At tonight’s open house, the Project Team will update you on the work completed to date and the goals of the planning process.

Learn more about the project by interacting with the Project Team and viewing the information boards.

THIS IS A GREAT OPPORTUNITY TO ASK QUESTIONS:

- What is the District Plan?
- Why is a District Plan needed?
- What Agencies are involved?
- How will the new plan impact the station, nearby neighborhoods, and the region’s transportation system?
- How do I participate?
STATION + DISTRICT HISTORY

1930s
- City of Philadelphia Plan for the Bicentennial from Edmund Bacon, "Design of Cities" (c) 1967

1960s
- Plan for Philadelphia '76 (in blue) shows study by Mitchell/Giurgola with David Crane for area west of the Schuylkill River

1980s
- Multi-use Air Rights Plan for Amtrak by Fruchter and Hines with Dan Peter Kopple & Associates
- 66-acre master plan for up to 25 M square feet
  - Phase 1: Performing arts center + two office towers
  - Phase 2: Ten office towers
  - Phase 3: Apartments/condos + science research center

1990s
- Multi-use Air Rights Feasibility Study for Amtrak Phillies Ballpark Alternative by Kohn Pedersen Fox Associates

2000s
- Cira Centre opens
- 2006: Multi-use Air Rights Development Study for Amtrak including hotel, movie theaters, and retail stores by Urban Engineers, BLT Architects and Aegis Property Group

30TH STREET STATION HISTORICAL TIMELINE

PAST VISION PLANS FOR 30TH STREET
Philadelphia is undergoing a new era of growth and opportunity, largely fueled by the continued growth of Center City and University City. There are also efforts to expand transportation capacity and service in the City and region. Because of these forces, the area around 30th Street Station has the opportunity to leverage this activity to become a more vibrant, connected, and inviting Philadelphia neighborhood.

The Philadelphia 30th Street Station District Plan, led by Amtrak, Brandywine Realty Trust, Drexel University and the Southeastern Pennsylvania Transportation Authority (SEPTA) and guided by a host of public and private stakeholders will create a single, integrated vision for the Philadelphia 30th Street Station District, full of opportunities for community development, economic growth and improved transportation connections.

The planning effort is expected to take approximately two years.

Financial support for the Philadelphia 30th Street Station District Plan is provided by Drexel University, Brandywine Realty Trust, the Commonwealth of Pennsylvania and other partners.
EXPANDING TRANSPORTATION CAPACITY

NEC Upgrade Program ("Stair-Step Plan")
- Advance projects under existing 1978 record of decision that improve HSR and other services
- Create additional capacity with a focus on Trans-Hudson capacity
- Raise top speeds and reduce trip times
- Achieve State of Good Repair and Advance Master Plan improvements

Next Generation High-Speed Rail Program ("NextGen HSR")
- Develop and advance NextGen HSR services as part of an integrated NEC network
- Phased implementation of new, mostly dedicated two-track alignment for high capacity, high-speed services
- Separate high speed trains from regional and commuter trains, creating additional capacity for all services and improved reliability and efficiency
- New station development
- Subject to FRA NEC Future PEIS and service development plan.

ALTERNATIVE 1
MAINTAIN THE ROLE OF RAIL

ALTERNATIVE 2
GROW THE ROLE OF RAIL

ALTERNATIVE 3
TRANSFORM THE ROLE OF RAIL

The FRA, through the NEC FUTURE planning process, is currently evaluating several alternatives to improve the capacity and reliability of NEC rail service. All of the alternatives will serve 30th Street station with a mix of intercity express and corridor services at levels significantly greater than today’s Amtrak service, and 30th Street will remain as a critical hub for regional rail services and other connecting transportation modes.

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Necklaces are laid out at the end of the page.
DEVELOPING BEYOND THE YARDS

RECENT INVESTMENTS IN UNIVERSITY CITY

DREXEL UNIVERSITY - LEBOW COLLEGE OF BUSINESS
CIRA CENTER
EVO AT CIRA CENTER SOUTH
COMCAST INNOVATION AND TECHNOLOGY CENTER

PIPELINE PROJECTS

RIVER WALK CONCEPT

30th Street Station
Primary Study Area
Built within Last 10 Years

COMCAST INNOVATION & TECHNOLOGY CENTER
RIVER WALK PROJECT
DREXEL UNIVERSITY - LEBOW COLLEGE OF BUSINESS
MILLENNIUM HALL
HALL
RACE ST.
HALL
DREXEL REC.
CENTER
DOMUS
CANERIS HALL
CHESTNUT SQUARE
SINGH CENTER FOR NANOTECHNOLOGY
OLD POST OFFICE
RENOVATION
CIRA CENTRE
THE PORCH
DREXEL PARK
2116 CHESTNUT
PENN PARK
SKIRKANICH HALL
CIRA GARAGE
SCHUYLKILL BANKS BOARDWALK
PIPELINE PROJECTS
RECENT INVESTMENTS IN UNIVERSITY CITY

30th Street Station
Primary Study Area
Built within Last 10 Years
Planned or Under Construction
JFK BLVD. AND MARKET ST., FACING NORTH

JFK BLVD. AT 30TH ST., FACING WEST

DREXEL’S INNOVATION NEIGHBORHOOD
WHAT IS THE DISTRICT PLAN?

PROJECT GUIDANCE

The Philadelphia 30th Street Station District Plan is a planning document which offers a guiding vision, a set of comprehensive goals for future projects, and development in a specific area.

The creation of the District Plan is shaped by input from community members, public agencies, and related stakeholders.

PHASE 1: PLAN ELEMENTS

The first phase of the planning process involves understanding the existing conditions and major challenges and opportunities relating to three elements: transportation, station and facilities, and commercial opportunities.

PHASE 2: FUTURE SCENARIOS

The second phase of the planning process will use what we’ve learned from the transportation, station and facilities, and commercial opportunities elements to envision three different potential future visions. Neighborhoods and placemaking will be at the core of each scenario.

PHASE 3: SYNTHESIS OF DISTRICT PLAN

The final phase will synthesize all previous ideas into a single, cohesive final district plan.
The primary study area focuses on the station and facilities, transportation infrastructure, potential rail yard overbuild, and commercial opportunities.

30TH STREET STATION DISTRICT

The 30th Street Station District is made up of the Primary Study Area plus the surrounding neighborhoods. The interventions for the Primary Study Area will be influenced by the neighboring communities. As Philadelphia is a city made up of wonderfully unique neighborhoods, the planning process will respect that uniqueness and develop a plan that positively contributes to the surrounding neighborhoods.
PROJECT GOALS

1. COMMUNITY

Build a vibrant community full of opportunities to live, learn, work and play.

2. CONNECTIVITY

Celebrate 30th Street Station as a premier multi-modal transportation hub where people can seamlessly connect to resources and attractions in the local community, the city and the region.

3. IDENTITY

Create a high-quality network of active, attractive and safe places to welcome residents and visitors into a place of memorable identity and character.
The District Planning process involves three main elements of analysis: transportation, the station and associated facilities, and commercial opportunities.

Each of these elements will be integrated into a final comprehensive Plan for the District. The District Planning process will have three phases:

1) Existing conditions analysis.
2) Development of potential future visions.
3) Synthesis and elaboration of final vision into a District Plan.

This process will be guided by the Project Partners with input from the community at public meetings held throughout the two-year timeframe.
We want to hear from you.

TELL US:

- What are your great ideas for The District?
- How can we improve transportation connections?
- How can we improve 30th Street Station?
- What does the future 30th Street Station District need?
OVERCOMING BARRIERS + IMPROVING ACCESS

CIRCULATION

PHYSICAL SITE BARRIERS
THE 30TH STREET STATION DISTRICT TODAY

STRONG NEIGHBORHOODS, GREAT PARKS
TRANSPORTATION MULTI-MODALISM

EXISTING CONDITIONS

CONNECTIONS TO REGIONAL TRANSIT

CONNECTIONS TO INTERCITY BUS SERVICE

LACK OF BIKE LANES + OTHER CYCLING INFRASTRUCTURE

CONNECTIONS TO SURFACE TRANSPORTATION

NO DIRECT SUBWAY CONNECTION

PEDESTRIAN / VEHICLE CONFLICTS

CONNECTIONS TO INTERCITY BUS SERVICE

MODAL CONNECTIONS IN THE DISTRICT

Transportation Serving the 30th Street Station District

Amtrak
NJ TRANSIT Rail
SEPTA Regional Rail
Subway
Trolley
City Bus
LUCY Loop
Intercity Bus Stop
Station Stops
Develop potential future visions for The District

Present potential future concepts at a public meeting (Summer 2015)

Stay involved with the 30th Street Station District Plan by signing up to receive project updates and notification of upcoming meetings.

NEXT STEPS:

- Develop potential future visions for The District
- Present potential future concepts at a public meeting (Summer 2015)