

Mosteller Garage Proposal Opinion Survey

Verbatim Responses to Question 6, Project A

Zukin Realty, Inc. • Buchart Horn/Basco

6. Please print clearly your general comments. For each project, include information such as:
- what you liked most or least
 - what stood out as most interesting
 - what component concerns you the most

ID Response

- 1 This type of project may take that area of West Chester out of the reach of the poor and minorities. West Chester is now a walking town, small town. Do we want to turn it into Philadelphia?
- 2 Can they pull this off?
- 3 Like grocery store. Too much mass along Walnut Street.
- 5 Too grandiose. Too much traffic.
- 6 Interesting concept. Proposed size is overwhelming. While as tall as Justice Center, it sits on crest of watershed division; so profile is significantly higher than Justice Center. Major concern: how profile will appear from the east, west and north.
- 7 Very large and overpowering—no consideration for other buildings on south side of Gay or the Post Office property.
- 8 *What you liked most or least:* First two floors design.
What stood out as most interesting: Combination of hotel/condos.
What component concerns you the most: HEIGHT!!!
- 9 Liked references to historic architecture, but exterior reminded me of Disney Village.
- 10 Liked comprehensive design. Favorable tax impact. Local, trusted developer.
- 11 Too large and grandiose. Totally out of West Chester scale. Not people friendly.
- 12 Height of the building and architectural elements are a problem.
- 13 Building is too high. If we could lower it to [illegible]—maybe 50 condos would be better—ind. developer.
- 14 Much too high—twelve stories would disrupt the visual attractiveness of the area.
- 15 How much is West Chester getting for the parking garage? What happens to the income from parking? Ugly—bulky. Like the concierge.
- 16 Liked focus on environmental components. Real food market—we need one downtown! Public transit options—too much dependence on cars now. Scale might be slightly too much—concerned about traffic.
- 17 *What you liked most or least:* Environmental stewardship and food market.
What stood out as most interesting: Use of both properties.
What component concerns you the most: Will this really help with increased public transportation? I am concerned with bringing more unaffordable housing to West Chester!
- 18 A pharmacy on the corner is not a good idea. We already have Eckerd with its ugly windows. Prefer other independent retail at that location [the corner]. I am most interested in the addition of a market to our Borough. We desperately need a local supermarket. I am most concerned with ugly design (a la Justice Center), and the social inequity this use may bring with condo residents.

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- 19 Food market—hope some is organic! Environmental friendliness—love integration of local Spence Café—lots of parking! Having Rite-Aid to contend with and get rid of is to this project’s benefit. What will be at base of parking garages—some retail/restaurants—hopefully?!
- 20 Looms too large over the Gay Street center of the Borough.
- 21 Too big—too much traffic. Not enough parking.
- 22 Daring, real mixed use—though he’ll have to watch the hotel nameplate—strong local team—lots at stake. Probably best bang for taxes and economic benefit.
- 23 Seems too large.
- 24 Concerned that there should be [an] all organic market to give the community a healthy choice with no pesticides.
- 25 Height and mass are out of all proportion to the surrounding area—as a nearby resident (Walnut and Washington), this project would have a very negative impact on me.
- 26 Kinda Big.
- 27 We can have condo and market usage without hotel. The statement that we have to provide a concierge if we have condos is illogical.
- 28 Like scope of planning Chestnut to Gay. Worried about scale and traffic; liked condos in mix.
- 29 Said all the right things (green, organic, no fossil fuels). I’m not convinced we need a Hilton (branded) hotel. Hugely ambitious with 100 condo, 100 hotel.
- 30 I like that the Rite Aid would be knocked down and the front of Spence’s kept. It is too tall, and what happens if he can’t sell all the condos? How is he getting the Y property for parking?
- 31 I like this one least—most intrusive. “West Chesterland” (phony). Most intrusive—scale is way out of proportion—overkill on proposed services—phony. “West Chesterland” look. Not sure parking is adequately addressed.
- 32 Pluses: does not use Y property. Leaving the Y building intact for use as a health/recreational facility. Minus: does not fit town.
- 33 Good Luck Stan and Borough Council.
- 34 Use and concern for ecology. Reduction and/or stability of residential taxes. Will provide ample parking spaces.
- 35 Very interesting but may be too big a project. Like the idea of condos.
- 36 Concerned that it tried to do a little bit of everything. Focus?
- 37 Project seems too large for the site.
- 38 Liked condos, dislike size in context of Borough. Sounds like traffic nightmare.
- 39 I don’t like this project. It’s a big-city project trying to justify its small town location by insisting the small town will die without it. What do they mean by “front portion” of Spence’s? Do they mean the core of the building or just the front room and facade?

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- 40 I liked Zukin's project best because he does not have additional unnecessary retail space on the ground level of his building. The space, while the largest of all the options, is space best utilized. Several of the other options propose loads of new retail space that will undoubtedly remain vacant. What we need in town is NOT more retail space, but more PEOPLE to shop in the retail stores/space that we already have available.
- His proposal allows more parking spaces for the Borough than any other proposal. His proposal addressed Green building issues more than any other. Zukin himself is passionate about this project and no other developer knows more about West Chester than he. While I understand some individuals in the area may be opposed, whether for personal or professional reasons, to Zukin being involved in a project with the Borough, the fact is, the Borough should always try to do business with local residents and business owners first, rather than turning to out-of-state firms.
- Having said this, Zukin is not the most experienced developer on the ticket. But, that piece can and should be managed by the Borough easily. While the project is large, the design by the architect has presented a creative and historically sensitive solution as well as scale appropriate.

- 41
- The project's "greenness"—BIG PLUS.
 - I like the setbacks.
 - Parking accommodations during construction—BIG MINUS.

[From an attached letter]

I really believe the Zukin proposal meets West Chester's needs by

- cleaning up the Rite Aid eyesore on Gay Street
- expansion of Spence Café
- the "green building" concept is smart for the future
- bringing residents into town to live
- building a large hotel to meet business and tourism needs
- opening a food market
- inclusion of a health/wellness facility open to the public
- providing shuttle services
- providing meeting/conference spaces
- increases Borough tax base.

I have not always supported Stan Zukin's ideas, but I left the meeting with the feeling that he has a passion for West Chester that is lacking in the other proposals which are just business deals by outsiders. Stan has done his homework, he understands West Chester and its residents better than the other companies. The scope of his proposal is enormous, but it is very well thought out—he has answered most all of the issues.

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- 43
- Environmental: like the natural plants on roof top, the open lighting with the windows. Like the hotel/condo combination.
 - Love the history component—special consultant and architects in the field of history.
 - Amount of taxes and foot traffic into the Borough.
 - Public service: public transportation, delivery service, food market, meeting room with screening/theater to draw conventions into town. Catering.
 - It improves current sites yet preserves history. Increase business to more stores such as Spence Café, Rite Aid.
 - Won't destroy the YMCA building which is in good shape.
 - Provides more taxes and parking.
 - It opens up onto Gay Street!
 - Incorporates public transportation, electric cars, less traffic.
- 45 Important green ideas. Much too tall and concerned about footprint as well as good ideas that appease our objections but never materialize; e.g., concierge, shuttle, green. Good to be rid of Rite Aid which Zukin says is one of our ugliest buildings; then why hasn't he done something to fix that in all the decades he's owned it?
- 47 Positive: environmental technology.
Negative: regardless of any advantages, the height and size of this building are wholly inappropriate to central West Chester.
- 49 Project is too large; it is not appropriate to downtown West Chester; it will negatively impact the Borough's character.
- 50 Like comprehensive plan with food market, a drug store, plus over 55 housing for tax base, plus setback of building. Dislike overlay of heights.
- 51 Huge, will all he said be followed through on?
- 52 Too large, too high, inexperienced developer.
- 53 Concept seems too big and ambitious. Seems more centered on the egos of the developers than on community preferences.
- 54 Stan Zukin knows nothing about quality. He's only good at badgering for rents. His proposal is enormous! He confuses "historic" with "old" and worn out. A great description of what he does in business.
- 55 Zukin is famous for promises he doesn't keep. He's raped and sucked out of our Borough members all he can. Don't permit him to do it again. He's trying to dominate the skyline with too much on too small a space. He's driven by \$\$\$ only.
- 56 Zukin's proposal is too big. He's never taken care of what he already owns. Why doesn't he fix those properties instead of making empty promises?
- 58 Fluff / "B.S." / Too Big! Zukin is a slum lord with no "quality" track record. It will be the Borough of Zukin.
- 59 This was certainly the most elaborate presentation. However, I don't consider it to be "visionary." The size/scale are way out of line and I seriously dispute the need for anything approaching 100 condos in West Chester. The only good thing about this plan is that the unkempt Rite-Aid would be torn down.

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- 60 Environmental, hotel condo dual component, historic, parking with environmental cars, food market.
- 61 Mixed use is most appropriate; Borough will benefit most by this project.
- 62 Most parking, accessible for old people, great place to live, great services with hotel and condos, will bring the most to West Chester.
- 63 Zukin—huge project! Am concerned with long-term construction fronting on Gay Street and detrimental effects on retail in the immediate area. The retailers complain that a one-day bike race has a negative effect on business—long-term construction on Gay Street would be devastating for some. Also, project does not allow for a new parking garage before old one comes down. Has anyone considered the banks, law firms and retailers whose staff and customers will be without parking for one to two years? Parking will be displaced into the northeast neighborhoods which are already full.
End result would be beautiful! Great use of entire property.
- 65 Scale is way out of proportion to the surrounding buildings and streetscape. My reaction is this project tries to incorporate too many uses into one building. I would like this ambitious concept better if the uses were separated into distinct and smaller structures. Spence Café and food store on Gay, hotel and condos on Walnut and Chestnut. With a proposed project of this enormous size, Zukin may be able to offer the most \$ to Borough, but there are important design and community considerations to consider in addition to price. Also, need to keep alleys open, not closed off.
- 66 Too expansive—not sure it would ever be done.
- 67 I like the grading with lower building at street level with higher structure set back and “green” roof.
- 68 Developer not qualified, has done hundreds of thousands of dollars of work without permits, cost taxpayers millions of dollars, brought five liquor licenses to town, dishonest. Scale of project way excessive, closing Gay Street, third-party property flip. Who will run hotel, student housing? Too tall.
- 69 No hotel of any but the small, bed and breakfast. Three-storied space is desirable in the town center. The impact on commercial rentals in the center would be negative to community values. Of most concern, height.
- 70 Too big! Wrong person! No experience at any of what we need.
- 71 A developer’s cash dream; the only thing missing is King Kong growling from the top—traffic will be a nightmare.
- 72 Too massive both in physical plant and in what the developer is trying to accomplish; lack of focus, project looks like it may be doomed from the beginning; better to scale back to either condos or hotel or supermarket to ensure success.
- 73 Zukin is insultingly overreaching by trying to cram more than twice what he should into his project. I know of no project in West Chester wherein he has partnered with others. He does his own thing with his property. We should not let him use ours. Let him sell if he wants to help West Chester.
- 74 *What you liked most or least:* Too massive—McMonster/too tall.
What stood out as most interesting: Trying to incorporate Gay and Walnut corner
What component concerns you the most: Height—safety—so-called retail boom.
- 75 Too big. Looks like it belongs in Vegas.

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Verbatim Responses to Question 6, Project B

RedGo Development

- 1 Demolishing the existing YMCA building to make a parking garage would take a huge commercial structure too close to the existing residential area on Washington Street, etc.
- 2 Lose YMCA facility.
- 3 Please do not pursue this project.
- 5 Destroys then rebuilds two existing and [illegible] facilities.
- 6 Elevation of new garage is inappropriate for residences abutting Evans Alley. Use emphasizes “luxury” units in a very diverse community—counter to community as it exists. Loss of easily accessible YMCA/YWCA is counter to landscapes. Should locate more commercial in the town center zone—80 percent residential. A skywalk for rich folk does not work for me.
- 7 Nice scale and appears to satisfy problem area (current) buildings—garage and YMCA.
- 8 *What you liked most or least:* Liked whole thing least.
What stood out as most interesting: Nothing.
What component concerns you the most: Waste of the YMCA site.
- 9 Like subterranean parking.
- 10 Disliked destruction of YMCA—loss of vital community service. Facilitates YMCA’s abandonment of West Chester.
- 11 Probably workable to West Chester context but iffy. RedGo appears to be company which would listen to Borough.
- 12 Architectural elements need to be refined and improved.
- 13 All condos—nice design and flow. Local developer.
- 14 Nice idea—incorporate the YMCA. Problem is I like the Y where it is now. Just another rental property in town.
- 15 Moves parking away from downtown. No hotel or Y-style facilities.
- 16 Building set too close to street. Don’t like: no food market, no hotel, no mention of “green” strategies. Liked smaller scale for traffic concerns.
- 17 I think simply adding more condos will not serve the community to the fullest extent. The skywalk stood out but is a horrible idea. West Chester does not need more restaurants!
- 18 I do not want an exact replica of the building that currently exists behind the Post Office (121 [Walnut Street]). I like the mixed use approach to both buildings. I’m not too impressed by the design.
- 19 Like skywalk—like rounded glass corner window. Like shops at street level of parking garage. Like retail spaces throughout various corners.
- 21 Right idea—leaves good public parking.
- 22 Not sure how their numbers work. Prefer mixed use.
- 23 We need a hotel.
- 25 No imagination—no hotel—this is the YMCA’s “they paved paradise and put up a parking lot” solution—this project should be dismissed out of hand.

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Verbatim Responses to Question 6, Project B

RedGo Development

- 26 Still too big.
- 28 Needs more imagination. Presentation weak.
- 29 Were they absent when the assignment was given? No hotel?
- 30 We need a downtown hotel.
- 31 I like the idea of just condos and handling the YMCA property (because I'm not totally sure a hotel would be viable). This one seems okay in scale, but still a little too high.
- 32 Unimaginative. Wipes out Y facility.
- 34 Hotel design is so modern looking, not architecturally historic looking. Does not blend in with community look.
- 35 Reject because should have a hotel. Also design uninteresting.
- 38 Fit well; better use; solves parking problem by use of phasing out garage first, then building.
- 39 We don't need any more high-end residential units. We need low-to-moderate income units. Just because you use brick doesn't mean your building is compatible or appropriate to West Chester's historic character.
- 40 This proposal adds nothing to the Borough. I disagree with all the new retail space proposed while only adding fifty condos. As stated above [ID 40, Project A], we need more people in town, not more retail space. No creativity or passion shown for the project by the team members.
- 41
- Big plus—parking accommodated during construction.
 - Not enough tax advantage for Borough.
- [From an attached letter] If the garage is located on the YMCA site, the Zukin building would not have to be as tall and thus would not impact the skyline to such a large degree. Connecting the garage to the hotel/condo via a bridge over Chestnut Street would work well as proposed by RedGo.
- 43 Did not like how it would destroy the YMCA building which is in good shape. It would be a waste!
- 45 No hotel; destroys YMCA; skywalk not in keeping with historic aesthetics of town.
- 47
- Positive: the size and height are appropriate to the town center; it makes use of the YMCA.
 - Negative: no hotel space.
 - Note: conference or convention space is undesirable.
- 48 Misstatement of height of building at 90-95 feet as half of Zukin properties proposal.
- 49 Project assumes Y is available; does not include hotel.
- 50 No hotel in plans—one is needed—best [illegible]. Don't like separate building with skywalk. Lacks imagination.
- 51 I am against anything that helps the Y—make them sell to YWCA—suspicious “deal.”
- 52 Too high. Bland.
- 53 Concept wasn't developed enough for me to comment upon.

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Verbatim Responses to Question 6, Project B

RedGo Development

- 54 Does not help the Borough.
- 55 Not right for us.
- 56 Not needed; we need a boutique hotel.
- 58 No good/not appropriate or needed.
- 59 It is difficult to assess this project—not a lot of information was given. I'm not in favor of the height nor just condos. I think a small hotel is first priority.
- 60 Don't destroy Y without some good use.
- 62 Why destroy Y? No gain.
- 63 RedGo—liked using both garage and Y property. Gives the opportunity to build a garage prior to demolishing the old garage. Would like to see a hotel and condo combination and conference/meeting facilities.
- 65 I was not able to sit through Projects B and C and so will not comment.
- 66 Poor plan for Y and skyway not needed.
- 67 This has no hotel which is important for the Borough to have. Although I really like the skywalk concept.
- 68 Helps YMCA move from town, no hotel included.
- 69 The most appropriate—the only appropriate design. Other appropriate designs in scale and use ought to be submitted—perhaps by Milner. Positive, liked most: height.
Use of YMCA property is positive. But consider the privately-owned community center on Market Street for use by the YWCA. Both community center and YW would improve.
- 70 Wrong place!
- 71 Another project that makes residents pay for traffic, crime, and more—and dwarfs our eighteenth and nineteenth century buildings full of human scale and charm.
- 72 Too LARGE. Why does it say “YMCA” all over it? (Misleading) Did not seem to blend well with the downtown. Will the bridge be high enough off the ground?
- 73 We shouldn't help the YMCA maximize its profit on its land so that it can turn its back on the town. [Borough] Council has voted to support services on the YM site similar to those which are there now. This plan is totally inconsistent with Council's resolution.
- 74 *What you liked most or least:* Also [like Project A] too massive plus spread across two blocks.
What stood out as most interesting: Does not have a hotel—need housing.
What component concerns you the most: Spreading across two blocks—permanent loss of YMCA.
- 75 Takes care of two birds with one stone—revamping Y site and building a new garage for public use.

Mosteller Garage Proposal Opinion Survey

Verbatim Responses to Question 6, Project C

Astra Development Group LLC • Bernardon Haber Holloway Architects PC

- 1 We didn't need to hear so much about Bayberry Village; however, the hotel concept is key. Best use of the garage site. Does not involve tearing down the YMCA.
- 2 Negative—it's another typical Bernardon design—ugh.
- 3 Seems very ordinary. Too similar to other recent buildings. Lacks character.
- 5 Okay.
- 6 Almost as tall as Zukin, but not as many uses—available retail is limited compared to Bicentennial Garage. Would prefer more retail. I am not sure about a narrow tower, but better than what we have now.
- 8 *What you liked most or least:* Use of subterranean parking.
What stood out as most interesting: Nothing—boring.
What component concerns you the most: Public parking entrance “hidden” off Prescott Alley.
- 9 Nice clean design. Like the hotel location with plaza on top of garage.
- 10 Concern about quality of this project—sets the bar too low.
- 11 Too much emphasis on premiere branding, which suggests to me that ultimately they would not compromise on Borough requirements.
- 12 Like it.
- 13 Best developer. Wonderful presentation. A developer whom I believe should be doing a project [like] this. Maybe a different design.
- 14 Brand name hotel.
- 15 There doesn't seem to be enough parking for the conference center.
- 16 I like that developer would build and run facility. I like proposed “green” features (although presentation was vague). Don't like sheer walls rising up from street—can't they step back?
- 17 Experienced in hotel management and construction. Overly corporate with no real connection to community.
- 18 I'm not sure how I feel about having a “name brand” large corporate hotel in our Borough. Elevated terrace along Chestnut Street is nice touch, but I'd prefer retail use on first floor. I like the roof plaza—too bad it's just for hotel residents!
- 19 Like open street space. Like swimming pool. Like open possibilities of conference center. Very thorough and impressive presentation. Like how both [C and D] revitalize—or make more lively— Chestnut Street.
- 20 Eighty to ninety feet should be the maximum height of these buildings to avoid overwhelming the existing town center. Having the buildings centered on Chestnut Street is much better than looming over Gay Street.
- 21 Okay. Not sold on need for hotel within Borough but better plan than Project A [Zukin].
- 22 Ho hum.
- 23 Do not like the idea of no building setback on Chestnut Street side—a tall flat-surface building even with the greenery may “feel [like a] skyscraper.”
- 25 Mediocre concept and would miss a great opportunity to do something special in the center of town—at 107 feet, this structure would be too high!

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Verbatim Responses to Question 6, Project C

Astra Development Group LLC • Bernardon Haber Holloway Architects PC

- 26 Builder has credible history of work. I like the scale and parking. This would be my choice. A nice hotel.
- 28 Design is not creative. Did not like it at all. Building arch is scary.
- 29 No hotel coffee shop or restaurant? I liked the “dark sky” emphasis. And the hotel pool and greenery. Sorry, I think all their buildings are nice, but they all look the same.
- 30 Nice ideas—but looks like all the other buildings they did in town.
- 31 Seems like these guys would do a cookie-cutter building. Also seems too tall. Not entirely sensitive to West Chester character.
- 32 Good design. Thoughtful.
- 35 Uninspired architecture—just like the Justice Center parking garage.
- 36 Reputation and past accomplishments of developers. You can tell they did their research.
- 37 Good design—project fits site but should use YMCA site for new parking.
- 38 Ridiculous building. Hotel on top of garage looks weird and out of context.
- 39 I like this project better, BUT the architect needs to be told that block-long buildings are NOT appropriate to West Chester’s historic character or fabric, the Justice Center notwithstanding.
- 40 All building designs by Bernardon, Haber, Holloway look alike. Please do not allow another building, this hotel, to end up looking exactly like the parking structure, and the Justice Center, Darlington Commons, and the other office buildings in town by this architect. The architect took the easy way out by proposing another design just like the others. There is NO charm to this solution.
- I do appreciate that this developer is the only one who stated they had done a feasibility study specifically on a hotel for West Chester. Their strength is the developer, but the weakness of the architectural design far outweighs the strengths of the developer.
- I do not see the benefit of having all the restaurants available to do catering in the hotel. It seems it would make sense to have one in-house restaurant and catering firm. I think this was another easy way out to try to appease various restaurant owners. But, while trying to please the restaurant owners, they did nothing to address retailers specifically.
- 41 Was not impressed by the presentation.
- [From an attached letter] I was not impressed with the Astra proposal.
- 45 Unimaginative, cookie-cutter buildings; of their conversions, like the “before” better than the “after.”
- 47 Positive: meets basic needs for residential and parking space.
- Negative: though less inappropriate than “A” [Zukin], it is still too high; the design is indifferent (and too massive).
- 49 Massing and scale is of concern; project-team experience is lacking.
- 50 Project was 50/50 in design—nothing to grab your attention. No restaurant in hotel—they should have one.
- 51 Ugliest proposal.
- 52 Too high, inexperienced hotel operator. Bland.

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Verbatim Responses to Question 6, Project C

Astra Development Group LLC • Bernardon Haber Holloway Architects PC

- 53 Didn't seem sensitive to the character of the community.
- 54 Cute but wrong place for what they're proposing. They are obviously not familiar with the Borough of West Chester.
- 55 No branded hotel such as Hilton or Marriott or Hampton Inn is appropriate for our Borough.
- 56 We need a properly designed hotel which fits into the community, not historic "cookie cutter."
- 58 Too countryside highway type.
- 59 This project appealed to me at first. It was certainly better than A and B. However, while I feel the architect did a fine job in Kennett Square, the building at 121 N. Walnut is horrible, like a fortress, UGLY!
- 60 Not covering green. Didn't like three lower-level parking.
- 62 No hotel combination.
- 63 Astra—liked the combination of hotel and residential. Liked conference and meeting space—very important!! No provision for building a garage before demolition of old one. Would prefer that any and all projects utilize Y building to develop as garage before existing garage is torn down.
- 65 I was not able to sit through Projects B and C and so will not comment.
- 66 Poorest design.
- 67 Subterranean parking great idea! Green roof too! No retail space!? No restaurant.
- 68 Branded hotel, all in-house construction through hotel management, lots of meeting space, proven developer, includes other town restaurants in business, too tall, public-oriented fitness.
- 69 *What component concerns you the most:* inappropriate scale and design to enhance community values.
- 70 Wrong people/don't understand what the Borough needs. Their hotel concept is wrong!
- 71 Same as above two.
- [Project A above: A developer's cash dream; the only thing missing is King Kong growling from the top—traffic will be a nightmare.
- Project B above: Another project that makes residents pay for traffic, crime, and more—and dwarfs our eighteenth and nineteenth century buildings full of human scale and charm.]
- 72 Too LARGE. Not as inspiring as "D" and tries to squeeze too much out of the space.
- 73 Too high. Rather have "Inns of Distinction" than "Fairfield."
- 74 *What you liked most or least:* Too tall—bulky.
What stood out as most interesting: Underground parking.
What component concerns you the most: Strictly hotel/retail use.
- 75 Looked like any ordinary office building.

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Verbatim Responses to Question 6, Project D

Teres Holdings, LLC • PIATT Associates, Inc. • John Milner Architects, Inc.

- 1 Too difficult to understand. I don't like the idea of splitting the site and adding a lane in the middle. Congestion?
- 2 More visionary than others.
- 3 Loved these concepts.
- 5 Robotic parking looks good—if it works!
- 6 Concept B: I like creative approach to parking. Has retail/residential/hotel but better to scale.
- 8 *What you liked most or least:* Use of subterranean parking.
What stood out as most interesting: Mechanized parking.
What component concerns you the most: Restaurant/café so close to North Central district.
- 9 Like the look of scheme A & B. Scheme C was gimmicky.
- 10 Liked—sensitivity to town and site—most forward-looking project.
- 11 A, B, or C would be acceptable to me. (C is great.) Clearly Teres/PIATT are thinking of the project in the right way.
- 12 Loved the concept.
- 13 Architectural concepts were well thought out; and if chosen, their design will be a great addition to West Chester. Best design.
- 14 Good, professional, creative, responsible. I like the 75' high.
- 15 Great design. Can't you get Project A [Zukin] to use this design team?
- 16 I like: innovative concepts, possibility for some residential and hotel. Lower height—better scale and additional opportunity to step back from street even more. Screen parking with residential. Don't like: no specific mention of food market.
- 17 I like the diversity and contrast in their design. Embracing today's architecture. Not convinced that they have experience running and operating hotels.
- 18 I appreciate their visual, height, shade, etc., analysis; well done! I like the fuzziness of their concepts— room for input from public. Option B is clever and forward thinking! I really like their inclusion of more retail along Chestnut and [Walnut] Streets and separating hotel use from parking structure.
- 19 Very interesting lesson re: architecture and the con of “imitative” architecture—love research put into it—like openness with plans to still create and develop ideas according to reactions from others—like retail on Chestnut and other streets! Like green area. Like how both [C and D] revitalize—or make more lively— Chestnut Street. Also really like design concepts! Think they should go with some setbacks.
- 20 Eighty to ninety feet should be the maximum height of these buildings to avoid overwhelming the existing town center. Having the buildings centered on Chestnut Street is much better than looming over Gay Street.
- 21 Well thought out. Best hotel plan if determined that we need one. Good exterior concepts that create a “mixture of buildings.”
- 22 Too “architectie”—not enough local community.

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Verbatim Responses to Question 6, Project D

Teres Holdings, LLC • PIATT Associates, Inc. • John Milner Architects, Inc.

- 25 After listening to these people, I trust them to design and build a project that would be a “home run” for the Borough; at 75 feet, the hotel does not offend. The parking designs are interesting and the stacked parking which allows for twenty-four condos was especially appealing.
- 26 Too vague and design doesn’t fit small town.
- 28 Really liked their approach. Buildings need to excite and delight, and they showed this as one of their focuses. Like special hotel for our special town.
- 29 Spent all time talking about their resumé and too little about the actual West Chester project—still it was the most exciting proposal architecturally.
- 30 Looks good if they use the stacking parking. Question: are the rooms of the hotel large enough? It seems like a small footprint for the actual hotel—larger for the parking.
- 31 I like this one best. Most suitable in scale, rhythm, character. Especially the robotic parking version. Shows sensitivity to scale and character of West Chester. I like the robotic parking version that would allow wraparound and their commitment to doing something authentic looking, not cutesy.
- 32 Great design. The best. Simply the best.
- 35 Much faith in John Milner’s design ability and dedication to preservation issues.
- 37 The proposed designs were very interesting and attractive.
- 38 I lost interest in the thirty minutes of set up. No idea what the real plan is. Assembly line parking?
- 39 Hands down this is the best of the lot, and I strongly urge Borough Council to FLY with it. I have some concerns about how the building(s) will look, but this group seems to be more than willing to work with all of us and Borough Council.
- 40 Teres Holdings and parties is a viable team to work on this project for the Borough. While there does not seem to be a strong connection with local parties, vendors, firms, or designers, they have the experience to pull off a respectable and viable solution. The architects are definitely sensitive to the historic nature of our town and made a clear case of their thought process and sensitivities during the presentation. The largest drawback is that there is no local connection or firms benefiting from the project.
- 41 Slick presentation—interesting design concepts. Doesn’t address parking during construction.
[From an attached letter] The Teres Holdings and Robert Hoe Assoc. proposal is interesting in the design of the facility. Good contemporary design would fit in on Chestnut Street bringing a new character to the street. The robotic garage is interesting but I remember how hard it was to get West Chester residents to use the Mosteller Garage twenty years ago.
- 45 Just right. Trust team to preserve aesthetic, not overwhelm with height, incorporate existing community. Loved the example of a 135’ building casting a 270’ shadow on the shortest day. Robotic parking ingenious. Has everything and will make us proud.
- 47 Positive: properly adjusted to the scale of central West Chester; design is innovative—and breaks up the mass into sections. Parking design B—robotic—makes best use of space.
- 49 Appropriate in scale and harmonious to the town center; creative solution; impressive project team and experience.

Mosteller Garage Proposal Opinion Survey

Verbatim Responses to Question 6, Project D

Teres Holdings, LLC • PIATT Associates, Inc. • John Milner Architects, Inc.

- 50 Like the idea of slightly different design with European feel and café has imagination to make the town visually interesting—second best.
- 51 Best—most sensitive to community.
- 52 Appropriate size, solves parking needs, experienced hotel operator with full service qualifications. Non-franchised.
- 53 Seemed most sensitive to fitting in with and preserving the character of the community, which is the most important factor to me.
- 54 We need a strong hotel operator in our town. We should not have a national company make decisions, which need to be done locally. The Teres group is clearly the right company with the right people.
- 55 Clearly the best of the choices. Their group appears to have the experience, skill to manage and is open minded to accept our comments. Their hotel management company is also local.
- 56 John Milner/Mary DeNadai and the Teres group with their hotel guy have exactly what's needed.
- 58 Proper size/proper team—proven performers.
- 59 This was by far the best, most thought out plan. I trust this group to do a good job. I feel that their background and knowledge of our community would lead them to consider our community over another agenda.
- 60 Didn't like automatic parking.
- 62 Small hotel name won't do enough for West Chester. Don't like underground 2-3 story parking—too much exhaust—not healthy.
- 63 Teres—nothing different. Did not like automatic parking lot(?) Would be better to use Y building for new garage.
- 65 Great to have boutique hotel and associated restaurant in center of town. Magnet for business-related functions and some tourism-related lodging.
- 66 Showed they truly looked at the architecture of West Chester. The different fronts take away the immenseness of the building.
- 67 I like the various facades. It fits in with existing structures and two levels below ground! I like the (number of) facilities incorporated in the design. Green roof a plus.
- 68 The height and design concept are clear winners. I believe in architectural legacy concept.
- 69 Liked most: the design and the placement on the footprint. Component most disturbing: the size as it impacts community values.
- 70 They clearly know what they are talking about. They're local, and they are proven in the areas we need expertise. They seem flexible!
- 71 Seems like it would be a pleasant addition serving outsiders (e.g., tourists) with balance for residents (here paying taxes 365 days of year!).
- 72 Just right. I like the blending into our town. I like the robot parking idea (but what happens during power failure?). Project looks most successful of the four offered.
- 73 A perfect plan. Can't see what is wrong with it at this point.

Borough of West Chester

Mosteller Garage Proposal Opinion Survey

Verbatim Responses to Question 6, Project D

Teres Holdings, LLC • PIATT Associates, Inc. • John Milner Architects, Inc.

- 74 *What you liked most or least:* Plan to blend in with surrounding buildings and Borough.
What stood out as most interesting: Facade.
What component concerns you the most: Challenging parking system.
- 75 Looked like a college dorm.

Mosteller Garage Proposal Opinion Survey

Verbatim Responses to Question 7

What issues would you like to see addressed at future presentations?

- 1 Maintain the walking nature of downtown West Chester.
- 4 Height—mass.
- 5 Traffic. Tax revenue vs. Borough costs.
- 8 Using the YMCA site as part of development or future vision.
- 9 Like subterranean parking; most parking on least space.
- 10 Better coordination of projects with other community services; e.g., YMCA-like facility.
- 11 Just a comment: I'm not convinced we need a hotel. Certainly not 100 rooms. Street friendly is absolutely necessary.
- 13 Traffic in downtown. Design to be unique but in “town concept.”
- 14 Please keep involving the community. West Chester is doing well currently—we don't need to do anything. Let's grow slowly and thoughtfully.
- 16 Environmental design, stormwater management.
- 17 Sustainability.
- 18
 - Specifics on environmental components. (Sure, you are LEED certified, but what will you do?)
[LEED: Leadership in Energy and Environmental Design]
 - Social equity impacts (only rich people can move in).
 - How will developer collaborate with community to engage the public to gain consensus with the final outcome?
- 22 Fire safety, architecture.
- 24 Whole organic foods.
- 25 The Teres Holdings (Project D) proposal is so far superior to the others that I would be greatly disappointed if the Borough did not choose this group. The design architect and the consulting architect were both very impressive.
- 28 Design of buildings; traffic.
- 29
 - Was the YMCA property available only to Mr. Zukin? Why did no one else use that tract?
 - Does that stacking parking really work? Does it ever breakdown?
 - If condos or hotel face Chestnut Street, what will they look at? A super Wawa where the YMCA was?
- 30 What is going to happen with the Y if C [Astra] or D [Teres] are used?
- 32 Preserving a nonprofit recreational facility on the site.
- 35 Specific as to Project D [Teres]. I think real choices are between A [Zukin] & D [Teres]. Is A too large?
- 37
 - Need to address parking while project is under construction.
 - Need to make use of the YMCA site.

Mosteller Garage Proposal Opinion Survey

Verbatim Responses to Question 7

What issues would you like to see addressed at future presentations?

38

- How existing garage and its cars will go during development.
- What evidence exists that a 100-room hotel can be supported.

39

What makes for pedestrian-friendly streets.

41

Address parking situation during 1.5 years of construction for business owners and employees who rely on garage for daily parking.

[From an attached letter]

Comments & reactions to the four proposals made for the Mosteller Garage site. Having lived in West Chester and West Goshen since 1976, I have watched West Chester sink to its lowest low and have thrilled at its resurgence which I applaud. This is one reason why I chose to open a new business in the downtown area last year. I think all the presentations had some merit, and it would be ideal to combine several key points from three of the proposals for the final project.

The reality is the YMCA is moving out of town. It is a done deal. A former Borough Council understandably wanted the tax base provided by an office building on the Ruggeri lot and stood in the way of the YMCA expanding in town several years ago. The large number of non-tax producing properties in West Chester is a lot for a small town to bear. By tearing down a non-tax producing building which is not historically significant and is inadequate for development would then open this site up for the construction of a larger parking facility owned by the Borough. This would then become an income property for the Borough. This makes good fiscal sense.

This could also deal with the biggest issue during construction of the proposals at the present garage site—what to do with 400+ cars during the 18-24 months needed for these proposals. This is a huge issue. I would wager that over half the small businesses in the Borough cannot financially afford to weather that storm after already weathering the five construction projects in the last year and a half. We have a very active Retailers Association right now who are actively working to attract people from outside the community to visit West Chester. These people need to be able to park. If we lose 400+ parking spaces for 18-24 months, the momentum gained will be lost. I support the proposals only if a new garage can be built before the demolition of the old garage which would also guarantee the Borough continuing to maintain income from the present parking facility.

Borough Council must address the parking displacement issue before it moves ahead with any of the proposals.

44

All projects are for more affluent outsiders. No place in town for low-to-moderate incomes. Pushing out longtime residents with limited means. No project addresses citizens who live here and have been here for many years. Business suffers because longtime residents priced out of town.

45

The YMCA. Would like to determine the Borough residents' true feelings about the issue with full disclosure from SaveTheY. Issue is too big to be left to chance, connections, and "big business." Need town involvement, discussion, action.

47

Whether both condominiums and hotel accommodations are needed—or whether one could be developed at another site.

48

Best use of YMCA property.

Mosteller Garage Proposal Opinion Survey

Verbatim Responses to Question 7

What issues would you like to see addressed at future presentations?

- 51 Did someone in Borough government give the Y board the feeling they could speak to future of Mosteller garage?
- 52 Quality and services of the hotel.
- 54 Exterior design.
- 55 Not sure!
- 56 More information on parking lot.
- 57 What about all the parking while the construction is under way?
- 58 Services offered at hotel. Restaurant is a must!
- 59 I really am not convinced of the economics of the idea. As a resident (not an owner of a bar), I feel that the quality of life in West Chester has been seriously diminished due to the number of bars that have been allowed in town. The crime rate in the downtown area surely has risen over the last six years. It's not safe to walk from southwest West Chester into town any more.
- 60 What are the last three doing for West Chester? They talk about themselves.
- 61 How B [RedGo], C [Astra], D [Teres] help with tax revenues (dollars).
- 62 More green energy-saving ideas like (A) [Zukin].
- 63 Several important points and considerations:
1. meeting and conference space
 2. new parking lot before old is torn down
 3. existing businesses on Gay Street
 4. combo hotel and condos.
- 65 Please make sure hotel developer is financially sound and has done thorough market study to justify this hotel. We don't need a hotel which fails in three years and the building becomes vacant and dark while some new owner or foreclosing bank tries to figure out what to do with the property.
- 66 Length of time for projects to be completed.
- 68 Student housing included? Alternative sites, history of development practices, strain on Borough services, impact on downtown businesses during construction, time to complete project, other projects completed by developers, where do people park during construction.
- 69
- Sophistication as overgrowth.
 - Preservation as a small town center—harmonious growth.
 - Human scale as a community center—restricted growth.
- 70 I would kind of like to have an opportunity to hear more from the Teres people.
- 71 Can we, as a town, allow pedi-cabs/rickshaws? Like Annapolis, MD and NYC?
- 72 Financial reviews and disclosures; number of projects attempted as well as number completed—any failures? How about references from those other communities?
- 73 Independent evidence/opinion that the developer and hotel manager are fiscally able to complete the project based on their records, resources, and projections for income for the project.

Mosteller Garage Proposal Opinion Survey

Verbatim Responses to Question 7

What issues would you like to see addressed at future presentations?

74

- Cost to Borough/County vs. estimated revenue and basis for cost.
- Safety and emergency and rescue.
- Cost of disruption during construction for other businesses.

75

Relating historic architecture with new projects—make something exciting, not boring.

Tabulation and Ranking of Issues

<u>Score</u>	<u>Rank</u>	<u>Issue</u>
12	1	Parking/Traffic
11	2	YMCA
9	3	Design
5	4	Disruption
5	5	Economic feasibility
4	6	Walking town/street friendly
4	7	Parties fiscally sound?
3	8	Environmental
3	9	Safety
2	10	Social equity

Borough of West Chester**Mosteller Garage Proposal Opinion Survey**

Demographic Reference to Verbatim Responses

<u>ID</u>	<u>Relationship to Borough</u>	<u>Ward</u>	<u>Years in Borough</u>	
1	a. Own primary residence	2	40	
2	b. Rent primary residence	7	18	
3	a. Own primary residence	1	5	
4	c. Own or manage rental property	NA	NA	
5	a. Own primary residence	4	10	
<hr/>				
6	a. Own primary residence	7	48	Live and work two city blocks from garage.
	f. Own or manage other business			
7	g. Lived in Borough 35 years, but moved out to town's edge due to college students and lack of food stores.			
8	a. Own primary residence	4	37	
9	a. Own primary residence	6	14	
10	a. Own primary residence	1	4	
	f. Own or manage other business			
<hr/>				
11	a. Own primary residence	3	34	
12	a. Own primary residence	1	29	
	c. Own or manage rental property			
13	g. Westtown. Used to live in Borough for 40 years.			
14	a. Own primary residence	1	30	
	c. Own or manage rental property			
15	a. Own primary residence	6	50+	
<hr/>				
16	a. Own primary residence	4	1	
17	b. Rent primary residence	1	1/2	
18	a. Own primary residence	7	13	
19	a. Own primary residence	5	12	Twelve years presently; also grew up here ages 10-20.
	d. Own or manage retail establishment			
20	a. Own primary residence	1	26	
	c. Own or manage rental property			
<hr/>				
21	g. Area businessman.			
22	g. East Bradford–16 years. West Chester–two years before that.			
23	a. Own primary residence	1	22	
	d. Own or manage retail establishment			
24	a. Own primary residence	NA	1	
	e. Own or manage restaurant or bar			
25	a. Own primary residence	1	5	
<hr/>				
26	a. Own primary residence	5	10	
	c. Own or manage rental property			
27	a. Own primary residence	1	1/4	
	e. Own or manage restaurant or bar			
28	g. S. Concord Road, 23 years.			
29	a. Own primary residence	1	35	
30	a. Own primary residence	1	33	

Borough of West Chester**Mosteller Garage Proposal Opinion Survey**

Demographic Reference to Verbatim Responses

<u>ID</u>	<u>Relationship to Borough</u>	<u>Ward</u>	<u>Years in Borough</u>	
31	a. Own primary residence	2	2	
32	a. Own primary residence	3	7	Lived in West Goshen 1976-1999.
	e. Own or manage other business			
33	a. Own primary residence	7	10	
	b. Rent primary residence			
	f. Own or manage other business			
34	a. Own primary residence	NA	3	
35	a. Own primary residence	5	25	
36	g. East Bradford			
37	f. Own or manage other business			
38	g. Malvern			
39	b. Rent primary residence	6	15	1988-2000=12 years; 2003-2006=3 years.
	f. Own or manage other business			
40	d. Own or manage retail establishment			
41	d. Own or manage retail establishment			
42	b. Rent primary residence	4	4	
43	g. Work in West Chester full time for four years.			
44	b. Rent primary residence	4	64	
45	a. Own primary residence	1	4	
46	a. Own primary residence	5	38	
47	a. Own primary residence	3	20	
48	d. Own or manage retail establishment			
49	a. Own primary residence	3	10	
50	a. Own primary residence	2	NA	Lifelong resident
	c. Own or manage rental property			
51	a. Own primary residence	1	12	
52	g. Chester County resident.			
53	a. Own primary residence	3	19	
54	a. Own primary residence	2	12	
55	a. Own primary residence	4	15	
56	a. Own primary residence	3	18	
57	a. Own primary residence	NA	10	
	c. Own or manage rental property			
58	a. Own primary residence	1	5	
59	a. Own primary residence	5	11	
	c. Own or manage rental property			
60	g. Manage local Senate office			

Mosteller Garage Proposal Opinion Survey

Demographic Reference to Verbatim Responses

<u>ID</u>	<u>Relationship to Borough</u>	<u>Ward</u>	<u>Years in Borough</u>	
61	g. Work in Borough			
62	b. Rent primary residence	1	6	
63	a. Own primary residence	1	10	Owned current property for 14 years. Lived in it for ten.
64	NA	NA	NA	
65	a. Own primary residence	5	20	
	c. Own or manage rental property			
<hr/>				
66	a. Own primary residence	1	12	
67	a. Own primary residence	2	NA	Lifetime
	c. Own or manage rental property			
	f. Own or manage other business			
68	a. Own primary residence	2	7	
	d. Own or manage retail establishment			
	f. Own or manage other business			
69	a. Own primary residence	3	20	
70	a. Own primary residence	6	9	
<hr/>				
71	a. Own primary residence	1	5	Built house in year 2000; moved in during 2001.
72	a. Own primary residence	1	31	
73	a. Own primary residence	1	31	
74	a. Own primary residence	6	10	
75	c. Own or manage rental property			
	e. Own or manage restaurant or bar			

Borough of West Chester

Mosteller Garage Proposal Opinion Survey

Opinion Survey Cover Letter

**WEST CHESTER BOROUGH
Development Proposals Meeting July 13, 2006**

Opinion Survey

Good evening and thank you for attending this public meeting.

Borough Council began receiving developer interest after a 2004 engineering study of the Mosteller Parking Garage located at Chestnut Street & Walnut Street questioned its long term viability, and then the YMCA also announced their intent to relocate. The Borough has received several development concept proposals, and the YMCA went through a proposal process to identify potential buyers for their property. At least three of the development proposals include a downtown hotel which has been identified as a priority objective for downtown West Chester by the Business Improvement District. The other development concept is derived from the YMCA proposal process.

All of the proposals involve a need for access to the Brought Mosteller Garage property, so none of the projects can proceed without Borough Council entering into some form of a cooperative agreement. Borough Council has decided to gather public input on the development proposals before any of them can move into a more formal process. Council is seeking public input on the scope, the concept and impression of developer qualifications with respect to each proposal.

After you listen to the presentations, Borough Council would like your opinion about what you liked or disliked about the proposals so you are asked to complete the following survey and leave it or send it by July 20, 2006, to:

Borough Manager
401 East Gay Street
West Chester, PA 19380

Remember, what we are looking at tonight are just concepts and should any of them proceed to a formal process, there would have to be public hearings, traffic studies, infrastructure assessments, parking plans, landscape plans, HARB review of façade designs, construction designs and impact reports.