TODAY’S MISSION

Learn about the progress that has been made since the last Open House in December 2015.
Understand the process of how the Draft District Plan was created.
Put the Plan into perspective by viewing numerous concept illustrations on display.

PARTICIPATE IN THE FEEDBACK EXERCISE

View the proposed project phasing schedules.
Vote on the phases that are your top priorities.
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 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.
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

In the summer of 2015, the project team introduced three conceptual alternatives for the future of the 30th Street Station District. The alternatives were evaluated by a cross-section of stakeholders and the most promising elements were merged into a single, cohesive concept known as the Draft Physical Framework, which was presented to the public in December 2015. Through a series of survey questions the public was asked how well the Draft Physical Framework responded to stakeholder priorities. The project team received over 2,825 responses from 417 people to the seven survey questions.

OPEN HOUSE #3 - DECEMBER 16, 2015

RATE THESE IDEAS

Improved Connection Between 30th Street Station and the SEPTA Subway / Trolley Station
Total Responses: 409

Improved Public Space Around 30th Street Station
Total Responses: 408

Permanent Intercity Bus Facility
Total Responses: 411

Pedestrian Bridges over the Schuylkill River
Total Responses: 411

RATE THESE PROPOSED SOLUTIONS

New Parks / Landscape Features
Total Responses: 402

Road Extensions
Total Responses: 390

Pedestrian Bridges
Total Responses: 394

Rating:
- GREEN: PERFECT!
- LIGHT BLUE: ALMOST THERE
- PASTEL BLUE: OK
- ORANGE: GETTING THERE
- RED: TRY AGAIN
DRAFT VISION - ILLUSTRATIVE PLAN

New BRIDGE CONNECTIONS to Center City

Upper and lower level RIVERFRONT PROMENADES

Expanded DREXEL PARK as community amenity

A new URBAN NEIGHBORHOOD over the rail yards

PEDESTRIAN CONNECTIONS over Powelton Yard

Drexel's mixed-use INNOVATION NEIGHBORHOOD

A new MULTIMODAL TRANSPORTATION CENTER at Arch Street

An UPGRADED 30TH STREET STATION as district anchor

STATION PLAZA as a great new public space
At some point in the future - beyond the timeframe of this plan - different circumstances may enable development over Powelton Yard. First, the economics of the district will be improved creating a more compelling economic rationale for development. Second, upgrade of SEPTA’s overhead catenary system allows for design in tandem with development, reducing clearance requirements.

This illustrative version of this future prioritizes development on the thin strip of open land in the center of Powelton Yard, adding 2-3 million square feet of development to the district and help facilitate direct connections to the rail yards.
Development Summary:

±12 million GSF of new development
±24 acres of new open space
3 new pedestrian bridges to Center City

Development Summary:

±9.6 million GSF of new development
±36 acres of new open space

EXISTING CONDITIONS

The concepts presented here reflect the work of the Consultant Team drawing from the input of diverse stakeholders. They are offered to encourage discussion and invite suggestions on how to refine the concepts towards a preferred, shared vision for the District.
STATION IMPROVEMENTS

Existing and Proposed Floor Plans

The Station Today

Station Vision

Station Planning Principles

- Expand Passenger Space
- Restore the Primary Axis
- Reconnect the Subway
- Access All Four Sides
- Upgrade Retail Offerings
- Preserve and Respect History

Legend:
- Public Circulation
- Retail
- Service / Back of House
Proposed Station Improvements

1. View of North Concourse looking towards Arch Street

2. View of North Concourse Retail Corridor looking towards Arch Street

3. View of North Concourse looking towards SEPTA Mezzanine Access

4. View of new underground concourse connection to the subway

5. View of a mezzanine bar/lounge overlooking the main hall

6. View of improved South Concourse with new sit-down dining opportunities
 Existing Station Plaza and Proposed Station Plaza

### Station Plaza Planning Principles

1. **Honor the East-West Axes and the Historic Facade**
2. **Create Seamless Access for All Modes and Design for Flexibility**
3. **Visually Unify the Field**
4. **Link to the River**
5. **Program the Plaza to Serve Customers, the District, and the City at Large**
6. **Program and Design Each Side of the Plaza Uniquely**
Station Plaza Proposed Improvements

1. View of an expanded porch

2. View of a restored arch street façade

3. View of the east façade drop-off and pick-up area

4. View of the west portico with flush paving and bollards

5. View of the west portico with bollards removed
TRANSPORTATION CENTER FEATURES

PROPOSED ROUTING OF INTERCITY BUSES THROUGH THE DISTRICT
Transportation Center Proposed Improvements

1. VIEW OF A RESTORED ARCH STREET FAÇADE SERVING CUSTOMER DROP-OFF AND PICK-UP

2. VIEW OF THE ARCH STREET TRANSPORTATION CENTER LOOKING NORTH FROM ARCH STREET

3. VIEW OF NEW DEVELOPMENT, TRANSPORTATION FUNCTIONS, AND PUBLIC SPACE NORTH OF ARCH STREET
The partnership between the two exceptionally talented parties will ensure the creation of a dynamic and world-class Schuylkill Yards.
The existing 14 acre site is primarily comprised of surface parking lots. A new network of diverse public spaces create distinct sub-neighborhoods. The existing site is reimagined as a vibrant, mixed-use development with a focus on public spaces and connectivity. The project includes a new public square, a wintergarden, and a civic boulevard, as well as a plan for future connections to rail yards. The design maximizes views and access to sunlight, creating a vibrant urban environment. The project is located near 30th Street Station, SEPTA yards, and Drexel University, with easy access to public transportation and major universities.
District Planning Principles / Proposed District Vision

VIEW FROM NORTH

Preserve and Protect Railroad Operations

Celebrate the Station as District Anchor

Extend the City Grid

Link and Lengthen Greenways

Bring People to the Riverfront

Connect Separated Neighborhoods

VIEW FROM CENTER CITY

VIEW FROM ABOVE

VIEW FROM PARKWAY
Development Massing and Height

INDICATIVE BUILDING PROGRAM

There are myriad ways to prescribe land use and density, lay out buildings, and program the district. As an illustration, this represents one approach that achieves the overall goals set forth in the plan.

INDICATIVE BUILDING MASSING AND HEIGHT

The district massing represents one approach that achieves the overall goals set forth in the plan and builds on these prior successes. It proposes significant new towers closest to the station and the Schuylkill River to further establish the University City skyline as a western counterpart to the peak of Center City. It sees 30th Street Station as a landmark and civic object, anchoring new development in some ways City Hall has done historically and in recent years.

INCREASE IN HEIGHT TOWARDS STATION

Proposed buildings rise in height from north to south, with the tallest towers clustered around the Station.

A HEIGHT GRADIENT FROM CENTER CITY TO POWELTON VILLAGE

Buildings increase in height from west to east, with the tallest towers overlooking the river – creating a University City counterpart to the towers on the east side of the Schuylkill. Neighborhood edges are respected with a more contextual scale.

TOWERS STAGGERED TO MAXIMIZE VIEWS TO CENTER CITY, THE RIVER, AND THE ART MUSEUM

Instead of a sheer wall at the river’s edge, the plan proposes staggering towers to bring view corridors farther back into the rail yards and existing neighborhoods. The off-axis grid enables tower view east towards Center City and north towards the Art Museum and Fairmount Park.
PUBLIC SPACES

Public Space
Proposed Improvements

1. View of a new Race Street Bridge connecting Logan Square to the rail yards.

2. View of a pedestrian crossing at Arch Street, looking east from 32nd Street.

3. View of a renewed West Bank Trail along 32nd Street, looking south towards the Innovation Neighborhood.

4. View of an extended Greenway Trail and new 31st Street along the High Line.

5. View of an expanded Drexel Park, looking west towards Powelton Village.

6. View along the “Schuylkill Bluffs” Riverfront Promenade, looking towards Pearl Street Bridge and the Art Museum.

7. View along the “Schuylkill Bluffs” Riverfront Promenade, looking south from Spring Garden.

CIRCULATION

- Existing Roads to Improve
- Removed Roads
- Realigned/Proposed New Roads
- Pedestrian Connections
- Service/Drop-off Roads
- New Transit Alignment
**CIRCULATION**

**Improvements to Existing Streets**

**ARCH STREET**

at I-76, Looking West

Proposed changes transform Arch Street from a back of house, service-focused area to a true urban street serving the Station’s North Concourse, the multi-modal hub, and rail yard development. Four lanes accommodate two-way vehicular traffic. Raised planters bring shade and green views, separating the street from the North Concourse pickup/dropoff zone and the multi-modal hub.

**30TH STREET**

at JFK Boulevard, Looking North

Maintaining the existing curbline and right of way on the west side of the street, 30th Street widens east to allow for two-way vehicle traffic and a two-way cycle track on the west side of the street. With these enhancements, realignment north of JFK Boulevard brings connectivity to future rail yard development.

**SCHUYLKILL AVENUE**

at JFK Boulevard, Looking North

Schuylkill Avenue widens slightly to accommodate two-way movement, with narrower lanes and denser planting to calm traffic and buffer the public realm from heavy, expressway-bound traffic. Shifting the centerline to the west allows for more efficient, reconfigured ramp access to I-76 and opens space for a more generous riverfront promenade.

**MARKET STREET**

at Schuylkill Avenue, Looking West

Market Street maintains its current vehicular traffic configuration while adding protected lanes for cyclists. Generous sidewalks and street tree planters with integrated seating create a comfortable, inviting public realm that brings the landscape of Station Plaza to this critical street.

**New Streets Over Rail Yard**
**Feedback Exercise**

**Background:**
You are now in control, tell us how you would prioritize each phase.

**How does this exercise work?**

**Step 1:** Obtain a survey from a member of the project team.

**Step 2:** View the graphic illustrations depicting the phase locations, timeline, and anticipated projects.

**Step 3:** Rank the project phases in order from your highest priority to lowest priority. (Please do not duplicate rankings. Each phase should have a unique number 1-5). 1 = Top Priority; 5 = Lowest Priority

**Step 4:** Provide a comment as to why you gave the priority you did next to each phase.

**Step 5:** Hand in your survey.

**Step 6:** Insert a push pin into the letter of your top priority phase.
THE PLANNING PROCESS: ROAD TOWARDS A DISTRICT PLAN

START PLAN
Goal Setting

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

What are the Existing Conditions?

What are the Realities of Cost, Funding, and Governance?

WHAT IF?
Three Future Alternatives

What Is Physically Possible?

DRAFT PHYSICAL FRAMEWORK

Public Meeting #2
Completed June 17, 2015

Public Meeting #3
Completed December 16, 2015

DRAFT DISTRICT PLAN

Public Meeting #4

Public Meeting #5

FINISH PLAN

START Early Phase Projects

PUBLIC MEETING #1
Completed January 28, 2015

Public Meeting #1
Completed

Public Meeting #2
Completed

Public Meeting #3
Completed

Public Meeting #4

Public Meeting #5

Celebrate!

WHAT IF?
Three Future Alternatives

What are the Existing Conditions?

What are the Realities of Cost, Funding, and Governance?

DRAFT PHYSICAL FRAMEWORK

DRAFT DISTRICT PLAN

PUBLIC MEETING #4

PUBLIC MEETING #5

PUBLIC MEETING #1

PUBLIC MEETING #2

PUBLIC MEETING #3

PUBLIC MEETING #4

PUBLIC MEETING #5

Celebrate!
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

**Stay Involved!**

NEXT STEPS:

- **Late Spring 2016:** Public Meeting #5
- **Summer 2016:** Final District Plan Release