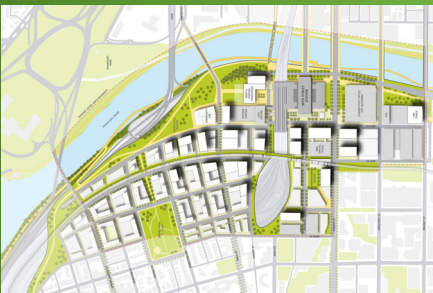


CONCEPTUAL VISION ALTERNATIVES

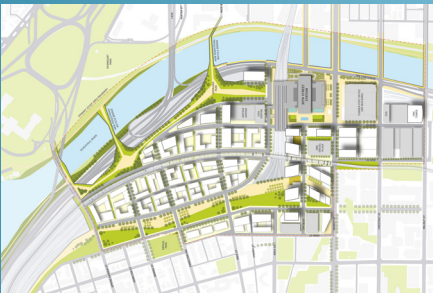
In the summer of 2015, the project team introduced three conceptual alternatives for the future of the 30th Street Station District. Each composed of a unique combination of solutions to address challenges and opportunities. The alternatives were evaluated by a cross-section of stakeholders. The CBD2 and Schuylkill Crossing concepts emerged as the visions with the most promising elements for further study.

CENTRAL BUSINESS DISTRICT (CBD) 2



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.

The draft physical framework illustrated in this brochure attempts to synthesize the strongest ideas of the CBD2 and Schuylkill Crossing conceptual plans.

DRAFT PHYSICAL FRAMEWORK

ENVISIONING THE DISTRICT IN 2040 AND BEYOND

The Draft Physical Framework is a series of potential physical improvements, transportation and infrastructure changes, and new development that collectively drive toward one vision for the future of the 30th Street Station District.

Key Components:

A great, pedestrian-friendly public space

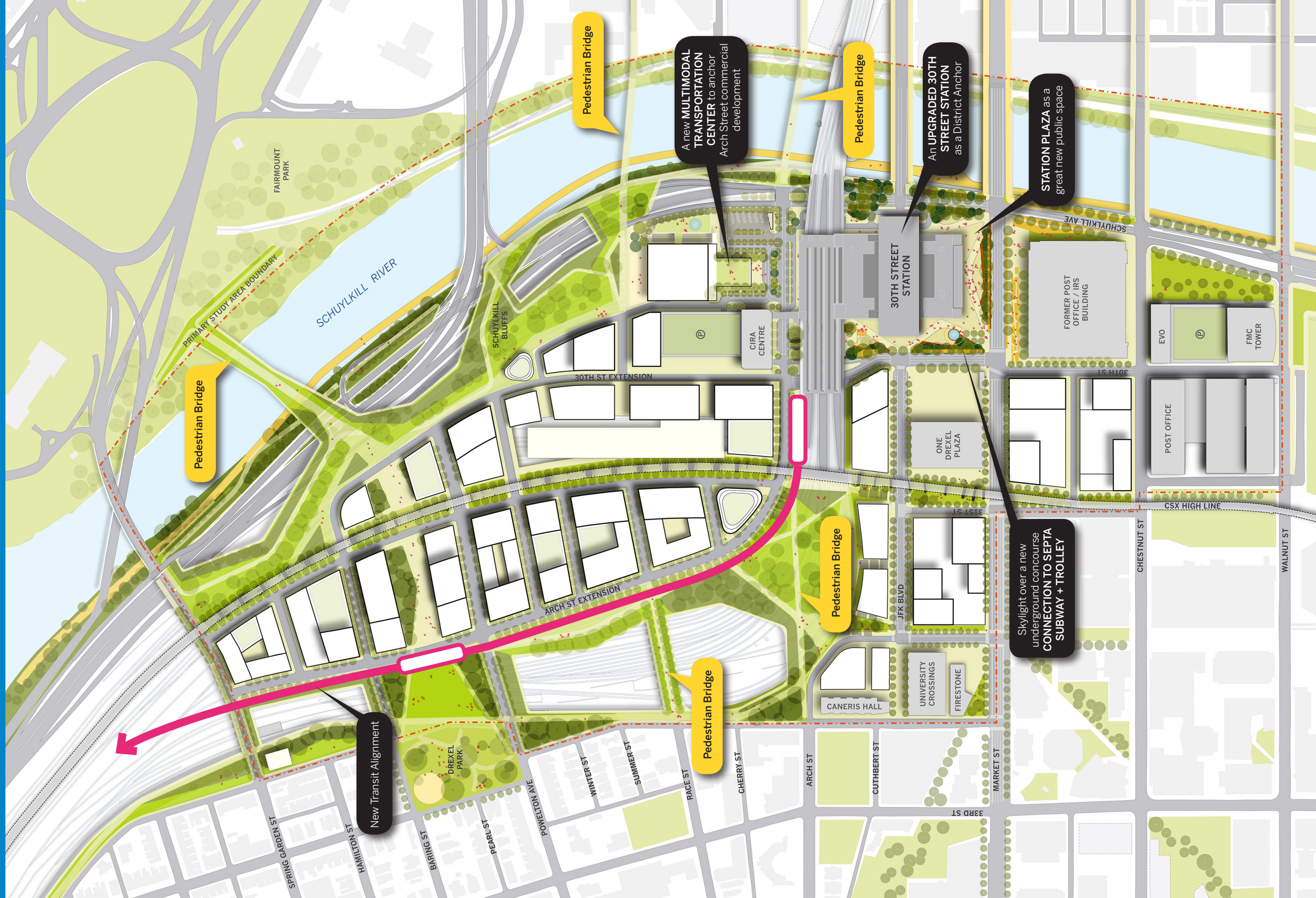
Improved connection to the Market-Frankford Line

Improved connectivity with Center City and West Philly

One or more new pedestrian bridges

New direct waterfront access

New, mixed-use neighborhood above the rail yards



PHILADELPHIA
30TH STREET STATION
DISTRICT PLAN

www.PhilllyDistrict30.com

WHAT IS THE DISTRICT PLAN?

Launched in the summer of 2014, the Philadelphia 30th Street Station District Plan is a long-range, joint master planning effort led by Amtrak, Brandywine Realty Trust, Drexel University, the Pennsylvania Department of Transportation, and the Southeastern Pennsylvania Transportation Authority to develop a comprehensive vision for the future of the 30th Street Station District in the year 2040. In addition the project team is joined by a coalition of adjacent property owners, governmental entities and departments, and non-profit entities serving on project committees to provide guidance and direction for the District Plan.

WHY IS A PLAN NEEDED?

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, inviting Philadelphia neighborhood.

PLANNING GOALS AND DESIGN OBJECTIVES:

COMMUNITY

Build a vibrant community full of opportunities to live, 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.

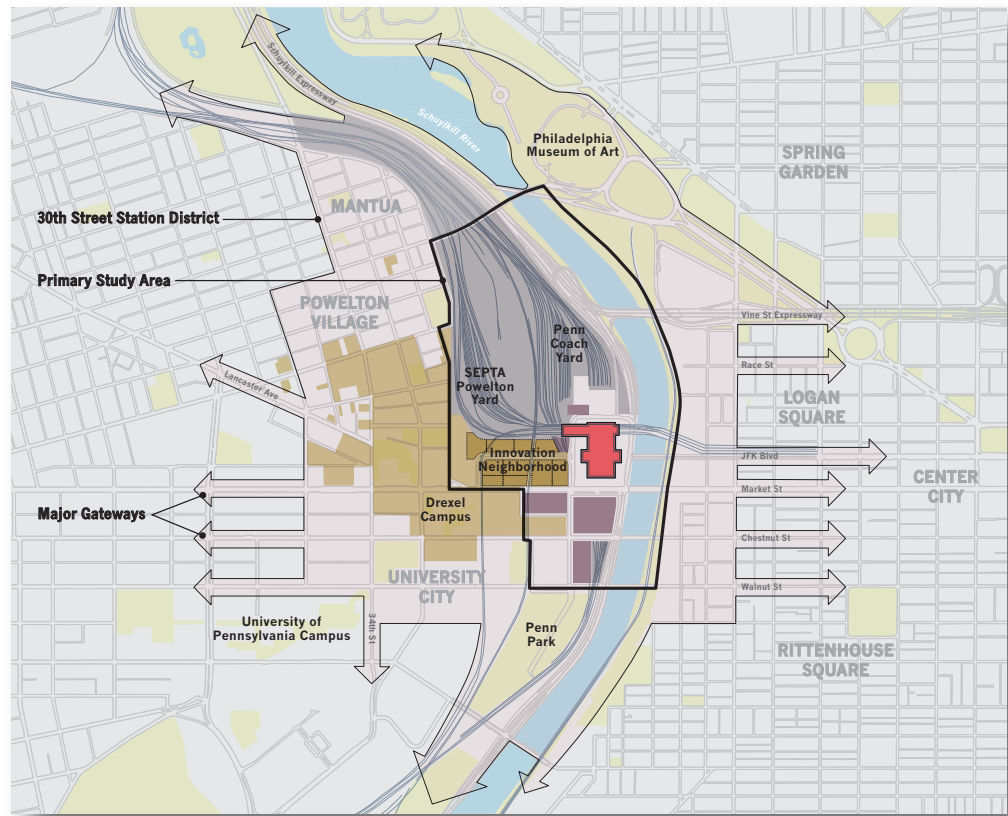
OBJECTIVES

- Placemaking
- The station as a 21st century hub
- Multimodalism
- New, connected neighborhoods
- Connections to the Schuylkill River
- A bridge between Center City and University City

WHERE IS THE STUDY AREA?

The District Plan study area encompasses an approximate 640 acre area bounded roughly by 22nd Street, Walnut Street, 36th Street, Spring Garden Street, and the Benjamin Franklin Parkway. The District is the gateway into University City from Center City and 30th Street Station serves as a major gateway into the city at large.

The Primary Study Area occupies 175 acres of land surrounding 30th Street Station and will be the main focus of the physical interventions contemplated by the District Plan. It includes 30th Street Station and the adjacent railyards, the future Innovation Neighborhood campus, and Cira Centre office complex.



30th Street Station District Facts

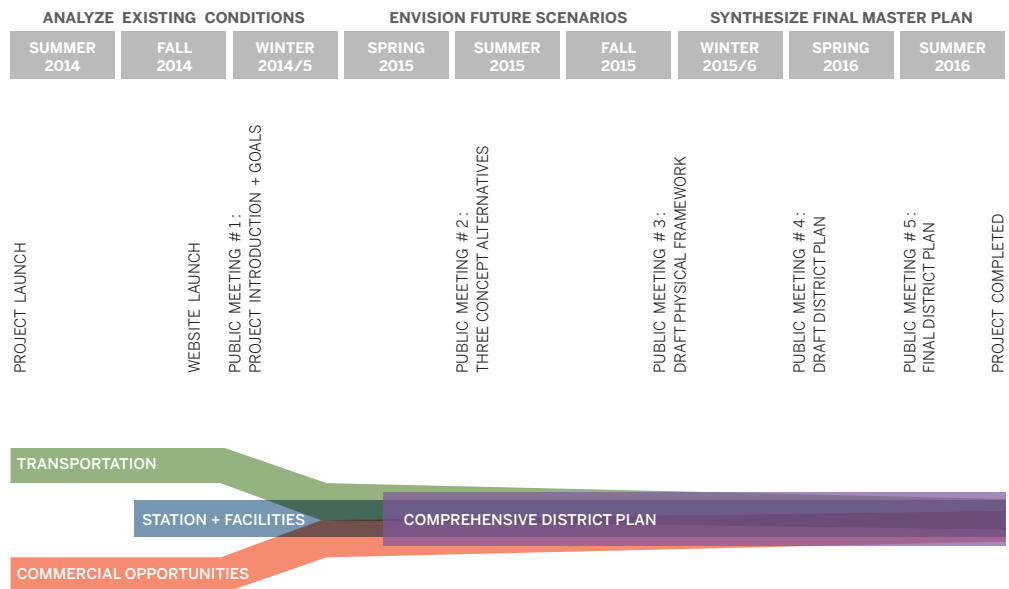
- In FY 14, approximately, **11** million passengers traveled through 30th Street Station.
- The District Plan primary study area includes approximately **88 acres** of railyards owned by SEPTA and Amtrak.
- The District's prime location between Center City and University City, two of the metropolitan region's largest employment centers, gives direct access to **375,000** workers.

WHAT IS THE PROJECT SCHEDULE?

The District Planning process involves three main elements of analysis: Transportation, Station and Facilities, and Commercial Opportunities. Each of these elements will be integrated into a final comprehensive Plan for the District over three phases.

- Phase 1:** Existing conditions analysis. *(Completed)*
- Phase 2:** Development of potential future visions. *(Completed)*
- Phase 3:** Synthesis and elaboration of final vision into a District Plan.

This process is being guided by the Project Partners with input from the community at public meetings held throughout two-year time frame.



PUBLIC ENGAGEMENT

Active and informed public participation is a key element of the District Plan process. The planning process will continually engage the general public including commuters, residents, businesses, tourists, students, and intercity passengers. A total of five open house public meetings have been scheduled over the course of the two-year effort to garner vital input from all of the District Plan stakeholders.



WHAT HAVE WE HEARD?

	Registered Attendees	In Person Comments Received	Online Survey Respondents	Online Survey Comments Received
Open House #1 - January 18, 2015 <i>Purpose:</i> Introduction of Planning Effort	178	254	339	1,344
Open House #2 - June 17, 2015 <i>Purpose:</i> Introduction of Three Alternatives	202	337	163	1,118



WHAT'S NEXT?

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

GET INVOLVED:

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

- Become informed on the District Plan by viewing the project website, www.PhillyDistrict30.com, and reviewing the available project documents
- Sign-up to receive project updates
- Attend an upcoming open house
- Connect with the project team via email or phone

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CONTACT US:

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