Project Goal:

Produce a mixed-use, mixed-income development that completes Doughboy Square.
Community Process

3 Community Meetings:

• 7/11/16 Kickoff: project goal and discussion of potential issues and opportunities

• 9/15/16 Meeting: design approach and options

• 10/27/16 Meeting: presentation of proposed conceptual design

Next Steps:

• Zoning Hearing July 2017

• Application for Low Income Housing Tax Credits (fall 2017)

• Final Design (2017-18)

• Construction (2019-20)
Project Sites

Butler Street
Penn Avenue
34th Street
Spring Way
3330-3350 Penn
3400 & 3404 Penn
Ligonier Street
34th Street
Penn Avenue
Mulberry Way
Charlotte Street
Butler Street
3330-3350 Penn
History - 2005
Today

New Mixed-Use

New Housing

Pedestrian Improvements
Lower Lawrenceville Plan - 2009

Doughboy Square
Scale + Height

Strategy:

• Relate primary heights to adjacent buildings
• Do not overwhelm historic structures
• Preserve views from adjacent residences
• Minimize shadows on adjacent residences
• Use material changes to break down scale
Proposed Buildings

Material changes help break down scale
Scale, Height & Materials

3400-3404 Penn
Brick
Metal or Cement Panels

3330-3350 Penn
Brick
Metal or Cement Panels

Penn Avenue Elevation
Experience

Butler Street looking west into the square
Experience

Penn Avenue looking east into the square
Experience

Penn Avenue looking west
3400-3404 Penn

Ground Level Floor Plan

Penn Avenue

1100 SF Retail
10 Parking Spaces

34th Street
Spring Way
3400-3404 Penn

15 Units Housing
14 One-Bedroom
1 Two-Bedroom

2nd Floor Plan
3400-3404 Penn

Penn Avenue Elevation
3400-3404 Penn

34th Street Elevation
3400-3404 Penn

Zoning Requests:

• Zoning: LNC (Local Neighborhood Commercial District)

• Variances:
  904.03.C - Maximum Floor Area Ratio: 3.2 : 1 requested.
  904.03.C - Maximum Height: 50 feet/3 stories requested.

• Special Exceptions:
  914.07.G.2.a - Permit a portion of the required off-street parking spaces to be located on a remote and separate lot from the lot on which the primary use is located: Minimum of 1 off-site parking space required.

  921.03. E - Relocation of and existing non-conforming sign on the site.
3330-3350 Penn

Ground Level Floor Plan

Penn Avenue

Spring Way

RETAIL
1700 SF

LOBBY

UP

RETAIL PARKING

BICYCLES

RESIDENTIAL PARKING

1700 SF Retail
24 Parking Spaces
(9-10 Public)
3330-3350 Penn

2nd Floor Plan

19 Units
16 One-Bedroom
2 Two-Bedroom
1 Three-Bedroom
3330-3350 Penn

Penn Avenue Elevation
3330-3350 Penn

Spring Way Elevation
3330-3350 Penn

Zoning Requests:

• Zoning: UI (Urban Industrial District)

• Variances:
  904.07.C - Minimum Sideyard Setback: 10 feet required; 0 feet requested.

• Special Exceptions:
  911.02 - Multi-Unit Residential use.
  921.03. E - Relocation of existing non-conforming signs from 25-D- 101 to the site.