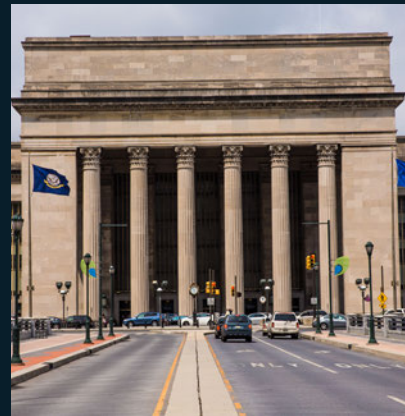
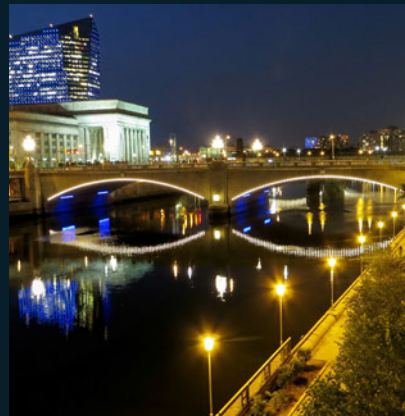




PHILADELPHIA

# 30<sup>TH</sup> STREET STATION DISTRICT PLAN

*Growing Philadelphia's Future at 30<sup>th</sup> Street Station*



### About the 30<sup>th</sup> Street Station District Plan

Completed in June 2016, the Philadelphia 30<sup>th</sup> Street Station District Plan is a long-range, joint master planning effort led by Amtrak, Brandywine Realty Trust, Drexel University, the Pennsylvania Department of Transportation, and the Southeastern Pennsylvania Transportation Authority ("Principals") to develop a comprehensive vision for the future of the 30<sup>th</sup> Street Station District in the year 2050 and beyond.





## The Opportunity

**Philadelphia is undergoing a new era of growth and opportunity, and the district around 30<sup>th</sup> Street Station is at the forefront of this renaissance.**

30<sup>th</sup> Street Station is the third-busiest Amtrak station in the country, houses direct connections to SEPTA and NJ TRANSIT, and is a nexus for dozens of local and regional bus, subway, and trolley routes, which bring tens of thousands of people to University City and Center City every day. Over the next three decades, renewed interest in rail travel and expansion of services will bring twice as many people and increased activity to this already bustling transportation hub. Interest and development around the station is increasing in parallel with the station's growth. Few places around the world offer the characteristics of the 30<sup>th</sup> Street Station District: a location adjacent to premier healthcare and education institutions, close proximity to Center City, access to the Schuylkill River, large assemblages of land, and connectivity to one of the most important intermodal hubs on the Northeast Corridor.

The vibrancy found within the walls of 30<sup>th</sup> Street Station must extend to the District around it, much of which is now open, active rail yards and parking lots. Accessibility, a pedestrian-friendly environment, and urban amenities – hallmarks of Philadelphia's dynamic and exciting neighborhoods – will make the District come alive. The momentum around the station presents an opportune moment to build a fully-integrated, transportation-centered, mixed-use district that brings the city and station more seamlessly together. There is broad, shared conviction that the fortunes of Philadelphia and the opportunities of the Northeast Corridor have aligned to warrant transformational growth in this urban area.



## The Vision

### A New City Center at 30<sup>th</sup> Street Station

The District Plan lays out a vision for the next 35 years and beyond to:

- > Accommodate a projected **20 to 25 million passenger trips** per year – double the current capacity – circulating through an enhanced 30<sup>th</sup> Street Station;
- > Build **18 million square feet** of new development;
- > House between **8,000 and 10,000 new residents**
- > Support up to **40,000 jobs**; and
- > Create **40 acres of new open space** for the city, including a phenomenal new civic space at the station's front door.

A \$2.0 billion investment in roads, utilities, parks, bridges, and extension of transit services will unlock \$4.5 billion in private real estate investment, in addition to an estimated \$3.5 billion for Drexel's *Schuylkill Yards* project. These investments in the District will have robust and widespread economic development benefits, with the potential to generate \$3.8 billion in City and State taxes and 40,000 jobs when complete.

The District Plan is the culmination of a two-year process of discovery, consultation, and planning with an extraordinary diversity of organizations, institutions, design professionals, and citizens who comprise this District. The Plan is equally daring in its vision and achievable in its details. It provides a road map towards a world-class, highly-integrated 30<sup>th</sup> Street Station anchoring a dynamic, connected, and inviting neighborhood, an incredible gateway for Philadelphia, and a center for new economic growth and opportunity.

**The 30<sup>th</sup> Street Station District will become Philadelphia's next great neighborhood: a place to live, work, learn, and play near one of the nation's busiest and most important transportation hubs and accessible to one-of-a-kind urban and natural amenities.**



## A Station and District Primed for Transformation

### New Momentum in and around University City

**Upward population, transportation, and real estate trends converging around 30<sup>th</sup> Street Station set a compelling stage and opportunity for a grand transformation of the District.**

**> 30<sup>th</sup> Street Station: Busy and Growing Intermodal Transit Hub**

The station welcomed 11 million passengers in 2015 and is expected to double its ridership by 2040 due to transportation improvements planned by Amtrak and SEPTA.

**> Critical Link on the Northeast Corridor**

The station sits at the nexus of the country's most important intercity rail corridor and one of its most expansive regional commuter rail systems. It provides access to the nation's largest and most dynamic regional economy, connecting over 50 million people who together generate 20% of the country's GDP.

**> Growing Philadelphia and Strong Center City**

Philadelphia reversed its decades-long trend of population decline in 2010. Since then, the City has grown each year and has one of the highest growth rates of millennials among US cities.

**> Robust Development Pipeline Driven by 'Eds and Meds'**

In the past two years, 29 projects were advanced or completed in University City, representing 5 million square feet of office, research, residential, academic, and medical facilities as well as over 4 acres of new public space.

**> One of the Largest Land Assemblages in the City**

Roughly 12 acres of underbuilt lots could easily accommodate new development just outside the station. To the north, the 88-acre rail yards offer an unprecedented opportunity for redevelopment.

**> Diverse and Growing Job and Residential Markets**

The District's prime location between Center City and University City, two of the metropolitan region's largest employment centers, gives direct access to 375,000 workers.

**> Investment in Significant Urban Park Networks**

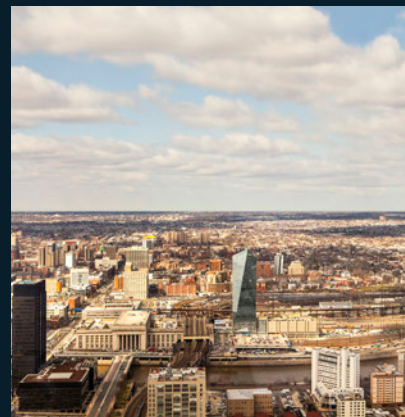
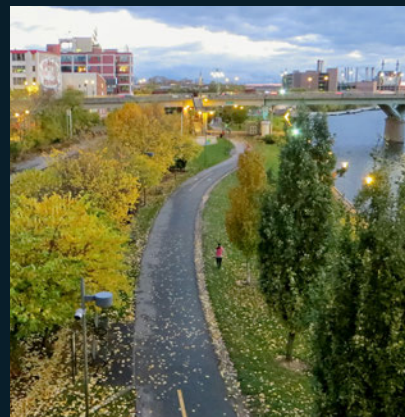
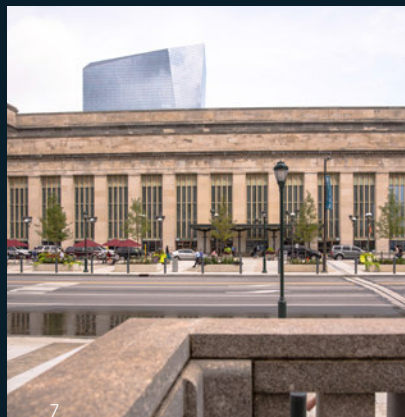
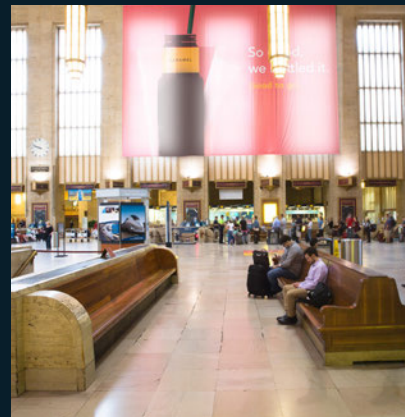
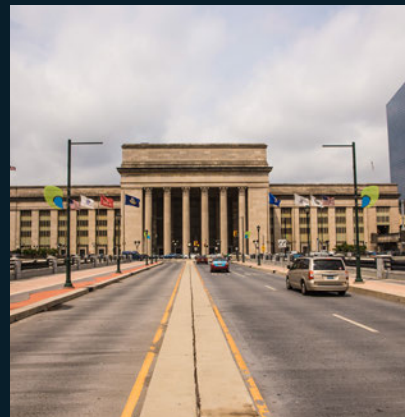
New recreational amenities centered on the Schuylkill River watershed build on a vast network of parks and trails that have made the area highly desirable.

**> Neighborhoods with Uniquely 'Philadelphia' Scale and Character**

From the great urban universities of Drexel and Penn to the rowhouse blocks of Powelton Village and Mantua, the District adjoins dynamic neighborhoods that are attracting both residents and workers.

**> Alignment of Key Stakeholders to Deliver District Change**

Five Principal partners, each with significant investments in the District, are leading creation of the vision for the 30<sup>th</sup> Street Station District. For the first time ever, all land owners and major stakeholders in the District are planning for a shared, cooperative future.





## A Station-Anchored Urban Neighborhood

Extending the Station into the City  
...and Bringing the City to the Station

This Plan calls for a new urban neighborhood at the front door of a renewed 30<sup>th</sup> Street Station with a healthy balance of residential buildings, station-anchored commercial office towers, and outstanding retail, recreational, and cultural amenities.

The Plan brings value to its numerous diverse user groups:

- > For **daily transit commuters**, it improves circulation through 30<sup>th</sup> Street Station and its immediate urban edges, improving the everyday experience of the space as a multimodal hub.
- > For **long-distance travelers**, it offers a compelling gateway to Philadelphia with world-class amenities, connections to the city, and new retail offerings.
- > For **workers in the District**, it creates an accessible, attractive, and active workplace with diverse opportunities for business collaborations.
- > For **residents of the District and neighboring communities**, the Plan offers opportunities for housing, employment, and shopping in close proximity to work and transit, as well as incredible new natural and recreational amenities.
- > For **students and faculty** at nearby universities, it calls for investment in a world-class public realm and a seamlessly integrated place – connecting back to the station via improved transit offerings, local trails, and greenways.
- > For **visitors**, the Plan helps advance a more legible experience of the city and its myriad cultural and historic assets.
- > And for **all citizens of Philadelphia** interested in an enduring civic legacy, the Plan offers a compelling vision of a new urban place anchored by the historic station – a gateway and point of pride.



## Readying the Station for the 21<sup>st</sup> Century New Intercity and Regional Rail Concourses

Passenger volume at 30<sup>th</sup> Street Station is projected to more than double over the next 25 years and beyond, posing new challenges for circulation, waiting, and boarding within the historic station. Incredibly, the original station **was designed to handle this type of ridership**. The Plan seeks to rediscover the original intent of the station in order to meet projected demand and improve the quality of passenger experience.

In particular, the Plan calls for updating the existing retail offerings in the station; reopening the North Concourse as a passenger facility serving Amtrak, NJ TRANSIT, and SEPTA; and activating the vacant East SEPTA Mezzanine, increasing access to Regional Rail platforms. These improvements will complement and celebrate the grand and dramatic Main Hall of the station.

These station improvements, which prioritize the passenger experience are achievable in the near term and can have District-wide benefits.



## Reconnecting the Station

### Improved Intermodal Connections

Travel to the District is easily achieved by a number of modes, with nearly 100,000 trips made daily by train, subway, bus, trolley, car, bicycle, or on foot. However, the modes do not clearly connect, creating a confusing and sometimes precarious experience for visitors. The Plan envisions a fully-integrated multi-modal system where passengers can travel by the modes of their choice with ease and comfort.

For almost 30 years, for example, passengers transferring between 30<sup>th</sup> Street Station and the trolley and subway lines below Market Street have lacked a covered, climate-controlled route, forced instead to leave the station and cross a busy 30<sup>th</sup> Street. The Plan proposes to re-establish a convenient and safe connection between these stations, via a new stairway within 30<sup>th</sup> Street Station's Main Hall and through an active and day-lit below-grade retail concourse.

The Plan also envisions a permanent home for intercity buses (BoltBus, Megabus, and others) on the north side of Arch Street as part of an integrated, multimodal transportation facility. The new intercity bus terminal connects directly via pedestrian bridge to 30<sup>th</sup> Street Station and provides an indoor waiting area along with bus queuing. In the long-term, an additional Amtrak concourse could anchor this new transit center.





## Renewing Station Plaza

The City's Next Great Civic Space

Station Plaza is a vitally important civic space framing all four sides of the station to create a first and lasting impression of 30<sup>th</sup> Street Station and the District. The plaza will create a welcoming experience for all station visitors, whether they arrive by car, transit, bicycle, or on foot. Like Dilworth Plaza at City Hall, Station Plaza can be a central civic space that seamlessly integrates everyday passenger access needs with opportunities for social interaction and recreation.

Activating Station Plaza as a dynamic public space will provide an anchor for the District and true gateway for University City. It will help catalyze Drexel University's *Schuylkill Yards* and rail yard development within easy walking distance. And it will leave the customer with positive, memorable impressions of this great civic place and historic station.

Realizing Station Plaza depends on rationalizing the movement of vehicles to and around the station. The Plan proposes re-establishing two-way circulation on the loop of roads around the station, which currently function as one-way off-ramps from the Schuylkill Expressway. Doing so will improve traffic flow while also enhancing pedestrian and bicycle safety, simplifying access to and travel from I-76, and creating a more pleasant urban experience around the station.



## Supporting Drexel's Schuylkill Yards City Building at the Station's Front Door

Schuylkill Yards is a next-generation innovation community, intentionally designed and holistically created from the ground up through a partnership between Drexel University and Brandywine Realty Trust. As part of the larger Philadelphia innovation ecosystem expanding on both sides of the Schuylkill River, the location is unmatched because of its connection between the city's economic and education centers, while sitting at the region's major transportation hub. This nexus will drive economic activity and growth for the city, and is buoyed by access to talent and capital. As curators of the neighborhood, Drexel and Brandywine are committed to embracing a culture of ideas and to ensuring that this community of start-ups, established companies, researchers, artists, residents, and visitors is inclusive and diverse so that innovation, creativity, and opportunity are available to all.

**More information on the Schuylkill Yards project is available online at [www.schuylkillyards.com](http://www.schuylkillyards.com).**



## Realizing the Potential of the Rail Yards

### A New West Philadelphia Neighborhood

The 88-acre rail yards north of 30<sup>th</sup> Street Station represent an unprecedented opportunity to create a new urban neighborhood by leveraging connections to the station and investing in world class amenities. This Plan envisions an opportunity for up to 10 million square feet of new development above the rail yards in addition to 8 million square feet of development adjacent to 30<sup>th</sup> Street Station, with program and massing strategies tailored to a site's proximity to the station and sensitive to existing context.

The strategy to develop over the rail yards at 30<sup>th</sup> Street Station is a deliberately unique proposition unlike other railroad-related development projects in the United States. The vision for Philadelphia is grounded on reconciling the intense desire of stakeholders to expand the city to the Schuylkill River with the extraordinary cost of construction over active railroads and the unique pressures and constraints of the Philadelphia real estate market. It acknowledges that construction of the horizontal infrastructure required to support vertical buildings will need to be advanced in an incremental fashion over several decades – rather than all at once on Day One – in order to be economically feasible.

This strategy offers flexibility, cost savings, and an ability to realize the Plan incrementally over time. As the Plan takes shape, new blocks and buildings will tether back to existing deck areas, growing over time like a puzzle being slowly assembled.



## Connecting to the City and Station

### A Transit-Oriented District

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This new neighborhood will become a living, breathing part of West Philadelphia. Its heart is the station. Its lungs, the great park spaces overlooking the river and the intimate pedestrian greenways woven throughout. Its backbone, the historic city grid extended out from Powelton Village towards the river. And its soul is the people – residents, students, workers, and visitors – who will one day call this neighborhood home.

The Plan envisions a type of urban development that is only possible through major new connections from the District to the rest of the city. To the east, the Plan proposes two new pedestrian and bicycle bridges across the river to destinations in Center City, prioritizing direct connections to Fairmount Park, the Philadelphia Museum of Art, and Logan Square. To the west, the Plan proposes both vehicular and pedestrian bridges across Powelton Yard, connecting new and existing neighborhoods. And all roads and greenways in the District ultimately lead back to the station as an anchor of development and access point to the City and region.



Pedestrian + Bicycle Bridge at Race Street



Station Plaza along Market Street



Mantua Greenway along 32nd Street



High Line Greenway Trail



Schuylkill Bluffs Park from Spring Garden Street



Central Plaza at the Arch Street Transportation Center

## Prioritizing the Public Realm

### Great Places to Live, Work, Learn, and Play

The Plan proposes to strengthen existing neighborhoods and anchor new neighborhood development with public spaces that provide amenities for residents, workers, and visitors; that create physical and visual connections to the rest of the city by overcoming difficult infrastructure barriers; and that serve an important ecological and high-performance design function.

At the edges of the existing community, the Plan proposes a physical and programmatic expansion of Drexel Park as well as improvements to the Mantua Greenway as part of a larger strategy to connect greenways to and through the District, including a prominent trail under the High Line that connects south to Penn Park. At the eastern edge of the rail yards, the Plan proposes an expansive park – the Schuylkill Bluffs – above the Northeast Corridor tracks. This park is intended to provide recreational and cultural amenities for new and existing neighborhoods, create a dramatic Center City overlook, and facilitate new physical and visual connections to the river.

From these larger interventions to small, pocket parks that create a real sense of place or connections down to the riverfront, the Plan aims for world-class amenities that can define the essential character of this neighborhood and help propel development.



- 1 Upgraded **30th Street Station**: District anchor
- 2 **Station Plaza**: a great new public space
- 3 **Multimodal Transit Center** at Arch Street
- 4 Drexel's mixed-use **Schuylkill Yards** project
- 5 A new **urban neighborhood** over the rail yards
- 6 Upper and lower **Riverfront Promenades**
- 7 Expanded **Drexel Park** as community amenity
- 8 New **bridge connections** to Center City
- 9 **Pedestrian bridges** over Powelton Yard
- 10 Connected District **greenway system**



## Growing Philly's Future

Thinking Big Is What Philadelphia Does

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The Plan for development around 30<sup>th</sup> Street Station is a vision that will take decades to complete. Outside of early wins, this Plan will require patient, multi-generational commitment to a new future built around a shared vision and updated periodically as circumstances change.

Planning this far into the future is nothing new to Philadelphia: big ideas are part of the city's nature, and often these ideas take decades to be fully realized. William Penn's iconic four-square grid, laid out in 1682, took hundreds of years to take shape, and even today is being transformed with new development and more modern plans. The city's invaluable watershed park system has been realized in phases since its conception; big plans for the Delaware River Waterfront and smaller projects like the Schuylkill River Trail are a continuation of the original vision. Time and again, from ideas like the Market-Frankford elevated line and its reimagining as an underground subway to the Commuter Rail Tunnel uniting the Reading and Pennsylvania Railroads, Philadelphia has shown that long-term city-building ideas are achievable and have the power to shape the future – even in their formative stages.

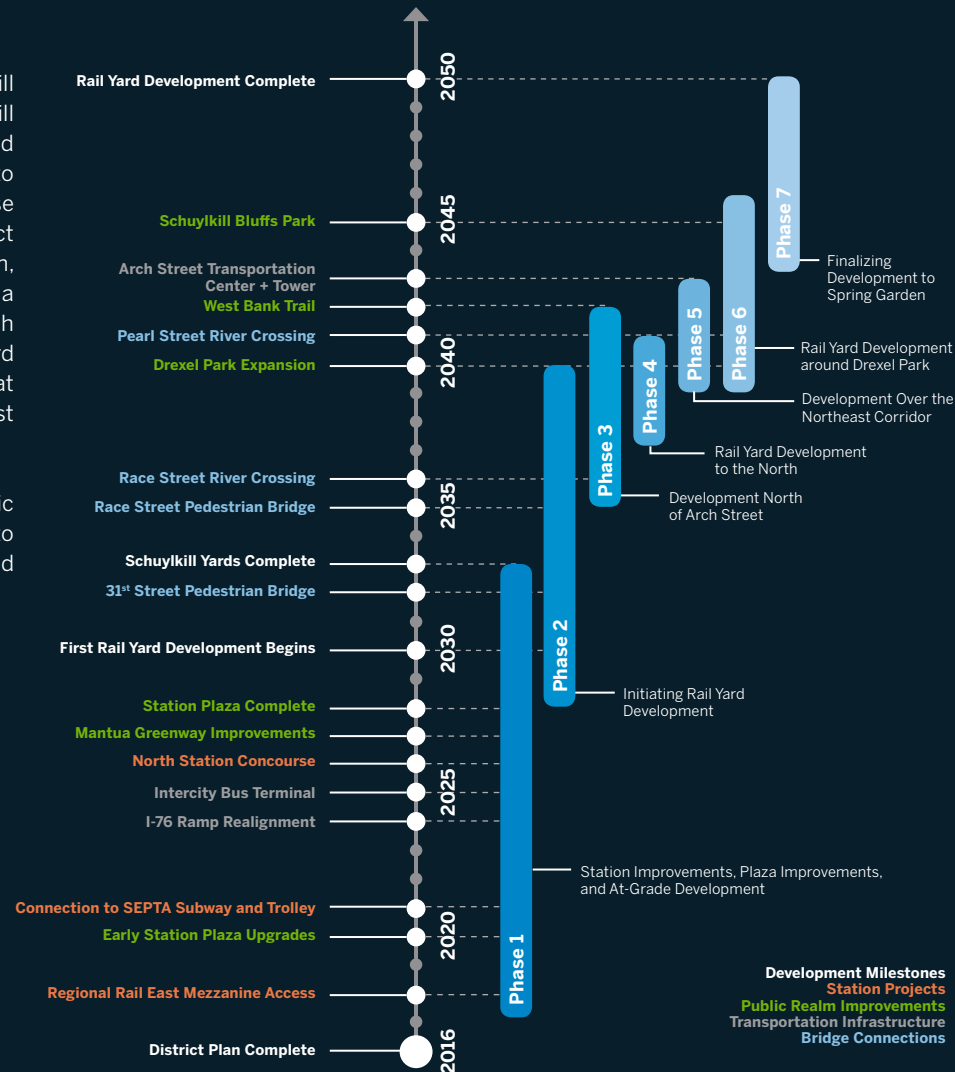
No fewer than five plans and dozens of smaller studies dating back to 1933 have laid out visions for rail yard development at 30<sup>th</sup> Street Station. Each of these efforts was a serious undertaking. But each, for reasons of time, place, and circumstance, fell short of their target. Something today is different, however: the economic, institutional, and civic realities in University City suggest a realistic and compelling path forward. This Plan is as an implementation-focused, incentives-driven collection of component projects that builds toward common goals and success for Principals and stakeholders. It is a ground-up plan that will deliver real, transformational physical and economic benefits to the station and District. It will become one in a long line of bold ideas that make Philadelphia a more competitive, livable, and sustainable city and place to call home.

# Implementing the Vision

## Strategy to Stimulate and Accelerate District Growth

The 30<sup>th</sup> Street District Plan is a collection of projects that will be realized over the next 35 years. Implementing this Plan will mean investing in transportation services, public spaces, and retail amenities at and near the station in the early phases to create value for successful development in later phases. These projects are critical to lay the foundation for long-term District success. As near-term projects advance, planning, design, and funding for the rail yards development will occur on a parallel track. Building on the success of early projects, which create District momentum and raise land values, the rail yard development is envisioned as a progression of projects that emanate out from the station, extending farther north and west with each phase.

Collaboration and partnerships among a multitude of public and private entities will be required to ensure commitment to the long-term vision; make the case for outside investment and support; and fund projects.



# Early Projects

## The First 15 Years

### Station Retail



Dates: 2017-2019  
Projected Cost: \$6.5 M

### Market-Frankford Line Connection



Dates: 2017-2021  
Projected Cost: \$26.5 M

### Station Plaza



Dates: 2017-2025 (multiple phases)  
Projected Cost: \$124.0 M

### North Concourse / Mezzanine Connection



Dates: 2017-2026  
Projected Cost: \$36.5 M

### Intercity Bus Terminal



Dates: 2018-2026  
Projected Cost: \$63.5 M

### Schuylkill Yards



Dates: 2016-2033 (multiple phases)  
Projected Cost: \$3.5 B

# A Plan for Philadelphia, by Philadelphians

## Robust Public Engagement and Visioning

Unlocking potential in the District will require building broad stakeholder consensus and a shared commitment to one vision, which will be jointly implemented and whose benefits will be widely shared.

### Institutional Partners

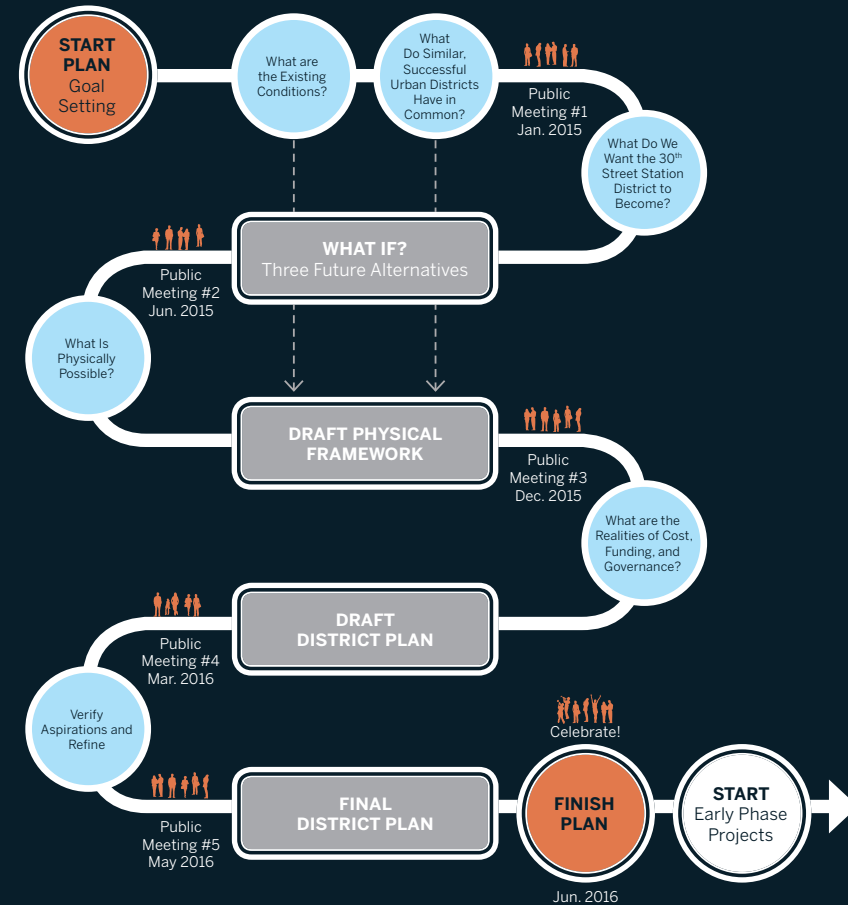
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### Stakeholder Engagement

The vision harmonizes the ideas from a diverse and highly-engaged set of stakeholders, including elected officials, community organizations, business, trade and advocacy organizations, anchor institutions and major employers, transportation passengers, citizens who comprise the District, and the general public.

### Public Engagement

Active and informed public participation is a key element of the District Plan. The planning process continually engaged the general public including commuters, residents, businesses, tourists, students, and intercity passengers. A total of five open house public meetings were hosted at 30<sup>th</sup> Street Station over the course of the two-year effort to garner vital input from the public and all District Plan stakeholders. At each meeting, the public was able to provide comments on the status of the Plan and valuable feedback on key issues, from goals and objectives to conceptual alternatives to project phasing.



## Acknowledgments

### Project Principals

Amtrak  
 Brandywine Realty Trust  
 Drexel University  
 Pennsylvania Department of Transportation (PennDOT)  
 Southeastern Pennsylvania Transportation Authority (SEPTA)

### Coordinating Parties

Amtrak  
 Brandywine Realty Trust  
 City of Philadelphia  
 CSX  
 Delaware Valley Regional Planning Commission  
 Drexel University  
 NJ TRANSIT  
 Philadelphia Industrial Development Corporation  
 PennDOT  
 Schuylkill River Development Corporation  
 SEPTA  
 University City District  
 University of Pennsylvania

### Civic Advisory Group

Drexel Area Property Association  
 Lancaster Avenue Business Association  
 Mantua Civic Association  
 Mantua Community Improvement Committee  
 Mount Vernon Manor  
 People's Emergency Center  
 Powelton Village Civic Association  
 West Powelton Concerned Community Council  
 West Powelton/Saunders Park RCO

### Special Thanks

Bicycle Coalition of Philadelphia  
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 PECO  
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 The Enterprise Center  
 University City Science Center  
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