TODAY’S MISSION

Get information about the Project Team, the study area, and the project schedule.

Learn about the progress that has been made since the last Open House in June 2015.

Understand the process of how the three concept alternatives help formulate the draft physical framework.

DRAFT PHYSICAL FRAMEWORK

PARTICIPATE IN THE FEEDBACK EXERCISE
How well does the draft physical framework respond to stakeholder priorities?

Be sure to check out our project overview video on our website’s homepage
www.PhillyDistrict30.com
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.
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.
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.

<table>
<thead>
<tr>
<th>TRANSPORTATION</th>
<th>STATION + FACILITIES</th>
<th>COMPREHENSIVE DISTRICT PLAN</th>
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<tbody>
<tr>
<td>SUMMER 2014</td>
<td>FALL 2014</td>
<td>WINTER 2014/5</td>
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**ANALYZE EXISTING CONDITIONS**
- Summer 2014: Website launch
- Fall 2014: Public meeting #1: Project introduction + goals

**ENVISION FUTURE SCENARIOS**
- Spring 2015: Public meeting #2: Three concept alternatives
- Summer 2015: DRAFT PHYSICAL FRAMEWORK

**SYNTHESIZE FINAL MASTER PLAN**
- Fall 2015: Public meeting #3: Draft District Plan
- Spring 2016: Public meeting #4: DRAFT DISTRICT PLAN
- Summer 2016: Public meeting #5: Final District Plan
- Summer 2016: Project completed

**PROCESS AND TIMELINE**
In the summer of 2015, the project team introduced three conceptual alternatives for the future of the 30th Street Station District (Central Business District (CBD) 2, Schuylkill Crossing, and Innovation City). Each composed of a unique combination of solutions to address challenges and opportunities. The project team received over 1,300 public comments on the alternatives.

<table>
<thead>
<tr>
<th>CENTRAL BUSINESS DISTRICT (CBD) 2</th>
<th>SCHUYLKILL CROSSING</th>
<th>INNOVATION CITY</th>
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<tr>
<td>A dynamic new Central Business District as an expansion of University City and Center City.</td>
<td>A new urban neighborhood, an excellent setting for residential mixed-use development.</td>
<td>Continued growth of the Innovation Neighborhood over the rail yards for R&amp;D, incubator space, high-tech firms and other innovative uses.</td>
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The CBD2 and Schuylkill Crossing concepts emerged as the visions with the most promising elements for further study. The draft physical framework attempts to synthesize the strongest ideas of the CBD2 and Schuylkill Crossing conceptual plans.
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.
Highlights:

- Pedestrian-friendly public spaces
- Improved connection to the SEPTA Market-Frankford Line
- Improved and new connections to Center City and University City
- New direct waterfront access
- New, mixed-use neighborhood above the rail yards
DEVELOPMENT PARCELS

- Existing or Proposed Building
- At-Grade Development Parcel
- Development over Maintenance of Way Yard
- Development over Penn Coach Yard
- Development over the Northeast Corridor

See 'Multimodal Transportation Center' board for more details

See 'Drexel Innovation Neighborhood' board for more details
1. EXISTING CONDITIONS

2. RAIL YARD DEVELOPMENT ILLUSTRATIVE CONCEPT
Vertical clearance requirements govern the height of any potential overbuild deck above top of existing rail. Minimum overhead clearance heights vary from 26’-9” to 40’ for overbuild structures. In Powelton Yard, overhead clearances may be lowered to as low as 22’ for roads or 30’ for limited spans of overbuild deck.

Main tracks and maintenance tracks require different lateral clearances, impacting where structural touchdowns can and cannot be located within the yards.

The structural span lengths needed to deck over the yard vary by location. Structural spans range from under 30’, which enables conventional construction, to over 80’, which are more like bridge conditions and are more challenging. Furthermore, the longer the span, the deeper the deck structure needs to be to bridge those spans.

Typical city streets should ideally have slopes less than 8%, with a maximum for short distances on residential streets of 12%. Any street extensions from Powelton Village and Mantua over Powelton Yard must climb to a height to accommodate the required vertical clearances over rail infrastructure plus the overbuild structural span depth. Road connectivity is easier to achieve in the northern section of Powelton Yard.
The 10-acre site immediately west of 30th Street Station will become an integral part of the Drexel University campus known as the Innovation Neighborhood. With the potential for 5 million square feet of new development on the land between Market Street and the Powelton Yard edge, this area is expected to absorb much of the near-term demand for office, residential, retail, and other institutional space in the District – and ultimately define the aspirational urban character of the area around 30th Street Station.

Drexel University is engaging a Master Developer and master planners to envision the character, land use, scale and development goals for vertical development and public realm improvements within this neighborhood. The District Plan is advancing in coordination with this design effort. The planning principles to guide both efforts are shown below. Each of these components should be expressed or responded to within the plan, but the nature and extent of that expression will be defined by Drexel’s Master Development consultants.

PLANNING PRINCIPLES FOR THE DISTRICT PLAN

1. Transform JFK into a green, pedestrian-focused boulevard
2. Improve the pedestrian connection from JFK to 32nd Street
3. Integrate the neighborhood with the city grid by connecting 31st Street from Chestnut north to JFK
4. Integrate a reopened SEPTA Market-Frankford underground passage and retail concourse
5. Improve at-grade pedestrian connection between SEPTA regional rail and Market-Frankford Line along 30th Street
6. Reinforce Station Plaza as a high-quality public space
7. Establish a strong urban presence along Market Street
8. Create a relationship with Amtrak’s property at 30th and JFK Blvd as an important gateway to the neighborhood
9. Engage the CSX High Line in creative ways to activate spaces below and adjacent to the viaduct
10. Respond in some way to the diagonal movement of Woodland Walk, which terminates at Market Street
11. Incorporate connections to the West Bank Trail running along 32nd Street
12. Creatively address the physical challenges presented by Powelton Yard along the north edge of the neighborhood
13. Connect into the rail yards at strategic locations, to be coordinated with future overbuild
STATION PLAZA CONCEPT

- Civic plazas on all sides of the station
- Skylight over new underground concourse connection to SEPTA Market-Frankford Line
- Optimized curbside functions
- Bicycle Pavilions
- Multi-Level Riverfront Promenade
- Intercity Bus Terminal
Improved retail options to serve residents, workers, commuter and intercity passengers, students, and visitors of the District

- A Modern Convenience Retail Concept at New York Laguardia Airport
- Market at Grand Central Terminal
- Updated eateries, Shake Shack at Union Station, DC

Station Improvements:
- New entrances from Arch Street
- New North Concourse for Amtrak service
- New East Concourse for SEPTA service
- Preserve the Main Hall

Improved retail options to serve residents, workers, commuter and intercity passengers, students, and visitors of the District.
NEXT STEPS

THE PLANNING PROCESS: ROAD TOWARDS A DISTRICT PLAN

START PLAN
Goal Setting

What Are the Existing Conditions?

What Do Similar, Successful Urban Districts Have in Common?

What Do We Want the 30th Street Station District to Become?

WHAT IF?
Three Future Alternatives

What Is Physically Possible?

DRAFT PHYSICAL FRAMEWORK

Public Meeting #1
Completed January 28, 2015

Public Meeting #2
Completed June 17, 2015

Public Meeting #3

Public Meeting #4

Public Meeting #5

FINISH PLAN

START Early Phase Projects

PUBLIC MEETING #1
Completed January 28, 2015

PUBLIC MEETING #2
Completed June 17, 2015

PUBLIC MEETING #3

PUBLIC MEETING #4

PUBLIC MEETING #5

DRAFT DISTRICT PLAN

Verify Aspirations and Refine

FINAL DISTRICT PLAN

Celebrate!
Background:
Five priorities were identified by the stakeholders (YOU!). We want to know how well the draft physical framework responds to those stakeholder priorities?

How does this exercise work?

Step 1: Grab a survey

Step 2: SIDE A | PRIORITIES 1-4
Select the appropriate rating for each priority.

Step 3: SIDE B | PRIORITY 5
Learn about a unique design challenge and our proposed solutions to address it. Select the appropriate rating and provide comments for each solution.

Step 4: Hand in your survey

Step 5: See real-time results of the public’s ratings on the computers

Rating Scale:

Try Again indicates the design needs major changes
Getting There indicates progress
Almost There indicates ongoing changes
Perfect indicates the design is perfect as illustrated
Stay involved with the 30th Street Station District Plan by signing up to receive project updates and notification of upcoming meetings.

**Stay Involved!**

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**Website:**
www.PhillyDistrict30.com

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

**Email:**
info@PhillyDistrict30.com

**NEXT STEPS:**

- **Spring 2016:** Draft District Plan \ Public Meeting #4
- **Summer 2016:** Final District Plan \ Public Meeting #5
- **Summer 2016:** Plan Complete