

30TH STREET STATION WEST UNDERGROUND CONCOURSE

A Historic Destination Central to Philadelphia
March 27, 2018



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Project Overview

INTRODUCTION

Conceptual Planning Phase Services for the West Underground Concourse at Philadelphia's 30th Street Station

Amtrak engaged Gannett Fleming, Gensler, Siteworks & Building Conservation Associates (hereafter, "The Project Team") to propose design concepts to activate, monetize and enrich the 30th Street Station experience. The Project Team evaluated opportunities in two (2) specific areas; the area designated in the recently completed 30th Street Station District Plan as the West Underground Concourse (hereafter, "The WUC") and locations available for retail opportunities throughout the ground floor plan of the existing station.

The three (3) main Project Objectives of this 6 month effort, included:

- Development of a world-class design concept that creates a memorable passenger experience while respecting the national historic structure.
- Development of a design concept for the WUC which successfully activates and creates a safe, attractive, intuitive and easy to navigate experience in an underground environment and provides an underground connector to the adjacent SEPTA Subway/Trolley Station.
- Development of a retail amenity program scaled to meet the needs of the future 30th Street Station users which will include transportation passengers, nearby office workers and metropolitan Philadelphia residents to respond to likely retail tenant demand in this unique environment.

During development of the 30th Street Station District Plan, stakeholders and focus groups indicated a preference for future modifications to the station and its surroundings to include a safe and direct connection between the nearby SEPTA subway station on Market Street and the Amtrak Station. This connection should be free from vehicular traffic and exposure to the elements. It was proposed that an underground retail concourse be developed utilizing the southern portion of the existing underground parking facility on the west side of the station. The concourse should include a direct connection to the SEPTA subway station via renovating and reactivating a portion of an existing out-of-service underground passageway between the SEPTA and Amtrak stations. This effort will require the relocation of the rental car operations that currently occupy the south end of the garage. It will also require coordination with SEPTA's ongoing project to upgrade the 30th Street Subway Subway/Trolley Station, including design and construction of a new headhouse on the west side of 30th Street and the west end of the proposed underground connector between the SEPTA and Amtrak stations.

The Project Team was also charged with exploring the potential to vertically connect the WUC with Amtrak's Station Plaza Project. The Station Plaza Project involves transforming the Street Level area around all four sides of 30th Street Station to provide new public spaces and reconfiguration of access ways for all transportation modes. Additionally, Amtrak recognized the retail components of the WUC and the remainder of the station, in order to be successful, were interconnected. The Project Team was therefore requested to develop a retail program that would determine the best use of each space throughout the ground level of the station in addition to the WUC.

The Project Team engaged the Project Stakeholders and coordinated with the studies and efforts of The District Plan, the Station Plaza Design Team (FxFowle & Melk), SEPTA and work previously undertaken and studied by AECOM. The Project Team travelled to NYC to experience and evaluate projects that were deemed "benchmarks", as well as researched projects from around the world. The user profiles were relegated into three (3) distinct groups and it was through the lens of these profiles that the design was tested:

- The Daily Commuter
- The Active Local and
- The Out-of-Town Visitors

The Design Strategy established four (4) goals and measured each decision and design direction against the following aspirational attributes for the project:

- Revealing
- Engaging
- Graceful
- Seamless

The Project Team's design exploration and recommendations are captured in Existing Conditions Assessments, Engineering Due Diligence Reports, Parking Assessment, Plans, Three-Dimensional Renderings, Programming Studies, a Retail Study/Merchandising Plan, and an Estimate of Probable Costs.

INTERNAL STAKEHOLDER CONSULTATION

Date	Location	Event	Participating Organizations	Notes
06.21.17	Amtrak	Stakeholders Consultation #1 (Visioning Session)	<p>Amtrak, Gannett Fleming, Gensler, Siteworks, Building Conservation Associates</p> <p>Amtrak Departments: Planning, Real Estate, Station Operations, Engineering, Major Stations, Police and Historic Preservation</p>	<p>We gathered with key leaders from Amtrak to obtain perspectives on the role that the concept of the West Underground Concourse (WUC) plays in the 30th Street Station revitalization and larger District Plan. The discussion surfaced opinions about the characteristics of great travel experiences, examples of places that the group thought did or did not exemplify those characteristics, and delved into the many varying needs and interests of SEPTA and Amtrak users, neighborhood businesses, city visitors and Amtrak stakeholders.</p> <p>Key takeaways that have influenced our design explorations:</p> <ul style="list-style-type: none"> • Amtrak’s strategic priority is fueling growth of Northeast Corridor train travel, and directly connecting local transit to 30th Street Station is a critical step in achieving that priority. • WUC retail strategy must consider and design for various users, trip purposes and speeds: a daily commuter, frequent/infrequent train traveler, local student/business person, city visitor. • Though underground, the WUC experience should feel safe and seamless and create an exciting and positive memory for travelers and visitors. • While the retail should be lively and draw locals and visitors it should not distract from the functionality of the WUC. • 30th Street Station is a well-known historic and iconic train station; the WUC should enhance and complement the grand and elegant nature of the station but does not have to become an icon in its own right.
07.19.17	Amtrak	Stakeholders Consultation #2 (Retail Focus)	<p>Amtrak, Gannett Fleming, Siteworks and Gensler</p> <p>Amtrak Departments: Commercial Planning and Development</p>	<p>The Design Team met with Peter Waldt, Senior Director of Commercial Planning & Development from the Amtrak Real Estate Group to gather input and direction on how the current and proposed retail real estate could evolve to support the future vision of the West Underground Concourse, as well as the Station as a whole. The conversation included observations around the existing retail characteristics, projected influence of the neighboring “Schuylkill Yards” development by Drexel University and Brandywine Realty Trust, opportunity to mature the successful “Porch” Area, the challenges of an underground retail component, the impact of the strong university demographic, existing projects sighted for inspiration and the opportunity to create a significant “destination”.</p> <p>Key takeaways and perspective that have guided our design exploration include:</p> <ul style="list-style-type: none"> • Delivering a repositioned building that rivals other great stations, will continue to attract retailers with increasingly favorable rental fees. • The existing south concourse is under utilized and should be repositioned. • There is a retail expansion opportunity at the north concourse. • The building perimeter should be examined for the opportunity to make the station more permeable in a manner that is compatible with the historic significance of the architecture. • The WUC experience could be enlivened by the introduction of a restaurant with a roof garden on the plaza level. • A health & wellness/pharmacy tenant could be considered as a convenience retail option. • The connection to the SEPTA Station will drive users to the WUC Retail. • The Station would benefit from the addition of digital advertising and updated lighting that is compatible with the historic lighting design. • The existing Amtrak office space in the southeast corner of the first floor has been considered as a possible location for a hotel lobby, event space, or restaurant. This space will be under the auspices of the future Master Developer to determine the use and for now will be considered to be available for retail.

INTERNAL STAKEHOLDER CONSULTATION

Date	Location	Event	Participating Organizations	Notes
09.13.17	Web Conference	Initial Draft Concept Presentation	<p>Amtrak, Gannett Fleming, Gensler, Siteworks, Building Conservation Associates</p> <p>Amtrak Departments: Major Stations, Historic Preservation</p>	<p>The Design Team provided the first presentation of the concept design for the WUC at its current level of development.</p> <p>Key takeaways that influenced the design development include:</p> <ul style="list-style-type: none"> • The station is iconic. The WUC elements should be very attractive and interesting, but should not compete visually with the station. • Amtrak receives substantial rent from the rental car companies currently occupying the underground garage. The strategy to relocate the rental cars in order to accommodate the WUC must mitigate the revenue implications of the move. • The idea of placing new openings in the south and west exterior walls of the station at street level to connect the plaza with restaurants/food court in the South Concourse must be implemented consistently with the 30th Street Station Historic Preservation Guidelines. • The North Concourse will serve as a new waiting area with vertical transportation to the tracks and will attract new circulation from West Philadelphia through the north doors. • Amtrak is locating a new fire command center and PIDS control center in the center of the North Concourse space, which will narrow the corridor connecting the North Concourse to the North Waiting Area. • The volume of space in the plaza “pop-down” must be limited to discourage loitering and entrances must be secured during off-hours. • The depth of water in the water feature should be limited to avoid people using it as a pool.
09.27.17	Amtrak	Stakeholder Consultation # 3 (Historic Preservation Focus)	<p>Amtrak, Gannett Fleming, Gensler, Building Conservation Associates:</p> <p>Amtrak Departments: Historic Preservation</p>	<p>The Design Team walked through the station at Street Level with Amtrak’s Historic Preservationist and reviewed the station historic fabric relevant to the proposed retail concepts.</p> <p>Key takeaways that influenced the design development include:</p> <ul style="list-style-type: none"> • All modifications must be consistent with the 30th Street Station Historic Preservation Guidelines. • New openings in the south exterior wall of the station can be acceptable if limited in number and located within the limits of the existing windows. • It may be acceptable to remove lower portions of the store fronts in the south concourse to accommodate the food hall concept but the portions above the doors should not be removed. • The elements in the South Concourse erected during period III (after 1976) can be removed. • The addition of a stairway from the West Underground Concourse into the western side of the South Concourse, if done properly, should be historically acceptable since there originally were stairs and escalators down to the underground passageway in this same area.

INTERNAL STAKEHOLDER CONSULTATION

Date	Location	Event	Participating Organizations	Notes
10.06.17	Web Conference	Preliminary Retail Concept Review	<p>Amtrak, Gannett Fleming, Gensler, Siteworks, Building Conservation Associates</p> <p>Amtrak Departments: Major Stations, Historic Preservation</p>	<p>The Design Team reviewed the preliminary concepts for the retail components of the station. The historic zones and historic periods described in the 30th Street Station Historic Preservation Guidelines were reviewed relative to the retail concepts.</p> <p>The intended vertical circulation elements depicted on the 1934 plans including elevators in the southwest corner of the station and stairs in the southwest corner of the main hall were noted even though these elements do not exist today. The new concept plan intends to add two new elevators near the southwest corner of the station and a new stair on the western edge of the South Concourse between the WUC and the proposed Food Hall, as well as two new escalators in the southwest corner of the Main Hall.</p> <p>The four pillars of the proposed retail concept were defined as follows:</p> <ol style="list-style-type: none"> 1. A strong retail attraction in the “pop-up” of the WUC at the street level 2. Interesting retail space with view of trains at platform level in the WUC 3. Modified South Concourse to include a true Food Hall and full-service restaurants facing Market Street 4. New retail space in the North Concourse with defined north-south circulation path between North and South Concourses <p>In summary, the plan proposes signature retail in the WUC to attract all visitors, a world class food hall in the South Concourse to serve commuters/travelers and local Philadelphians, and amenities in the North Concourse for daily station users.</p> <p>Key takeaways that influenced further design development include:</p> <ul style="list-style-type: none"> • This retail plan is sound but needs to be sold within Amtrak because it is different than some plans that have been discussed in the past. • The historic preservation approach in this concept plan is likely to be acceptable if details are handled properly. • The location and space proposed for the restrooms in the southeast corner of the station should be reviewed to verify there is enough capacity. • An option depicting a covered version of the lower plaza entrance to the WUC should be considered

INTERNAL STAKEHOLDER CONSULTATION

Date	Location	Event	Participating Organizations	Notes
10.12.17	Amtrak	Stakeholder Consultation #4 (Briefing to Senior Directors)	<p>Amtrak, Gannett Fleming, Gensler, SiteWorks</p> <p>Amtrak Departments: Major Stations, Real Estate</p>	<p>The Project Team presented the WUC and retail concept plan further developed to incorporate comments from the 10/6/17 review.</p> <p>Key takeaways that influenced further design development include:</p> <ul style="list-style-type: none"> • There is some concern about the curvilinear configuration of the “pop-up” at the street level. Some consideration of a more rectangular option is suggested. The architectural reasons for these shapes was explained. • The green roof and its height above the plaza should be reviewed in a future design phase. • Providing permeability in the south and west exterior station wall is a good idea. • The plaza entrances to the WUC at street level must be able to be closed for security reasons in off hours. • The visibility of the trains from the WUC will make this space interesting. • There is some concern about the amount of public seating proposed for the South Concourse. • The overall concept is the best and most comprehensive plan proposed to date.
10.20.17	Amtrak	Stakeholders Consultation #5 (Draft Concept Design Presentation)	<p>Amtrak, Gannett Fleming, Gensler, SiteWorks Building Conservation Associates</p> <p>Amtrak Departments: Engineering, Planning, Station Operations, Major Stations, Real Estate</p>	<p>The Design Team presented the Draft Concept Plan including the following:</p> <ol style="list-style-type: none"> 1. Shortened underground connector to SEPTA subway/trolleys 2. New WUC with signature pop-up space and opening to street level for interest, circulation, and daylighting 3. Permeable exterior station walls on west and south sides 4. Tie into Station Plaza design 5. New retail configuration inside station 6. Architecture and retail depend on each other for success 7. Interim walkway option to tie SEPTA connector to Amtrak station through existing parking deck while WUC is under design <p>Key takeaways that influenced design development of the Final Concept Plan include:</p> <ul style="list-style-type: none"> • The concept is a good vision for 30th Street Station • Validate amount of vertical transportation capacity including during maintenance activities • Concern for liability of roof over pop-up if accessible to pedestrians • Curvilinear concept of pop-up compliments the existing station building • Consider placing the living room in the southern portion of the South Concourse • Coordinate design of WUC and plaza with Drexel Plaza, but 30th Street side should be dominant • View of trains from WUC is good idea • Interim walkway idea is a concern as it sends the wrong message to the public (unattractive “temporary” condition) and may kill the implementation of the WUC • Fountain is large; should be active year round • Materiality of the Pop-Up is critical; must be glass • Consider accentuating the view of the trains in the WUC by using lights that move with the trains.

COORDINATION WITH PROJECTS UNDERWAY

Date	Location	Event	Participating Organizations
06.21.17	Gensler DC	Design Charrette #1	Gannett Fleming, Gensler and FxFowle
07.06.17	Gensler PHL	Coordination Meeting #1	Amtrak, SEPTA, Gannett Fleming, Gensler, Siteworks, Building Conservation Associates, SowinskiSullivan, FxFowle and Melk
07.21.17	Gensler PHL	Coordination Meeting #2	Amtrak, SEPTA, Gannett Fleming, Gensler, Siteworks, Building Conservation Associates, SowinskiSullivan, FxFowle and Melk
08.03.17	Gensler PHL	Design Charrette #2	Gannett Fleming, Gensler, SowinskiSullivan, FxFowle and Melk
08.22.17	Gensler PHL	Coordination Meeting #3	Amtrak, SEPTA, Gannett Fleming, Gensler, Siteworks, Building Conservation Associates, SowinskiSullivan and FxFowle

COORDINATION WITH PROJECTS UNDERWAY

Two projects relevant to the 30th Street Station West Underground Concourse project are underway during the conceptual planning phase for the WUC and it is essential that all three projects coordinate design components that are common and impactful to two or all three of these projects. The projects underway include:

SEPTA's Underground Connector Project

SEPTA is in the Preliminary Design phase of a project to replace the existing head house for the 30th Street Market-Frankford Subway on the northwest corner of 30th and Market Streets. The new head house will be designed to complement the new Drexel Square project on the west side of 30th Street between JFK Boulevard and Market Street. The project also includes an underground passageway intended to eventually connect the subway concourse to the proposed WUC. The purpose of the connector is to provide a path of travel between the subway station and the railroad station without having to exit to the street level. The project concept design also includes a head house on the east side of 30th Street in the 30th Street Station Plaza to allow access to the underground connector prior to the construction of the WUC. While this project is currently in the preliminary design phase, it is planned to continue into final design in late 2017 or early 2018, with construction planned to begin in 2019. The project team includes Gannett Fleming (Prime) and Sowinski Sullivan Architects.

Station Plaza

Amtrak engaged a design team to develop a conceptual plan for the plaza at the street level around the perimeter of 30th Street Station bounded by Arch Street on the north, Market Street on the south, and 29th and 30th Streets on the east and west. The project involves complete reconstruction of the roadways and pedestrian areas to result in a station that is more pedestrian friendly, providing ample public space around the station, while at the same time providing improved vehicular circulation with much less conflict between pedestrian movements and vehicles. The Station Plaza concept plan includes the street level plaza space above the WUC and also proposes to use the north end of the underground parking garage for taxi queuing and rail passenger drop off/pick up. The project team includes FxFowle (Prime), Melk (Landscape Architecture), and Arup (Engineering), and JMT (Traffic).

Project Coordination

Two design charrettes and three coordination meetings were held to allow each project team to present their project scope and design concepts followed by discussion of the project components that overlapped between the projects. Following is a description of these overlapping project components and the decisions reached regarding how each project will proceed with

design. Design concept consensus was not reached on all components. For those components for which consensus was not reached Amtrak elected to accept the differing design concepts to allow options to be presented and resolved in the future through the continuing design process.

- Pedestrian Desire Lines – The pedestrian desire lines are the most desired paths of travel pedestrians are expected to traverse as they move through the plaza and the WUC. Consensus was reached that the primary desire lines at the plaza level between the SEPTA subway station and the Amtrak station are between the northeast corner of 30th and Market Streets to the west station portico and/or from the new SEPTA connector through the WUC (Items 1 and 4 on Diagram 1), as well as between the northeast corner of 30th and Market Streets and the southwest corner of the station building (Item 5 on Diagram 1).
- East Head House – Through the course of review of the various design concepts it became apparent that the location of the East Head House on the Amtrak 30th Street Plaza as originally proposed in the SEPTA Underground Connector project, while providing an interim means of ingress and egress from the connector until the West Underground Concourse is constructed, will not fit well into the design concepts for either the Station Plaza or the WUC once they are constructed. The concept design for the WUC incorporates the function of the East Head House into the design by providing both a direct underground path between the SEPTA and Amtrak stations through the underground concourse space, as well as direct access from the Plaza level to the underground passage leading to the SEPTA station. Additionally, the originally proposed head house structure is an obstacle blocking the planned circulation patterns and street views intended as part of the Station Plaza design. Consensus was reached by all parties, including Amtrak and SEPTA, that the direct access from the plaza level via stairs and escalators and the addition of two new elevators inside the Amtrak station near the southwest corner of the station building would effectively replace the intended function of the East Head House. It was determined that the SEPTA Underground Connector project would be limited to a new head house on the west side of 30th Street Station and construction of only the western portion of the underground connector needed to provide adequate space for an elevator, stairs, and an escalator between the SEPTA subway concourse and the underground connector. Amtrak will complete the construction of the eastern portion of the underground connector as part of the WUC project (Item 6 on Diagram 1).

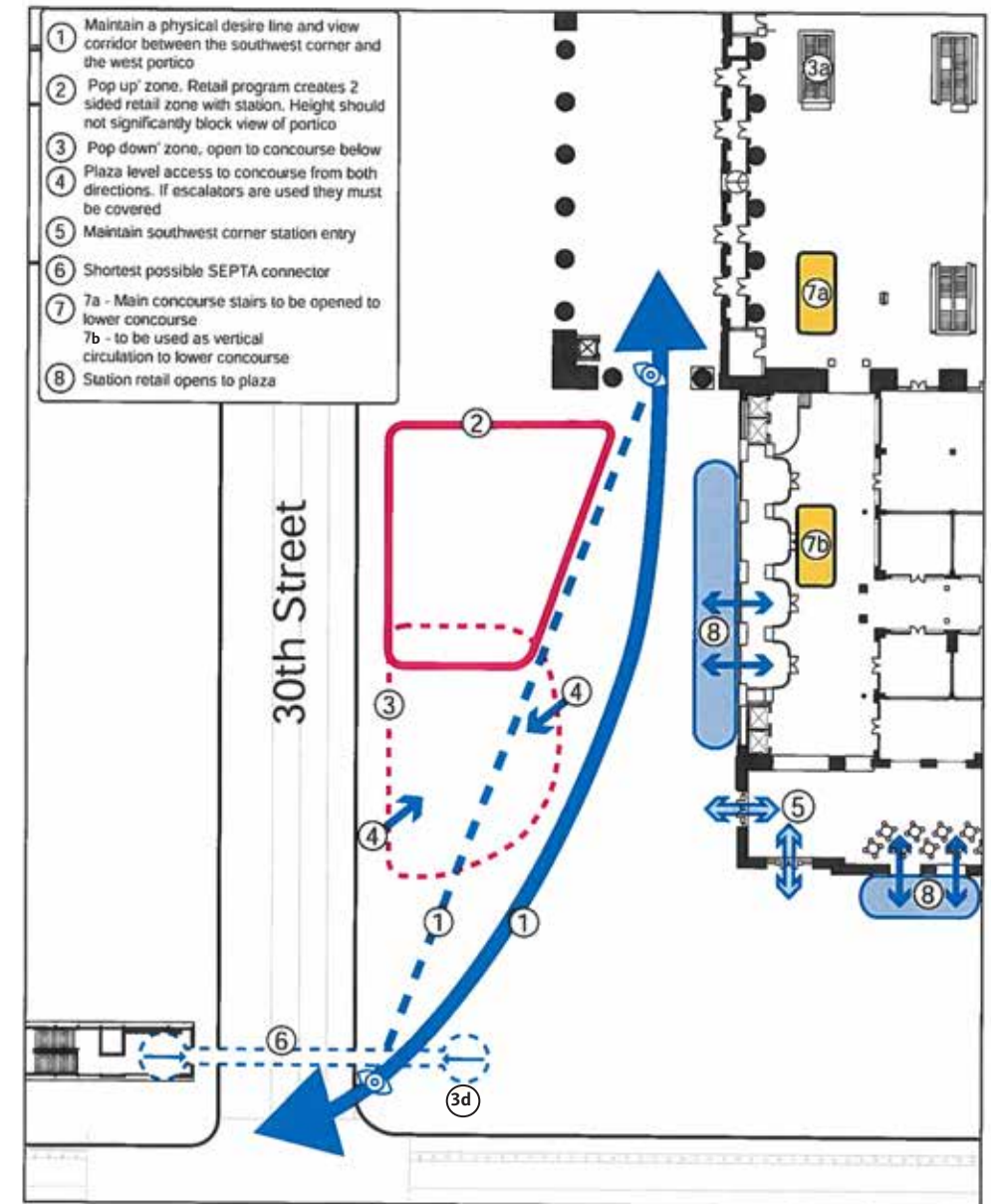
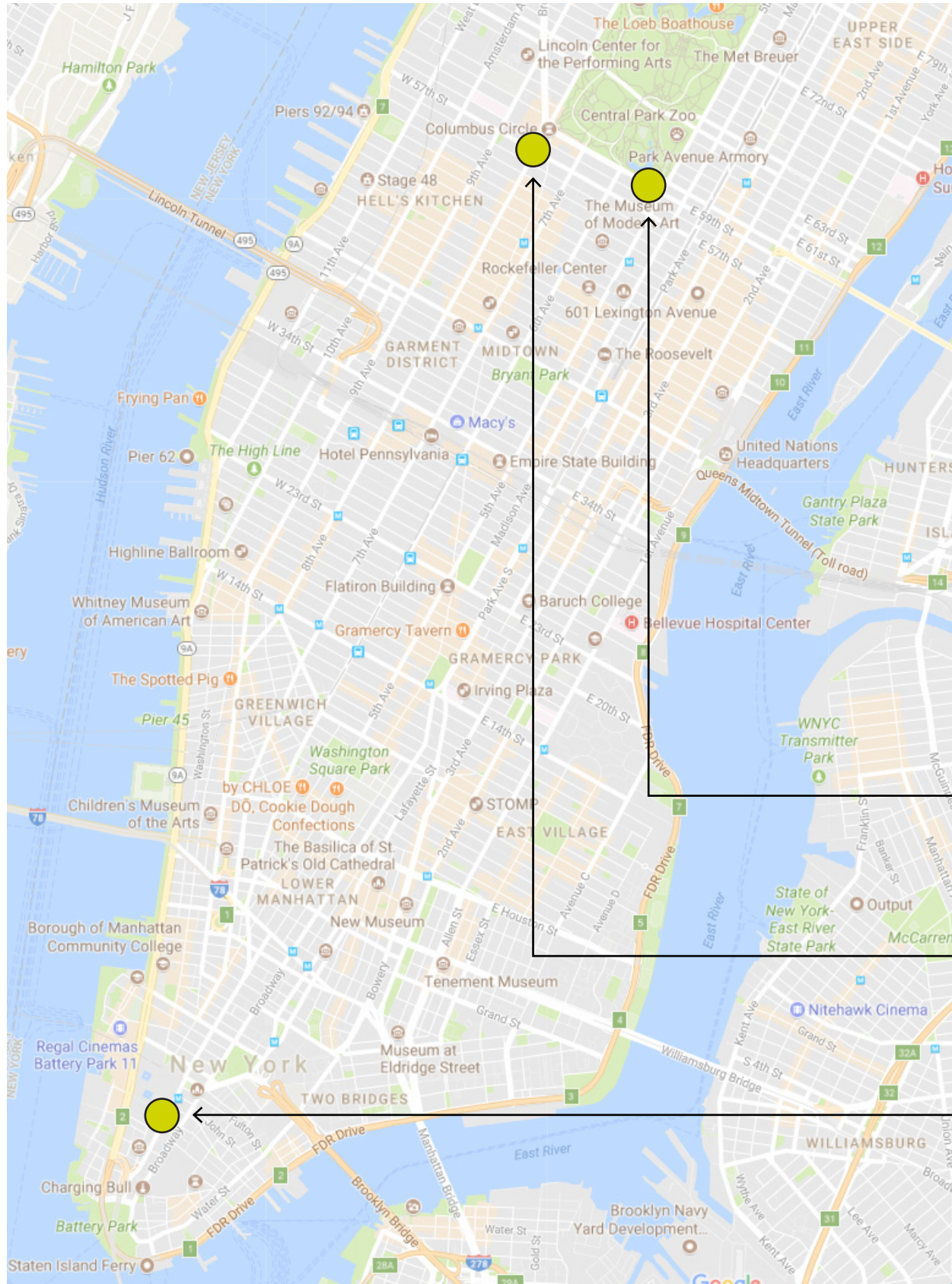


Diagram 1 / Concept Plan

COORDINATION WITH PROJECTS UNDERWAY

- Opening at the Plaza Level (“Pop-Down”) into the WUC Below – (Item 3 on Diagram 1.) All parties agreed that an opening at the plaza level that allowed both vertical circulation and direct views between the plaza and the WUC was a good design feature. Consensus was not reached on the size and specific location of the opening. Amtrak requested that the area within the “pop-down” be configured to allow vertical circulation between the plaza and the WUC but discourage loitering. Security of this “pop-down” area is an important consideration. Further design progress will determine the optimum configuration for the opening.
- Retail Space at Street Level (“Pop-Up”) – (Item 2 in Diagram 1.) Amtrak expressed interest in providing retail space that “pops-up” at the plaza level. Multiple concepts were proposed for the size and configuration of this “pop-up.” The WUC team proposed two options, one full story “pop-up” with retail space at the street level and a lower “pop-up” serving as a clerestory allowing light and visibility into retail space at the underground concourse level. The Station Plaza team proposed a smaller “pop-up” feature. Consensus was not reached on the size, height or configuration of this “pop-up” so the projects will likely show different options for achieving this effect.
- Daylighting into WUC through Plaza – Options for providing daylighting through the street level plaza into the WUC using various skylight configurations at the plaza level were discussed. The WUC concept design was not advanced far enough to determine the layout of the underground retail space and therefore the appropriate location for daylighting at the time of the coordination meetings. This was further developed as design progressed. Natural light is proposed to enter the WUC through glass walls in both the “pop-up” feature and the “pop-down” area.
- Water Feature – The Station Plaza team proposed a water feature at the street level while the WUC team proposed a water feature located within the street level plaza opening with water cascading down into the retail WUC level. Consensus was not reached on which option to select. Each team will progress their proposed concept. Consideration will be given to the appearance of this water feature during periods when water is not in use and/or the water feature will be heated to allow for year round use.
- Vertical Circulation between the WUC and the Interior of the Station – All parties agreed that vertical circulation between the WUC retail and the interior of the station should be provided within the west corridor and near the southwest corner of the station building (Item 7b plus new elevators along west wall of station in Diagram 1). This location will serve the purpose of the previously proposed east head house and provide a direct connection from the interior of the railroad station, through the underground retail concourse, to the underground connector leading to the SEPTA subway station. In addition, both the Station Plaza and the WUC teams proposed an additional vertical circulation element located near or within the main waiting room of the station. The Station Plaza team proposed to place the vertical circulation element outside the station within the west portico, while the WUC team proposed the vertical circulation element be located directly within the main waiting room by activating an originally designed but now covered opening north of Stairway 10 (Item 7a in Diagram 1).
- Retail along the Perimeter of the Station Building – (Item 8 in Diagram 1.) All parties concurred that retail space should be located along the perimeter of and perforating the station building along primarily the southern façade, and possibly to a lesser degree due to historic preservation implications the western façade, providing visibility to the retail spaces from the exterior of the building.

BENCHMARKS



These existing sites were selected as benchmarks to assist in developing the concept plans for the West Underground Concourse. These benchmarks all have some similar features that relevant to the physical conditions and/or the design goals of the West Underground Concourse.

Todd English

Located in
The Plaza Food
Hall USA

Turn-style

Located in the
Columbus Circle
subway station

The Oculus / Eataly

Located inside the
Westfield World
Trade Center

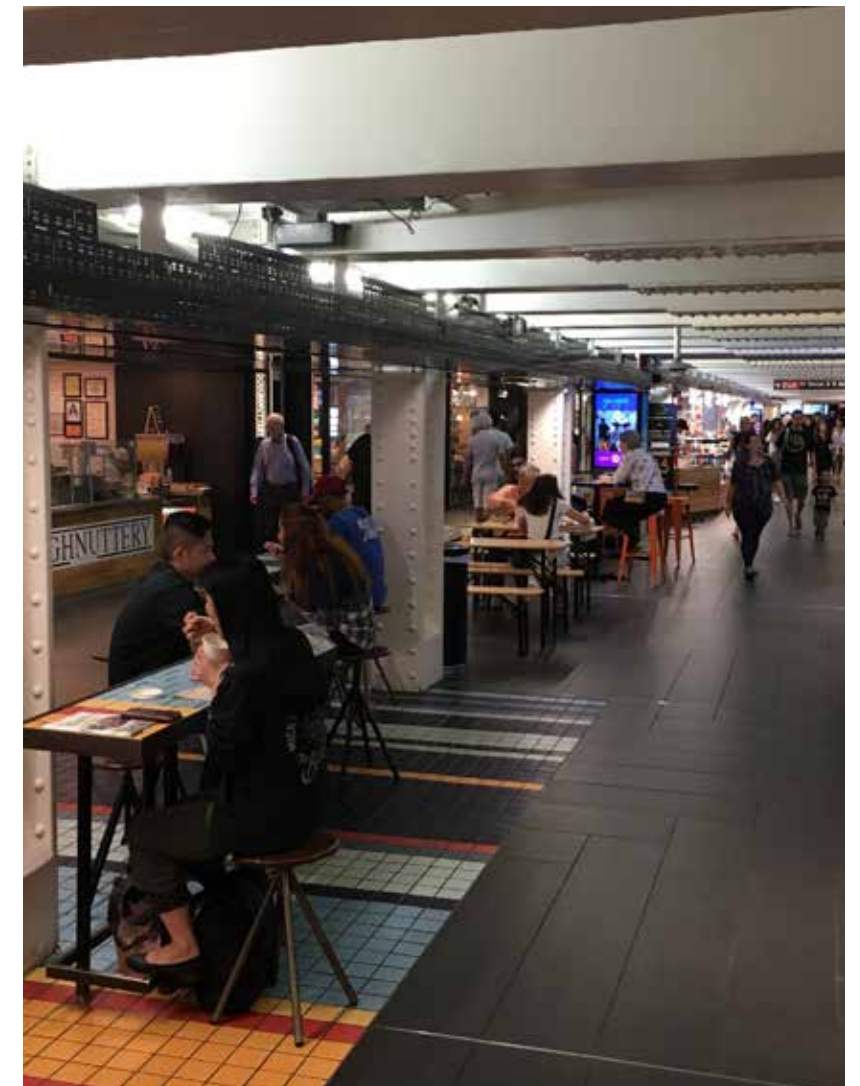
TURN-STYLE

PROJECT RELEVANCE:

- Underground retail environment
- Transit oriented retail
- Repositioned underground environment

KEY TAKEAWAYS:

- Bold graphic signage at street level is appealing, but perhaps under used; the casual visitor does not know it's there
- Stores are quite small and packed tightly, with about 30 storefronts along the 2-block length of the corridor
- Mostly local restaurants, a few service retailers for convenience
- Well-lit spaces make it feel safe; lighting also "lifts" ceiling, which is quite low
- Digital media integrated throughout
- Floor materials well-chosen for interest and durability
- Active programming by operator: we saw a string trio playing and a guitar player setting up who were all hired



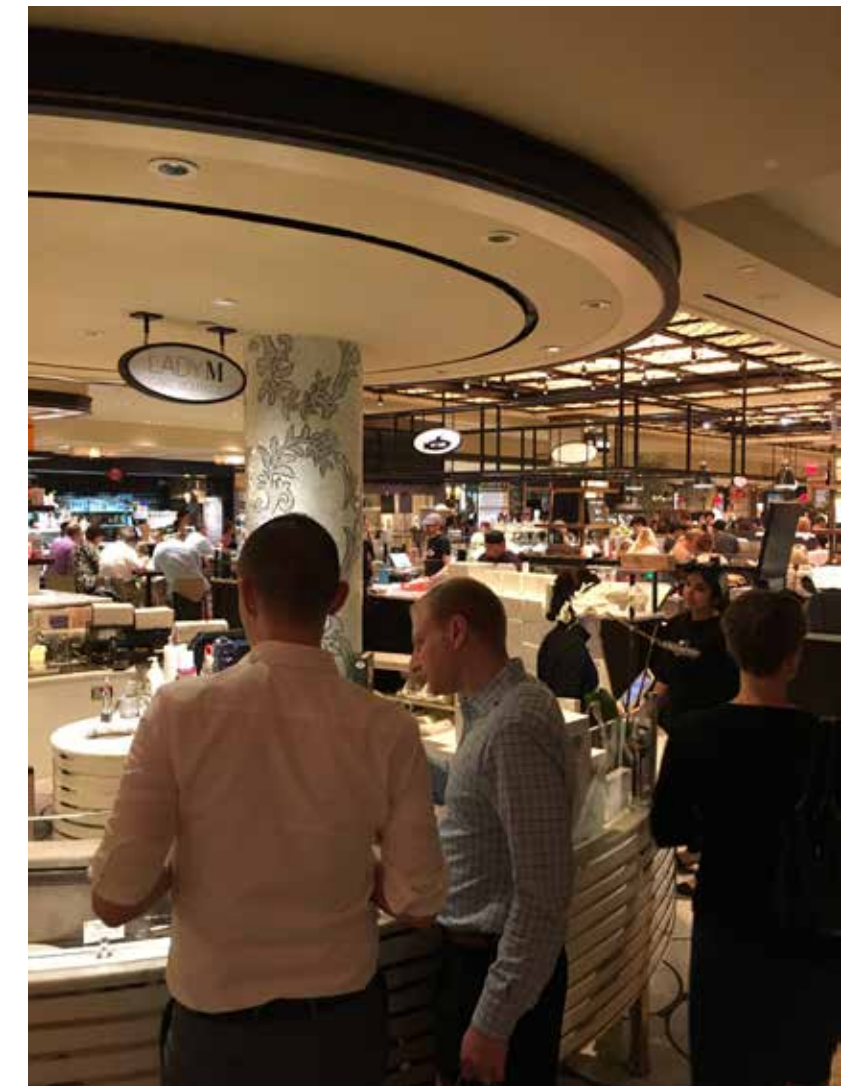
TODD ENGLISH

PROJECT RELEVANCE

- Underground retail environment
- Food Hall concept as a potentially applicable program precedent
- Destination retail experience
- High level of design and finish

KEY TAKEAWAYS:

- Highly selective and curated offering of food purveyors
- Uses its underground location to create a distinctive ambiance almost like a private club
- Lighting makes features of each stand and its products
- Circulation is tight between stands, counters & bar-height stools – has a buzz
- Lack of exterior signage not a detriment to foot traffic – very crowded at 2:30 pm on a weekday



THE OCULUS

PROJECT RELEVANCE:

- Underground retail environment
- Transit oriented retail
- Vertical orientation loosely relates to the relationship of the West Underground Concourse with the historic 30th Street Station
- Iconic architectural expression as a form of placemaking
- Destination retail experience

KEY TAKEAWAYS:

- Scale is monumental, overwhelming, and inspiring at the same time with excellent natural light and visibility
- Traversing from street to below-ground is circuitous; long walks from retail center to transit connection points
- Connection to any kind of train travel simply not evident
- Central plaza is vast and calls for nearly constant programming



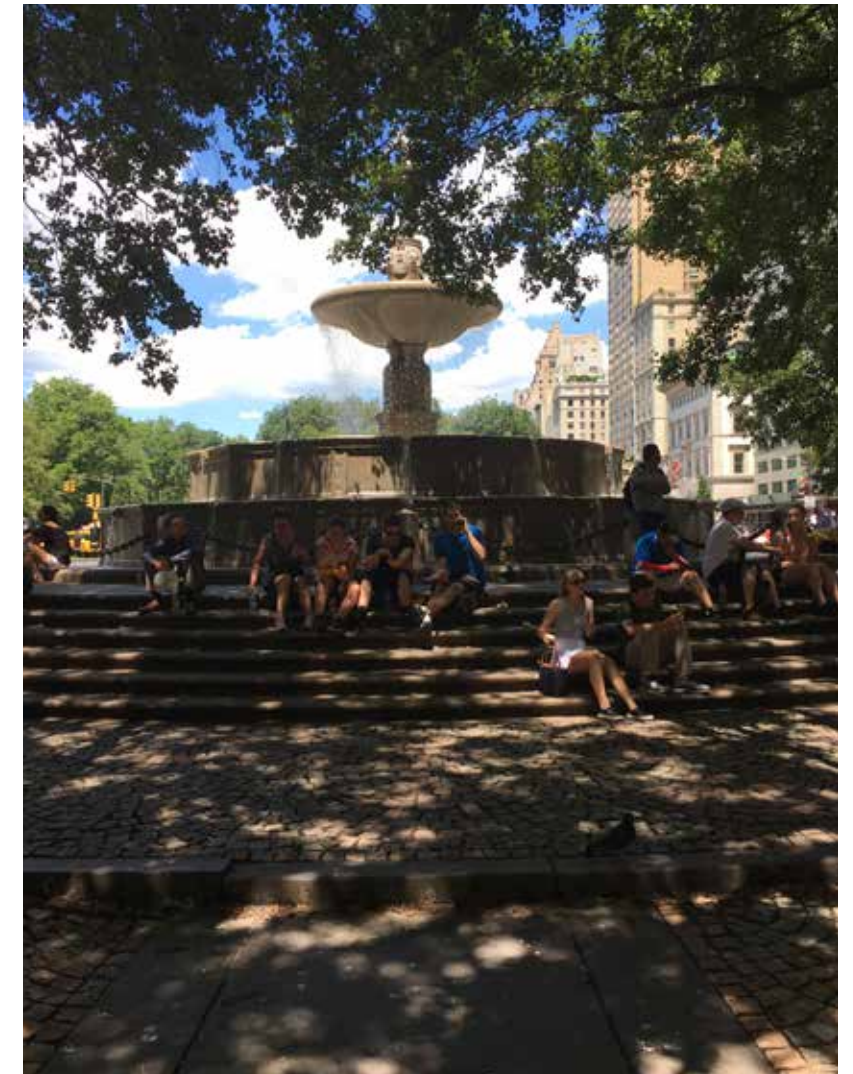
EATALY

PROJECT RELEVANCE:

- Food Hall concept as a potentially applicable program precedent
- Vertical orientation loosely relates to the relationship of the West Underground Concourse with the historic 30th Street Station
- Destination retail experience

KEY TAKEAWAYS:

- Eataly is not underground or on the direct route to/from transit, but several stories up an elevator or escalator
- You have to make this a destination – and people do
- Beautiful merchandising of food and other products, such as cookbooks or canned goods organized by color
- Ample signage, but part of the pleasure is wandering and discovering



DESIGN INSPIRATION

Osaka Umekita Plaza

Grand Front Osaka is a large commercial complex north of JR Osaka Station in the Umeda district that was opened in 2013. It consists of a wide variety of shops and restaurants, an Intercontinental hotel, office and event space, as well as a residential tower. Elevated walkways and a subterranean retail mall connect the multiple buildings of Grand Front Osaka to each other and to Osaka Station.

The Umekita plaza is a vast space for relaxation in front of the north entrance. The water and greenery are meant to make visitors forget that you are inside a large city. Perfect for a meeting spot or a place for leisurely contemplation, its scale and beauty are a great source of inspiration for this project.



Coex Grand Central Atrium

Asia's largest subterranean shopping and lifestyle complex was transformed by an innovative vision by reconfiguring visitor circulation, creating new gathering places, and opening its primary focal points to daylight and views. Centered in the concept of "The Unfolded Sky" – peeling back the streetscape to reveal the sky from below – the underground spaces are opened to sunlight and air, celebrating the connection to nature, and giving the mall a vibrant street-level presence that positions it as a center of civic life in Seoul.



Fig at 7th

Adjacent to the thriving L.A. LIVE entertainment district, FIGat7th's renovation provided an opportunity to better serve the area's growing residential community. In addition to dated architecture, poor circulation and visual clutter also challenged the redesign. Timeless design was the approach taken to reinvent the mall's functionality and style with an architecture that stands out without being overdone. An improved, open layout capitalizes on the building's geometry, fluently directing foot traffic through the retail amenities under and above ground.



Design Strategy

DESIGN STRATEGY SUMMARY

User Profiles:
Who is using this space?



Rob
Daily Commuter



Jason
Active Local



Susan & Lee
Out-of-Town Visitors

User Needs:
What do these people care about?

Rob travels using SEPTA Market-Frankford Line and Regional Rail on his daily journey from work to home in Ardmore.

Jason is a Temple University student who's really into new happenings in the community.

Susan and Lee are from New York and visiting Philly for the first time this weekend.

Design Purpose
How can our design serve these users?

"I'm late and need to get to work for an 8am meeting."

"Did you hear Steven Starr opened a new restaurant at 30th Street?"

"I hope it's easy to find our way to our hotel."

"I'll stop and get breakfast on the way."

"Happy hour at the new pop-up beer garden!"

"We loved the Franklin Institute and didn't grab lunch before the train."

"I'd love to pick up dinner and a movie on my way home."

"Let's have lunch and sit outside at 30th Street."

"Let's find a souvenir for the kids before getting on the train."

Design Strategy
What does our design need to be?

Seamless 

Engaging 


Revealing 

Revealing 

Seamless 

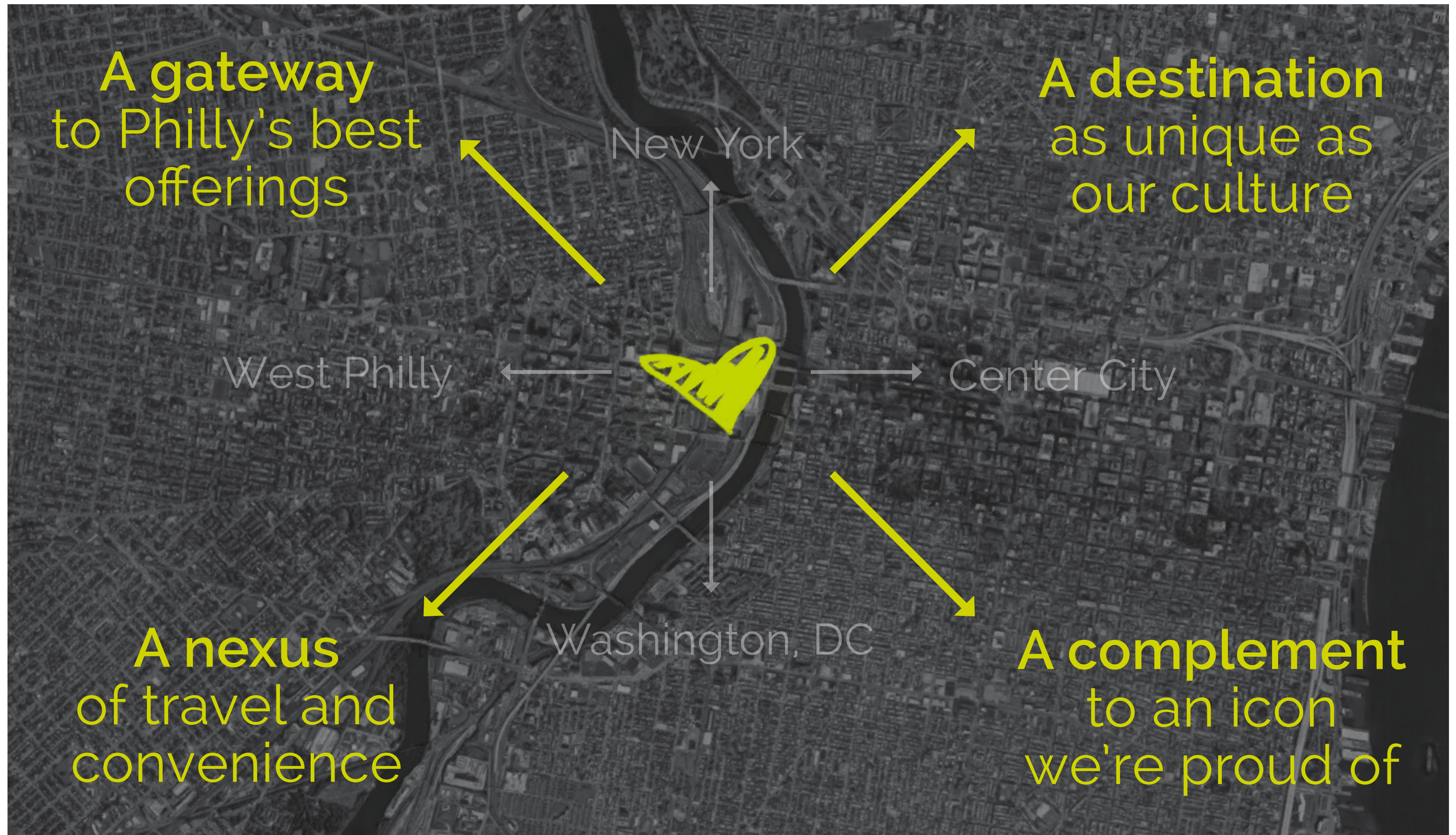
Seamless 

Engaging 

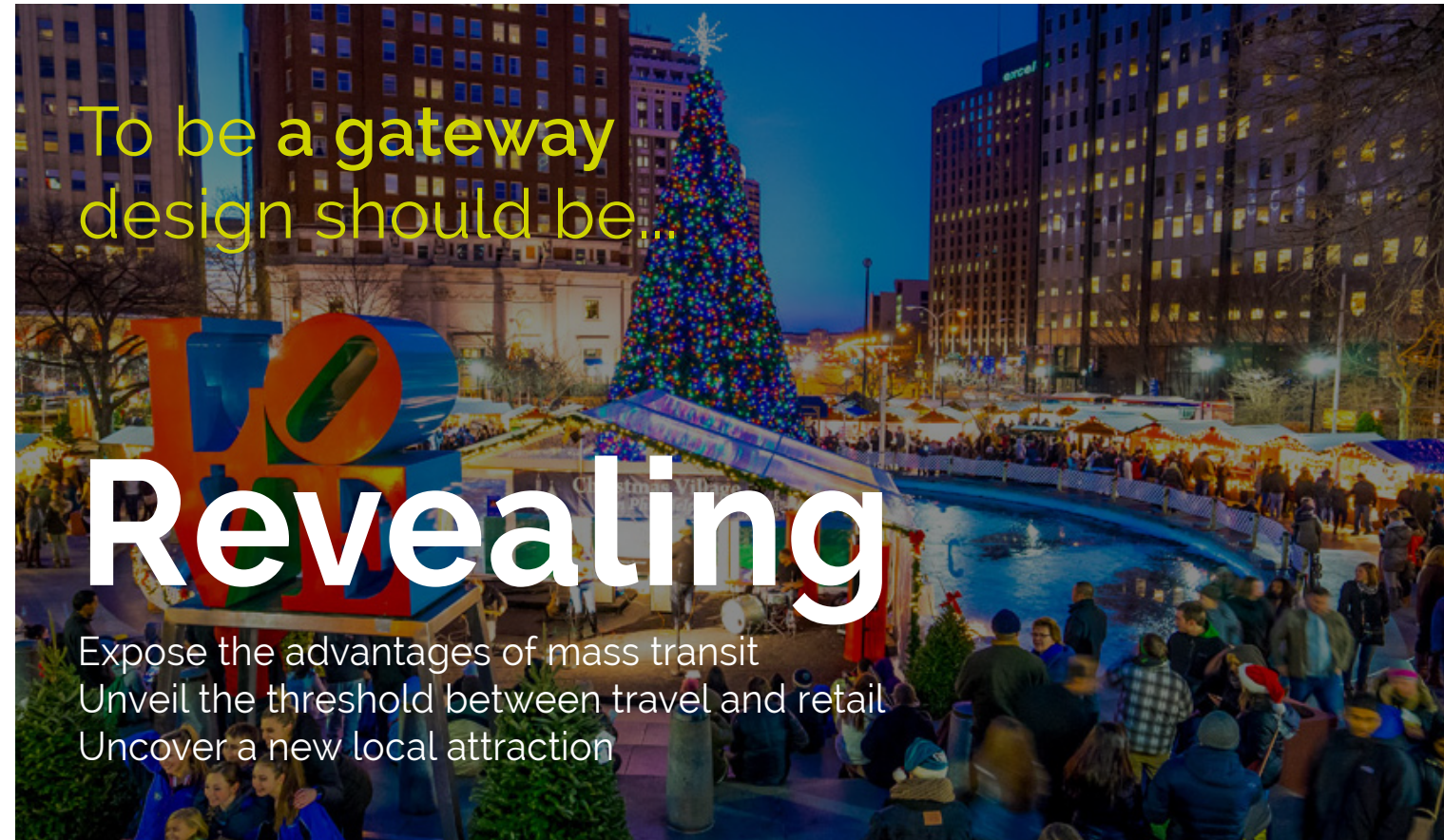
Revealing 

Engaging 

DESIGN PURPOSE: HOW CAN OUR DESIGN SERVE THESE USERS?



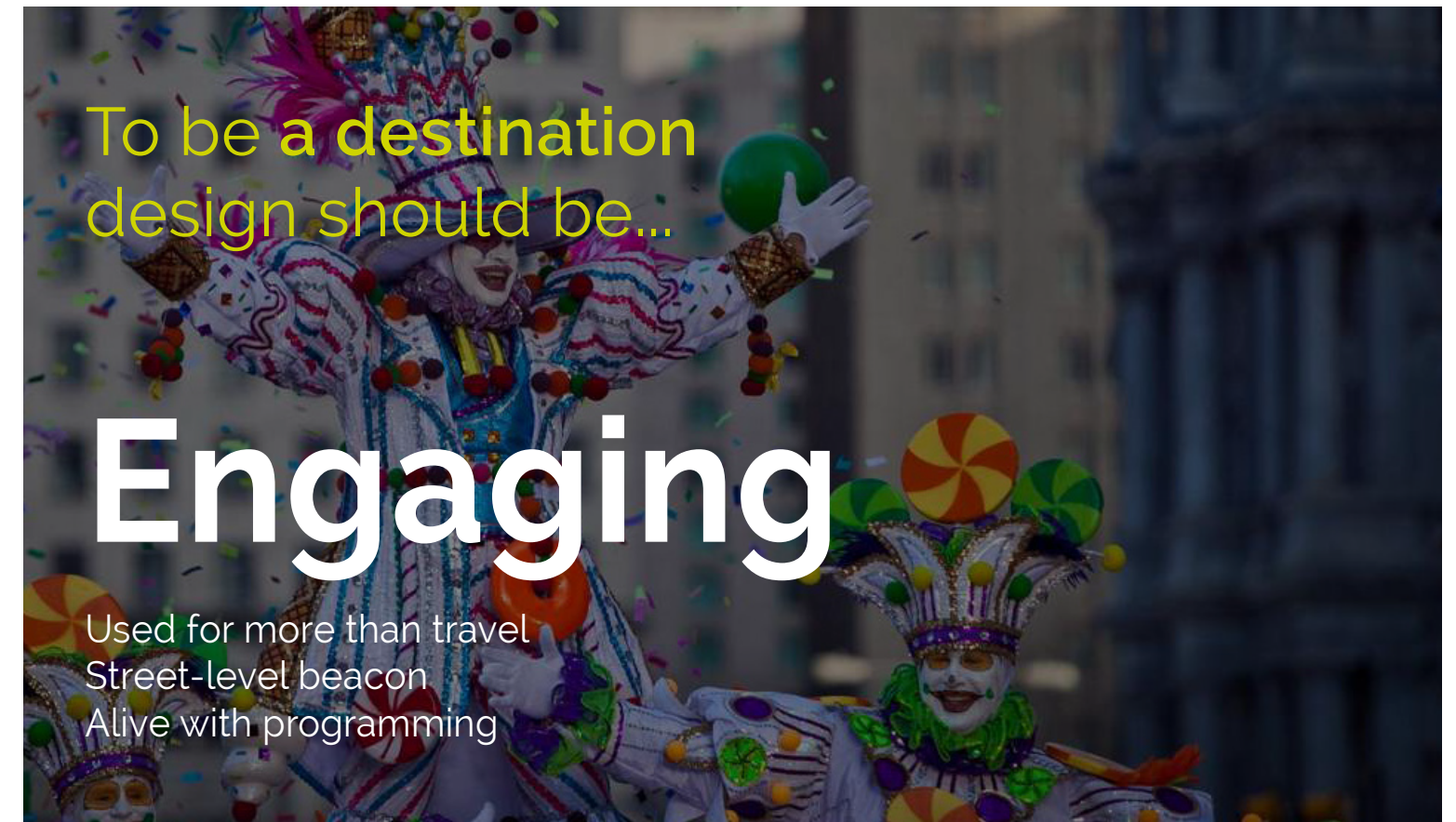
DESIGN STRATEGY: WHAT DOES OUR DESIGN NEED TO BE?



To be a **gateway**
design should be...

Revealing

- Expose the advantages of mass transit
- Unveil the threshold between travel and retail
- Uncover a new local attraction



To be a **destination**
design should be...

Engaging

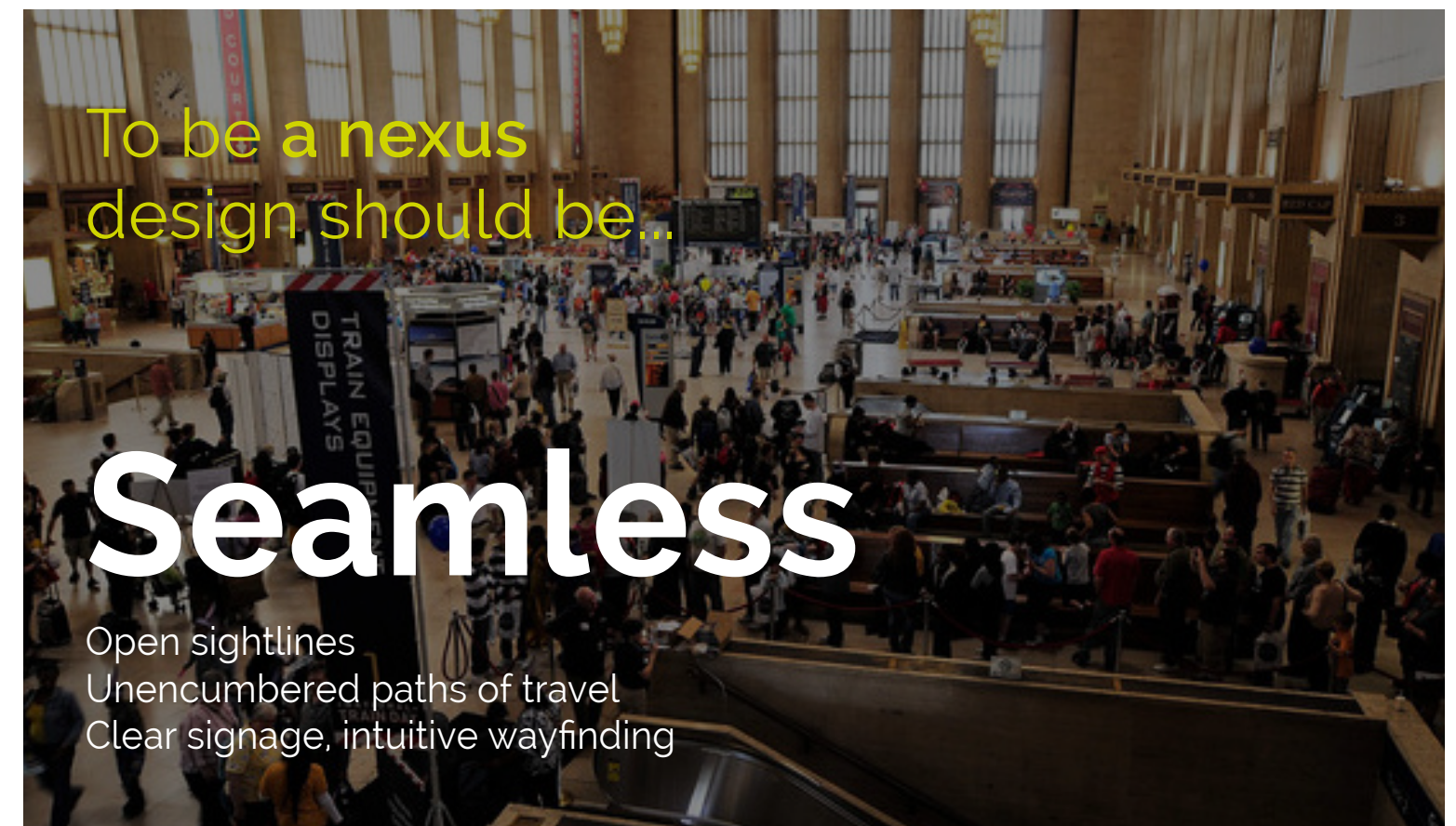
- Used for more than travel
- Street-level beacon
- Alive with programming



To be a **complement**
design should be...

Graceful

- Sweeping forms
- Light and buoyant structure
- Integrated with surroundings



To be a **nexus**
design should be...

Seamless

- Open sightlines
- Unencumbered paths of travel
- Clear signage, intuitive wayfinding

Conceptual Design

DESIGN DRIVERS

Design Overview

Through the Project Team's exploration of the potential to vertically connect the WUC with Amtrak's Station Plaza Project, the WUC's conceptual solution was shaped by a number of inter-relating goals that guided the recommended design direction. These goals included:

- Provide continuous indoor connection between SEPTA and the Station;
- Connect concourse directly to station street level plaza;
- Connect retail directly to station;
- Maximize daylight into WUC;
- Establish retail presence at the street level, and;
- Create a memorable front door to the WUC.

Graceful Entryway

The primary design move was to sculpt the street level to reveal and connect the West Underground Concourse below making the new retail environment safe, accessible and inviting both visually and physically. Drawing inspiration from several successful precedents such as Osaka Umekita Plaza (shown on Page 16), this new, open, West Underground Concourse is envisioned as a vibrant centerpiece within Station Plaza and the neighborhood.

The physical characteristics of the site, and the goals of a safe, secure and open retail environment that is inviting and maintains transit functionality make the "pop-down" a logical choice. Maintaining sightlines and using logical paths of pedestrian flow can add to the buzz of a vibrant and open environment. As noted in the Historic Preservation Approach on page 25, the "pop-down move" has a lighter overall impact on the historic station and setting while still creating a new, notable point of entry. The next phase of design of the Street Level architecture and the "pop-down" to the West Underground Concourse should take into account that the concepts shown in this report are largely consistent with NPS Standards and Guidelines

A water feature is included to add interest to the "pop-down" space as an entrance to the WUC and to complement the signature retail space enclosed by the "pop-up." The water feature is proposed to be active year round by using a heated system or having the capability to project some type of pattern over the water feature so it does not become an empty fountain in the winter. The pool is shallow to reduce safety issues and is large enough to limit the width of the pedestrian path adjacent to the pool so it is wide enough to

facilitate pedestrian flow through the space but narrow enough to discourage loitering. The final design also needs to include an aesthetically pleasing and unobtrusive means to secure the entrances to the "pop-down" in the off hours when the station is not operating for security reasons.

Access to the South retail concourse from the Station Plaza was carefully studied to enhance the porosity of the retail spaces and entry to the food hall. Creating an indoor/outdoor option also adds to the visibility of the interior spaces, and creates the buzz of a safe, active and welcoming location.

Retail Pavilion and Historic Building

As a counterpoint to the "pop-down", the Project Team's design of the new retail pavilion rises elegantly above the open "pop-down" as a beacon. This pavilion is a highly noticeable element in the West Philly cityscape providing a destination-quality street and WUC level retail or restaurant environment. Lightweight sculptural forms contrast the robust, masculine characteristics of the historic train station.

Rather than attempt to compete with or mimic the existing station and its height of 116 feet at portico and 85 feet at the top of the South Concourse, the proposed soft, organic, formal qualities of the new curved pavilion structure creates a striking profile while maintaining its deferential relationship to the historic building. This deference is most evident at the height of the tallest part of the pavilion (at the tip or canopy), which is proposed as 20 feet high and sits 5 feet below the first spandrel line on the station.

Conceptual Design Pillars

Summary recommendations from the Project Team for the architecture of the retail pavilion include:

- **Building Massing:** A pavilion height of no more than 20 feet high, to be respectful to the historic existing building;
- **Materiality:** Durable, long-lasting materials such as stone, stainless steel and glass that promotes permanence;
- **Historic Context:** Creating a contemporary, distinctive edifice that does not compete or conflict with the existing building;
- **Sightlines:** Retain unobstructed views of the West Portico from the corner of Market and 30th Street,

- **Connectivity:** Maintaining the Amtrak user's ability to stay underground and connect from SEPTA to Amtrak, while still accessing new underground retail;
- **Retail Footprint:** Maximize available square footage for lease of retail, and;
- **Experience:** Create an inspirational, physical sequence of spaces that positively impact the quality of people's experiences.

Sightlines

The design team thoughtfully considered desired pathways that supported efficient and effective travel from street level to West underground Concourse retail while maintaining very clear sightlines to the historic structure. The eventual massing of the street level structures grew out of carefully considered visual mapping, maximizing the opportunity for new retail exposure while minimizing impact on the visibility and historic presence of the existing station.

The configuration, height, and materiality of the "pop-up" and the canopy over the escalators were carefully determined using glass surfaces and curvilinear shapes to compliment the massing of the station building in order to not obstruct the view of the station facade from the west and southwest.

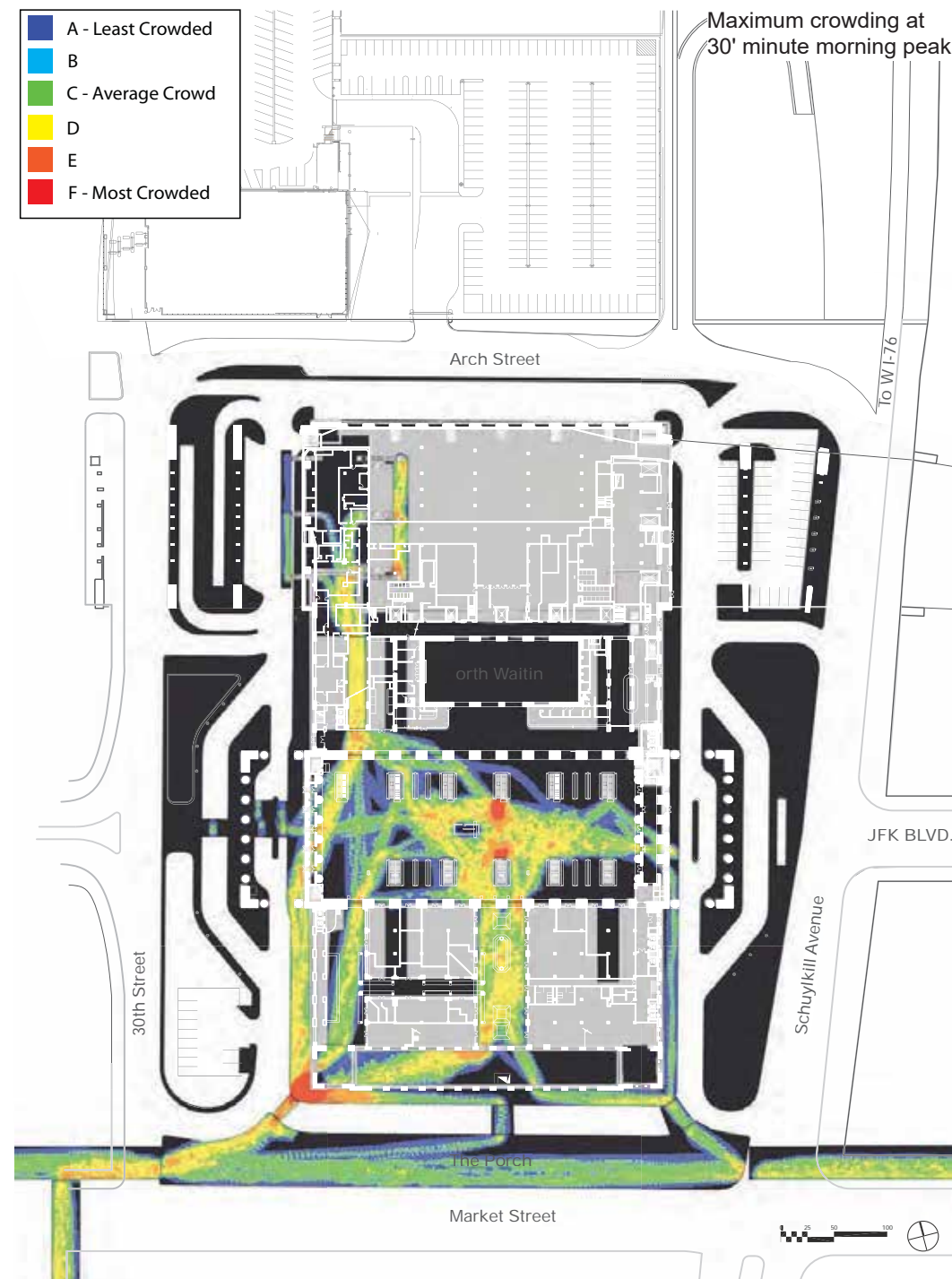
DESIGN DRIVERS

Pedestrian Flow

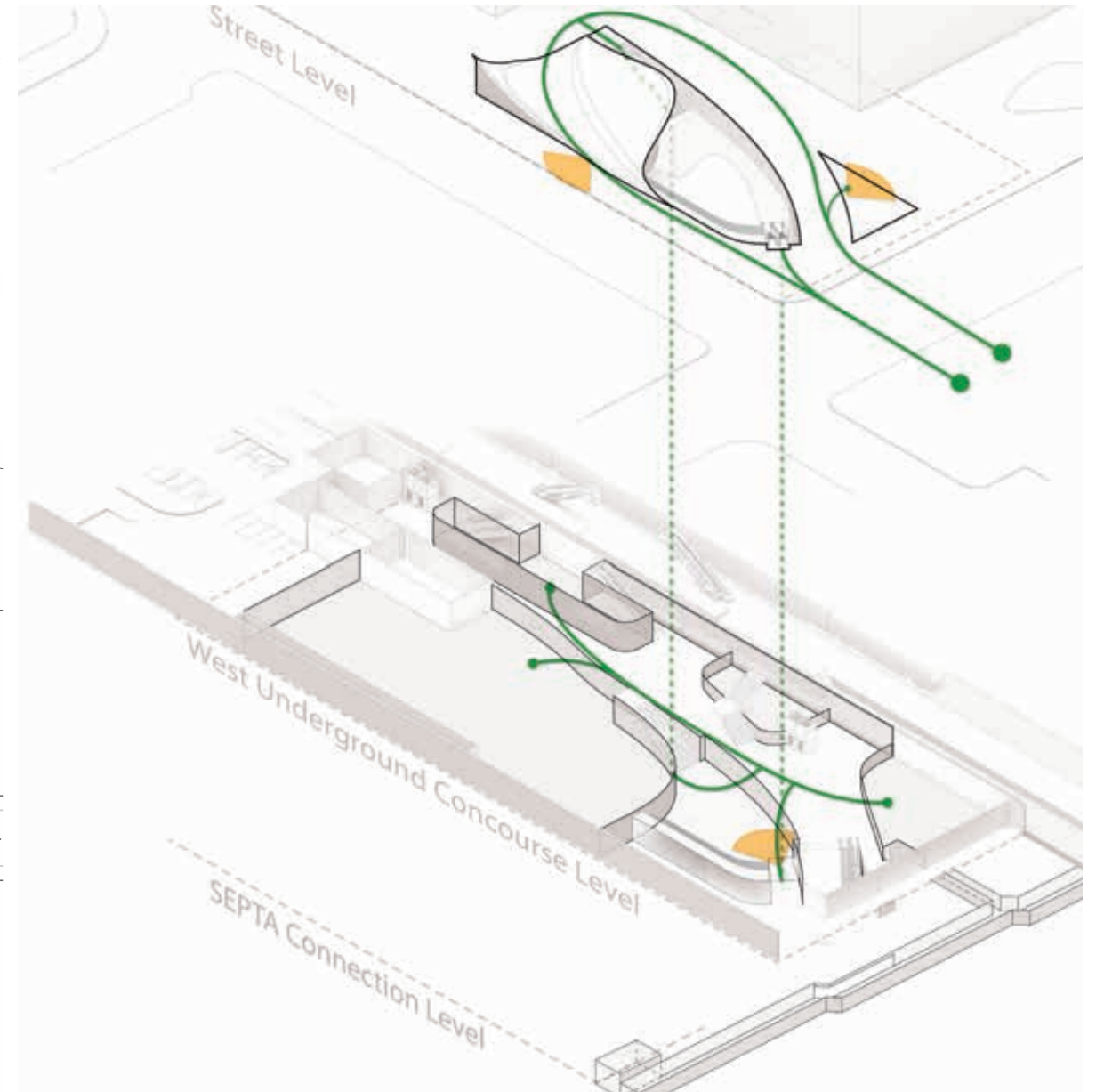
Clear pedestrian flow patterns based on the Pedestrian Flow Modeling depicted in the Existing Street Level Pedestrian Flow diagram from page 59 of the 30th Street Station Plaza Preferred Concept Plan Report (FxFowle, November 2017) seek to clarify and strengthen movement not only between levels but also between the primary programmatic elements: 30th Street Station, the 30th Street SEPTA headhouse, and the West Underground Concourse. Curvilinear planning geometries support the fluid movement of passengers and patrons (i.e. Daily Commuters, Active Locals, and Out-of-Town Visitors, etc.), and create a natural sense of wayfinding.

Escalators draw people from the bustling Street Level corner at Market and 30th Street down to the West Underground Concourse. New escalators provide direct connection from the SEPTA connector below up to the West Underground Concourse. Both street level access and SEPTA access converge in the West Underground Concourse. A stair at the North end of the “pop-down” reconnects to the West Portico, offering clear direct movement between station users and the West Underground Concourse.

Within the retail area, the design as shown has a continuous 15'-20' wide aisle that accommodates peak time passenger flow coming from SEPTA and connects at various points to the plaza level. An additional 10'-20' is then provided at key moments to allow for slower retail customer traffic and seating amenities



Existing Street Level Pedestrian Flow.



- Interesting Pedestrian View Location
- Pedestrian Paths/Patterns

HISTORIC PRESERVATION APPROACH FOR PROPOSED EXTERIOR CONCEPT

Historic Preservation Considerations

- The design should ideally integrate the key relevant points from the 30th Street Historic Preservation Guidelines (HPG) developed as part of the 30th Street Station District Plan.
- Significant exterior features, floor plans, interior spaces, features, and finishes that are important in defining the overall historic character of the building should be identified using the HPG, retained, and preserved. Significant spatial characteristics include the size, configuration, proportion, and relationship of rooms and corridors; the relationship of features to spaces; and the spaces themselves. Given 30th Street Station's widely-recognized historic significance, any proposed changes to the building should be designed in a way that protects the irreplaceable architectural character of the station's original design while leveraging its iconic identity. Significant interior and exterior features, floor plans, and materials that are important in defining the overall historic character of the building should be identified using the Historic Preservation Guidelines, retained, and preserved. Significant spatial characteristics should also be identified and preserved, including: the size, configuration, proportion, and relationship of rooms and corridors; the relationship of features to spaces; and the spaces themselves. For example, the monumental volume of the Main Concourse and the stylized Art Deco-inspired decoration throughout the station are key features of the original design that should be preserved in order to protect its architectural character. By taking the preservation factors detailed in the Historic Preservation Guidelines into consideration, any proposed improvements to the station will reflect design excellence that is sensitive to and appropriate for this nationally significant historic building.
- From a SHPO-review perspective, the simple "pop-up" proposed by the WUC team with a possible "pop-down" into the underground concourse has a light overall impact on the station and setting while marking a new and notable point of entry. Moreover, such an approach, once refined, is largely consistent with NPS Standards and Guidelines. Having an overall concept that Amtrak can feel comfortable is compliant with the Standards will greatly facilitate future SHPO review, saving time and budget.

The relevant National Park Service (NPS) Standards and Guidelines are as follows:

- Design an addition to a historic building in a densely-built location (such as a downtown commercial district) to appear as a separate and distinct building, rather than as an addition.
- Ensure that the addition is subordinate and secondary to the historic building and does not visually obscure character-defining features of the historic building.
- Locate new construction far enough away from the historic building, when possible, where it will not negatively affect the building's character, the site, or setting.
- Consider the design for a new addition in terms of its relationship to the historic building as well as the historic district, neighborhood, and setting.
- Design new construction on a historic site or in a historic setting that is compatible but differentiated from the historic building or buildings.

Historic preservation concerns were taken into account for the development of both the exterior and interior design concepts related to the project. The proposed concept for exterior modifications for an above-ground entrance to a new West Underground Concourse are in keeping with the recommendations made in the Historic Preservation Guidelines for the station, as well as the Secretary of the Interior's Standards for the Treatment of Historic Properties.

The WUC itself will be located in an area of the building that is not historically significant. The proposed new entrance structure has been conceived so that it will not visually detract from the character of the historic station building. The new entrance structure, sited on the street level plaza at the southwest corner of the station, will be intentionally held back from the exterior of the station. The small structure will maintain the major visibility of the monumental historic façade. The structure will be designed to be clearly of its time and differentiated from the historic station. Its materials, features, size, scale, proportion, and massing will protect the integrity of the station and its surroundings. If the new WUC entrance structure were to be removed at some future time, the essential form and integrity of the iconic station and its environment would be unimpaired.



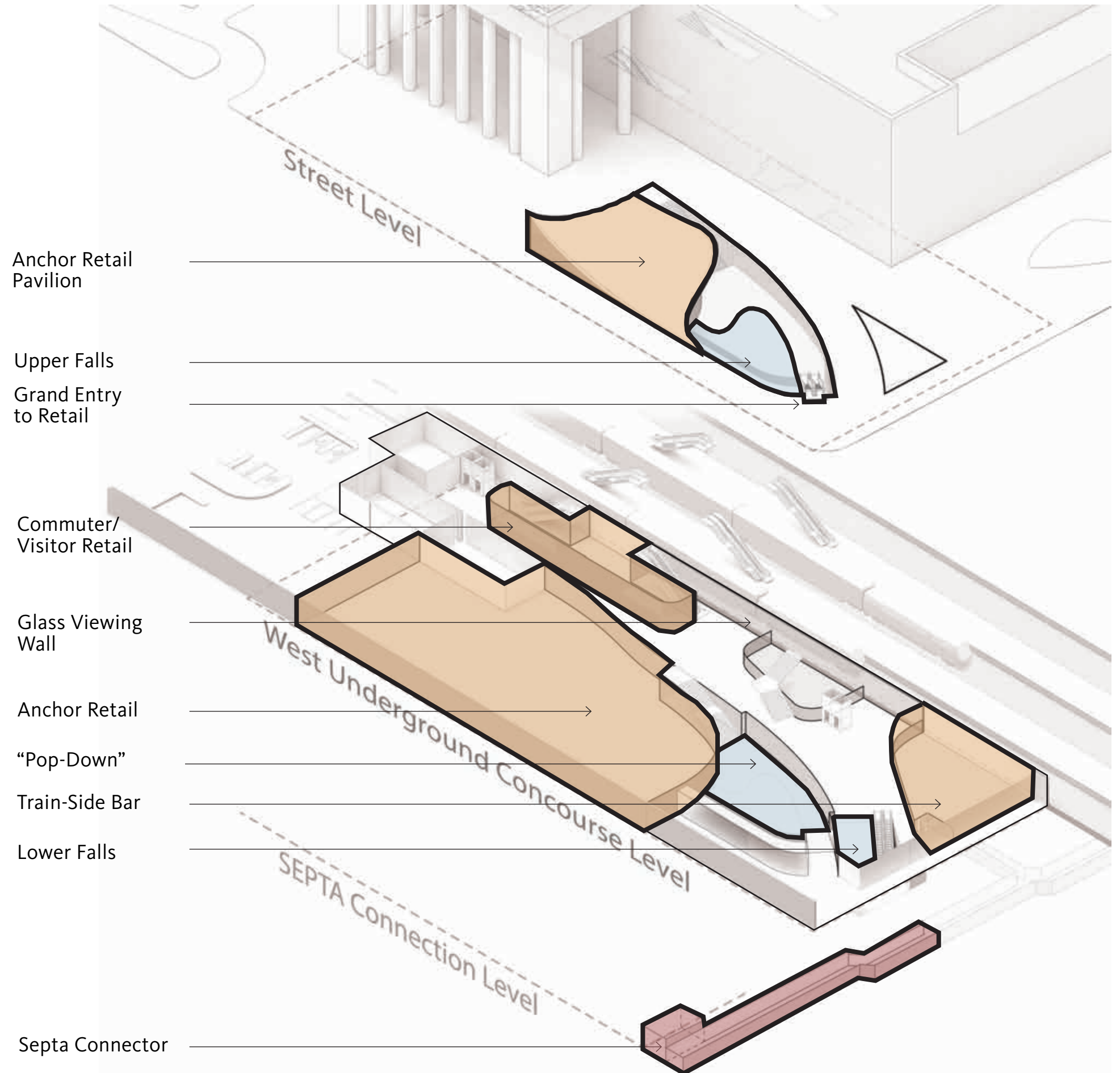
DESIGN DIAGRAM



Context



Area of Focus



DESIGN FOR DAILY COMMUTER



Rob Daily Commuter

1

Rob is on his way home from work; he meets his wife at the station to travel home together.

2

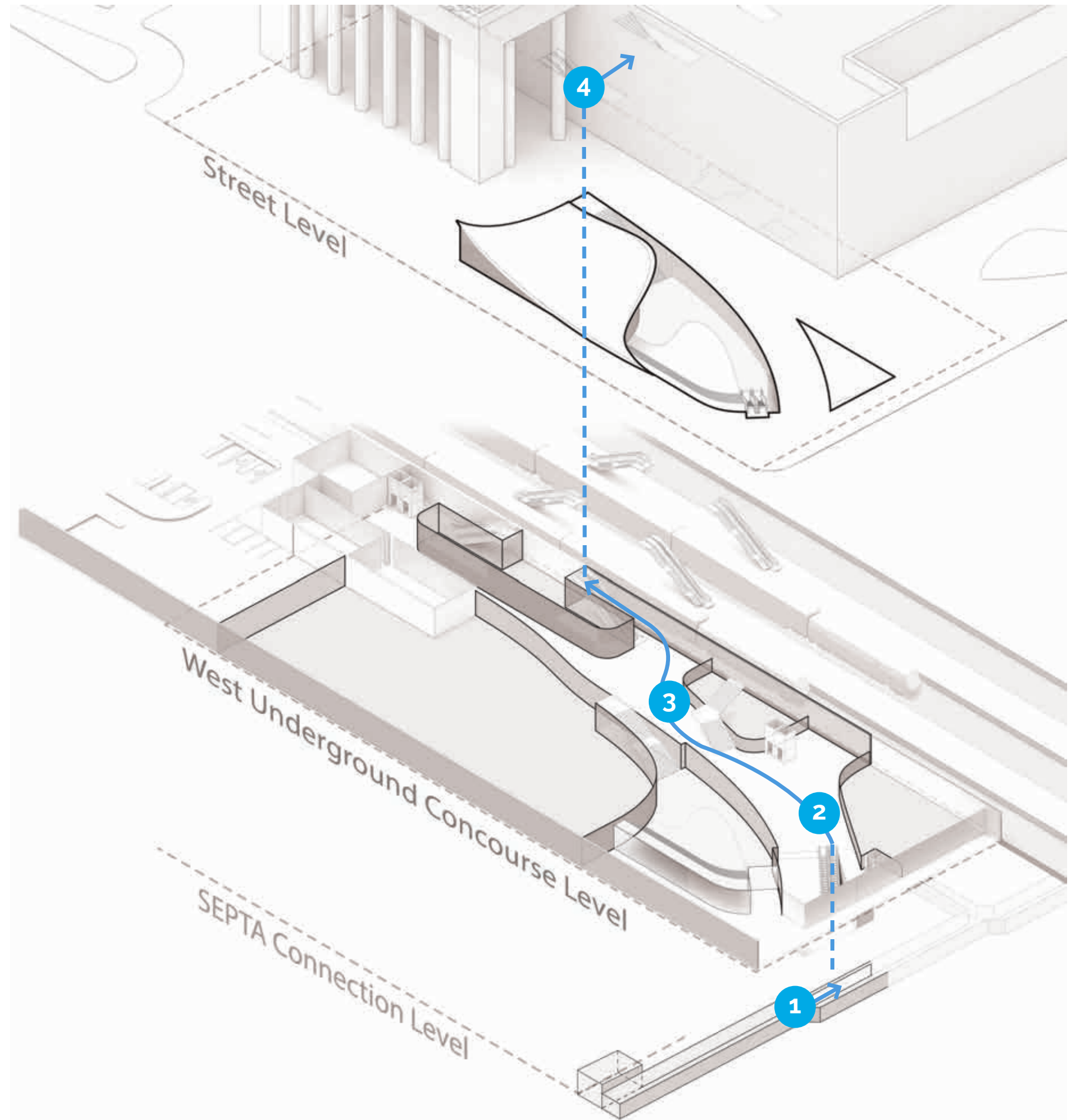
He and his wife take the escalators up through the Concourse Retail and decide they are going to grab dinner to eat on the train.

3

They stop at their favorite sandwich place and grab today's special.

4

They arrive at the station right on time!





1

Rob's arrives on the Connector level to the sight of a welcoming, double-height space that is bright and has a clearly legible sign that reads "Amtrak 30th Street Station". Rob meets his wife under the sign. While he's waiting, Rob experiences a large open floor area to allow for people to gather around large-format digital train schedule board without hindering comfortable pedestrian flow. Architectural features in the space include a prominent fountain and an organic ceiling design. Both features suggest and encourage movement, while simultaneously acting as sound attenuation devices. Stairs, escalators and elevators are in clear view making for intuitive directional wayfinding.





2

Rob's first impression of the West Underground Concourse is at the top of the escalator with a direct view of Amtrak trains arriving and departing behind an expansive glass wall. Along his path is the retail-filled concourse that includes restaurants, retail kiosks, and lounge areas with soft seating. In the distance is a monumental stair and elevator that both connect to the food hall that is in original historic 30th Street Station on the level above.





3

As Rob walks further into the West Underground Concourse he sees more of the retail environment and a clear sightline to the trains behind the escalator. He and his wife spot their favorite sandwich shop and decide to grab the daily special for dinner. With their sandwiches, they continue through the West Underground Concourse toward the escalator leading up to the Main Hall of the historic 30th Street Station.





4

Ascending the escalator is the moment when Rob and his wife get a visual connection to the historic 30th Street Station, the trains below the station and the new West Underground Concourse. Rob is impressed with the historic station's Main Hall as is it flushed with daylight and active with commuting travelers.



DESIGN FOR ACTIVE LOCAL



Jason
Active
Local

1

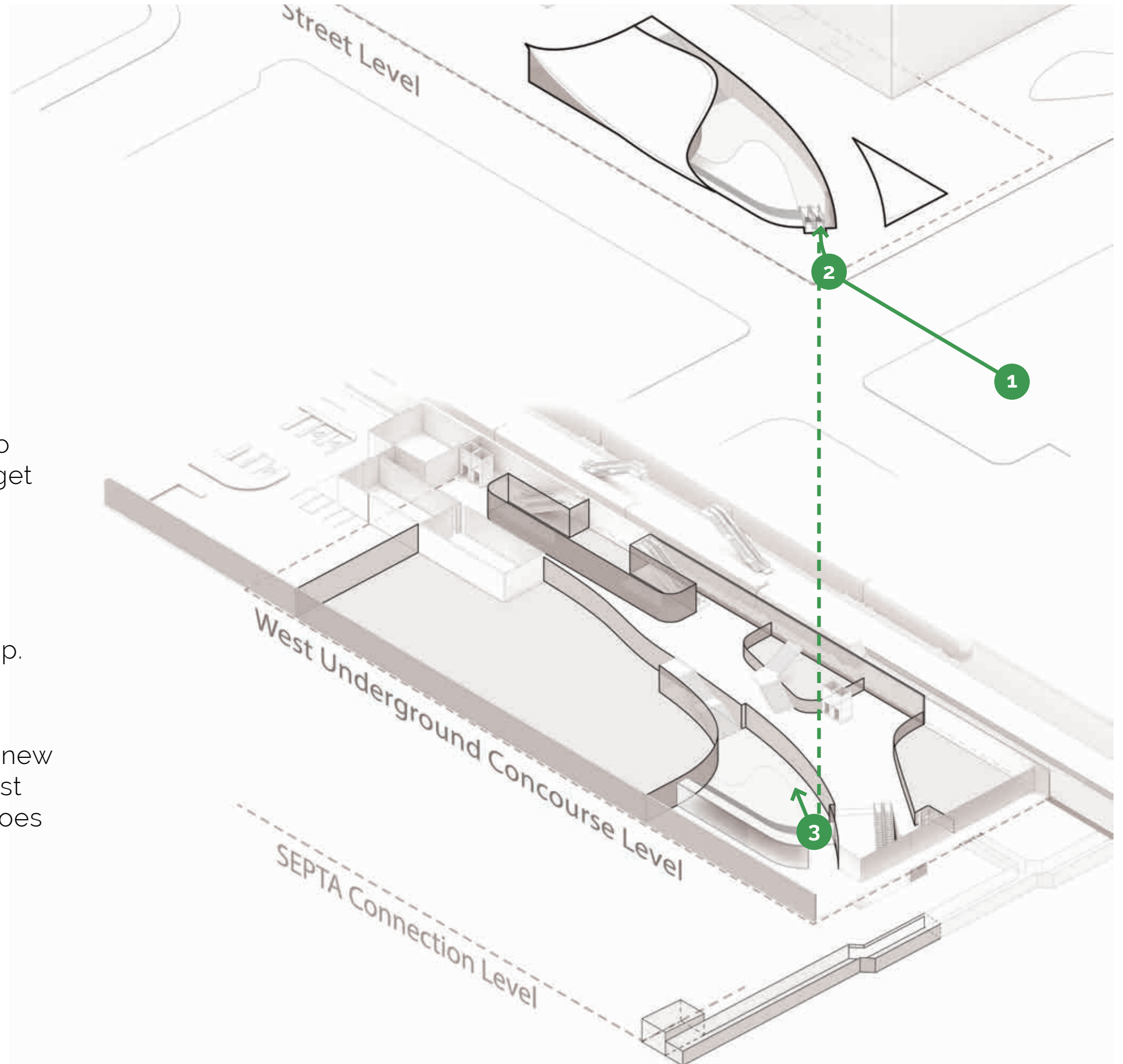
Jason needs a break from work so he takes a walk to 30th Street to get some fresh air.

2

When he arrives, Jason runs into an old friend and stops to catch up.

3

Jason's friend tells him about the new Steven Starr lunch spot in the West Underground Concourse, so he goes to check it out.





1

From the corner of 30th Street and Market Street, Jason can see the architecture of the West Underground Concourse comprised of a swooping structural trellis and curvilinear pavilion with a green roof. The design's flowing, gestural nature gives it a weightless quality that is contrasted by the grand historic 30th Street Station in the rear. The large monument sign that reads "30th Street Station" welcomes him and he loves the open air feeling.





As Jason draws closer, the West Underground Concourse reveals itself. A grand fountain activates the space and provides clear sight lines to the retail below. He takes the escalator down to see some friends waving at him.

2





3

Jason's friends recommend that he check out the new Steven Starr restaurant inside. As he travels in further, the experience of the West Underground Concourse is highlighted by the flowing fountain and swooping glass-lined architecture, but is balanced by an axial direct view of the portico of the historic 30th Street Station that shapes the skyline.



DESIGN FOR OUT-OF-TOWN VISITORS



Susan & Lee Out-of-town Visitors

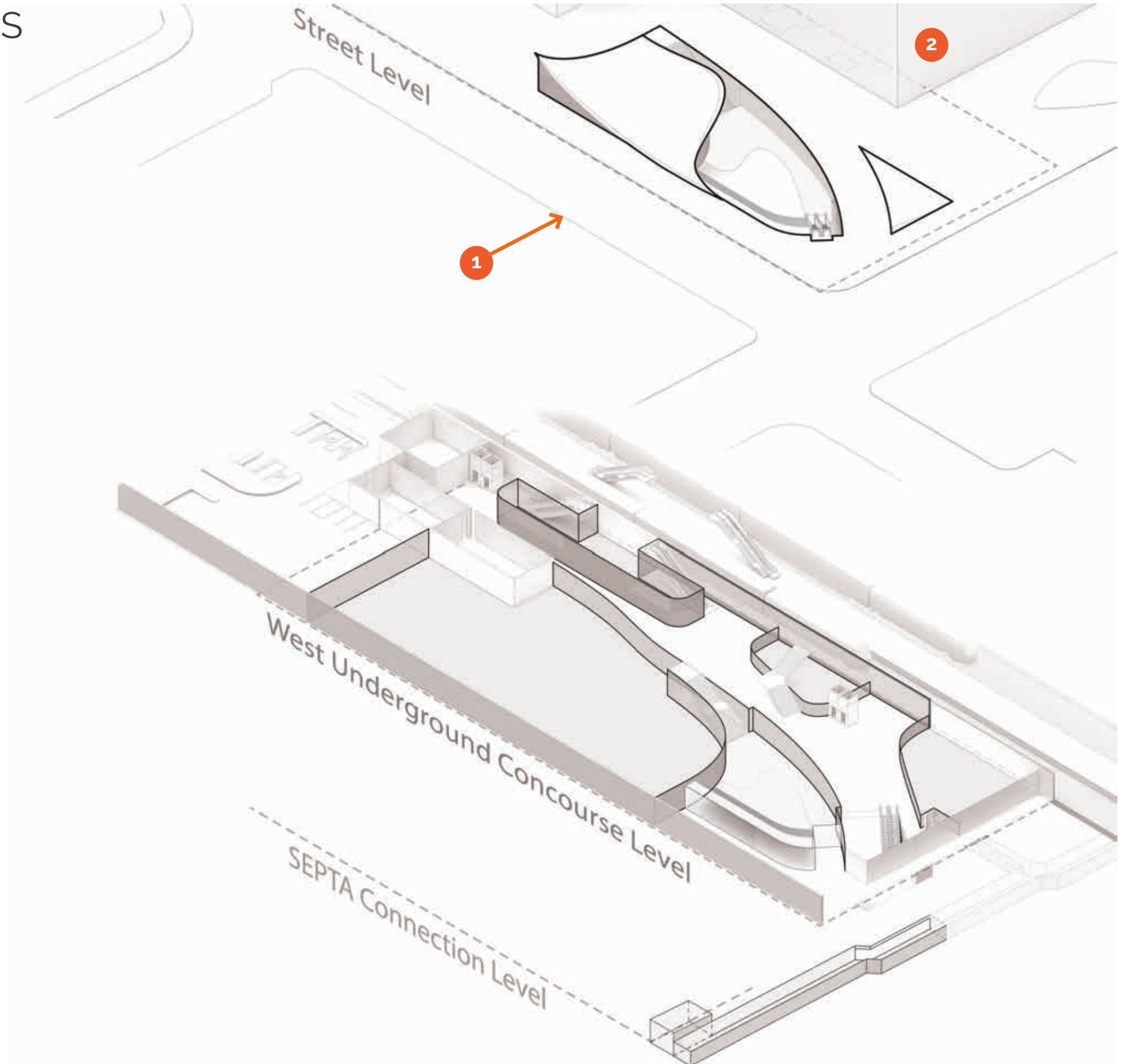
1

Susan and Lee arrive at the station on their way back to New York; they had a great time in Philly.

They take a step back to pose for a selfie to document the last leg of their trip.

2

As they go inside, they see a shop selling postcards of photography from a local student. They purchase a postcard with an aerial view of the Station as a souvenir.

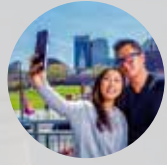




1

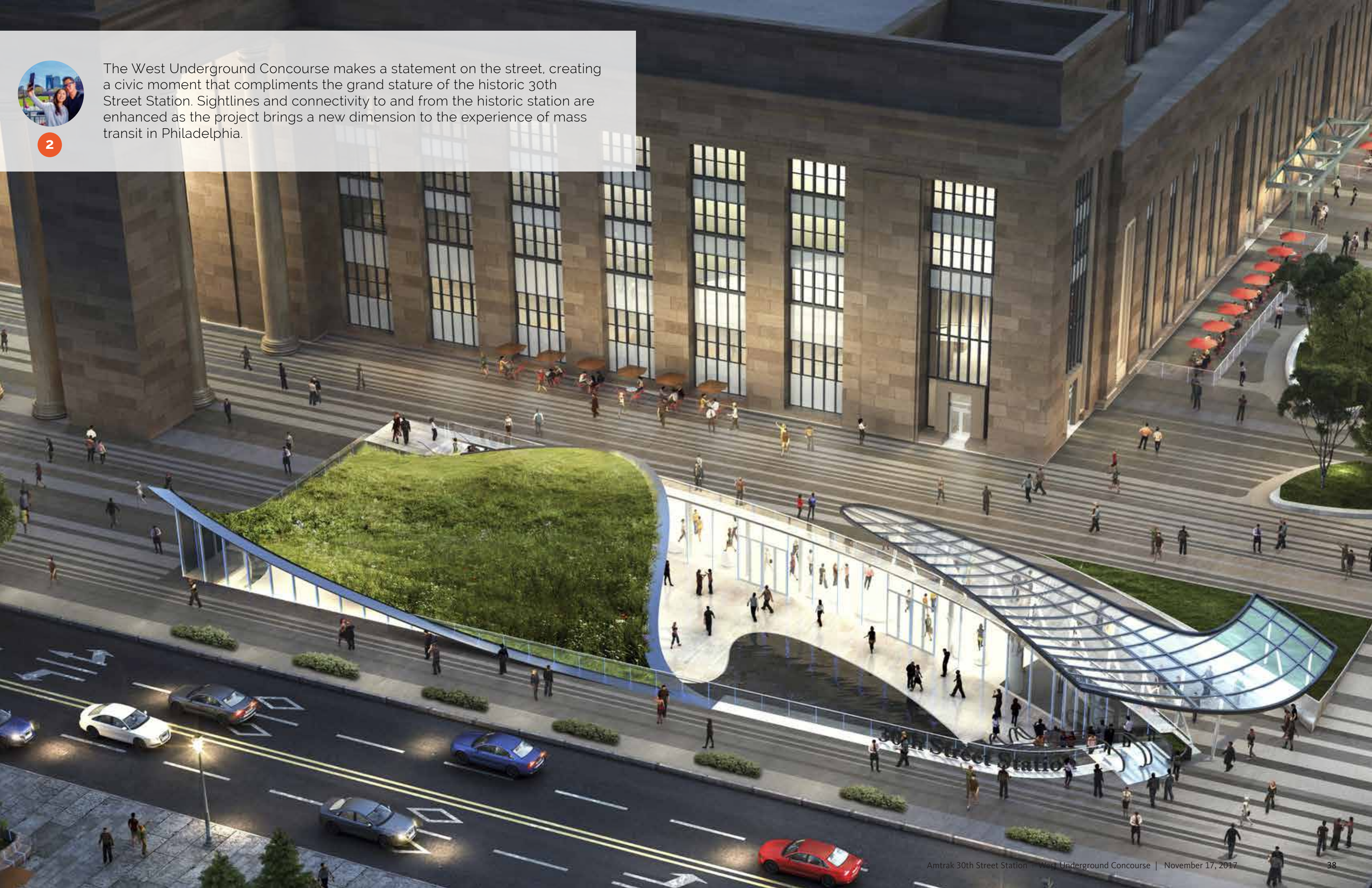
From across the street, Susan and Lee see the sculptural pavilion and trellis against the backdrop of the historic 30th Street Station. It is like nothing they've ever seen! The pavilion's green roof softens the appearance of the adjacent hard surfaces. The signage highlights the street corner and the trellis frames the view of the outdoor seating area in the distance. Susan pulls out her phone to take a selfie.





2

The West Underground Concourse makes a statement on the street, creating a civic moment that compliments the grand stature of the historic 30th Street Station. Sightlines and connectivity to and from the historic station are enhanced as the project brings a new dimension to the experience of mass transit in Philadelphia.



Retail Strategy

FULL STATION RETAIL SUMMARY

Retail Plan Overview

The retail plan for 30th Street Station envisions establishing a new primary north-south pedestrian corridor central to the station running from the New North Concourse (the current valet parking garage) to the South Concourse and then, via a state of the art Food Hall into an expansive new entrance to the West Underground Concourse.

In addition to establishing 30th Street Station as a world-class retail destination, our plan envisions introducing multi-dimensional “living room” seating, inspired by Denver Union Station’s central hall, in multiple locations throughout the station, including portions of the South Concourse and the North Waiting Room.

In addition to being designed to serve the commuter or interstate traveler using 30th Street Station, the plan envisions serving the downtown Philadelphia residential, business and university communities through the introduction of inviting venues designed for dining, meeting and lingering, both inside the station and along the Market Street, Southeast and Southwest exterior faces of the station. Dining options will include a signature city view restaurant, along with a wide assortment of enticing restaurants, cafés and casual dining opportunities.

From the South Concourse Food Hall, station guests will be able to easily access the West Underground Concourse via an expansive new entrance featuring sweeping views of the West Underground Concourse and access via a new staircase located central to the underground. Once in the West Underground Concourse, visitors will find a one of a kind iconic 25,000 sf retail space sited primarily in the West Underground Concourse, but also accessible from an iconic plaza level “pop-up” retail pavilion. The West Underground Concourse will not only connect commuters to the SEPTA Market and Trolley system, but will also offer visitors an unobstructed view into the operating train platforms of 30th Street Station via an expansive glass wall offering not only a stunning glimpse into the station itself, but also acting as the backdrop for a themed “trackside” restaurant and cocktail lounge.

Historic Preservation Approach For Proposed Interior Concept

As with the exterior, the team’s approach for the interior modifications is consistent with the recommendations made in the Historic Preservation Guidelines and the Secretary of the Interior’s Standards for the Treatment of Historic Properties. The proposed changes have been designed so that they will very minimally affect historic materials and features in order to adapt areas of the station, including those historically used for retail, to accommodate contemporary retail uses. These adaptations will support the continued vibrancy and use of the historic building, thereby helping to preserve it for future generations. The proposed retail alterations will preserve spatial relationships and views that characterize the building interior. In addition, if the retail modifications were to be removed at some future time, the essential form and integrity of the station interior would be unimpaired. See following pages for proposed interventions.

Our plan is guided by five primary foundational pillars described in detail below.

Five Retail Pillars

We are providing below a summary of the individual station constituencies and matching retail merchandising principles comprising the Five Retail Pillars of our plan.

1. Better serve the customer

Add North Concourse hall commodity retail and select service amenity kiosks throughout the station and West Underground Concourse and improve offerings in the South Concourse.

2. Embrace and feature historic 30th Street Station

Add “Mezzanine” cocktail lounge and north waiting area “intrigue lounge” drawing upon existing station architectural features and art work; otherwise minimally interfere with existing historical structure and heritage.

3. Feature operating train platforms in West Underground

Introduce “glass wall” interface in West Underground Concourse (from existing parking platform) to reveal operating train platforms; feature view lines to operating platforms in new “terminal bar”

4. Engage the City of Philadelphia

Introduce exterior facing cafés and restaurant seating to south southeast and southwest terminal facings with minimal interference with the historic structure. In addition, city residents will be attracted to the new South Concourse food hall and the inspiring space and attractions associated with the West Underground Concourse.

5. Invite Philadelphia’s 42 million annual visitors

Attract local, regional, domestic and international visitors with the introduction of a world class 30,000 sf food hall into the South Concourse (the food hall will run the length of the station from west to east and result in minimal interference with the historic structure) and an iconic signature retail space designed for a signature retailer such as Apple, Terrain, Under Armour, Urban Outfitters or other signature retailer. This space will be sited primarily in the West Underground Concourse but also be accessible from a street level “pop up” retail pavilion.

PROPOSED PROGRAM FOR WEST UNDERGROUND CONCOURSE

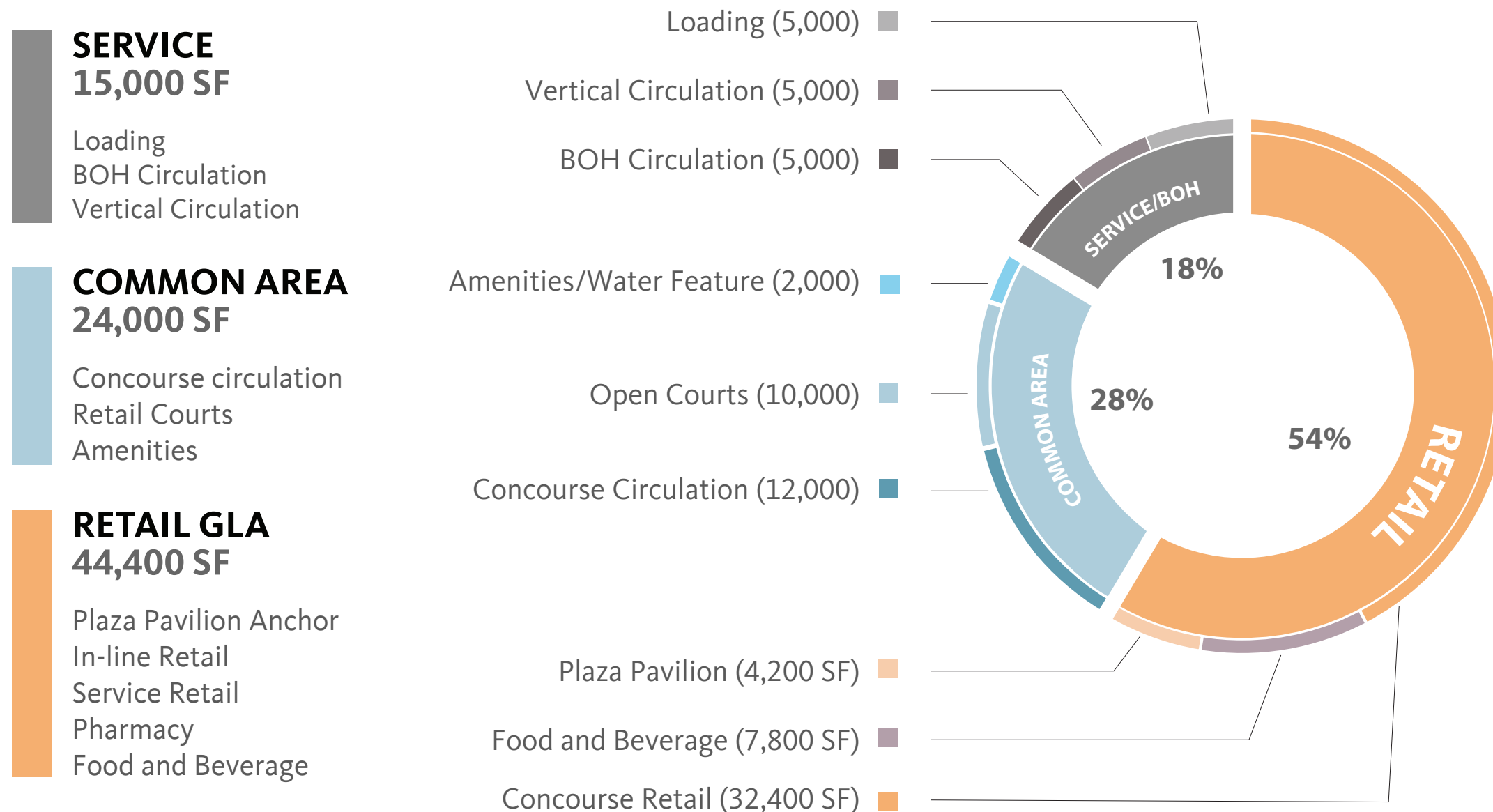
The program is based on the maximization of the usable existing garage space balanced with the proper service and circulation program. (See **Proposed Plan for West Underground Concourse on the next page.**) Starting with a 70,000 s.f. space serviced by a loading dock* on the north side, the underground concourse is designed with a service corridor offering 7' ft+ clear space at the perimeter. This 5,000 s.f. corridor will connect all larger spaces while providing uninterrupted back of house service.

The common area at 24,000 s.f. consists primarily of a continuous 15'-20' wide aisle that accommodates future AM and PM peak time passenger flow coming from SEPTA** and connects at various points to the plaza level. An additional 10'-20' are then provided at key moments to allow for slower retail customer traffic and seating amenities. The leftover space results in 44,400s.f. of leasable space, further divided up in merchandising categories that balance current and future market demands.***

* The loading dock size and location are part of the 30th Street Station Plaza Preferred Concept Plan Report (FxFowle, November 2017)..

** Predicted passenger flow is based on the 30th Street Station Plaza Preferred Concept Plan Report (FxFowle, November 2017)..

*** Refer to the "Amtrak 30th Street Station Retail Study and Merchandising Plan" Appendix by Siteworks for more details on the proposed retail mix

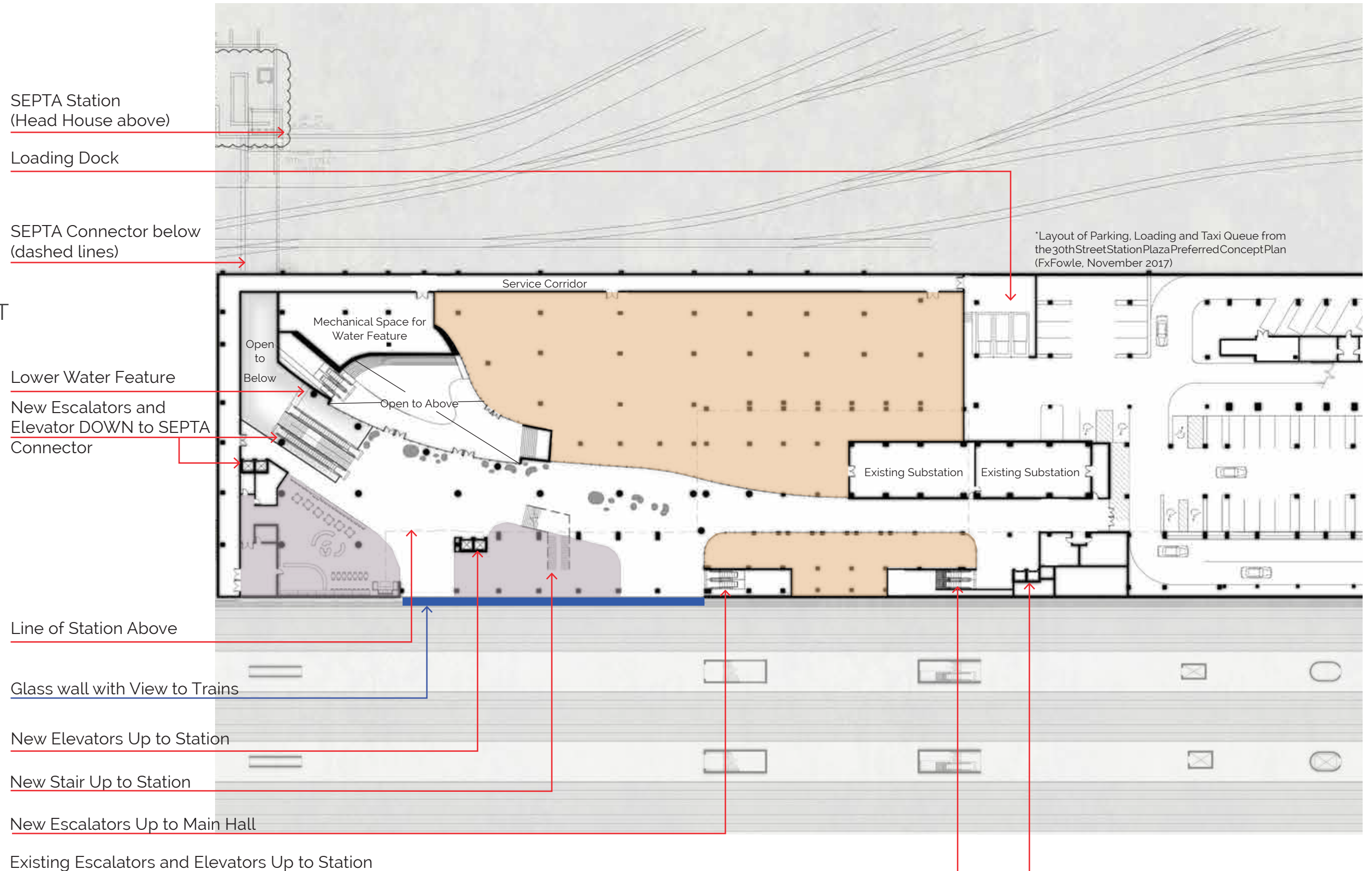


PROPOSED PLAN FOR WEST UNDERGROUND CONCOURSE

N →

AREA LEGEND

- RESTAURANT
- RETAIL

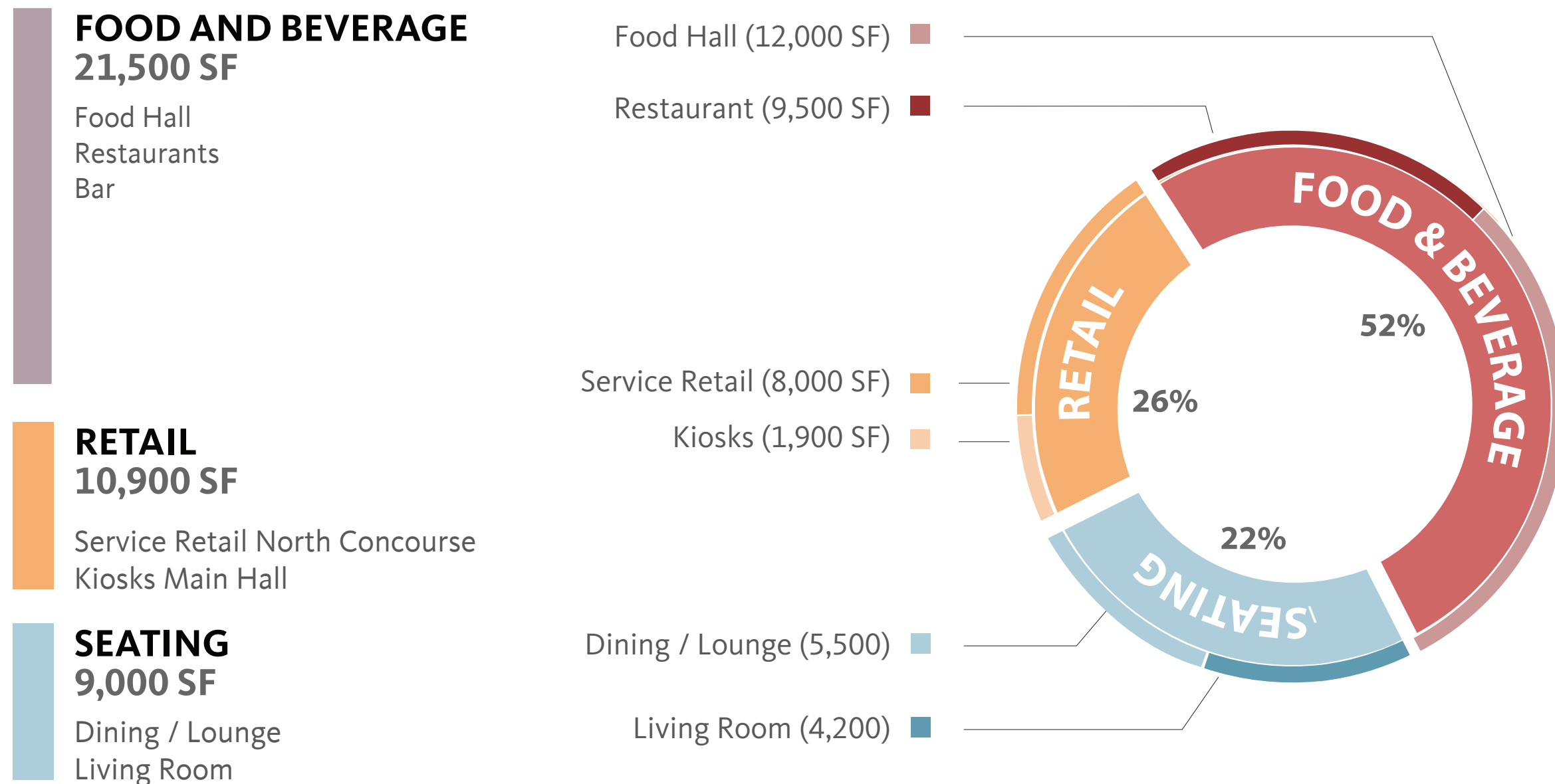


PROPOSED PROGRAM FOR STATION AT STREET LEVEL

The overall leasing strategy inside the station at Street Level is based on the maximization of the current leasable space in both North and South Concourses. The current GLA for this level has been increased from 25,300sf to 32,400sf at the same time it makes way for ample circulation for patrons coming from the underground concourse. The South Concourse Food Hall concept allows for a wider variety of smaller and double-sided food vendors while providing consolidated but accessible spaces for dining. The food and beverage program is then extended into the current North Waiting Room with a full service bar and lounge, providing both leasable space and seating as an accessory to the overall program. The North Concourse* program is based on Commodity Retail best suited to be the first interface with the expected increased passenger flow coming from the new vertical connections to the platform.**

*The program in the North Concourse is based on AECOM's Mezzanine - Option 3 in the 'Draft Concept Design 30th Street Station, North Concourse and Mezzanine Bar and Lounge Options by AECOM dated May 31, 2017', which was determined as preferred by the project team due to its symmetry.

** Refer to the "Amtrak 30th Street Station Retail Study and Merchandising Plan" by Siteworks for more details on the proposed retail mix.

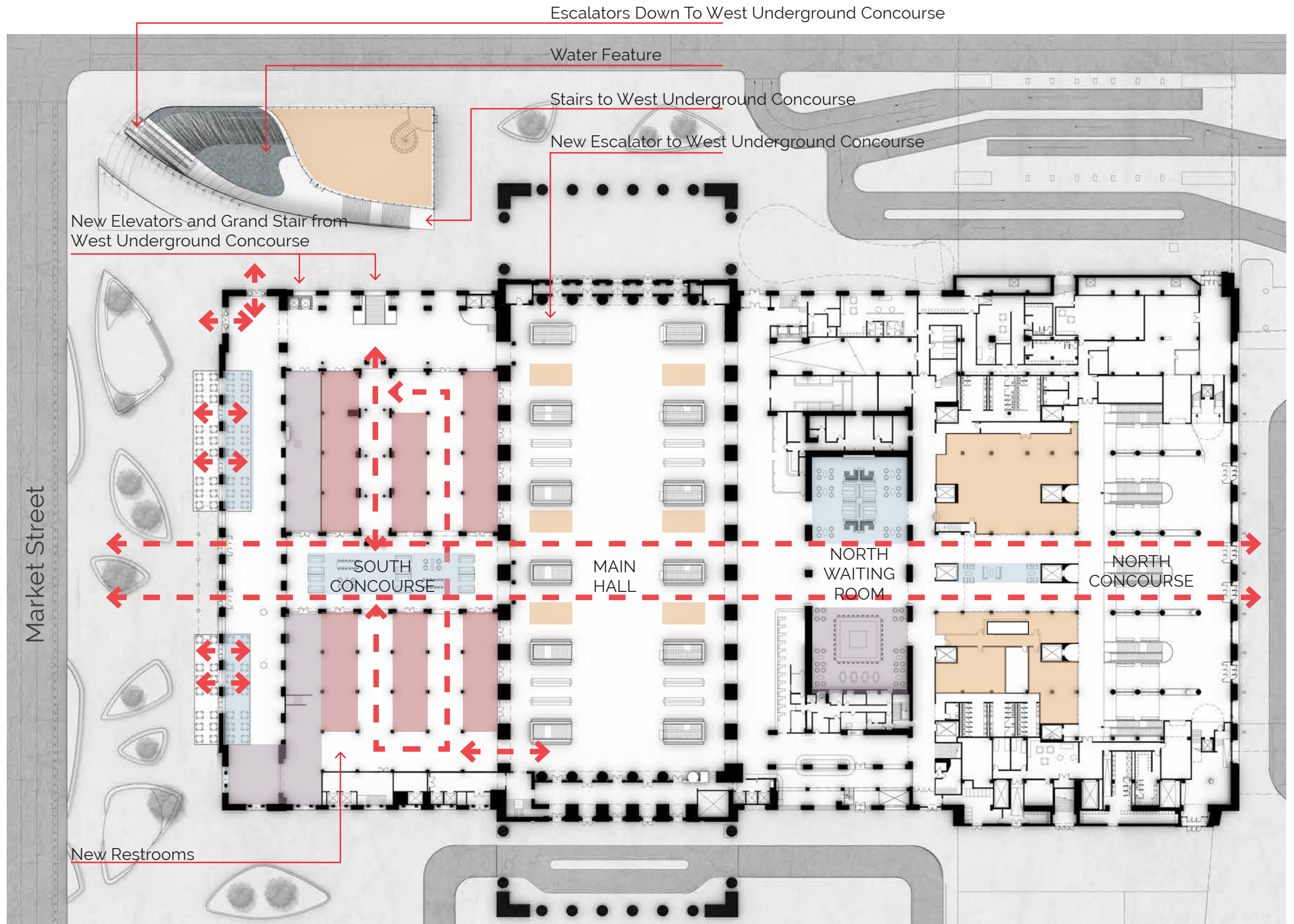


PROPOSED PLAN FOR STATION AT STREET LEVEL.

N →

AREA LEGEND

- FOOD HALL
- RESTAURANT
- RETAIL
- SEATING

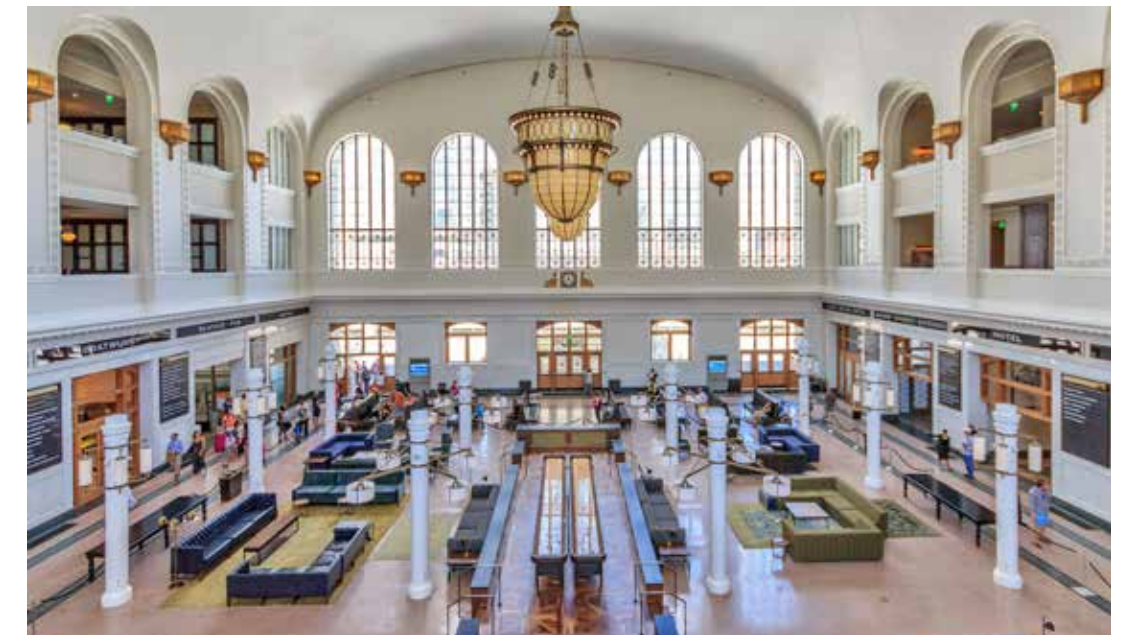


PROPOSED PLAN FOR SOUTH CONCOURSE - FOOD HALL

Example Images:



1 FERRY BUILDING MARKETPLACE, SAN FRANCISCO



2 LIVING ROOM @ DENVER UNION STATION

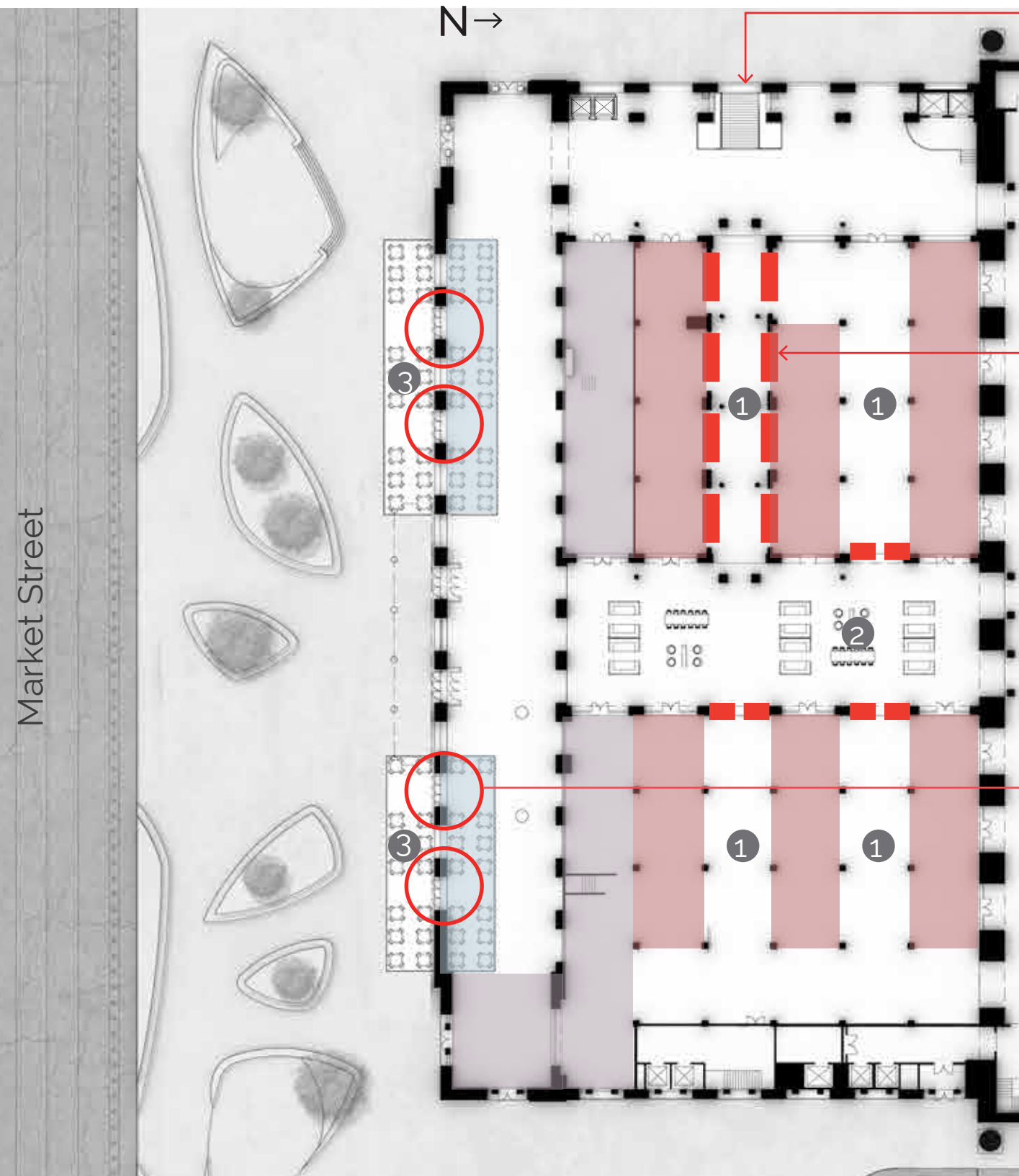


3 OUTDOOR SEATING

New Grand Stair To West Underground Concourse Level

Proposed Storefronts To Be Partially Removed

Proposed Conversion of Windows To Exterior Doors



Market Street

A new food hall is proposed for the South Concourse area, set on axis with the new stair that connects to the West Underground Concourse below. A living room concept is proposed in the middle of the food hall as overflow seating for waiting passengers.

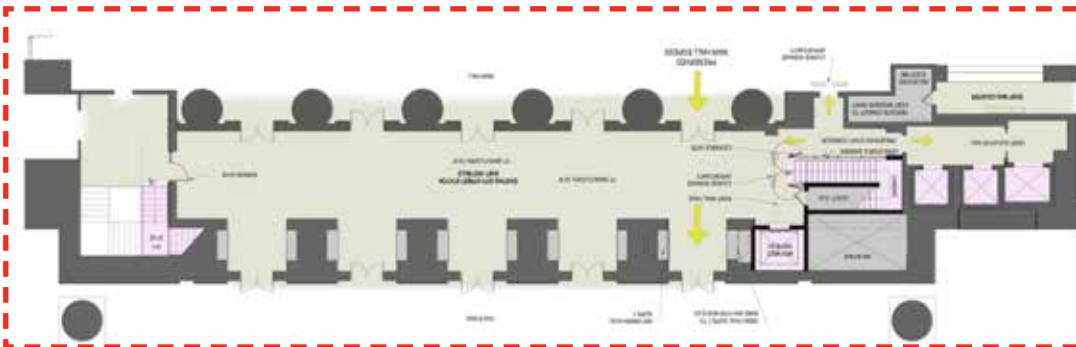
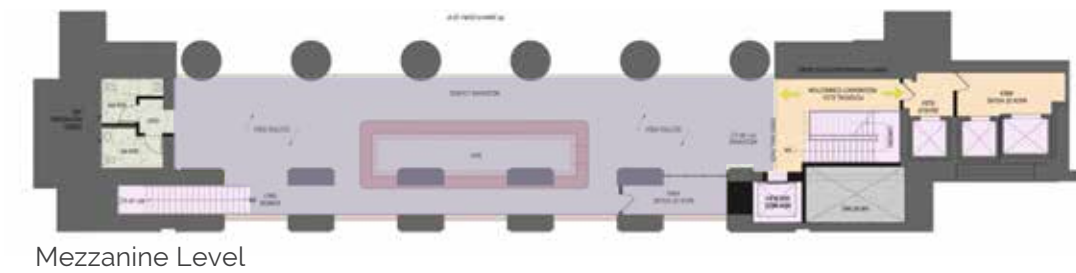
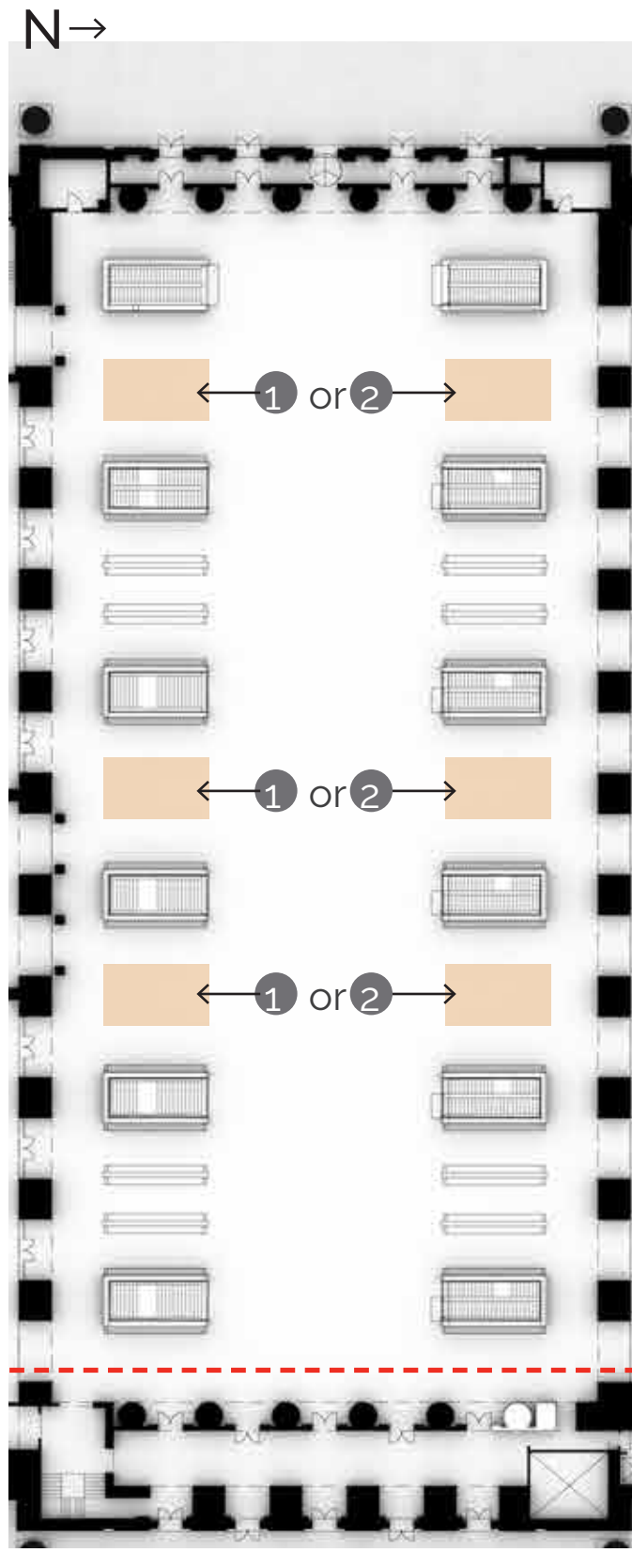


PROPOSED PLAN FOR MAIN HALL - KIOSK

The proposed kiosk program for the Main Hall is meant to serve customers with a more upscale gift or food offerings, curated from a mix of Philadelphia's own vendors. The kiosk design should complement the station's clean and classic lines and color palette.

AREA LEGEND

- FOOD HALL
- RESTAURANT
- RETAIL
- SEATING

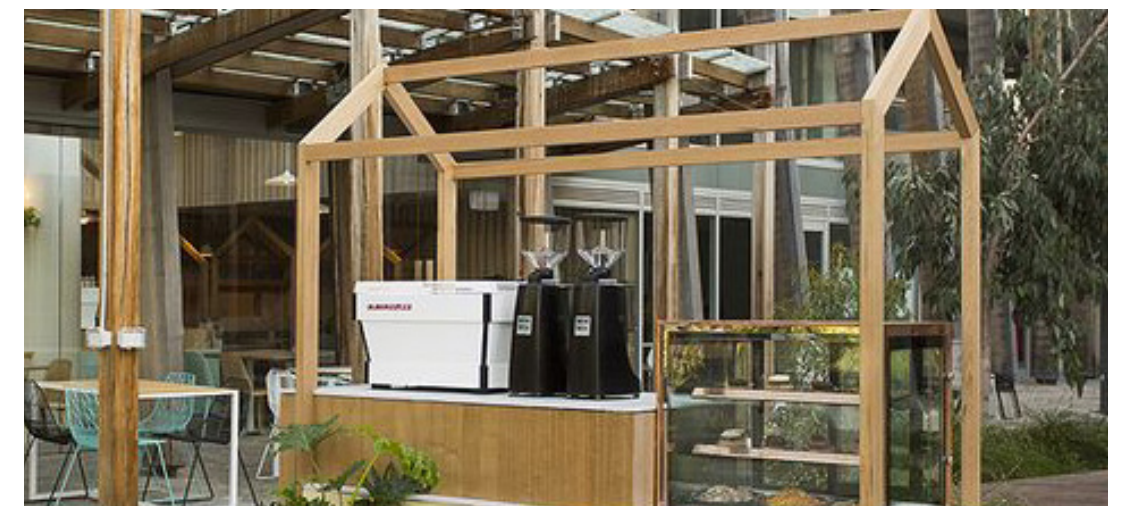


* Layout of Mezzanine Bar is from AECOM's Concept Layout Option 1 dated June 30th, 2017

Example Images:



1 EXAMPLE IMAGE OF KIOSK DESIGN



2 EXAMPLE IMAGE OF KIOSK DESIGN





The historic Main Hall is activated by new retail kiosks. A total of 6 kiosk locations are proposed, that could each have up to 2 kiosks.

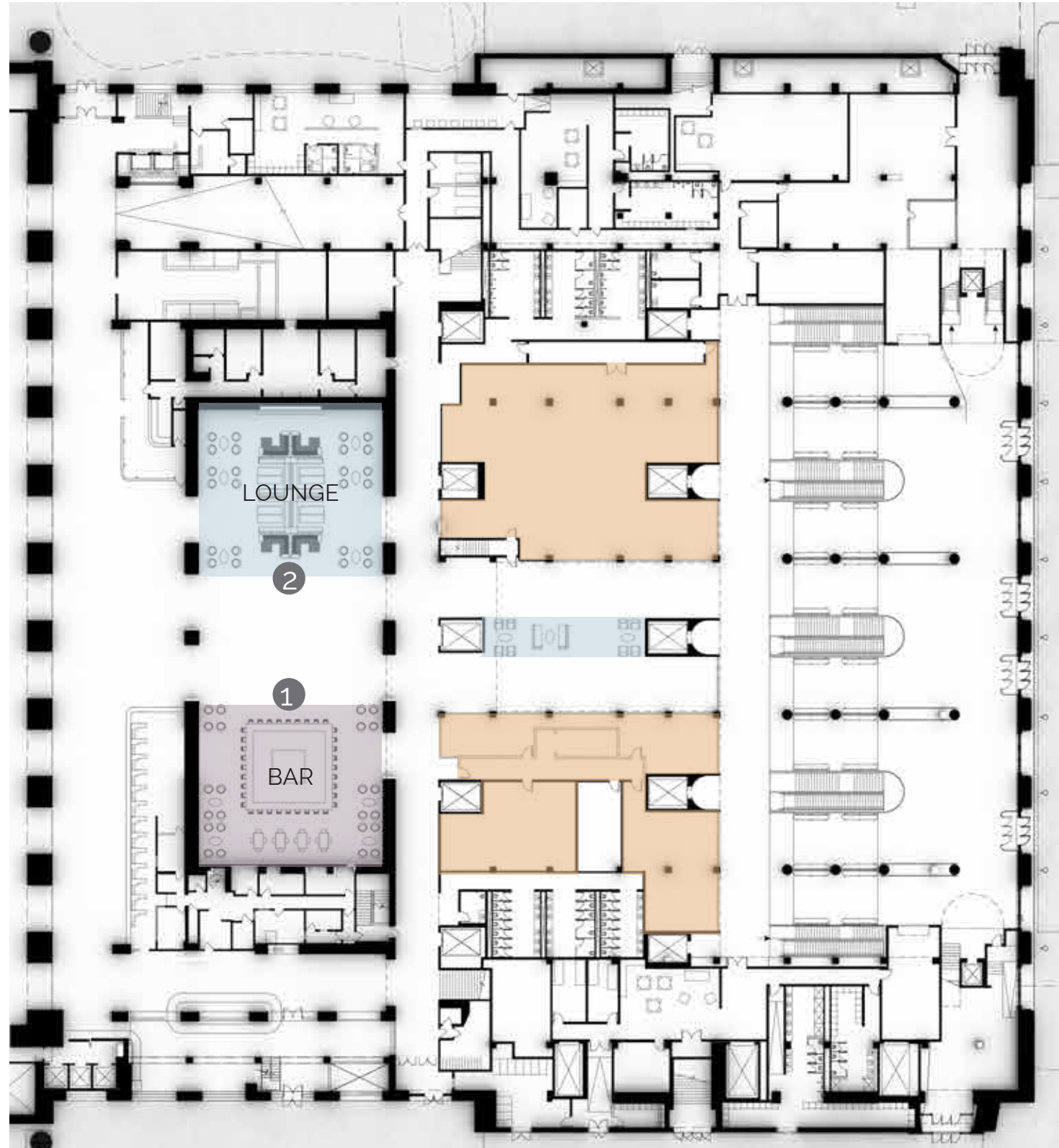


PROPOSED PLAN FOR NORTH CONCOURSE AND NORTH WAITING ROOM - LOUNGE & RETAIL

Refer to the "Amtrak 30th Street Station Retail Study and Merchandising Plan" by Siteworks **N**→ for more details on the proposed retail mix.

AREA LEGEND

-  FOOD HALL
-  RESTAURANT
-  RETAIL
-  SEATING



* Layout of North Concourse is from AECOM's Concept Layout Option 3 dated June 30th, 2017

Example Images:



2 IMAGE OF DINING/LOUNGE SEATING



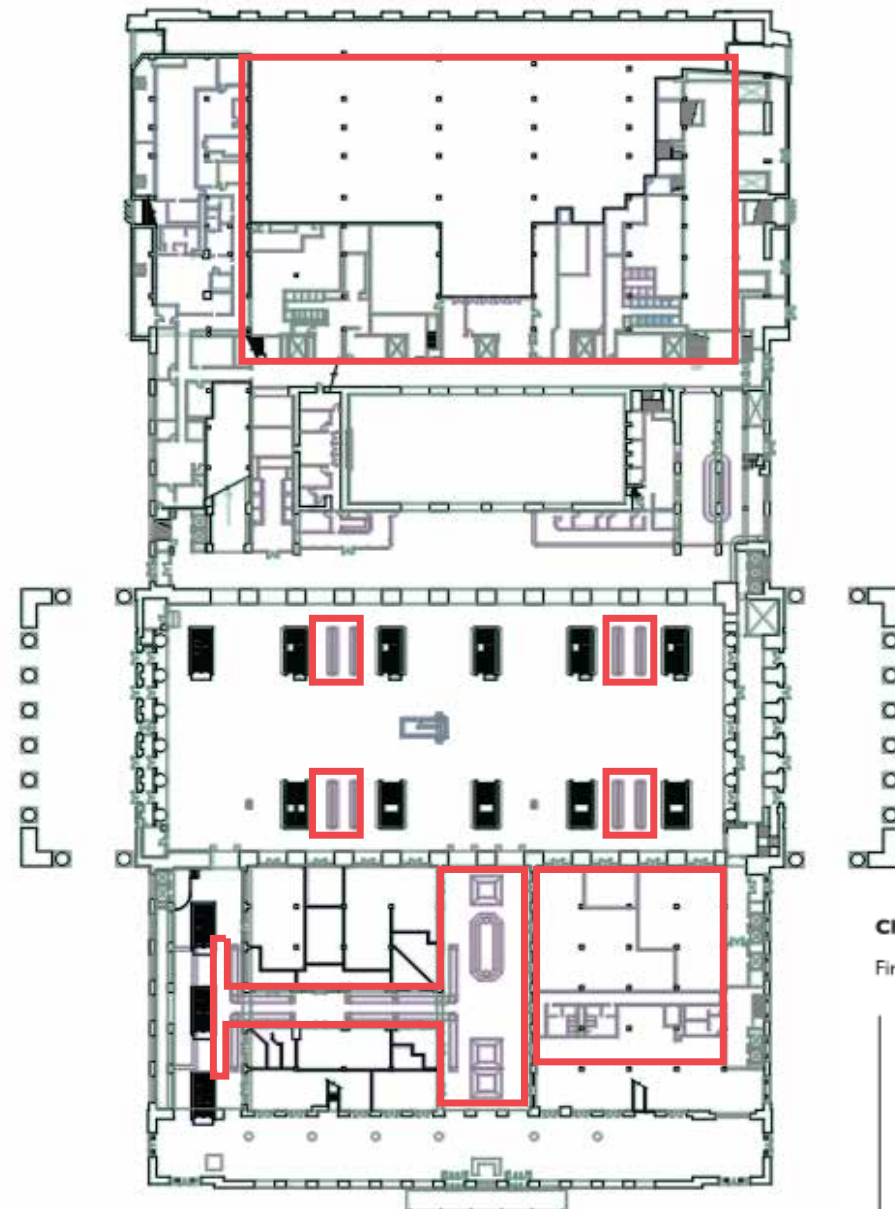
1 IMAGE OF BAR PRECEDENT

HISTORIC PRESERVATION CONSIDERATIONS

These graphics are intended to illustrate two key preservation factors that were taken into consideration during the development of the retail strategy of this project: 1) the location of historically significant architectural fabric that remains from the original 1934 period of construction (at left), and 2) the preservation zoning of the station that was developed as part of the District Plan Historic Preservation Guidelines (at right). Preservation zoning is a technique used to establish a hierarchy of significance for elements of a building (e.g., facades and interior spaces) with "highly significant," "moderately significant," and "less significant" classifications. Zoning assignments are based on an understanding of the architectural evolution of the building, the identification of extant historic character-defining features, and the level of integrity of these features. Preservation zones can be used to guide appropriate interventions for historic buildings. The table illustrates how these factors were taken into consideration when identifying the preservation zones for the interior spaces at 30th Street Station."

Table 1. The table illustrates the significance and integrity levels for each preservation zone.

Preservation Zone	Significance			Integrity		
	High	Moderate	Low	High	Moderate	Low
1	✓			✓	✓	
2	✓	✓			✓	✓
3			✓			✓



AFFECT PERIOD 3 ITEMS ONLY



AFFECT ZONE 3 ITEMS ONLY

Diagrams by BCA

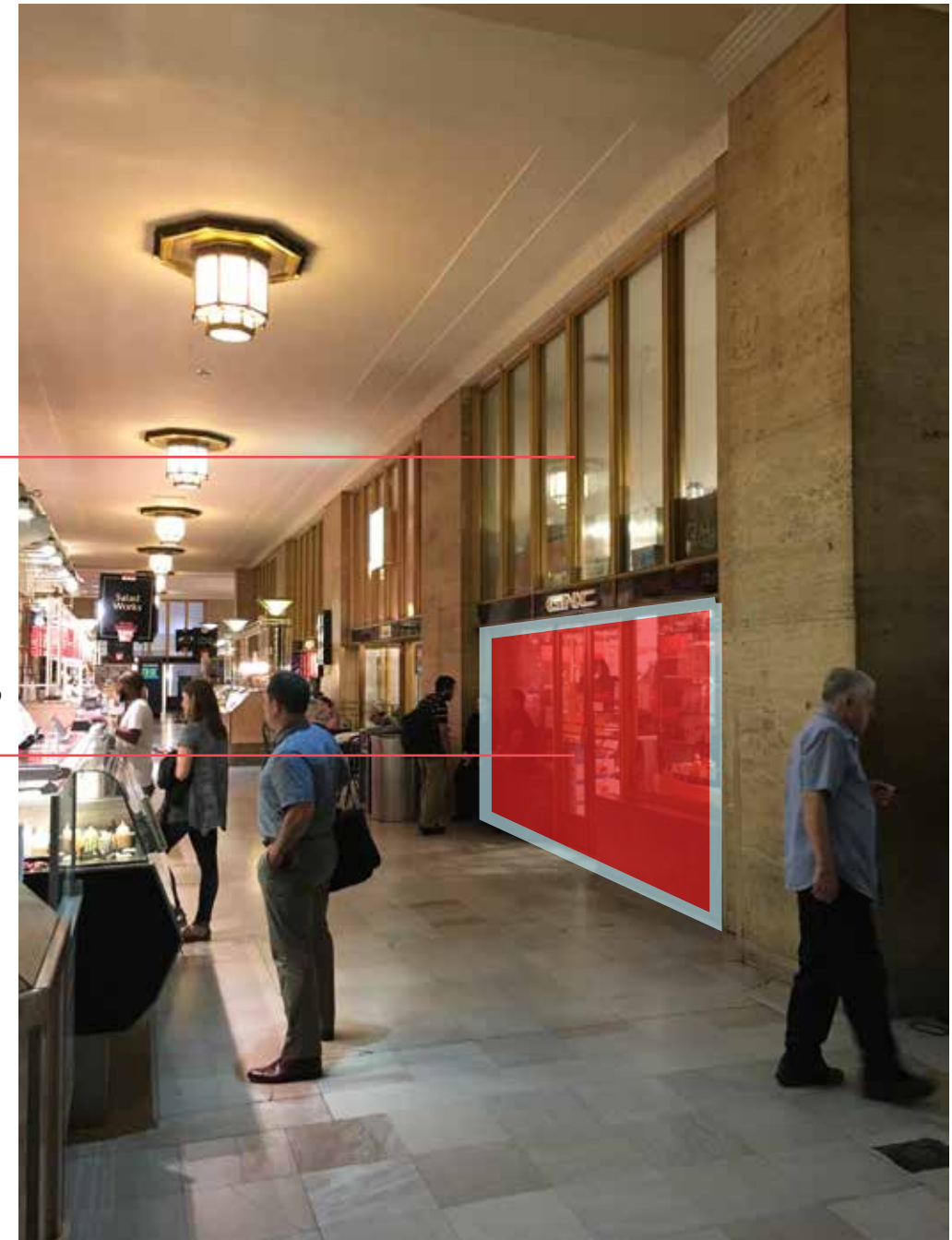
AREAS OF HISTORIC PRESERVATION INTERVENTION



EXAMPLES OF TENANTS IN SOUTH ARCADE WITH ORIGINAL STOREFRONTS REMOVED

PROPOSED lighting improvements behind storefront transom to create homogenous and brighter lighting at corridor

PROPOSED storefront area to be removed

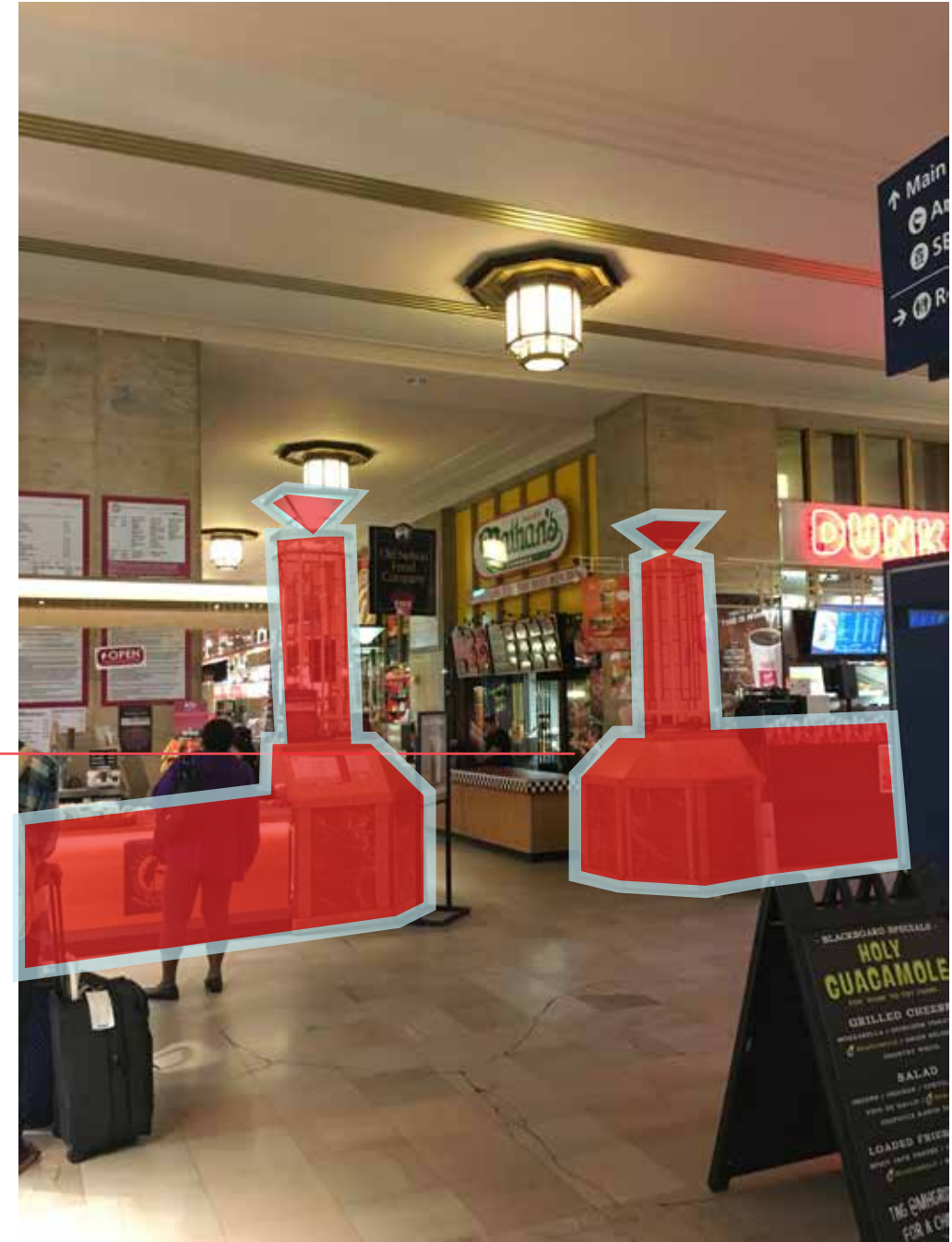


AREAS OF HISTORIC PRESERVATION INTERVENTION



PROPOSED Period III
Elements to be removed
(Refer to Page 53)

SEATING area for
restaurants limited to area
adjacent to storefronts



AREAS OF HISTORIC PRESERVATION INTERVENTION



PROPOSED KIOSK LOCATIONS

Next Steps and Conclusion



NEXT STEPS

The 30th Street Station West Underground Concourse Concept Plan and Station Retail Study is a good first step, along with other recent studies and concepts of other station components, to lay the groundwork for moving forward with the plans envisioned by the 30th Street Station District Plan. This study demonstrates that Amtrak's vision of enhancing the amenities of the 30th Street Station transportation hub to transform it into a destination for much more than connecting to rail and transit and to become a catalyst for major development and growth in Philadelphia is achievable.

Advancing the Design

As Amtrak prepares for and embarks on engaging a Master Developer to implement portions of the District Plan, the following items will be required as Amtrak takes the next steps toward executing the ideas presented in this concept planning study:

- A further advanced retail plan to better define the best use and limits of retail spaces, as well as further defining the needs and space requirements for back of house functions throughout the station.
- Community and external stakeholder input.
- A trip count study to determine the current and projected number of riders passing between the SEPTA Market-Frankford line and the Amtrak station.
- Further study and definition of the configuration of the signature retail "Pop-Up" space including the shape, roof design, materials, and safety provisions relative to potential roof access.
- A more detailed analysis of issues affecting historic preservation to enable a State Historic Preservation Office (SHPO) review including but not limited to:
 - The configuration of the signature retail "Pop-Up" space.
 - Store front adaptations to accommodate the proposed Food Hall.
 - New openings to provide porosity between the station and the plaza in the west and south exterior walls.
 - The new escalators between the WUC and the Main Hall.
 - The new grand stair and elevators between the WUC and the west end of the proposed Food Hall area.
- Analysis of the structural modifications required for the plaza level support structure to accommodate the opening between the plaza and the WUC.

- Further structural analysis of the capacity of the existing below street level parking structure and the extent of modifications needed to support the proposed WUC functions.
- Development of the building systems infrastructure modifications needed for the new WUC spaces and the implementation of the proposed station retail plan.
- A structural evaluation of modifications needed to the station structure for construction of the new grand stair and two elevators planned between the WUC and the west end of the proposed Food Hall.
- Preliminary design of the extension of the SEPTA connector between the planned end of the SEPTA construction under Lower 30th Street and the lower entrance to the WUC, including the portion of the connector below Amtrak's three bypass tracks.
- A safety and security analysis of the proposed WUC including concepts for controlling access into the "Pop-Down" area in off hours.

Coordination with Other Efforts

As design progresses on the West Underground Concourse and the Station Retail Plan, the effort will require further coordination and/or integration with previous and ongoing initiatives in and around 30th Street Station including:

- Station Plaza reconfiguration
- SEPTA 30th Street Subway Station modifications and Connector Access
- North Concourse (including Amtrak's plans for a new Fire Command Center and PIDS facility)
- State of Good Repair Initiatives
- Station Refresh Program
- Station Lighting
- Master Developer Program
- SEPTA Key Program implementation of Regional Rail farelines and the reopening of the 29th Street Concourse



CONCLUSION

Creating a memorable, safe Passenger Experience and a retail destination.

The Project Team supports Amtrak's belief that enhancing the experience of riding mass transit is essential to facilitating increased ridership. To meet this bold objective at Philadelphia 30th Street Station, where various modes of transportation converge at the threshold of a major redevelopment district, a comprehensive, multi-dimensional approach to design and planning is essential in order to create an experience that is:

- **Revealing:** As an unfolding series of special moments around which retail can thrive. With a variety of user groups anticipated, careful attention has been paid to understanding how the design creates different ways to interact within and around the West Underground Concourse.
- **Engaging:** As a place to spend time, with creative programming, interesting technological integration and intuitive signage and wayfinding. An exciting retail merchandising strategy has been proposed to support the design and activation program and focus on the monetization of the project.
- **Graceful:** In its architectural design as a compliment to the iconic 30th Street Station building. The lines of the West Underground Concourse flow like the water that creates its signature fountain while its materials appear weightless, deferring to the elegantly historic main building.
- **Seamless:** For all users, connecting them from one mode of travel to another without encumbrances.

Adding memorable and destination-focused retail to 30th Street Station via a signature design concept that respects the national historic structure is not only a viable prospect, but, if planned and designed properly, should contribute financially to Amtrak/SEPTA/Subway/Trolley, and should enhance the individual passenger experience.

Using the concept of vertically connecting the Amtrak Station Plaza Project to the new underground retail pavilion that is designed to be safe, attractive, intuitive and easy to navigate can create a unique experience for the transportation passenger, an amenity for nearby office workers, and a destination for Philadelphia residents. Re-knitting together the various connections at 30th Street Station that previously created an urban fabric can further contribute to the uniqueness of the site.

A number of items touched upon in this phase of the project should be further studied in the next phase:

- **A safe experience:** Travelers and visitors to the West Underground Concourse should feel safe, and their experience seamless, and the functionality of the station should retain its functionality and continue to create a positive memory for those who pass through.
- **A retail destination:** Continue to study the characteristics that would attract retailers with increasingly favorable rental fees, taking into account the various users, trip purposes and speeds: a daily commuter, frequent/infrequent train traveler, local student/business person, city visitor. Further explore the recommendations within the Retail Study and Merchandising Plan, such as location and type of dining and merchandise in both the interior and exterior of the West Underground Concourse.
- **Notable, timeless, complementary design, high quality of materials:** The West Underground Concourse should enhance and complement the grand and elegant nature of the station. The project as whole must be durable to withstand a high volume of pedestrian traffic, and withstand the elements of a four-season city.
- **Surrounding developments and projects:** Continue to take into account the studies and efforts of The District Plan, the Station Plaza Design Team (FxFowle & Melk), SEPTA, the historic 30th Street Station building, nearby existing retail, and the neighboring "Schuylkill Yards" development, and how the West Underground Concourse project is knitted within the fabric of Philadelphia.
- **Community Input:** Though several meetings have already been held and their comments incorporated into this phase, the thoughts of the Philadelphia Community and travelers alike can be integral to a successful implementation.

