Learn about three early concept alternatives for the District’s Future

Each composed of a unique combination of solutions to address challenges and opportunities.

**CENTRAL BUSINESS DISTRICT (CBD) 2**
A dynamic new Central Business District as an expansion of University City and Center City.

**SCHUYLKILL CROSSING**
A new urban neighborhood, an excellent setting for residential development and open space.

**INNOVATION CITY**
Continued growth of the Innovation Neighborhood over the rail yards for R&D, incubator space, high-tech firms and other innovative uses.

**TELL US:**

- Which aspects of the alternatives do you like?
- Which components of the alternatives need more work?
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, Pennsylvania Department of Transportation (PennDOT), 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.
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.
GOALS + DESIGN OBJECTIVES

District Planning Goals

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

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.

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.

Design Objectives

Placemaking
Lead with the public realm. Attractive, iconic and authentic infrastructure and public space can shape district identity, enhance real estate value and attract development.

The Station as a 21st Century Hub
Improve the station to be future-ready for a growing number of passengers and create a neighborhood destination while preserving the special characteristics of this grand historic station.

Multi-Modalism
Enhance the multi-modal connections that serve as the transportation backbone of the district.

New, Connected Neighborhoods
Support development that builds on District strengths, shapes and reinforces neighborhood character through the scale and design of the buildings, carefully considers neighborhood transitions within the District and at its edges, and connects existing neighborhoods.

Connections to the Schuylkill River
Bring District residents, workers, and visitors to the riverside trails and vibrant public spaces.

A Bridge Between Center City and University City
Knit together the neighborhoods of Center City and University City through enhanced and new connections.
WHAT WE HEARD FROM OPEN HOUSE #1

Nearly 600 comments/ideas for improvements to the station, transportation network and neighborhood were captured during the first open house in January 2015. These ideas were analyzed by the project team and many are represented as components of the three vision alternatives.

What do you like most about the 30th Street Station area?

- Access to the Northeast Corridor
- Access to Drexel University and University of Pennsylvania
- The station building
- The Porch
- Schuylkill River
- Transportation options

What Transportation improvements should we consider?

- Reconnect the underground passage from 30th Street Station to SEPTA’s Market-Frankford Station
- Create a shelter for Megabus and Bolt Bus passengers
- Widen Spring Garden Street Bridge for pedestrians and bicycles
- Relocate the exit ramp off I-76E
- Create a full service bike station at 30th Street Station
- Improve taxi queue

What Neighborhood improvements should we consider?

- Create more pedestrian friendly passageways between station and residential area
- Beautify the area around the tracks
- Create a connection to the Schuylkill River
- Create spaces for community recreation

If you had a choice, what would be your preferred method of travel in and around 30th Street Station?

- TRAIN 74%
- WALK 50%
- BIKE 29%
- BUS 9%
- TAXI 9%
- CAR 7%
- OTHER 6%

What would you like to see more of in and around 30th Street Station during the next 5-10 years?

- Restaurants 68%
- Parks & Outdoor Public Spaces 53%
- Professional Offices 39%
- Retail & Services 36%
- Residential Housing 35%
- Art 29%
- Educational Buildings 14%
- Other 9%
The primary study area focuses on the station and facilities, transportation infrastructure, potential rail yard overbuild, and commercial opportunities.

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.
EXISTING CONDITIONS

The concepts presented here reflect the work of the Consultant Team drawing from the input of diverse stakeholders. They are offered to inspire suggestions on how to refine the concepts towards a preferred, shared vision for the District.
This alternative proposes a **dynamic new central business district** as an expansion of University City and Center City, two of the most successful and attractive economic centers on the Northeast Corridor.
The concepts presented here reflect the work of the Consultant Team drawing from the input of diverse stakeholders. They are offered to inspire suggestions on how to refine the concepts towards a preferred, shared vision for the District.
New North Concourse
bridging from the station across Arch Street, providing access to Amtrak trains, and anchoring future office development

Expanded Concourse
repurposing the valet parking area as a passenger waiting space, with access down to Amtrak and up to SEPTA Regional Rail

Relocated I-76 On- and Off-ramps
simplifying the intersection at Schuylkill Avenue, increasing throughput to the highway, and creating additional space for riverfront public space

Two-way Traffic around the Station
to provide better access to the station and surrounding neighborhoods

New Pedestrian and Bicycle Bridge
connecting across the river at Arch Street

Reconfigured Taxi and Drop-off Areas
on the west side of the station

Relocated SEPTA Headhouse
on the east side of 30th Street, providing direct access from trolleys and Market-Frankford Line into the station

Grand Riverfront Plaza
to mark 30th Street Station’s formal front door

Floating River Park
on platforms extending over the water
Elements Unique to This Alternative
1. Extension of neighborhood street grid into the rail yards
2. New vehicular bridge connection from Race Street to Winter/Vine Streets
3. Re-alignment of I-76 on- and off-ramps and new signalized entrance
4. Straighten alignment of Schuylkill Avenue
5. New pedestrian and bicycle bridge at Arch Street

Elements Common to All Alternatives
6. Bi-directional traffic around station perimeter
7. Protected bike lanes on Market Street and others; larger network to be determined
8. Extend 31st Street between Market and Chestnut
9. Extend JFK Boulevard to 32nd Street
10. New north-south connections to Spring Garden Street and I-76 ramps
Potential New Development Summary

- Total Development: 15-20 million SF
- Platform Area: ±70 acres
- Open Space: ±30 acres
- New Roadways: ±20 acres
- New Vehicular Bridges: 1
- New Ped. + Bicycle Bridges: 1

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**DEVELOPMENT SUMMARY**

**DEVELOPMENT PARCELS (ON PLATFORM)**

**DEVELOPMENT PARCELS (ON GROUND)**

**POTENTIAL RETAIL FOCUS**

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**CENTER CITY TODAY: 40+ MILLION GSF OF OFFICE SPACE**

**A TEMPLATE FOR HIGH-DENSITY, MIXED-USE GROWTH**

**BUILDINGS CLUSTERED AROUND NEW OPEN SPACES**
This alternative proposes the creation of a new urban neighborhood. It provides an excellent setting for residential development with great open space, walkability to University City, and regional transit access.

- **New Pedestrian Bridges**: create a web of park spaces to connect to the Art Museum and augment Fairmount Park
- **New Residential, Mixed-Use Neighborhoods**: above Amtrak’s rail yards
- **Linear Recreational Park**: bridging over SEPTA’s rail yards and creating a unique neighborhood amenity
- **Dramatic Overlook Park**: spanning the Northeast Corridor and providing views of the river and Center City
- **Permanent Intercity Bus Facility**: with direct access to I-76 and 30th Street Station
- **Dynamic Terraced Connections**: from the new green corridor down into the existing city
- **Campus Neighborhood**: that weaves green corridors between Market Street and an enhanced JFK Boulevard
- **Western Station Plaza**: creates a “Sixth Square” between 30th Street Station and the neighborhood
The concepts presented here reflect the work of the Consultant Team drawing from the input of diverse stakeholders. They are offered to inspire suggestions on how to refine the concepts towards a preferred, shared vision for the District.
ALTERNATIVE: SCHUYLKILL CROSSING

VIEW LOOKING WEST DOWN MARKET STREET

1. Permanent Intercity Bus Facility
   with direct access to I-76 and 30th Street Station

2. Relocated I-76 Off-Ramp
   provides a larger development parcel adjacent to Cira Centre, with connection directly into 30th Street Station

3. Two-way Traffic around the Station
   to provide better access to the station and surrounding neighborhoods

4. Expanded Concourse
   repurposing the valet parking area as a passenger waiting space, with access down to Amtrak and up to SEPTA Regional Rail

5. Re-alignment of 30th Street
   to expand the public space and provide access into the rail yards

6. Western Station Plaza
   creates a “Sixth Square” between 30th Street Station and the neighborhood

7. Reconfigured Taxi and Drop-off Areas
   remain on the eastern side of the station but are simplified and streamlined

8. Relocated SEPTA Headhouse
   on the east side of 30th Street, providing direct access from trolleys and Market-Frankford Line into the station and connecting to a refurbished tunnel

9. New South Pavilion
   for emergency exit from Amtrak platforms and new retail space between Market Street and the former Post Office

VIEW OF THE WESTERN STATION PLAZA ALONG 30TH STREET, LOOKING SOUTH
Elements Unique to This Alternative
1. New westbound off-ramp at Spring Garden Street
2. New pedestrian and bicycle bridge connecting to Fairmount Park
3. Extension of key neighborhood streets into the rail yards
4. Split upper and lower level roadways within the rail yards
5. New pedestrian and bicycle bridge at Race Street
6. Re-alignment of I-76 off-ramp
7. New intercity bus facility on Arch Street, adjacent to I-76 ramps
8. Re-alignment of 30th Street

Elements Common to All Alternatives
1. Bi-directional traffic around station perimeter
2. Protected bike lanes on Market Street and others; larger network to be determined
3. Extend 31st Street between Market and Chestnut
4. Extend JFK Boulevard to 32nd Street
5. New north-south connections to Spring Garden Street and I-76 ramps

The concepts presented here reflect the work of the Consultant Team drawing from the input of diverse stakeholders. They are offered to inspire suggestions on how to refine the concepts towards a preferred, shared vision for the District.
Potential New Development Summary

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<th>Description</th>
<th>Quantity</th>
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<tr>
<td>Total Development:</td>
<td>10-15 million SF</td>
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<tr>
<td>Platform Area:</td>
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<td>Open Space:</td>
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<td>New Vehicular Bridges:</td>
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TOOLEY'S PARK: JANUARY 2014

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WALKABLE, PEDESTRIAN-ORIENTED NEIGHBORHOODS

RESPECT FOR NEIGHBORHOOD SCALE AND CHARACTER

DEVELOPMENT AROUND NEW PARKS: LAKESHORE EAST, CHICAGO
This scheme anticipates the continued growth of the **Innovation Neighborhood** over the rail yards for research facilities, incubator space, new headquarters for high-tech firms, and other innovative uses.

1. **A Great Green Park** at the heart of the rail yards, with space for Amtrak maintenance functions below
2. **Expanded Drexel Park** providing new recreational and cultural amenities
3. **Campus Clusters Extending to the Rail Yards** built on the success of early phases and offering flexible space for major tenant use or large-footprint cultural venues
4. **Permanent Intercity Bus Facility** connected to new office development adjacent to Cira Centre
5. **Skybridge Connections** to create a place that is interconnected at all scales, with seamless walkability between the rail yards and the Innovation Neighborhood
6. **District Focused on Innovation** with tight-knit clusters of institutional, research, office, and incubator space defined by their unique architecture
7. **The City’s “Sixth Square”** in a City Hall-style space wrapping around 30th Street Station
The concepts presented here reflect the work of the Consultant Team drawing from the input of diverse stakeholders. They are offered to inspire suggestions on how to refine the concepts towards a preferred, shared vision for the District.
**Alternative: Innovation City**

**VIEW OF THE STATION PLAZA AT 30TH + MARKET STREETS, LOOKING EAST**

1. **Permanent Intercity Bus Facility**
   - with direct access to I-76 and 30th Street Station
2. **Two-way Traffic around the Station**
   - to provide better access to the station and surrounding neighborhoods
3. **Curbside Drop-off and Pick-up**
   - for all modes on all street frontages, opening up the area around the station for pedestrians
4. **Expanded Concourse**
   - repurposing the valet parking area as a passenger waiting space, with access down to Amtrak and up to SEPTA Regional Rail
5. **Re-alignment of 30th Street**
   - to expand the public space and provide access into the rail yards
6. **Station Expansion**
   - in two glass pavilions that provide access up to SEPTA regional rail and down to the Market-Frankford Line
7. **The City’s “Sixth Square”**
   - in a City Hall-style space wrapping around 30th Street Station
8. **Major Bike Station and Facility**
   - offering storage, rental, and other bicycle amenities
9. **South Emergency Exit Stairs**
   - connecting Amtrak platforms up into an expanded Porch

The concepts presented here reflect the work of the Consultant Team drawing from the input of diverse stakeholders. They are offered to inspire suggestions on how to refine the concepts towards a preferred, shared vision for the District.
Elements Unique to This Alternative
1. New westbound off-ramp at Spring Garden Street
2. Lower level service roads under deck
3. Upper level access roads connect development clusters
4. New intercity bus facility on deck north of Arch Street
5. Re-alignment of 30th Street

Elements Common to All Alternatives
1. Bi-directional traffic around station perimeter
2. Protected bike lanes on Market Street and others; larger network to be determined
3. Extend 31st Street between Market and Chestnut
4. Extend JFK Boulevard to 32nd Street
5. New north-south connections to Spring Garden Street and I-76 ramps

The concepts presented here reflect the work of the Consultant Team drawing from the input of diverse stakeholders. They are offered to inspire suggestions on how to refine the concepts towards a preferred, shared vision for the District.
**Alternative: Innovation City**

**Potential New Development Summary**

- Total Development: 8-10 million SF
- Platform Area: ±60 acres
- Open Space: ±35 acres
- New Roadways: ±10 acres
- New Vehicular Bridges: 0
- New Ped. + Bicycle Bridges: 0

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**District Centered on Innovation:**

Mission Bay, San Francisco

**Engaging Public Spaces:**

Kings Cross, London

**A Great Green Park Within the Rail Yards, Looking South Towards the Innovation Neighborhood**
ALTERNATIVE COMPARISON

**CBD 2**
*a dynamic business district and expansion of Center City*

- OPEN SPACE NETWORK
  - Riverfront Focus
  - ±30 Acres of New Open Space

- CIRCULATION + CONNECTIONS
  - Extension of City Grid
  - New Vehicular and Pedestrian Bridges to Center City

- DEVELOPMENT
  - Urban Business District
  - ±15-20 Million GSF

**Schuylkill Crossing**
*a new urban neighborhood within the rail yards*

- OPEN SPACE NETWORK
  - Web of Linear Parks
  - ±25 Acres of New Open Space

- CIRCULATION + CONNECTIONS
  - Key Neighborhood Links
  - New Pedestrian Bridges to Center City

- DEVELOPMENT
  - New Neighborhoods
  - ±10-15 Million GSF

**Innovation City**
*a district focused on technology and innovation*

- OPEN SPACE NETWORK
  - Central Green
  - ±35 Acres of New Open Space

- CIRCULATION + CONNECTIONS
  - Upper + Lower Roadways
  - No Additional Connections to Center City

- DEVELOPMENT
  - Campus Clusters
  - ±8-10 Million GSF

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THE DISTRICT SCALE
ALTERNATIVE COMPARISON

CBD 2
a station biased towards Center City and the riverfront

- Station Expansion: Biased North
- Open Space: East Riverfront Plaza
- Circulation: Drop-Offs at West

Schuylkill Crossing
a station with a new face to the western neighborhood

- Station Expansion: North and South
- Open Space: Western Square
- Circulation: Drop-Offs at East

Innovation City
a four-sided station block as the city’s “Sixth Square”

- Station Expansion: Biased West
- Open Space: Four-Sided Square
- Circulation: Lay-by Lanes

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

**NEXT STEPS:**

- Identify and further define the preferred components of the three vision concepts.
- Present refined vision concepts at a public meeting (Fall 2015).

**Stay Involved!**

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

**Website:**
www.PhillyDistrict30.com

**Project Information Line:**
866-933-3632 (Toll-Free)

**Email:**
info@PhillyDistrict30.com