In the summer of 2015, the project team introduced three conceptual alternatives for the future of the 30th Street Station District. Each composed of a unique combination of solutions to address challenges and opportunities. 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. This engagement has helped refine the vision for the District and in its present form is displayed within this brochure as the Draft District Plan.

Key Components:
- Upgraded 30th Street Station: a district anchor
- Station Plaza: a great new public space
- Multimodal transportation center and commercial development at Arch Street
- Drexel’s innovation neighborhood
- SEPTA subway connection and retail concourse
- Amtrak site
- Future development in the rail yards

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IN FY 14, approximately, Placemaking
Connect with the project team via email or phone

The District Plan primary study area includes approximately
Attend an upcoming open house
Sign-up to receive project updates
Become informed on the District Plan by viewing the project
Connections to the Schuylkill River
Multimodalism
The station as a 21st century hub

IDENTITY
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, two of the metropolitan region’s largest employment centers, and the Schuylkill River. Because of these forces, the area around 30th Street Station has the opportunity to leverage this activity to become a more vibrant, connected, region. The Primary Study Area occupies 175 acres of land surrounding 30th Street, and the Benjamin Franklin Parkway. The District is the gateway into the city at large.

COMMUNITY
Build vibrant community local opportunities to live, work, and play.

CONNECTIONS
30th Street Station District Facts
• serves as a premier mixed-use destination
• gives direct access to Center City and University City
• provides convenient, direct access to SEPTA and Amtrak
• connects to Center City and University City
• 11 railyards owned by SEPTA and Amtrak
• 1,232 workers.

PLANNING GOALS AND DESIGN OBJECTIVES:

IDENTITY
• Create a high-quality network of active, attractive and safe places to live, work, and play.
• Develop and celebrate a memorable identity and character.

PLANNING GOALS
• PLANNING GOALS

COMMUNITY
• Connect the city and region.

CONSPECT
• Primary Goals Analysis

THE DISTRICT PLAN
The District Plan study area encompasses an approximate 640 acre area bounded roughly by 22nd Street, Walnut Street, 30th Street, Spring Garden Street, and the Benjamin Franklin Parkway. This District is the gateway into University City from Center City and 30th Street Station serves as a major gateway into the city at large.

WHAT IS THE PROJECT SCHEDULE?
The District Planning process involves three main elements of analysis: Transportation, Station and Facilities, and Commercial Opportunities. Each of these elements will be integrated into a Final Comprehensive Plan for the District over three phases.

Phase 1: Existing conditions analysis. (Completed)
Phase 2: Development of potential futures visions. (Completed)
Phase 3: Synthesis and elaboration of final visions into a District Plan. This process is being guided by the Project Partners with input from the community at public meetings fielded throughout two-year time frame.

WHAT HAVE WE HEARD?

WHAT'S NEXT?
Late Spring 2016 - Public Meeting #5 Summer 2016 - Final District Plan Release

PUBLIC ENGAGEMENT
Active and informed public participation is a key element of the District Plan. The planning process will continually engage the general public including commuters, residents, businesses, students, and visitors.

ONLINE SURVEY
12,566 Website Visits
3,728 Comments
1,118 emails
395 emails received
337 received
43 Stakeholder Meetings
163 received

WEBSITE ENGAGEMENT
9,178 Total Public Engagement views
1,323 Total Social Media Subscribers

PUBLIC ENGAGEMENT BY THE NUMBERS

GET INVOLVED:
Whether you live, work, play, and/or travel in the Philadelphia 30th Street Station District we want to hear from you.

• Sign up to receive project updates
• Attend an upcoming open house
• Connect with the project team via email or phone

CONTACT US:
Project Email: info@PhillyDistrict30.com
Project Hotline: 866-553-5326 (Toll-Free)

www.PhillyDistrict30.com

March 2015