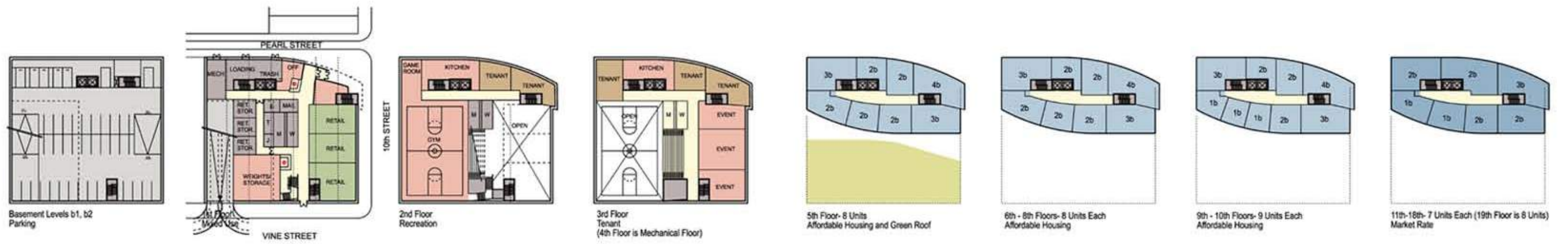
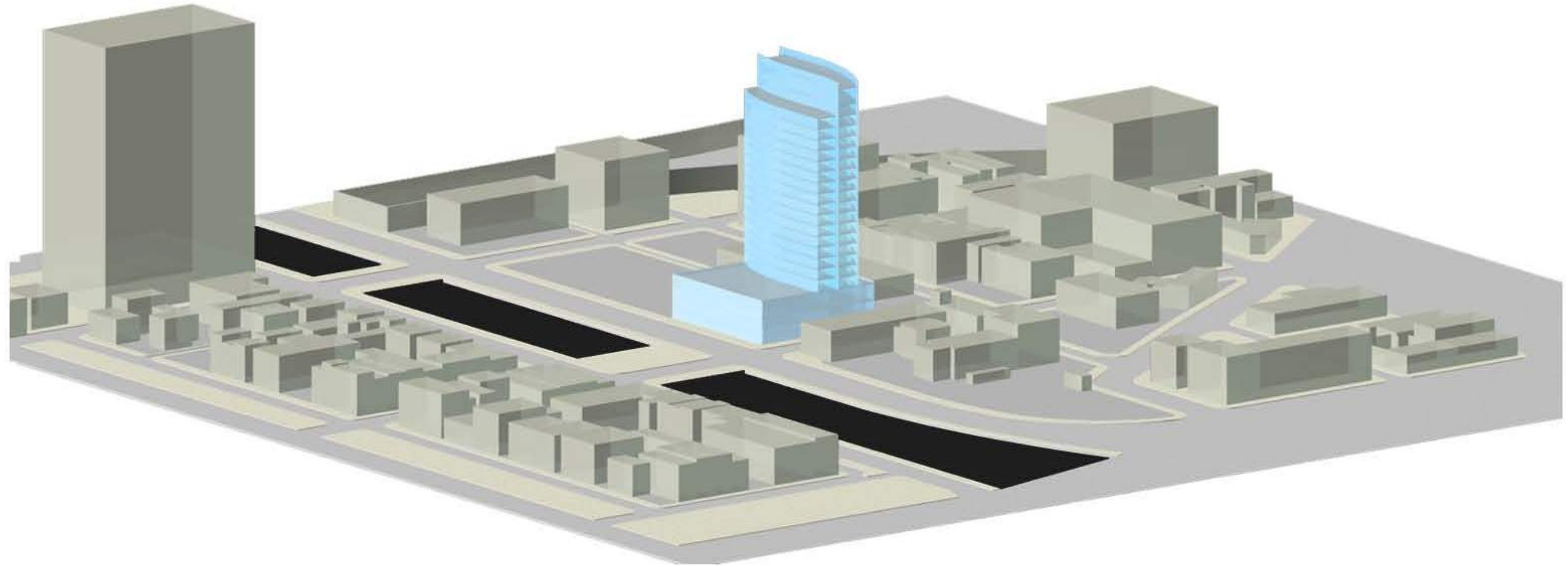
A size and scale would open up a wider range of financing options, including New Markets Tax Credits (NMTC), debt financing and public funds.

## BY IMPACT:

Synergy among the varying uses and populating the once-abandoned “Chinatown North” would invigorate development investment climate, boost collateral value



# FEASIBILITY STUDY





# SITE CONTEXT



Imagery Date: Apr 12, 2010

Gray Buildings © 2008 Sanborn

39°57'18.99" N 75°09'27.78" W elev 104 ft

©2010 Google

Eye alt 1416 ft



# SITE CONTEXT





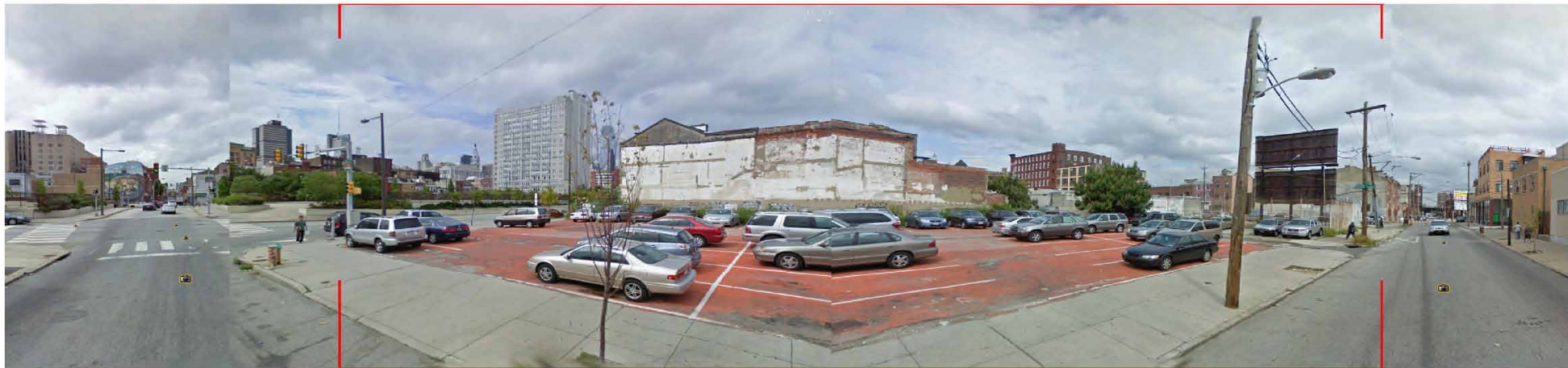
# EXISTING SITE CONDITION

KEY PLAN



1 VIEW OF SITE FROM VINE STREET

2 VIEW OF SITE FROM 10TH & VINE STREET



3 VIEW OF SITE FROM 10TH STREET



4 VIEW OF PEARL STREET



5 VIEW FROM 10TH STREET



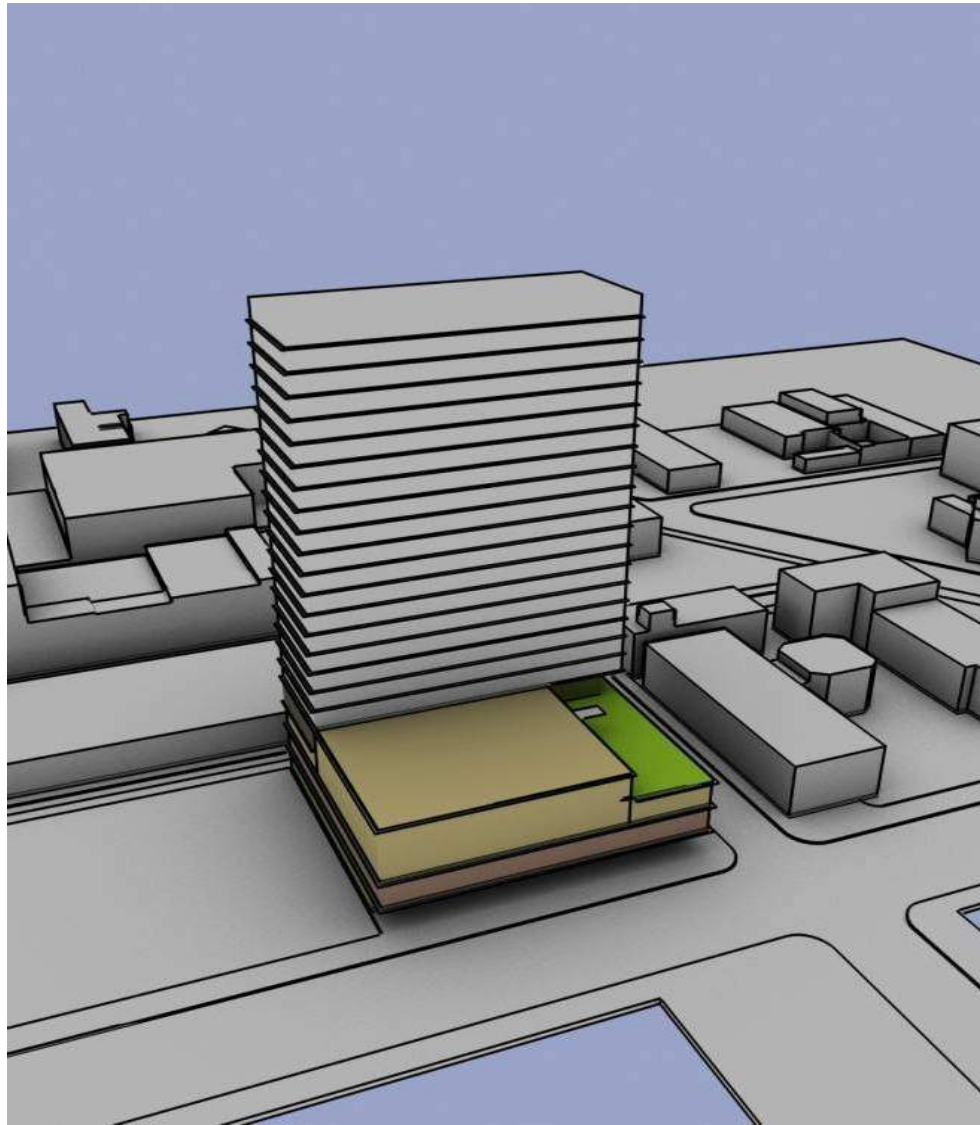
6 VIEW OF COMMUNITY PLAZA & SITE FROM 10TH STREET



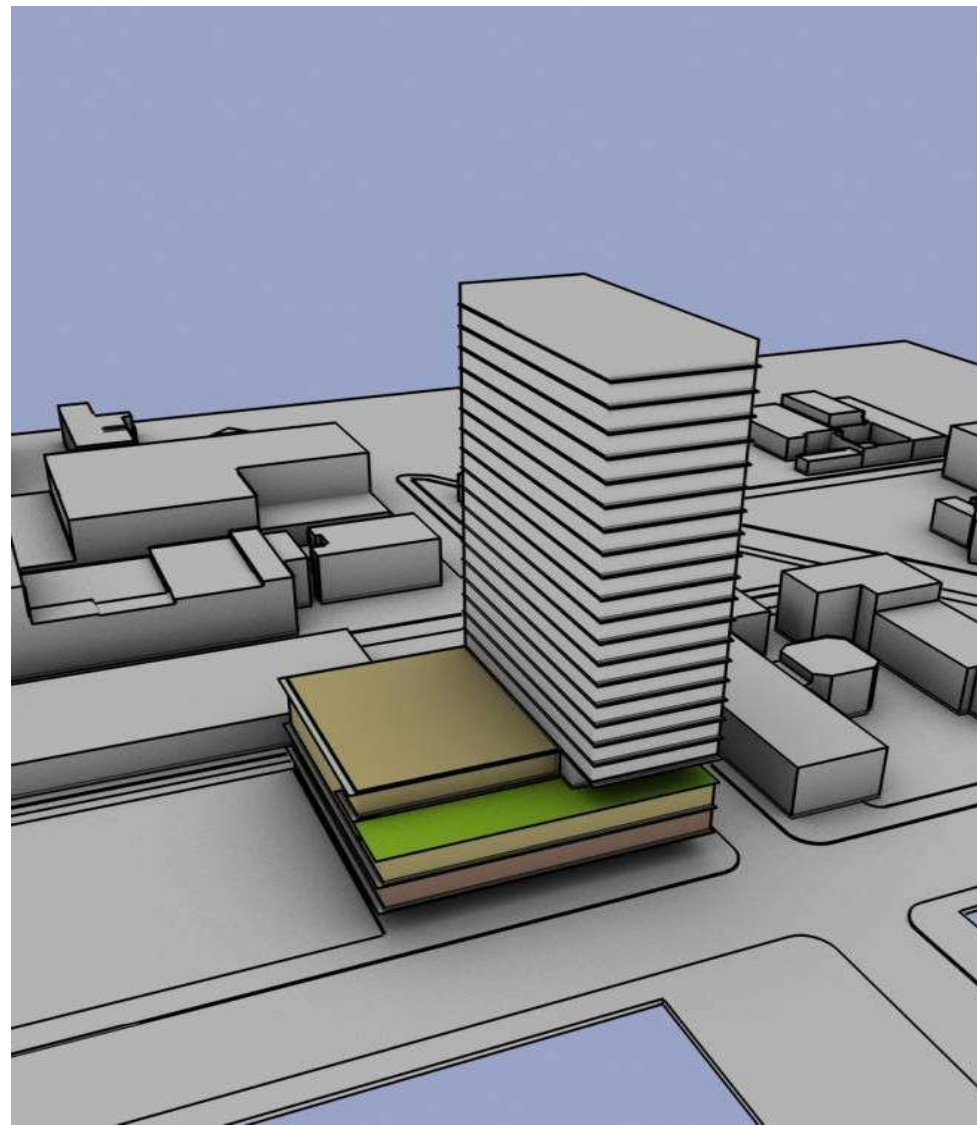
KEY PLAN



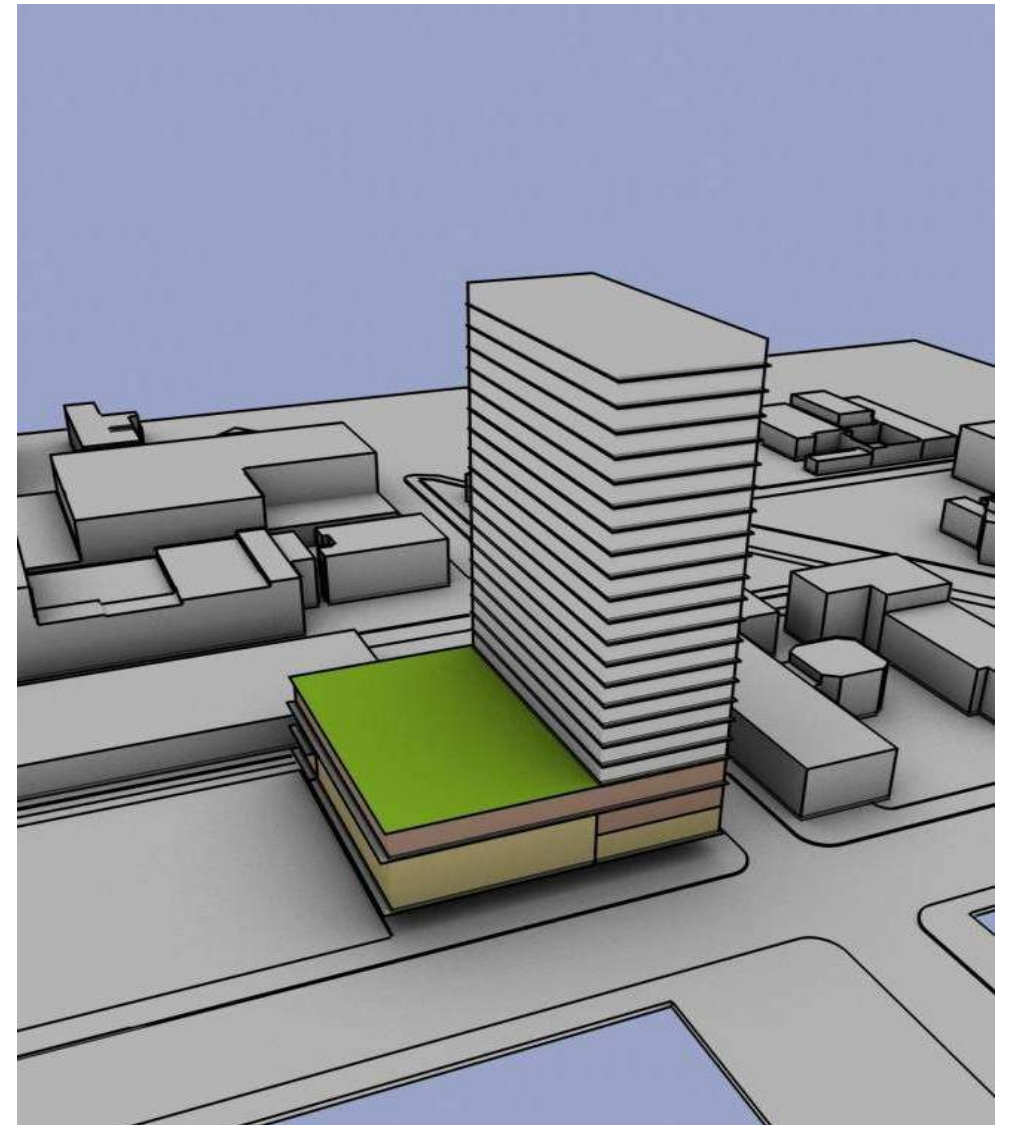
# MASSING STUDY



OPTION 1



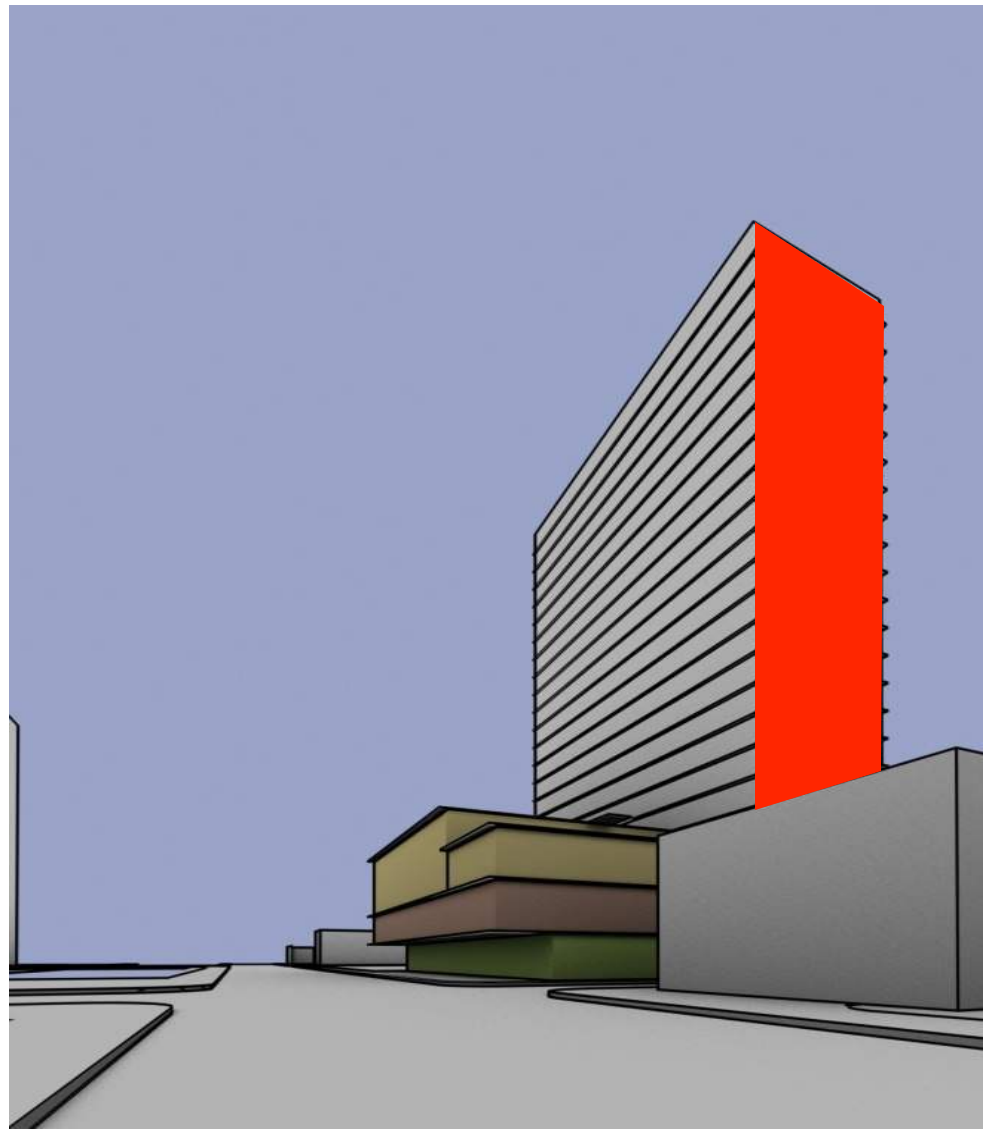
OPTION 2



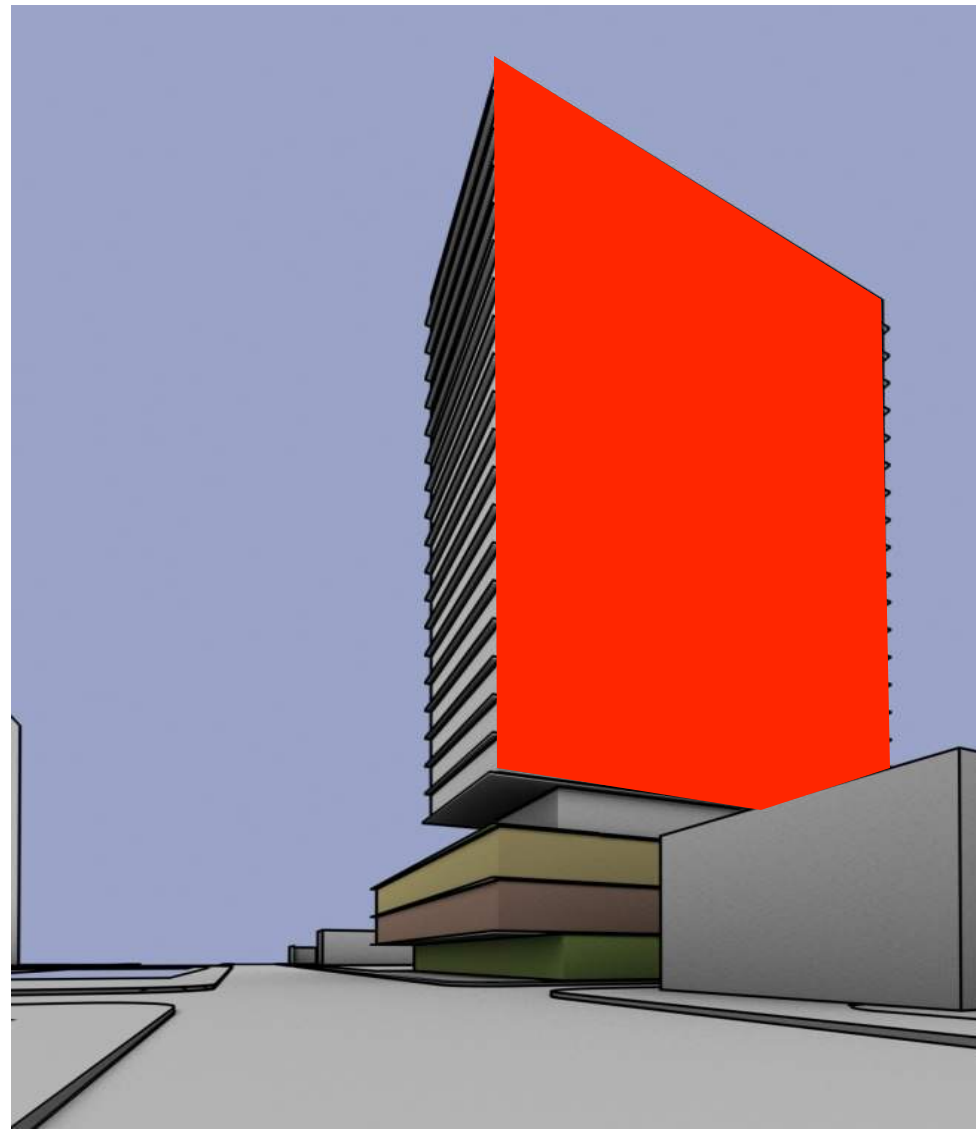
OPTION 3



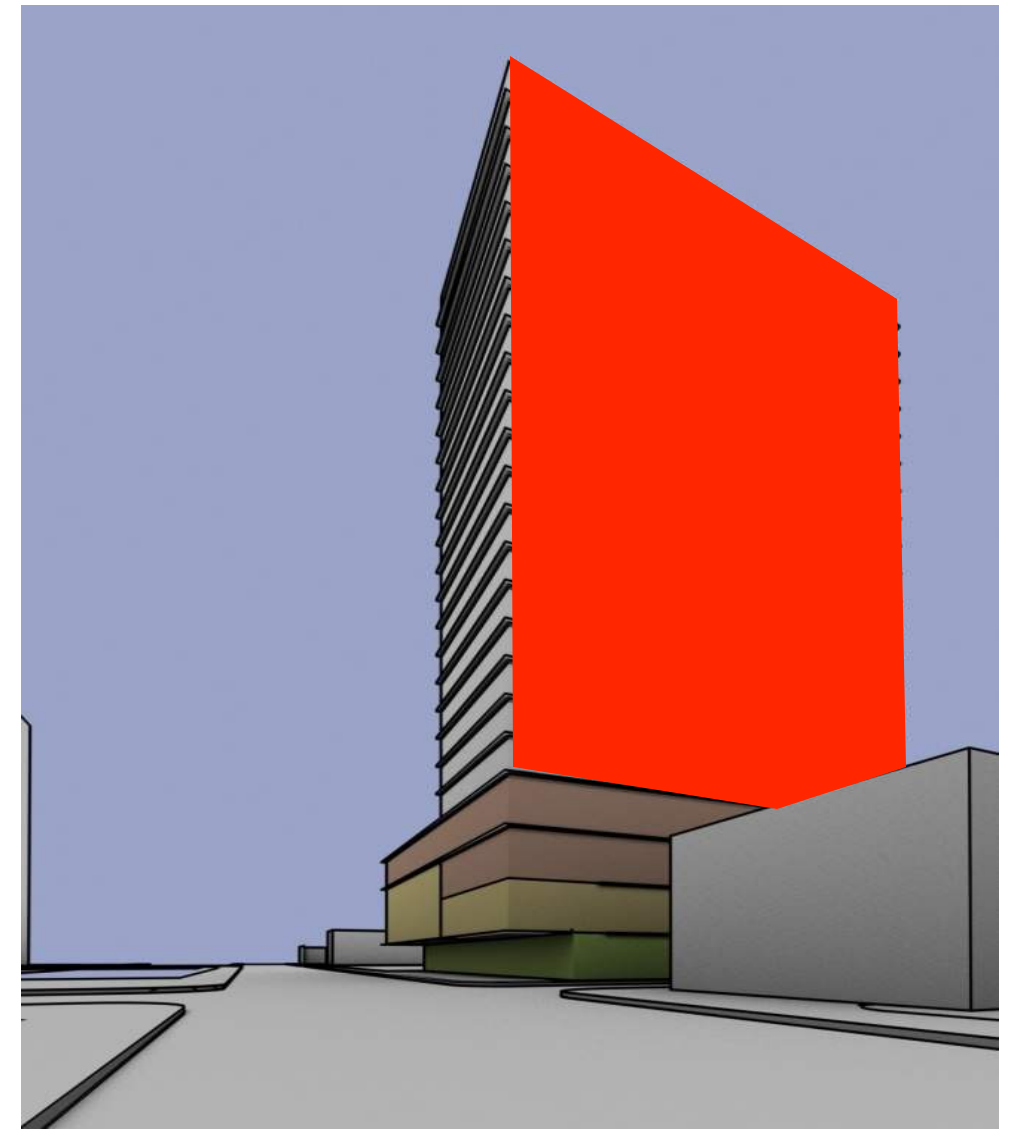
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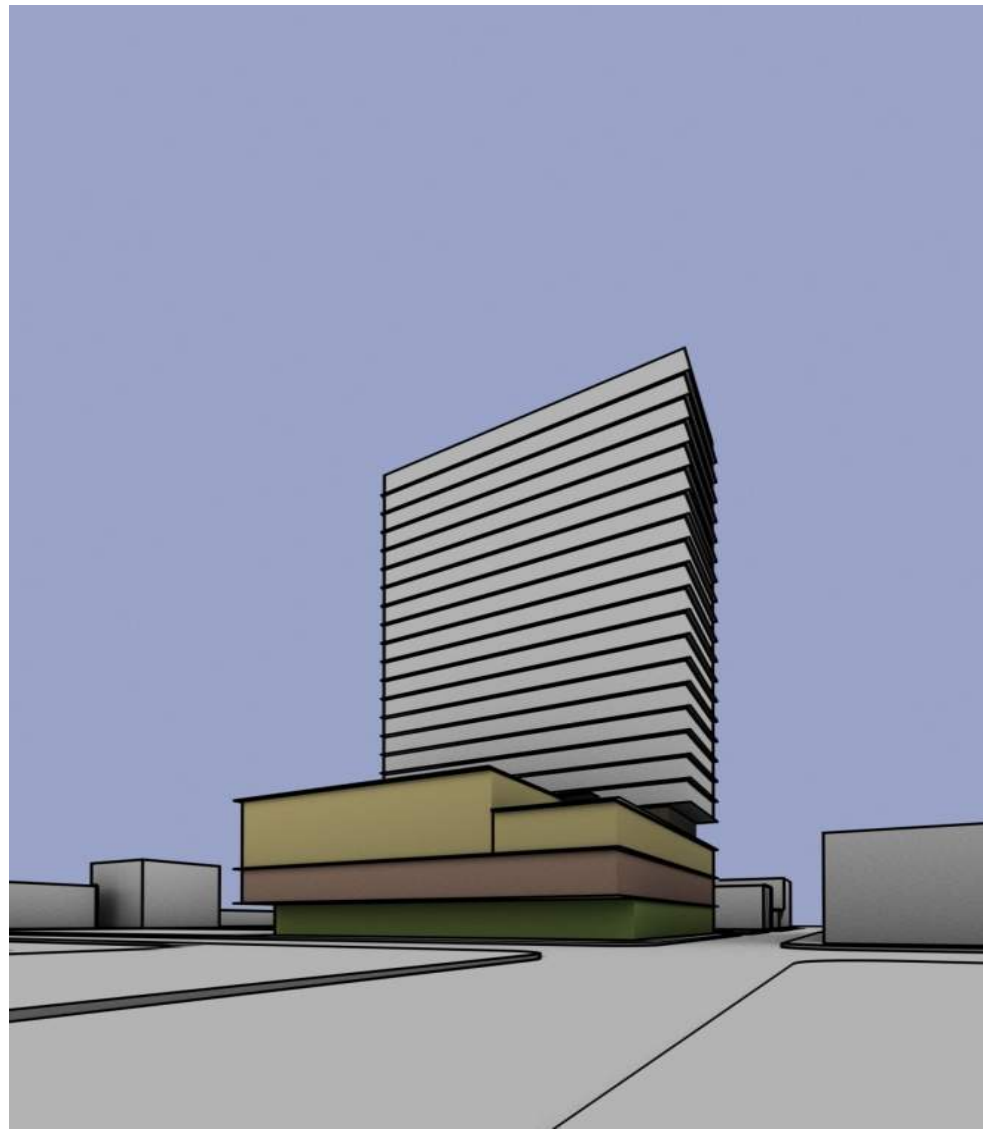
OPTION 2



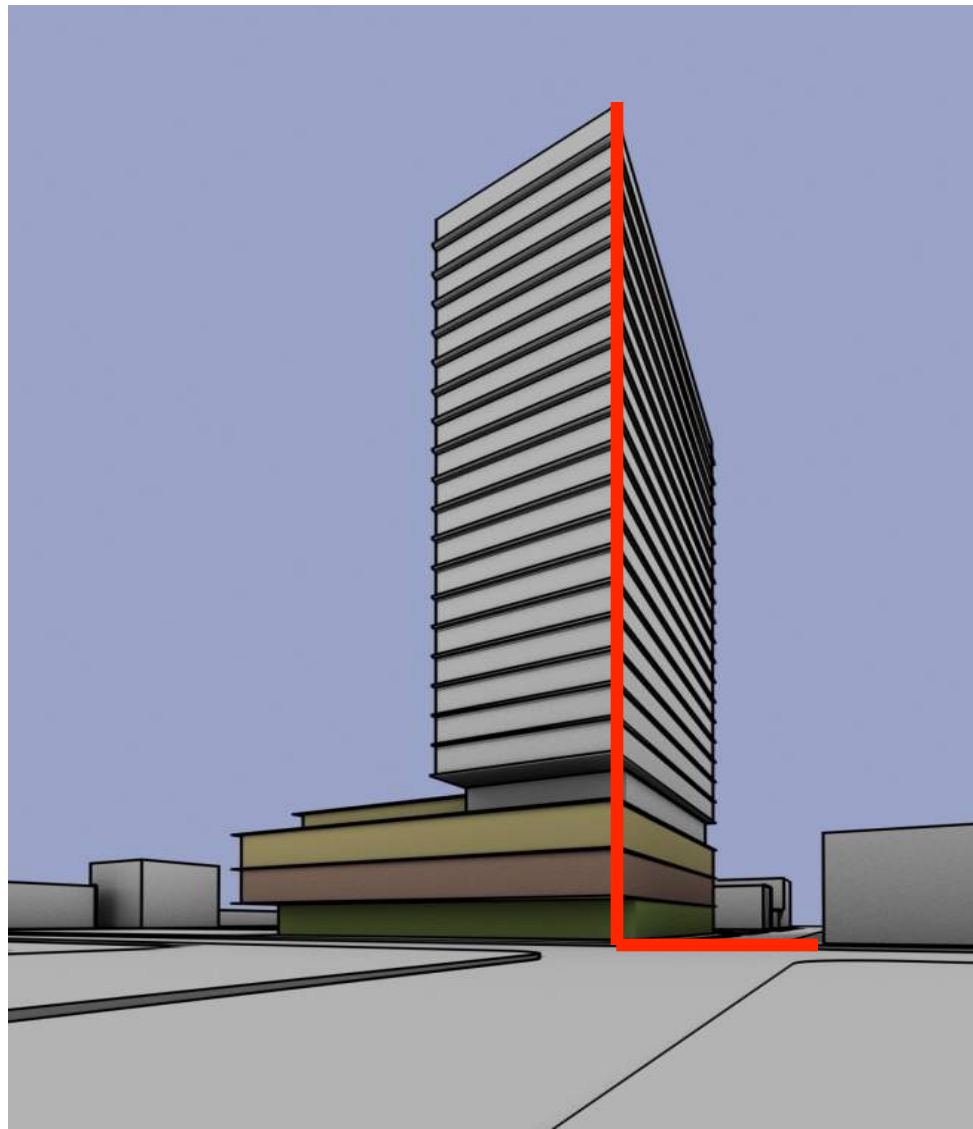
OPTION 3



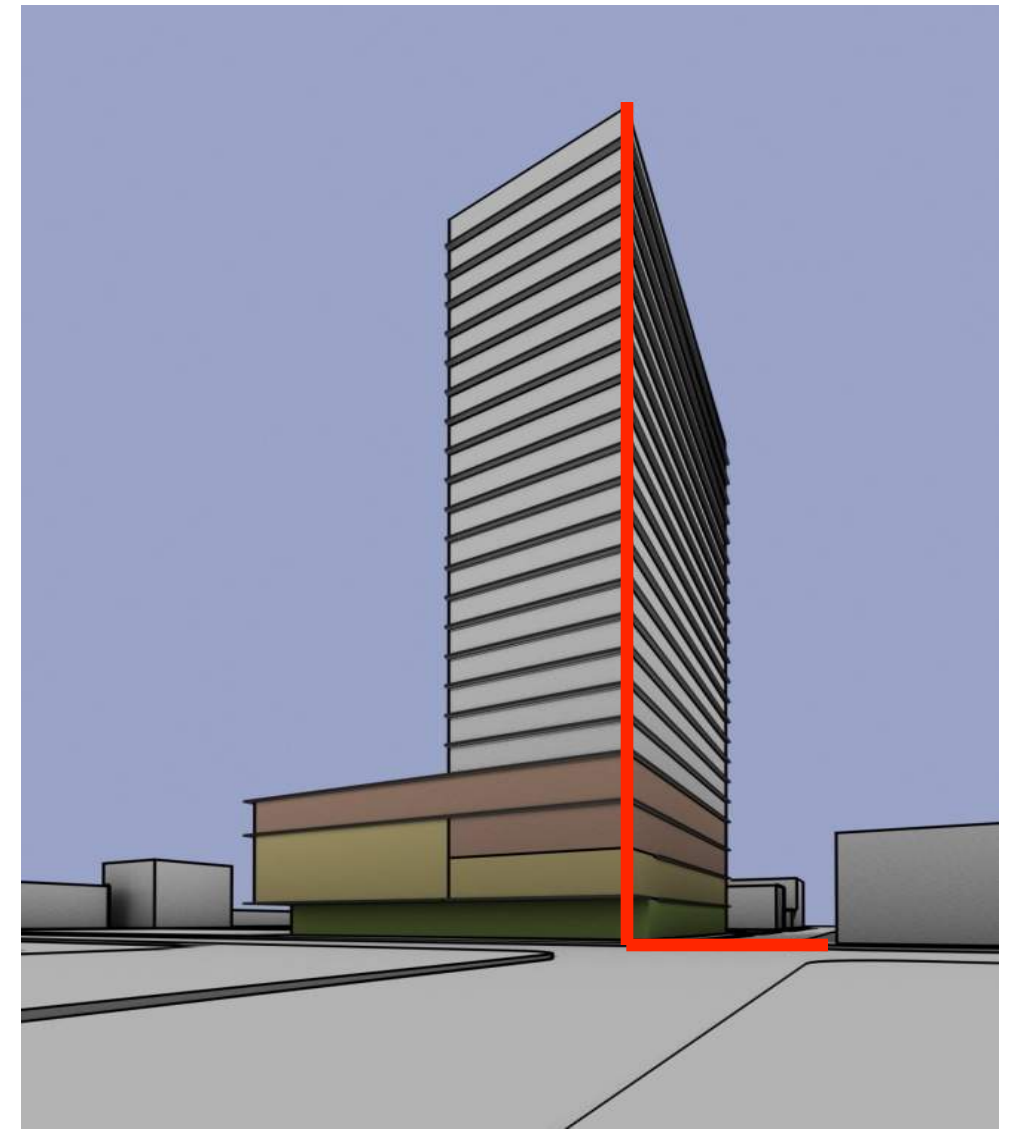
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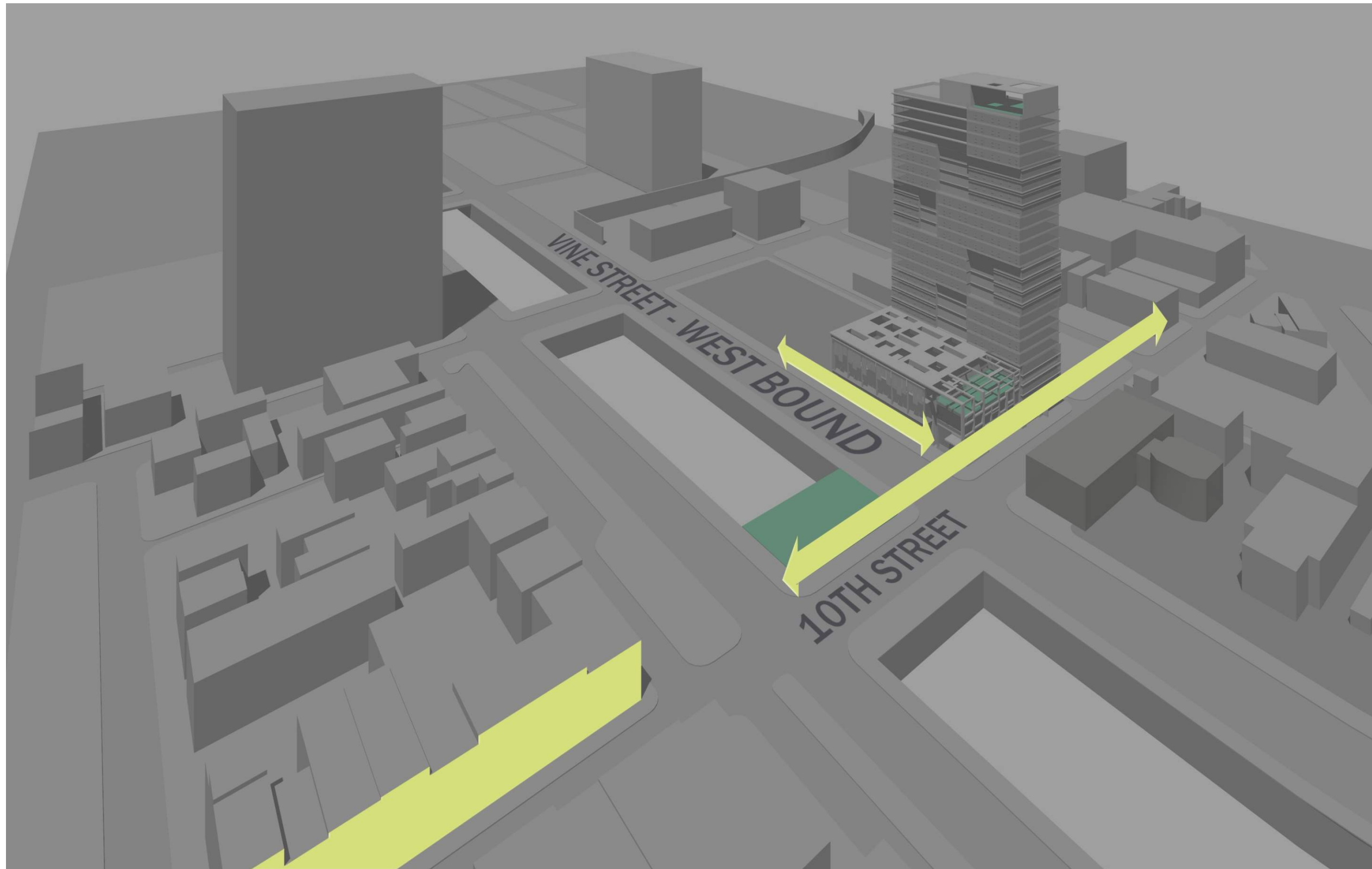
OPTION 2



OPTION 3



# EXTENDING COMMERCIAL CORRIDOR



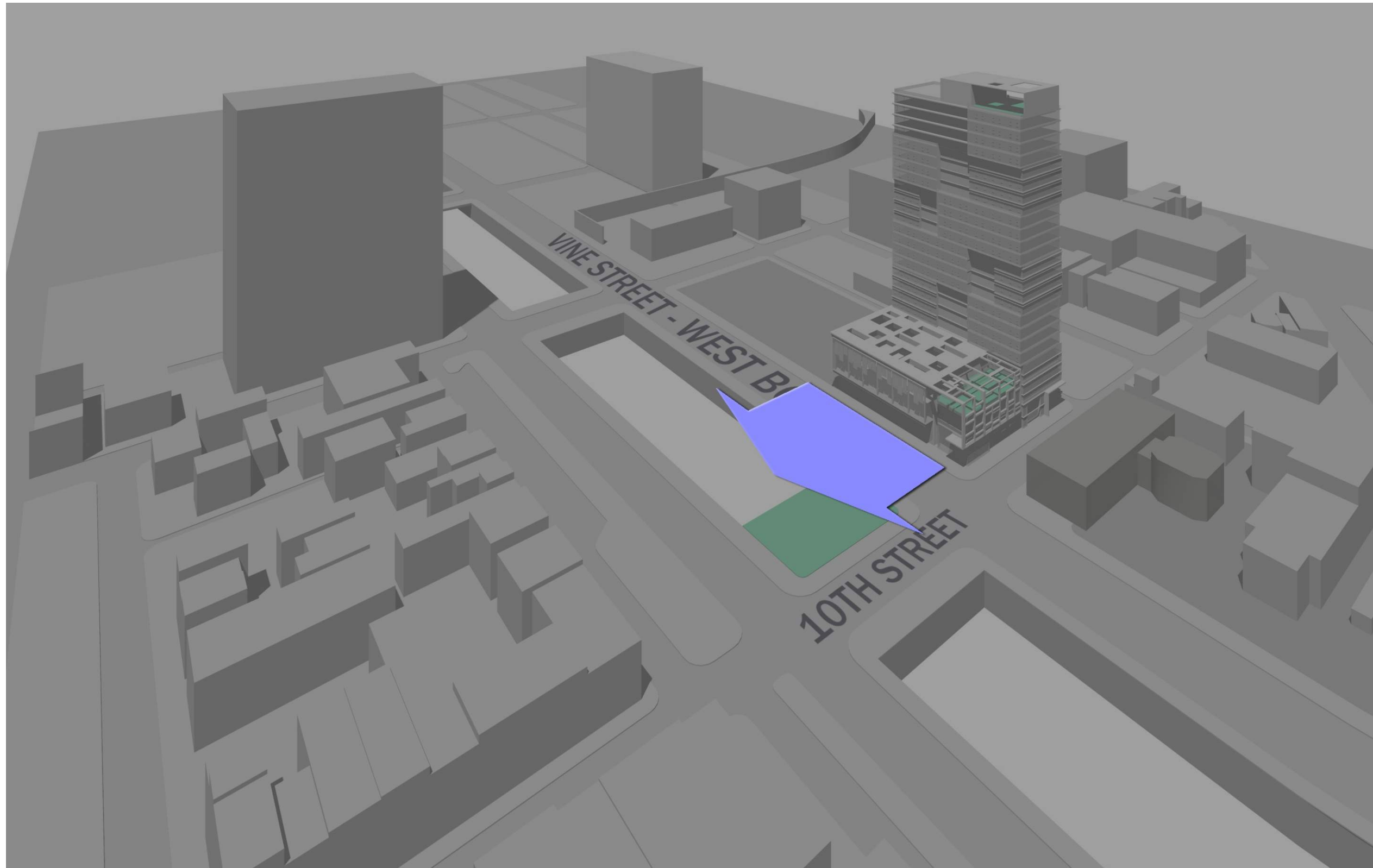


10<sup>TH</sup> STREET





# RECONNECTING ACROSS VINE STREET EXPRESSWAY



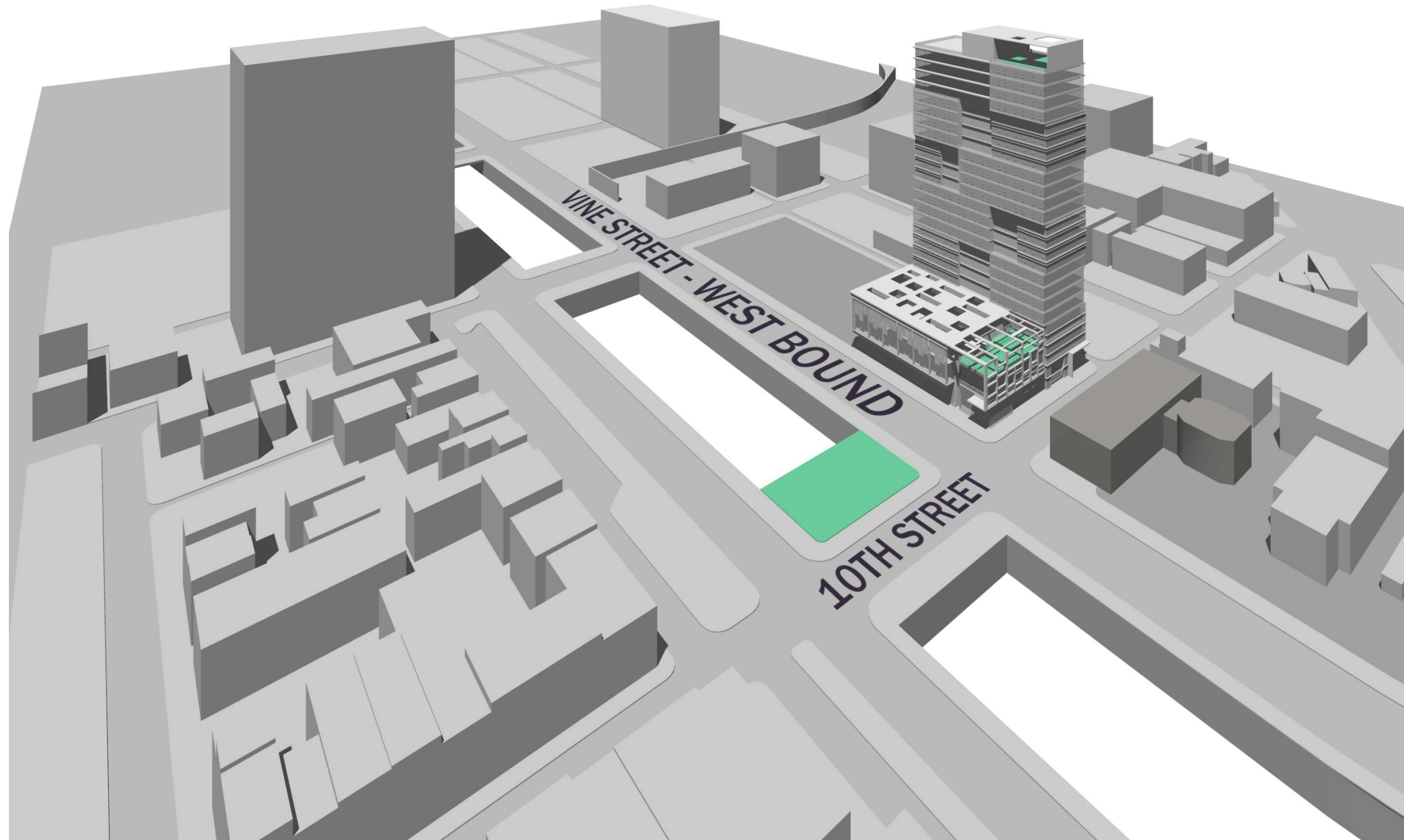


# VINE STREET





# GARDENS & POCKET PARKS





VIEW FROM 10<sup>TH</sup> STREET





# PROGRAM

## Project Site

314 N 10th Street

1001-05 Vine Street

1007-11 Vine Street

## Total

## Lot Size

1,280.00 SF

10,241.40 SF

7,877.00 SF

**19,398.40 SF**

0.45 acres

## Gross Building Area

**227,000 SF**

Total Floors

23

Parking Garage

23 spaces

Retail Spaces

11,025 sf

Recreational Space

17,477 sf

Office Spaces

16,034 sf

Residential Spaces

144 units

106,470 sf

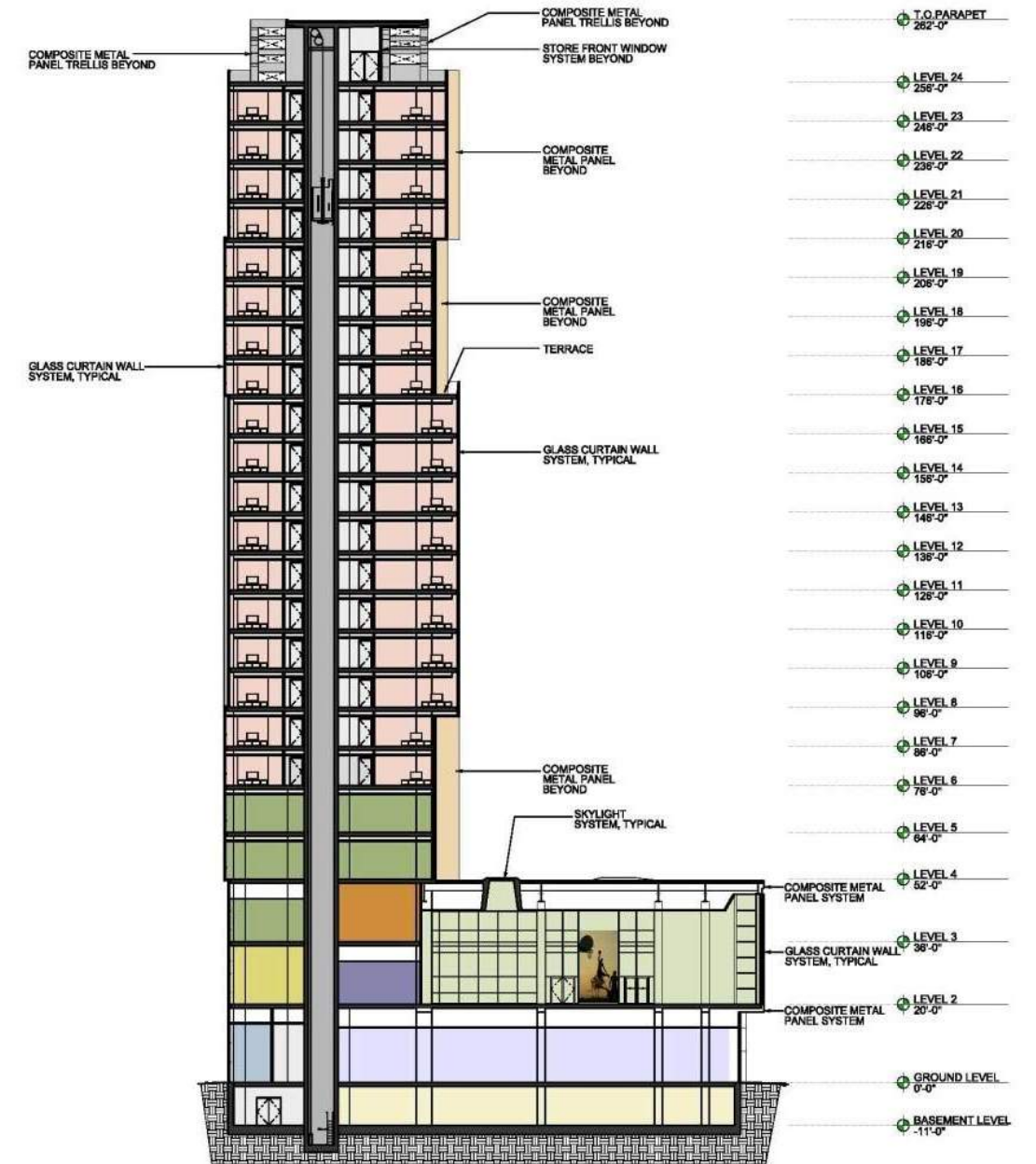
Basement

Ground Floor

2nd Floor

3rd to 5th Floor

6th to 23rd Floor (18 floors)



**3** BUILDING SECTION  
PR-210 SCALE 1/8" = 1'-0"

### COLOR LEGEND

- |   |   |  |   |  |
|---|---|--|---|--|
| <span style="display:inline-block; width:15px; height:15px; background-color:grey; border:1px solid black;"></span> CORE          | <span style="display:inline-block; width:15px; height:15px; background-color:yellow; border:1px solid black;"></span> PARKING   | <span style="display:inline-block; width:15px; height:15px; background-color:blue; border:1px solid black;"></span> GAME ROOM      | <span style="display:inline-block; width:15px; height:15px; background-color:orange; border:1px solid black;"></span> MECHANICAL ROOM | <span style="display:inline-block; width:15px; height:15px; background-color:lightgreen; border:1px solid black;"></span> BASKET BALL COURT/<br>BALL ROOM/TRADE SHOW |
| <span style="display:inline-block; width:15px; height:15px; background-color:lightgrey; border:1px solid black;"></span> CORRIDOR | <span style="display:inline-block; width:15px; height:15px; background-color:lightblue; border:1px solid black;"></span> RETAIL | <span style="display:inline-block; width:15px; height:15px; background-color:yellowgreen; border:1px solid black;"></span> STORAGE | <span style="display:inline-block; width:15px; height:15px; background-color:green; border:1px solid black;"></span> TENANT           | <span style="display:inline-block; width:15px; height:15px; background-color:pink; border:1px solid black;"></span> APARTMENT  |

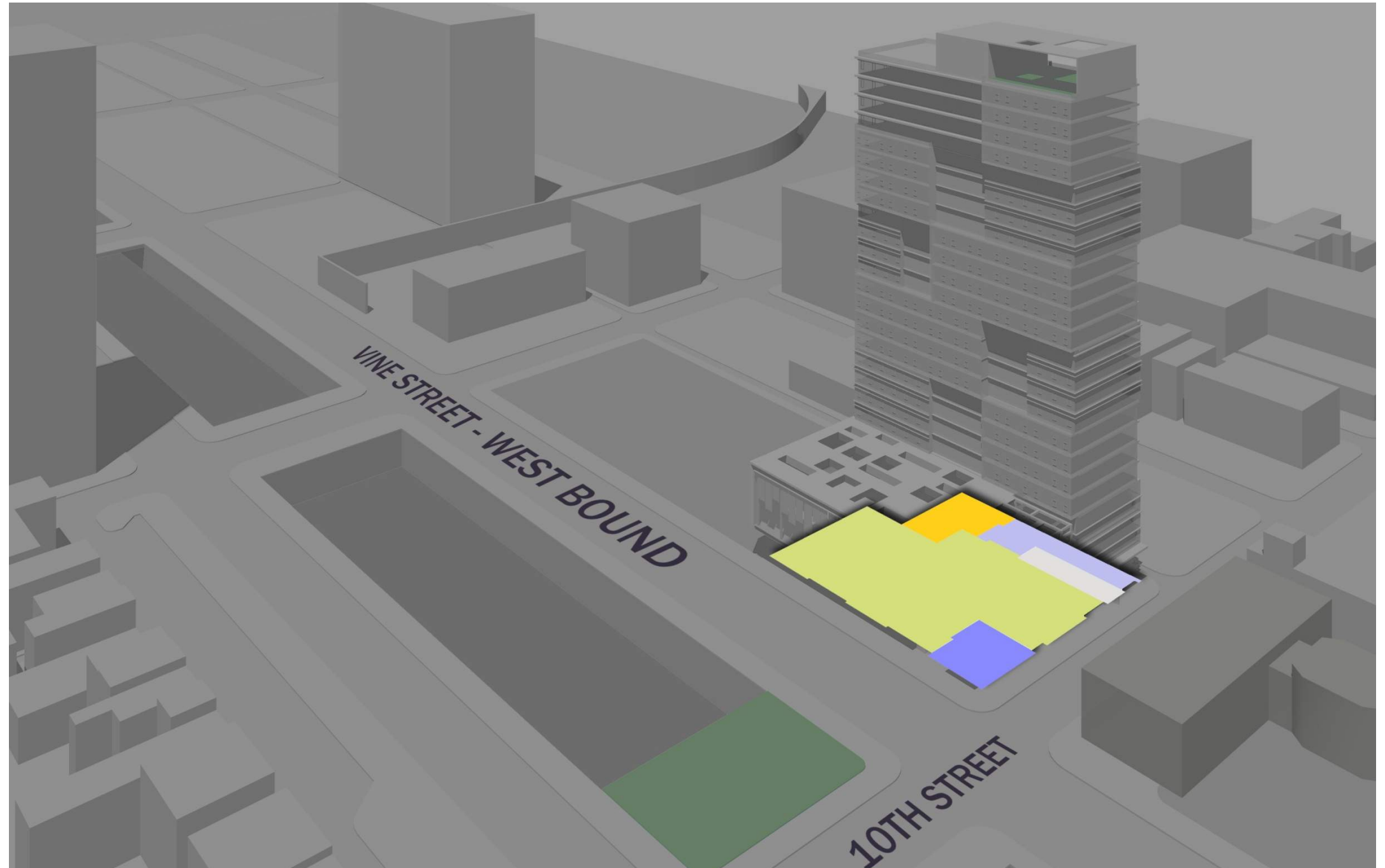


# PLANS: GROUND FLOOR

## Retail Space

-11,025 sq.ft.

-Anchor Retail & Small Retails

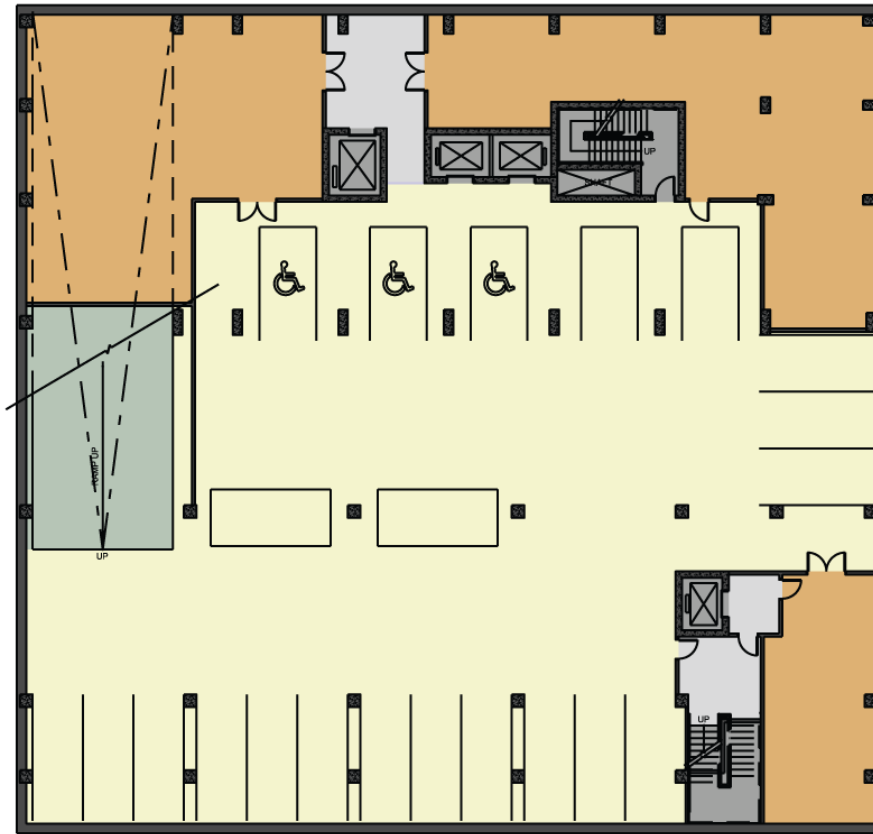




# PLANS: BASEMENT & GROUND FLOOR

## COLOR LEGEND

- RAMP
- PARKING
- STORAGE AND MECHANICAL SPACE
- CORE
- CORRIDOR
- LOBBY
- RETAIL
- LOADING DOC
- TRASH
- MAIL ROOM
- FIRE COMMAND CENTER
- OFFICE
- DATA
- ELECTRIC
- TOILET & JANITOR CLOSET



## Retail Space

-11,025 sq.ft.

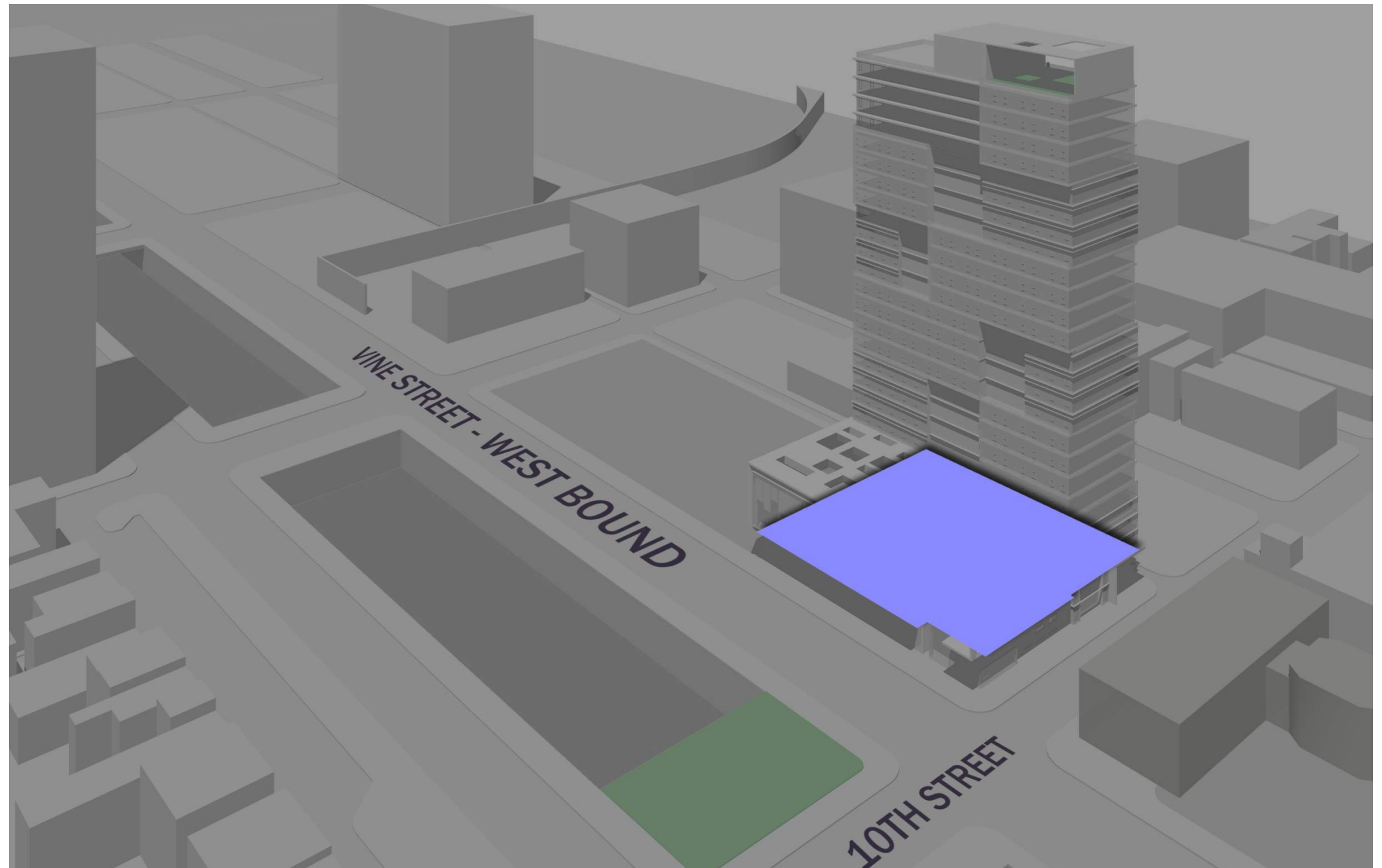
-Anchor Retail & Small Retails



## PLANS: 2<sup>ND</sup> FLOOR

### Community Center Space

- Full-size Basketball Court
- Gym & Game Space
- Class Rooms
- Prep-kitchen





# PLANS: 3<sup>RD</sup> FLOOR

Office Space (3<sup>rd</sup> Floor)  
& Roof Garden





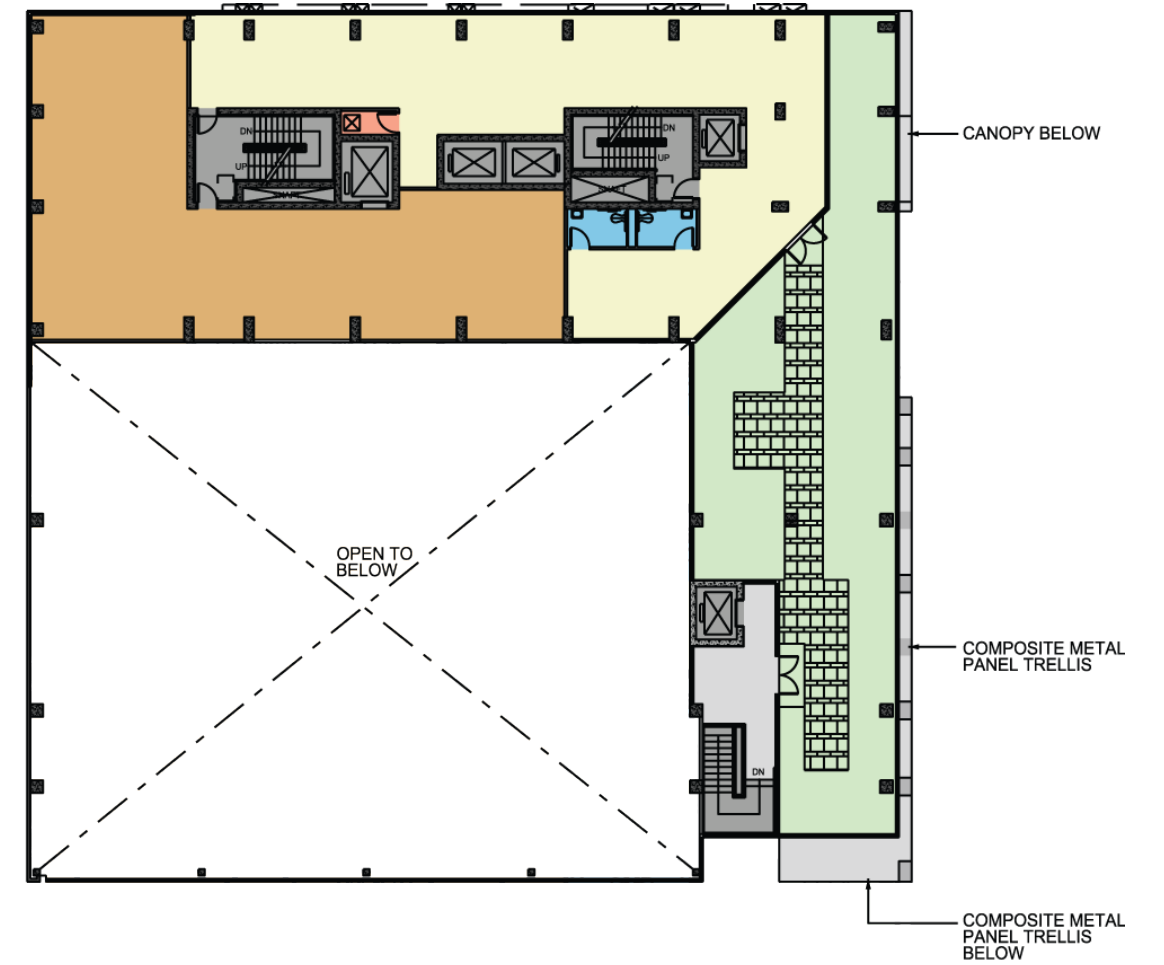
# PLANS: 2<sup>ND</sup> & 3<sup>RD</sup> FLOOR

## COLOR LEGEND

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- Community Center Space**
- Full-size Basketball Court
  - Gym & Game Space
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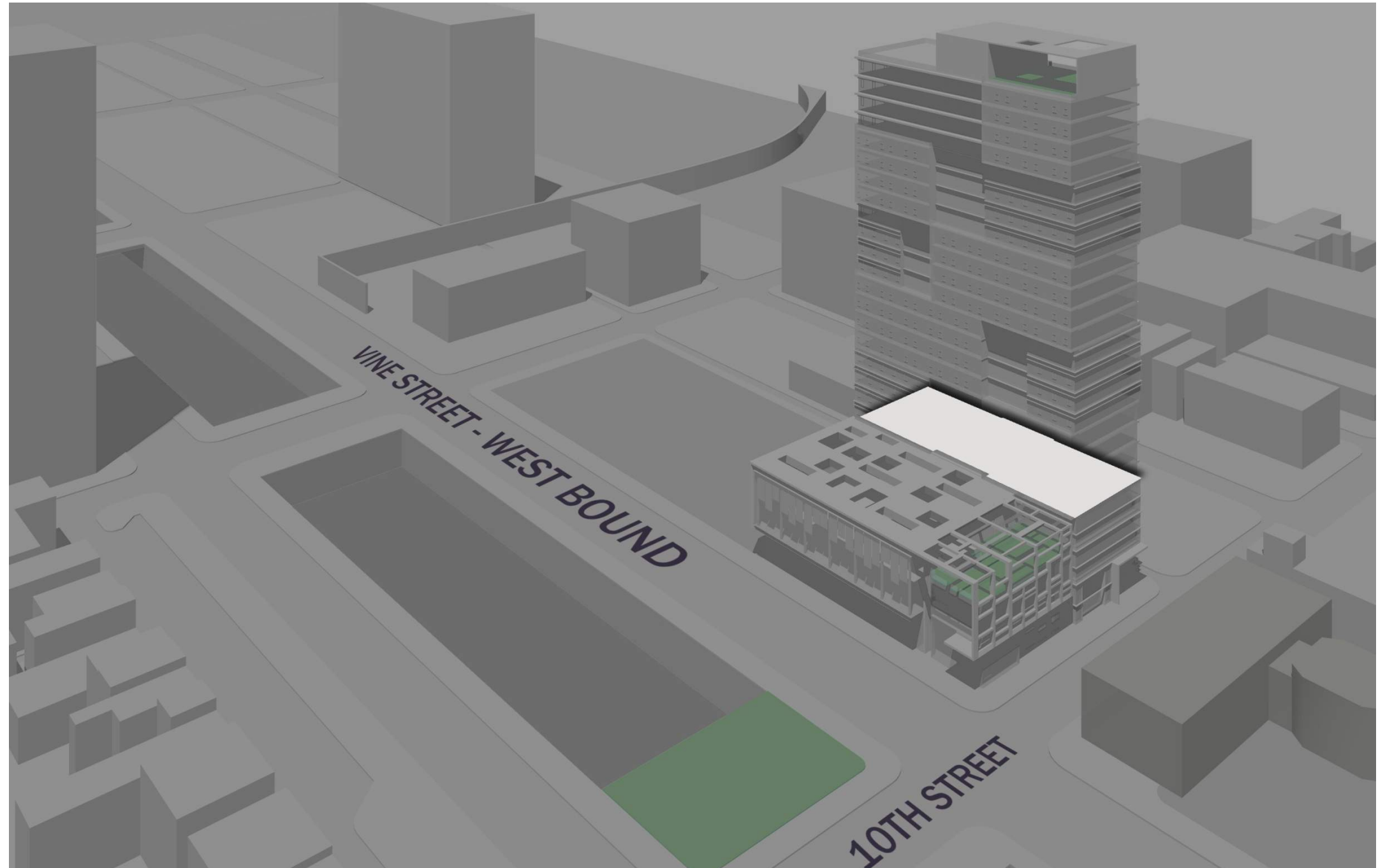
- Office Space (3<sup>rd</sup> Floor)  
& Roof Garden**



# PLANS: OFFICE FLOOR ( 4<sup>TH</sup> – 5<sup>TH</sup> FLOOR)

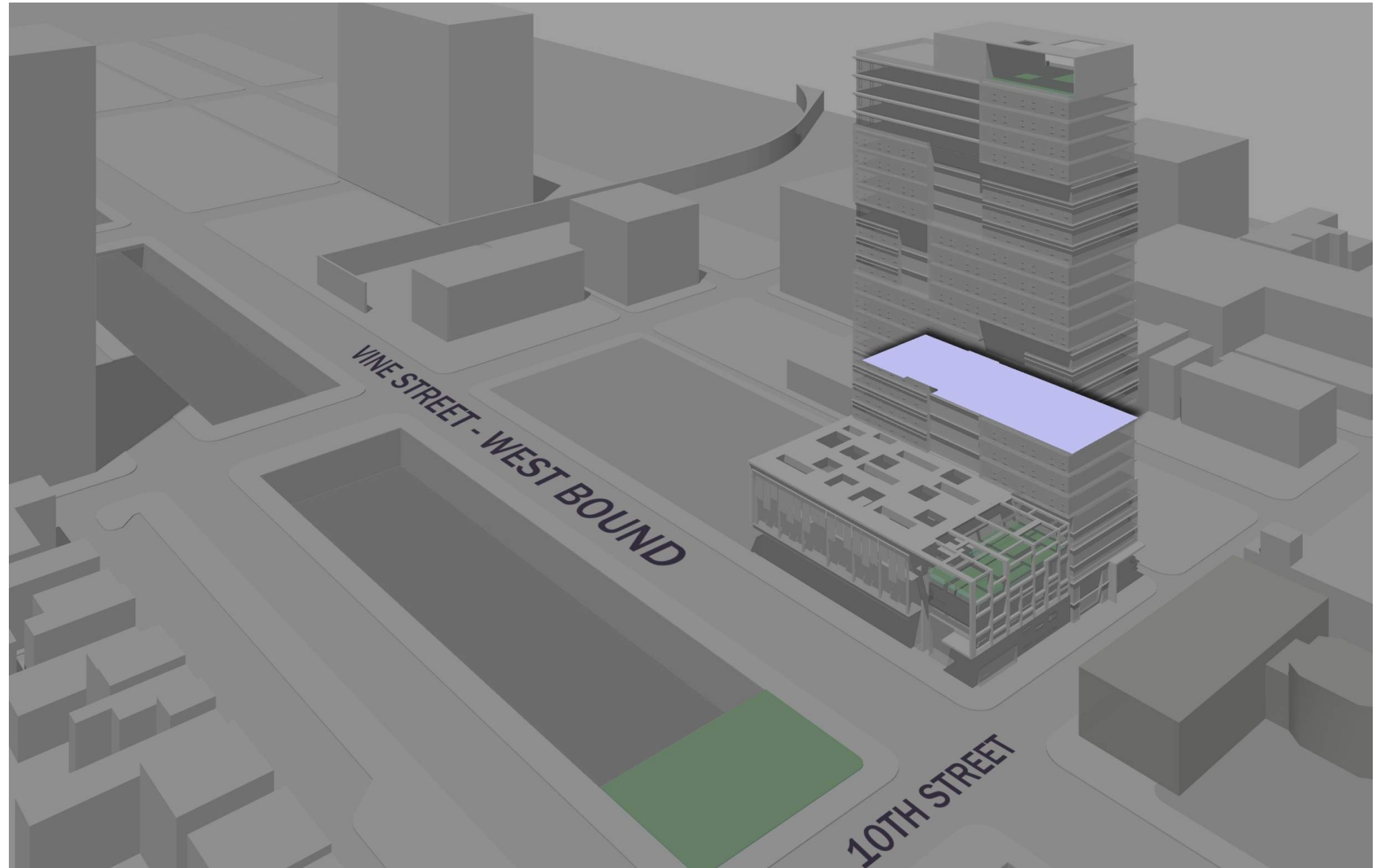
## Office Space (3<sup>rd</sup> – 5<sup>th</sup> Floors)

- 16,034 sq. sf.
- Healthcare businesses
- Adult care center
- Charter School
- Etc.





# PLANS: RESIDENTIAL FLOOR ( 6<sup>TH</sup> – 23<sup>RD</sup> FLOOR)

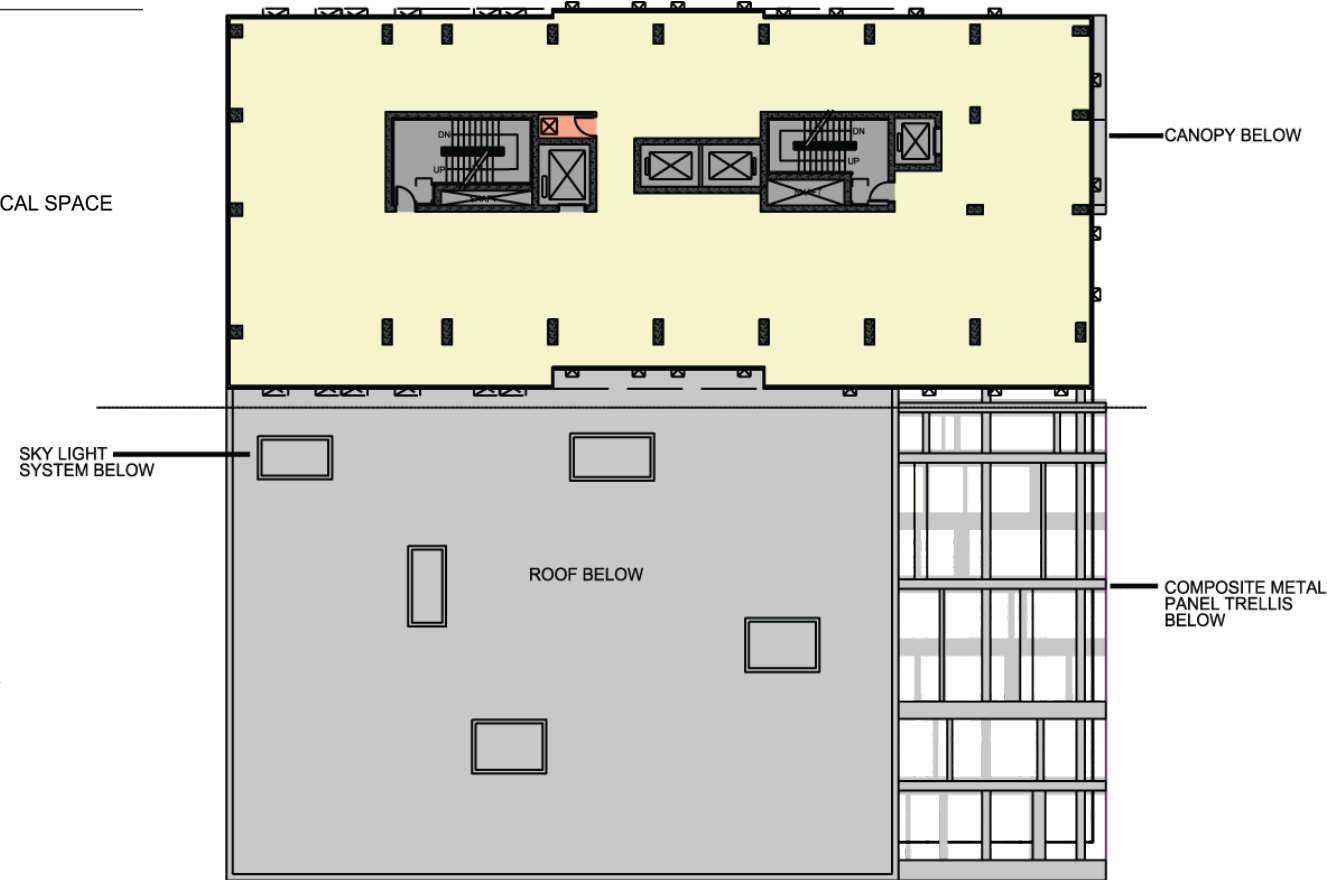




# PLANS: OFFICE & RESIDENTIAL FLOOR

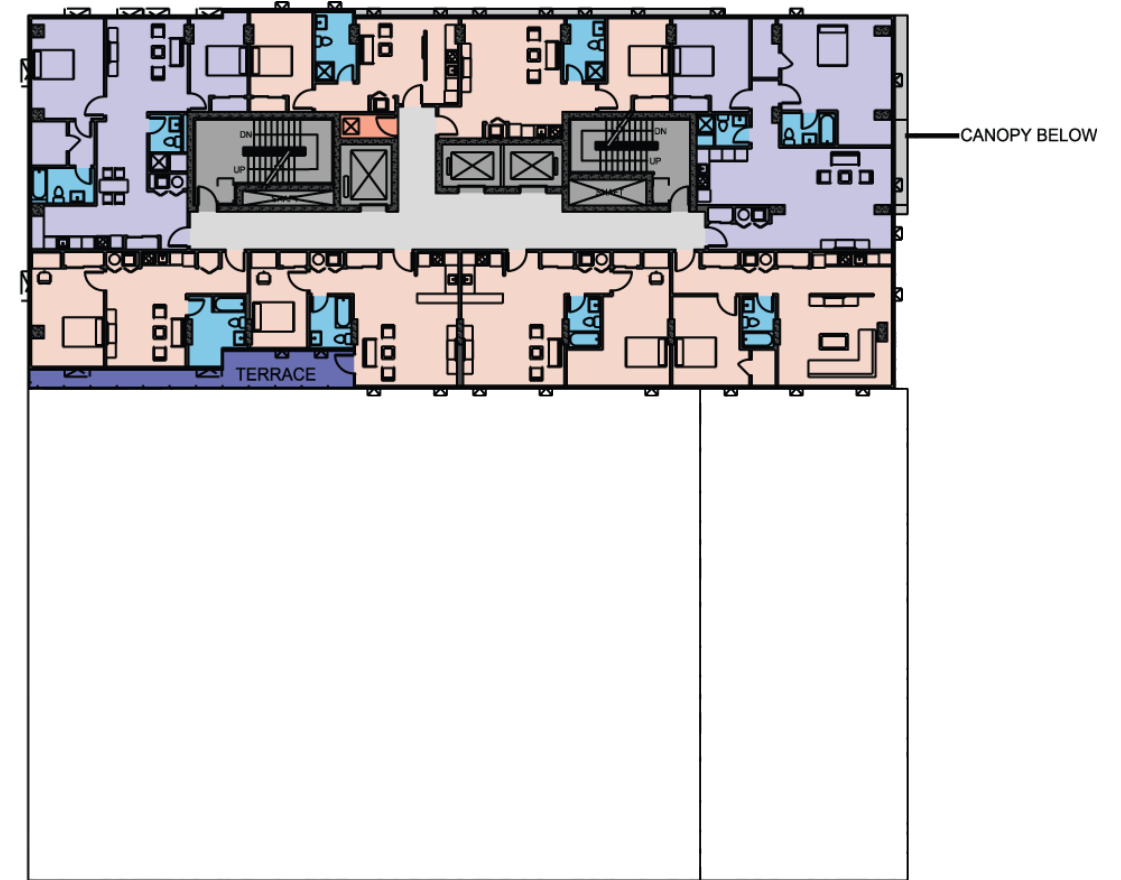
## COLOR LEGEND

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- DATA
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- TOILET & JANITOR CLOSET



### Office Space (4<sup>TH</sup> – 5<sup>th</sup> Floors)

- 16,034 sq. sf.
- Healthcare businesses
- Adult care center
- Charter School
- Etc.



### Residential Space (6<sup>th</sup> – 23<sup>rd</sup> Floors, 18 Floors)

#### UNIT MIX

TYPE	UNIT		SIZE (sq.sf)	
	No.	%	Min. Size	Max. Size
1 BR	108	75%	485	735
2 BR	36	25%	1,050	1,175
<b>TOTAL</b>	<b>144</b>	<b>100%</b>	<b>106,470</b>	

36 units (25%) designated as Affordable Rent\* units

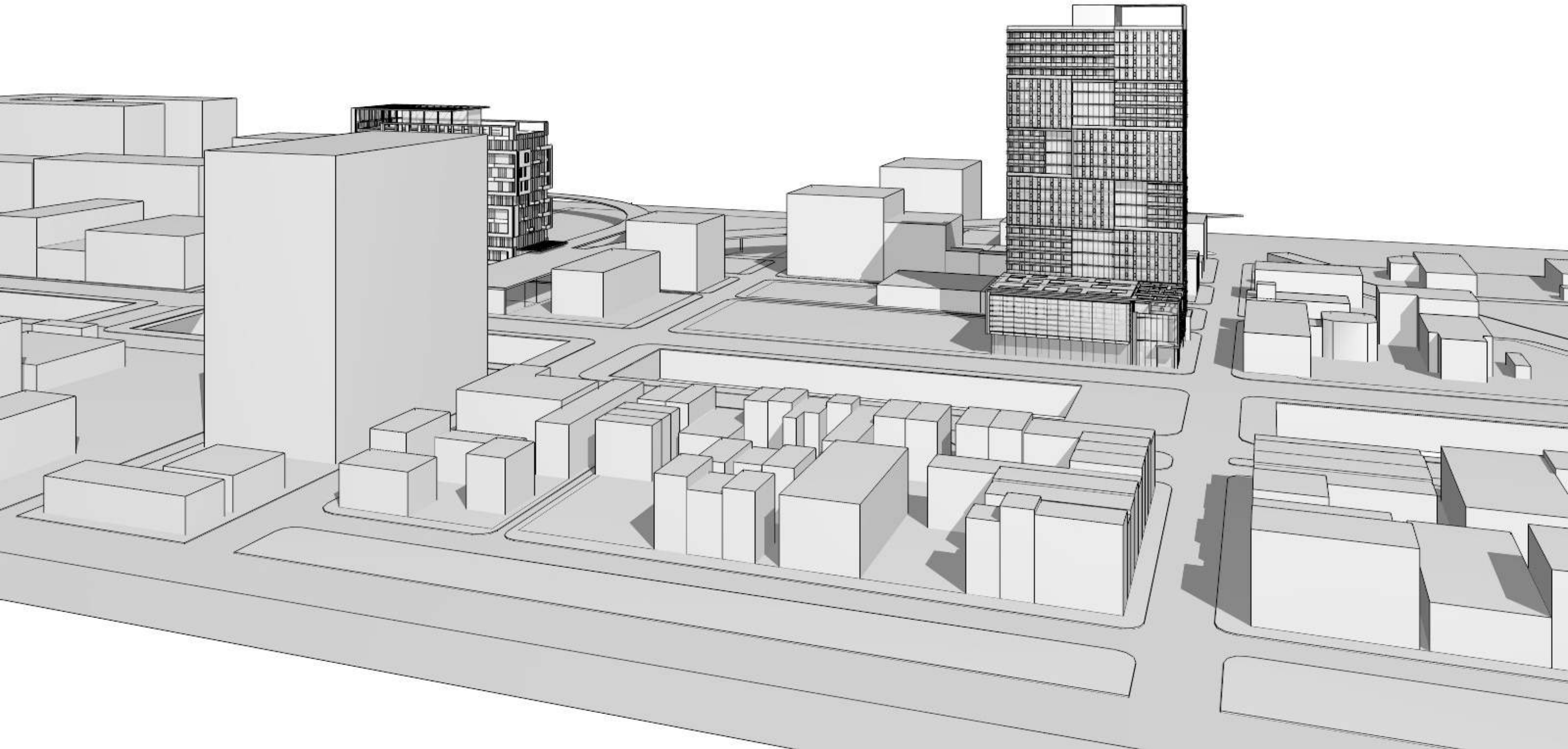
\*Based on 30% of 1-Person Low Income Limits. Estimated from FY2010 figure in HUD data.



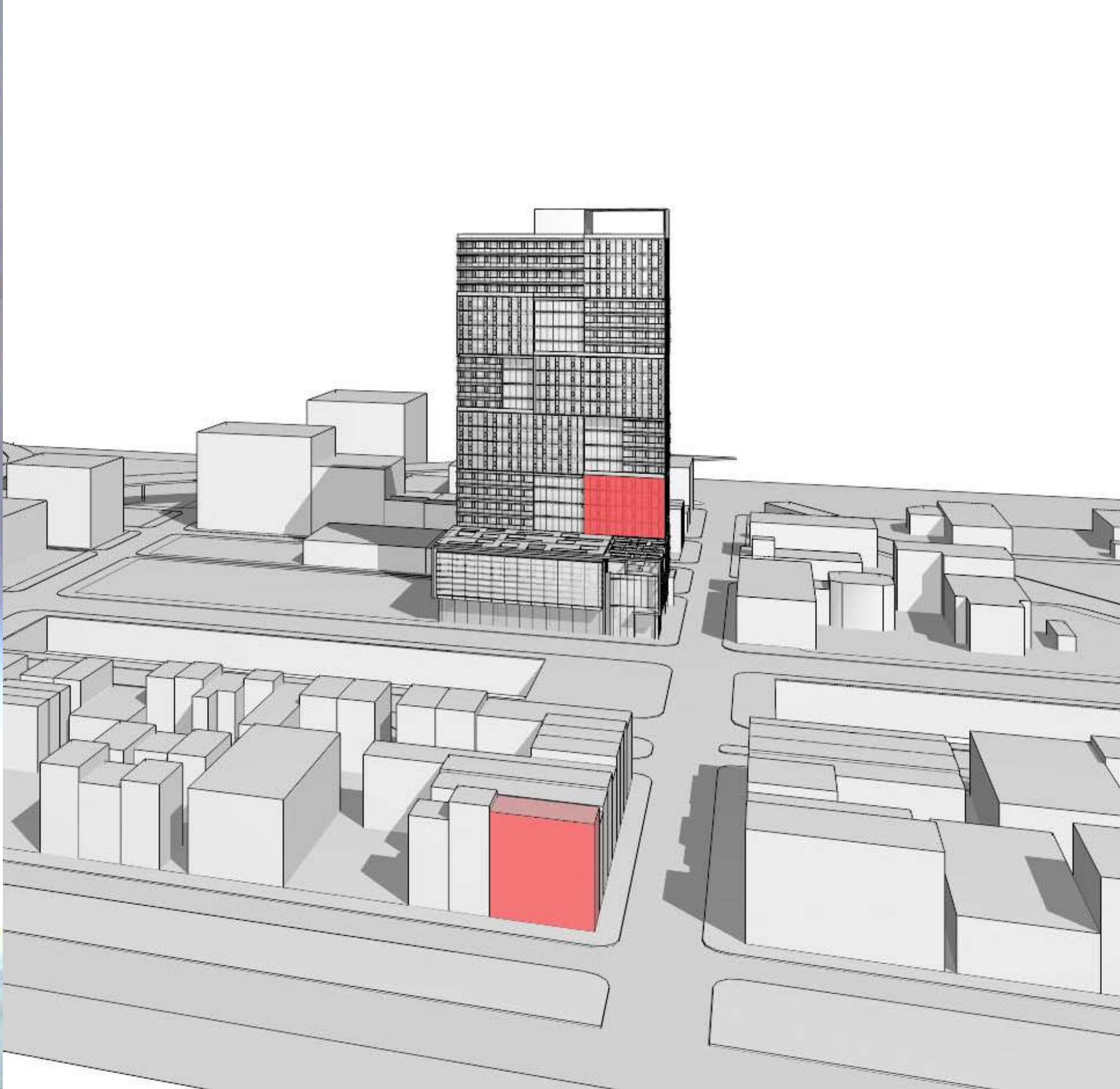




# VIEW DOWN 10<sup>th</sup> STREET

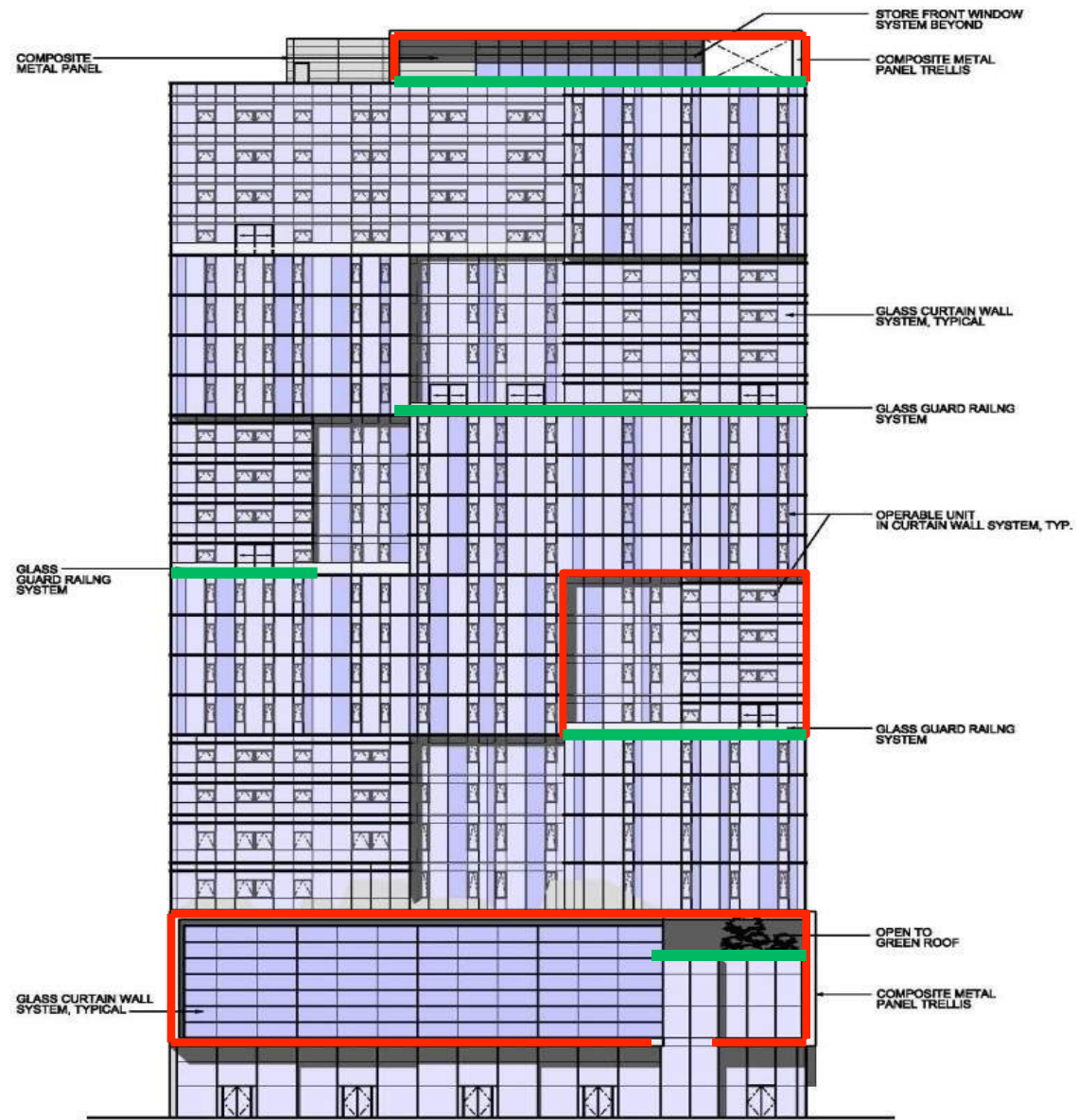




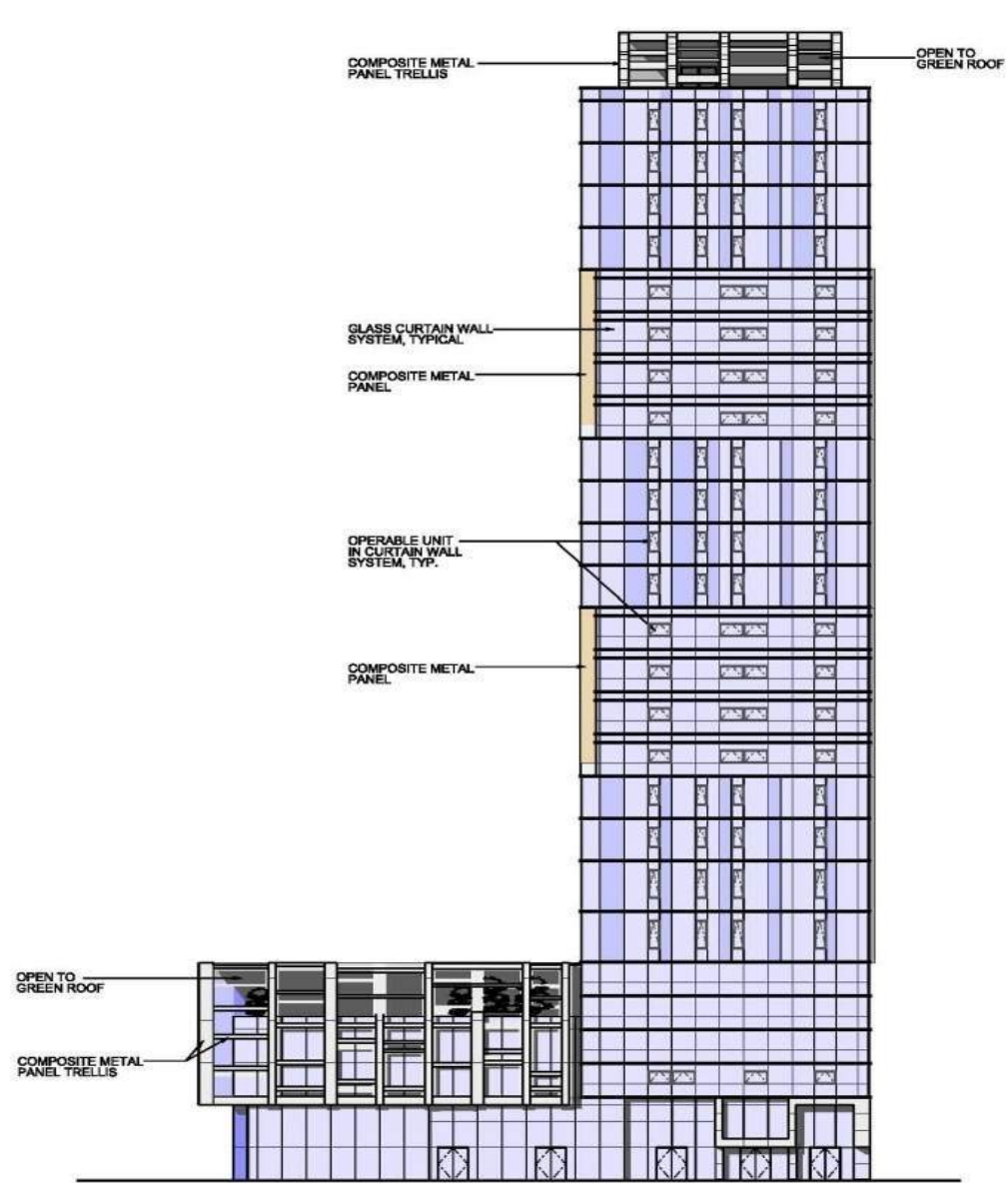




# ELEVATIONS



**1** SOUTH ELEVATION  
PR-211 SCALE: 1/16" = 1'-0"



**2** EAST ELEVATION  
PR-211 SCALE: 1/16" = 1'-0"

- ◆ T.O. PARAPET 262'-0"
- ◆ LEVEL 24 256'-0"
- ◆ LEVEL 23 248'-0"
- ◆ LEVEL 22 236'-0"
- ◆ LEVEL 21 228'-0"
- ◆ LEVEL 20 216'-0"
- ◆ LEVEL 19 206'-0"
- ◆ LEVEL 18 196'-0"
- ◆ LEVEL 17 186'-0"
- ◆ LEVEL 16 176'-0"
- ◆ LEVEL 15 166'-0"
- ◆ LEVEL 14 156'-0"
- ◆ LEVEL 13 146'-0"
- ◆ LEVEL 12 136'-0"
- ◆ LEVEL 11 126'-0"
- ◆ LEVEL 10 116'-0"
- ◆ LEVEL 9 106'-0"
- ◆ LEVEL 8 96'-0"
- ◆ LEVEL 7 86'-0"
- ◆ LEVEL 6 76'-0"
- ◆ LEVEL 5 64'-0"
- ◆ LEVEL 4 52'-0"
- ◆ LEVEL 3 38'-0"
- ◆ LEVEL 2 20'-0"
- ◆ GROUND LEVEL 0'-0"





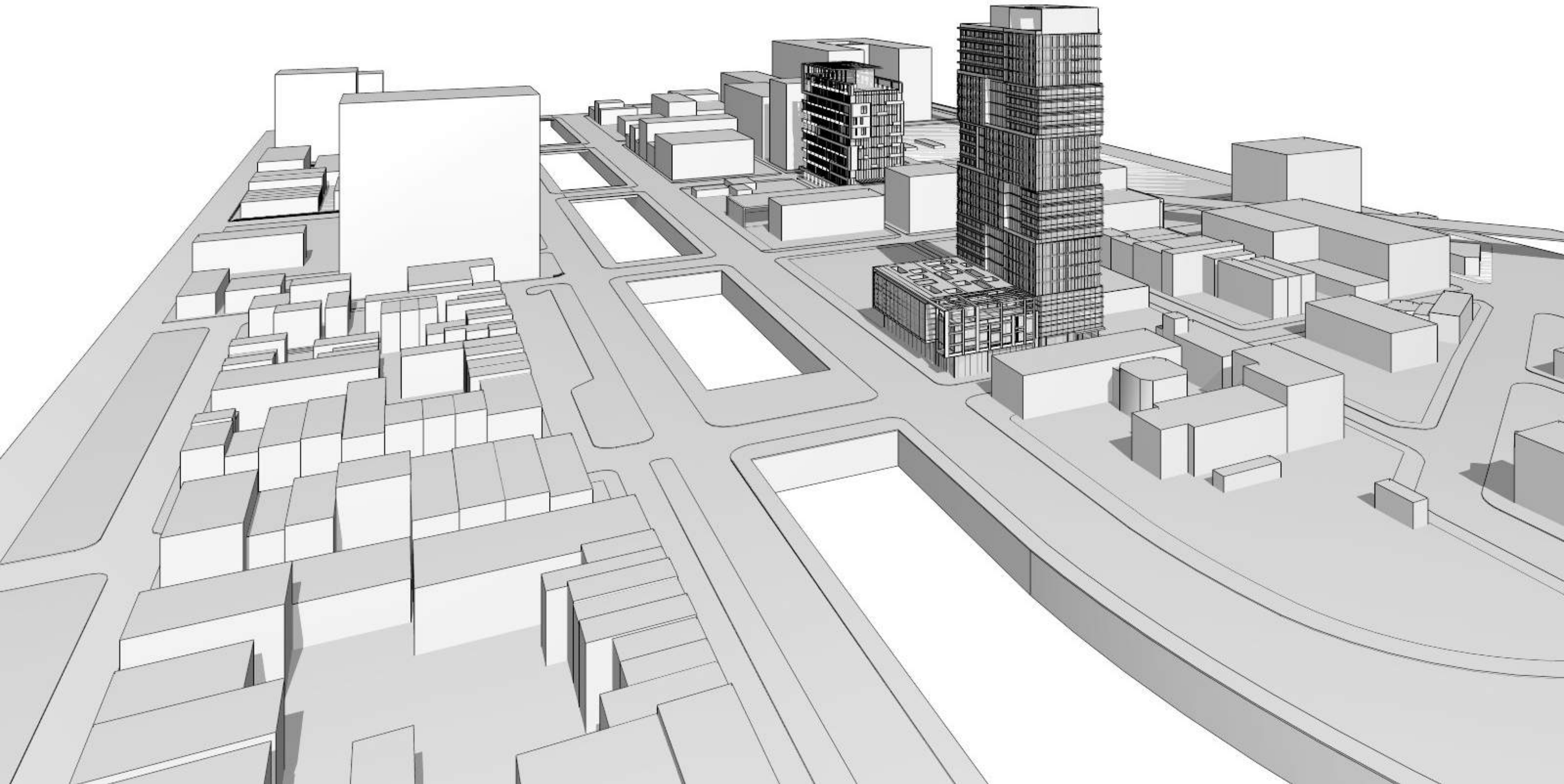


**VIEW DOWN VINE STREET**



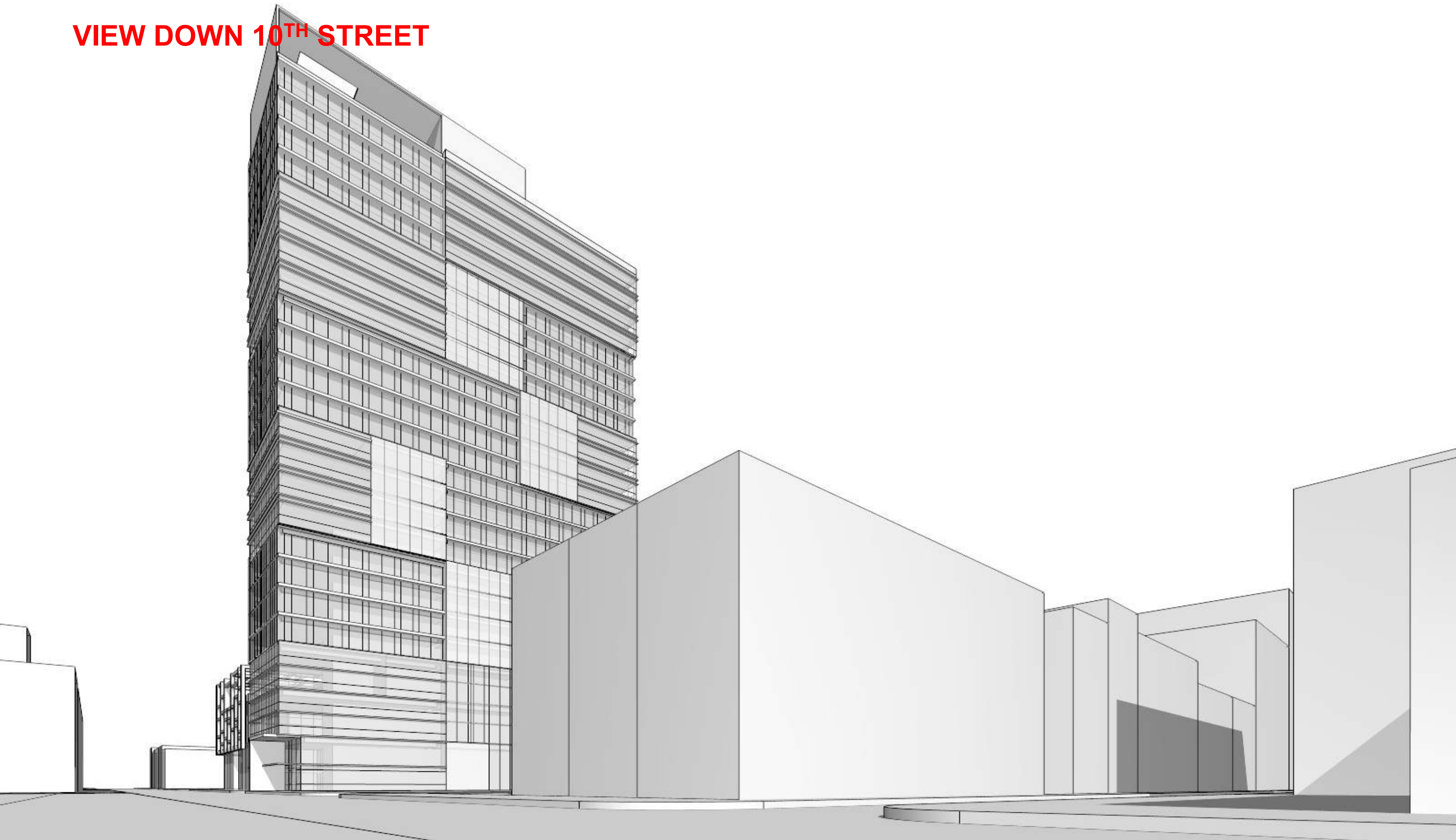


# VIEW DOWN VINE STREET





VIEW DOWN 10<sup>TH</sup> STREET





# PHILADELPHIA CHINATOWN EASTERN TOWER – COMMUNITY CENTER

