TODAY’S MISSION

Understand the process of how the Draft Vision was created from start to finish

Have one final chance to comment on the Draft Vision

Interact with the project team members and learn how the public feedback has shaped their approach to the Draft Vision

NAME OUR FEATURE FILM

We are producing a short film about the vision for the district, a vision YOU helped us create. Now help us name this vision!
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.

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.

<table>
<thead>
<tr>
<th>PROCESS AND TIMELINE</th>
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<tbody>
<tr>
<td><strong>TRANSPORTATION</strong></td>
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<tr>
<td><strong>STATION + FACILITIES</strong></td>
</tr>
<tr>
<td><strong>COMMERCIAL OPPORTUNITIES</strong></td>
</tr>
<tr>
<td><strong>COMPREHENSIVE DISTRICT PLAN</strong></td>
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</tbody>
</table>

### TRANSPORTATION
- **Summer 2014**: Project Launch
- **Fall 2014**: Website Launch
- **Winter 2014/5**: Public Meeting #1: Introduction + Goals

### COMMERCIAL OPPORTUNITIES
- **Summer 2014**: Project Launch
- **Fall 2014**: Website Launch
- **Winter 2014/5**: Public Meeting #1: Introduction + Goals

### STATION + FACILITIES
- **Winter 2014/5**: Public Meeting #2: Three Concept Alternatives
- **Spring 2015**: Synthesize Final Master Plan
- **Summer 2015**: Final District Plan

### COMPREHENSIVE DISTRICT PLAN
- **Summer 2015**: Final District Plan
- **Fall 2015**: Public Meeting #5: Final District Plan
- **Winter 2015/6**: Project Completed
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.
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-76
- 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

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**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%
WHAT WE HEARD

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.

OPEN HOUSE #2 - JUNE 17, 2015

<table>
<thead>
<tr>
<th>CBD2</th>
<th>Schuylkill Crossing</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSITIVE COMMENTS</td>
<td>NEEDS MORE WORK</td>
</tr>
<tr>
<td>40%</td>
<td>45%</td>
</tr>
<tr>
<td>60%</td>
<td>55%</td>
</tr>
</tbody>
</table>

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.

- CBD2: 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 mixed-use development.
- Innovation City: Continued growth of the Innovation Neighborhood over the rail yards for R&D, incubator space, high-tech firms and other innovative uses.
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!
- Blue: ALMOST THERE
- Gray: OK
- Yellow: GETTING THERE
- Orange: TRY AGAIN
WHAT WE HEARD

In March 2016, the Project Team provided the public with information on the Draft District Plan. One of the components to the Draft Plan is on Project Phasing. Through a series of survey questions the public was asked what Phase they considered to be their highest priority. The Project Team received over 342 comments from 152 people to the survey questions. Phase A was the clear choice as being the highest priority.

OPEN HOUSE #4 - MARCH 16, 2016

PUBLIC SURVEY OF PHASING PRIORITY

SUMMARY OF OPEN HOUSE COMMENTS

<table>
<thead>
<tr>
<th>POSITIVES</th>
<th>NEEDS MORE WORK</th>
<th>ONGOING CONSIDERATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glad to see that 30th Street Station is going to be upgraded!</td>
<td>How are the local buses around the station resolved?</td>
<td>Integrate affordable and subsidized housing to balance</td>
</tr>
<tr>
<td>The Bus station is great!</td>
<td>Would like to see the proposed transit line reach out at far as the Zoo</td>
<td>What will the future of Mantua be with this development?</td>
</tr>
<tr>
<td>Connects SEPTA to station most important!</td>
<td>The InterCity Bus terminal has to be moved sooner</td>
<td>Look at neighborhood impact, hold meetings specifically for surrounding community residents</td>
</tr>
<tr>
<td>I like the pedestrian bridges to the city</td>
<td></td>
<td>Please include/prioritize any plan that makes Philadelphia more pedestrian friendly</td>
</tr>
<tr>
<td>Economic improvements are a priority. New retail, Schuylkill yards</td>
<td></td>
<td>Great concept, but what’s the reality of financing such an aggressive design?</td>
</tr>
</tbody>
</table>
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

A new MULTIMODAL TRANSPORTATION CENTER at Arch Street

Drexel's mixed-use INNOVATION NEIGHBORHOOD

An UPGRADED 30TH STREET STATION as district anchor

STATION PLAZA as a great new public space
Development Summary:

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

THE DISTRICT SCALE

EXISTING CONDITIONS

The concepts presented here reflect the work of the Consultant Team drawing from the input of diverse stakeholders. They are offered for your examination and to elicit your comments, thoughts, and suggestions towards a preferred, shared vision for the District.
SHoP Architects and West 8’s master plan for Schuylkill Yards will transform 54 acres of existing underutilized land with 6.5 acres of public open space to create a collaborative mixed-use neighborhood next to Drexel’s main campus. Working with Drexel University and Brandywine Realty Trust, the new community will feature a 24/7 mix of entrepreneurial spaces, educational facilities and research laboratories, residential and retail spaces, and a robust public realm network that connects the existing neighborhoods with the adjacent 30th Street Station.

Located next to the third busiest passenger rail station in the country, Schuylkill Yards will be connected to Philadelphia’s international airport and major cities along the Northeast corridor, making it a major innovation hub on the East Coast.

The plan envisions a new gateway to West Philadelphia—one that is dynamic, diverse, open and inviting. Central to the scheme is a renovated One Drexel Plaza, which will become the catalyst for the project as a start-up incubator building attached to a new multi-functional public space, Drexel Square.

In order to achieve a unified and enduring district identity through its successions phases of the project, the design of the district’s streets and public spaces have been highly defined within the design of the individual buildings allow for variation and diversity as parcels get developed over time.

Streets will serve as the public realm plan’s connective tissue, linking one part of the neighborhood to another to make a cohesive whole out of many distinct elements. The proposed street network includes major improvements to the neighborhood’s existing streets, as well as the addition of new streets and pedestrian connections to establish a highly porous circulation network that promotes walking, bicycling, transit, and the use of streets as spaces for social interaction.

The outstanding public realm of the Schuylkill Yards will be a catalyst and inspiration for future development, setting the stage for what will become one of Philadelphia’s most dynamic and vibrant urban neighborhoods.

Project Teams
PUBLIC SQUARE MARKET
One Drexel Plaza JFK 31ST 30TH 32ND LUDLOW CHESTNUT
Drexel University Armory 30th Street Station
SEPTA yards IRS Building Schuylkill River Highline
Highline Open Spaces The Grove Civic Boulevard
The existing 14 acre site is primarily comprised of surface parking lots.
A new network of diverse public spaces create distinct sub-neighborhoods.
Innovation Catalysts: Drexel Square, A Re-imagined One Drexel Plaza & JFK
A Civic Room: Buildings are situated to maximize views and access to sunlight.

View from 30th Street Station looking at Drexel Square, a re-imagined One Drexel Plaza and the JFK Blvd shared street esplanade.
View along the JFK Blvd shared street Esplanade looking towards JFK Station.
View looking east along Market Street.
View of a maker space along Ludlow Street.
View of a wintergarden at the intersection of 31st Street and JFK Blvd.

Bi-Level Street Shared Street
The Groove
Wintergarden
Civic Boulevard
Plaza
Public Square
Highline Open Spaces
Bi-Level Street

View along the JFK Blvd shared street Esplanade looking towards JFK Station.
View looking east along Market Street.
View of a maker space along Ludlow Street.
View of a wintergarden at the intersection of 31st Street and JFK Blvd.

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Wintergarden
Civic Boulevard
Plaza
Public Square
Highline Open Spaces
Bi-Level Street
## STATION IMPROVEMENTS

### Existing and Proposed Floor Plans

<table>
<thead>
<tr>
<th>The Station Today</th>
<th>Station Vision</th>
</tr>
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### Station Planning Principles

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

- Honor the East-West Axes and the Historic Facade
- Create Seamless Access for All Modes and Design for Flexibility
- Visually Unify the Field
- Link to the River
- Program the Plaza to Serve Customers, the District, and the City at Large
- 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
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

1. Race Street Bridge
2. Pedestrian Bridges
3. Expanded Drexel Park
4. Arch Street Greenway
5. Pearl Street Walk
6. Schuylkill Bluffs
7. West Bank Trail

Mantua Greenway to Philadelphia Zoo, Mann Center, Please Touch Museum, and Centennial District

Schuylkill River Trail to East Fairmount Park, Wissahickon, and Valley Forge

Civic Plaza
Urban Campus
Riverfront Trail
Upland Park
Urban Greenway
Neighborhood Park
Pedestrian Mall

Woodland Walk
30TH STREET STATION
Station Plaza
Schuylkill Banks
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

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
DISTRICT PHASING STRATEGY

Long-Term Development Timeline

The District Plan calls for approximately 18 million square feet of development implemented in seven overarching phases. Based on a reasonable development pace and market absorption rate, the phases will be spread out over 35 years, from 2016 to 2050. The phasing strategy starts at 30th Street Station and Station Plaza, continues with at-grade development anchored by Drexel and Brandywine’s Schuylkill Yards, and completes with the rail yard development communities.

Early Projects: The First 15 Years

These projects are critical in setting the foundation for long-term district success. Early work begins with 30th Street Station improvement.

New North Concourse

The plan envisions reactivating the former North Exit Concourse – currently the surface parking garage – as a mixed-use of passenger movement that expands access down to Arch and Ri 28th29th and up to SEPTA regional rail. It will be revetted to the historic design of the station while creating an inspiring passenger terminal for the next century.

Schuylkill Yards

With active retail and restaurant space, this creates a series of new opportunities for both users and the growing market of those who work, live, and study in the District. Schuylkill Yards is a next-generation innovation community, intentionally designed and inclusive and diverse so that innovation, creativity and opportunity is available to all.

Market-Frankford Line Connection

The plan envisions re-establishing the underground connection between SEPTA’s Market-Frankford Line Subway and trolley service and 30th Street Station via a new concourse with active retail and restaurant space. This creates a series of new opportunities for both stations and the district, while enhancing the overall passenger experience. This at-grade crossing between stations will also be improved to ensure safety, enhance pedestrian experience, and improve walkability for those crossing at street level.

Station Retail

The plan envisions a reconfiguration of the existing retail in the South Concourse and other spaces facing the Main Hall, including a food hall, a market, roll-up stores, and convenience stores and amenities all located to take advantage of foot traffic and celebrate the station’s architecture. New retail will provide modern and attractive amenities that serve passengers and the growing market of those who work, live, and study in the District.

Station Plaza

Station Plaza is a vitally important civic space framing all four sides of the station. The plan focuses improvements on one fundamental goal: to facilitate better connections between the station and its surroundings for all modes and all users, whether they arrive by car, transit, bike, or on foot. Like Dilworth Plaza at City Hall, Station Plaza can be the center civic space that seamlessly integrates everyday passenger access needs with opportunitites for social interaction and recreation.

Intercity Bus Terminal

The plan calls for replacement of the surface parking lot north of Arch Street with a new intercity bus terminal, designed around a new design for social interaction and recreation.

Schuylkill Yards

Schuylkill Yards is a next-generation innovation community, intentionally designed and inclusive and diverse so that innovation, creativity and opportunity is available to all.

Redistricting

The plan envisions reactivating the former North Exit Concourse – currently the surface parking garage – as a mixed-use of passenger movement that expands access down to Arch and Ri 28th29th and up to SEPTA regional rail. It will be revetted to the historic design of the station while creating an inspiring passenger terminal for the next century.
Stay involved with the 30th Street Station District Plan by signing up to receive project updates and notification of upcoming meetings.

NEXT STEPS:

• **Summer 2016**: Final District Plan Release
• **2016-2017**: Early projects initiation