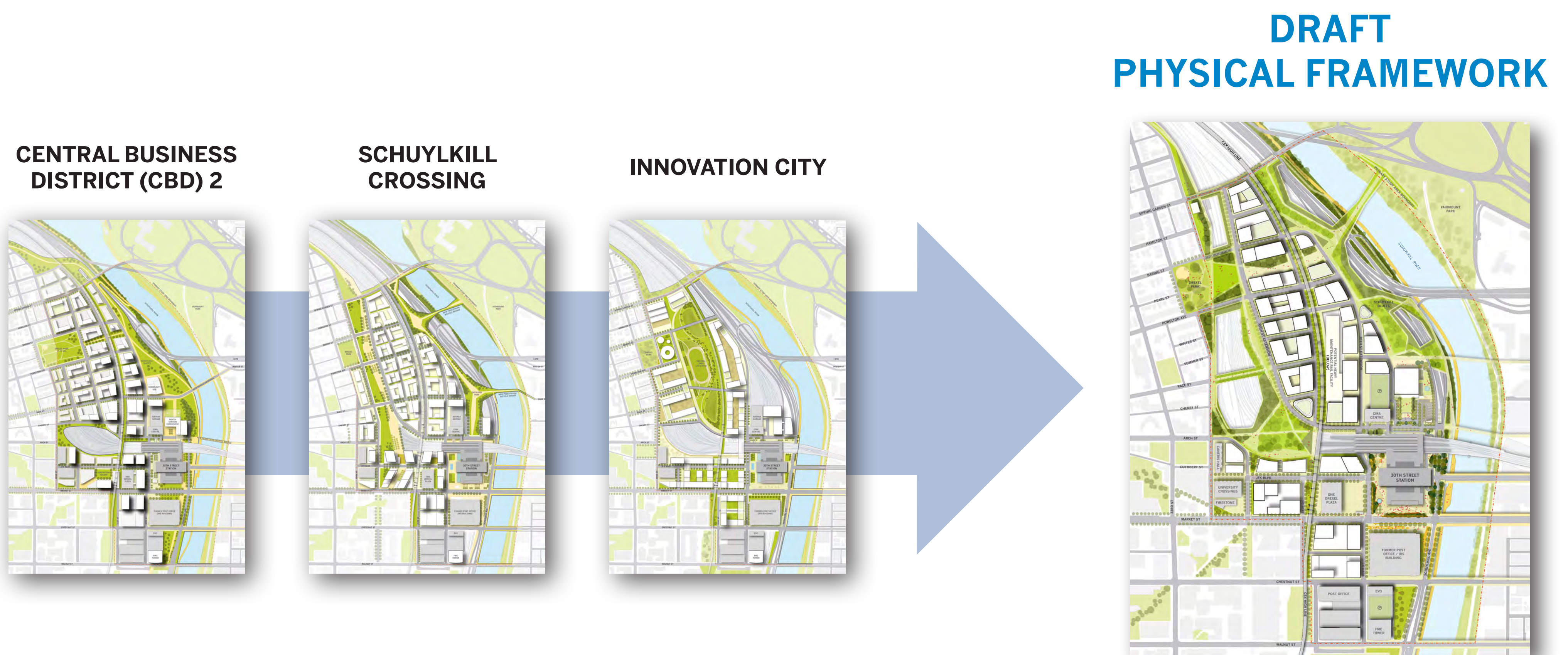


TODAY'S MISSION

Get information about the Project Team, the study area, and the project schedule.

Learn about the progress that has been made since the last Open House in June 2015.

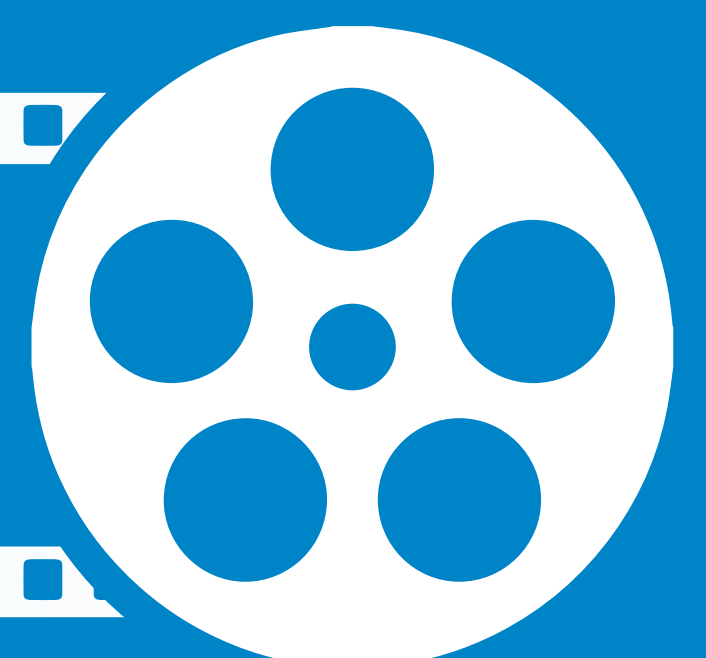
Understand the process of how the three concept alternatives help formulate the draft physical framework.



PARTICIPATE IN THE FEEDBACK EXERCISE

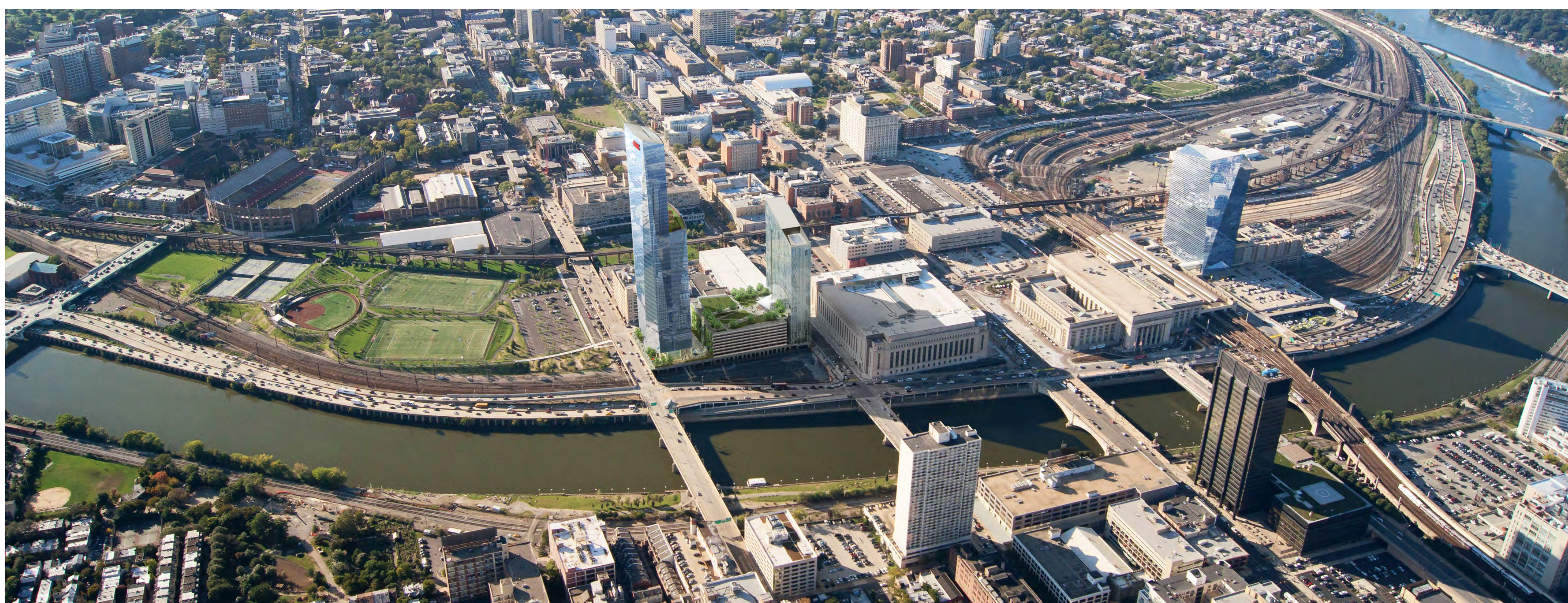
How well does the draft physical framework respond to stakeholder priorities?

Be sure to check out our project overview video on our website's homepage
www.PhillyDistrict30.com



PROJECT OVERVIEW

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.

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.

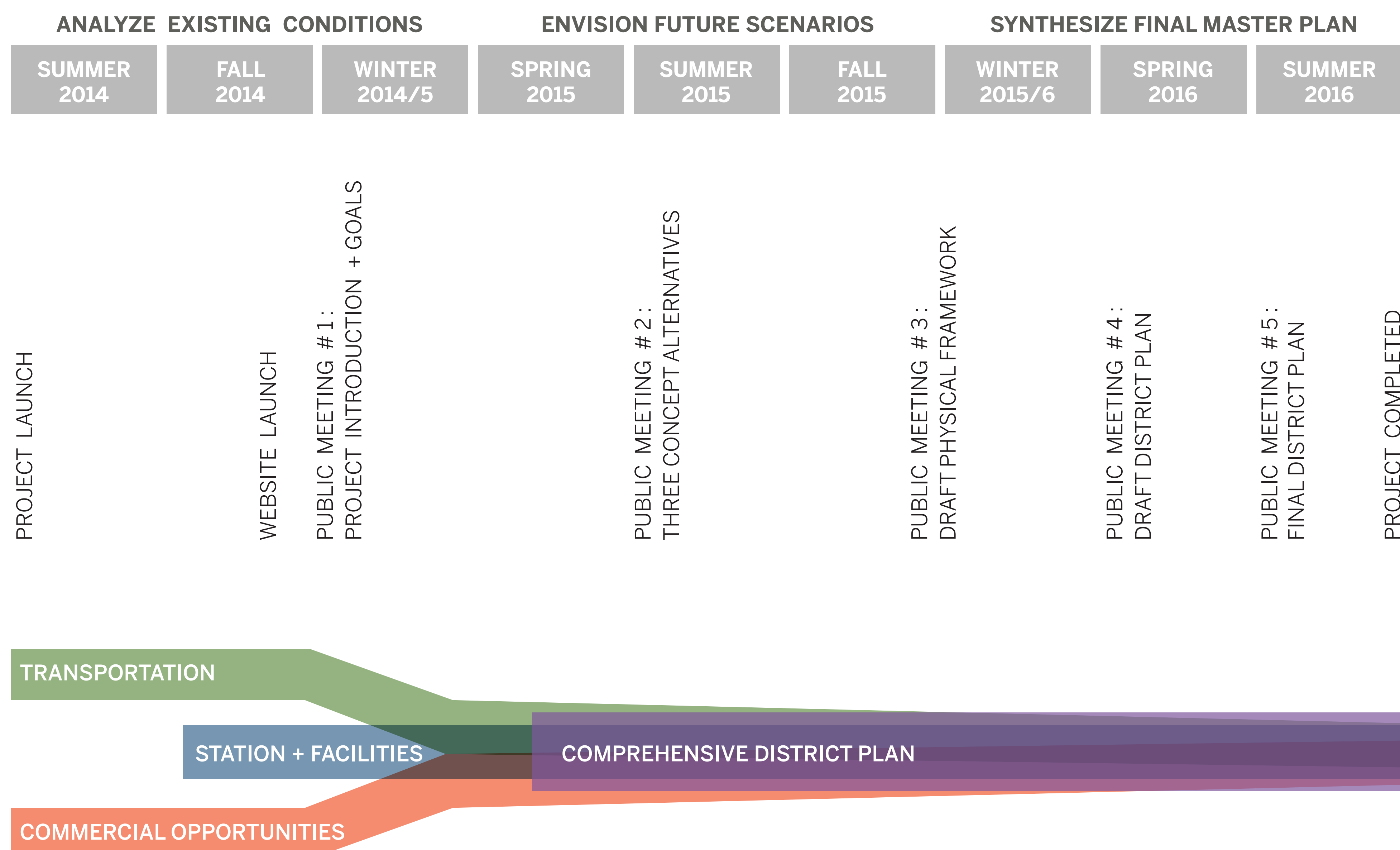
PROCESS AND TIMELINE

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.

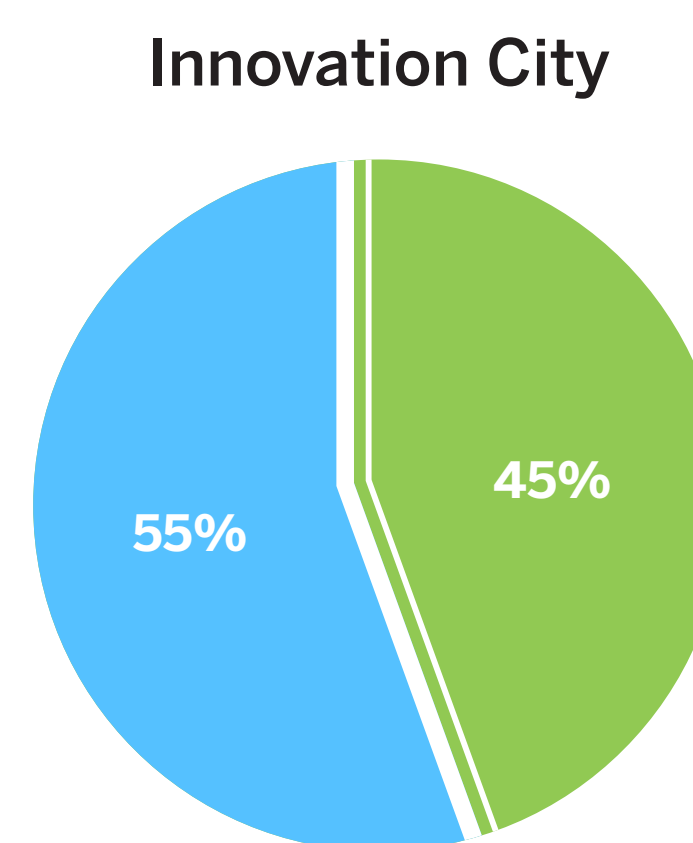
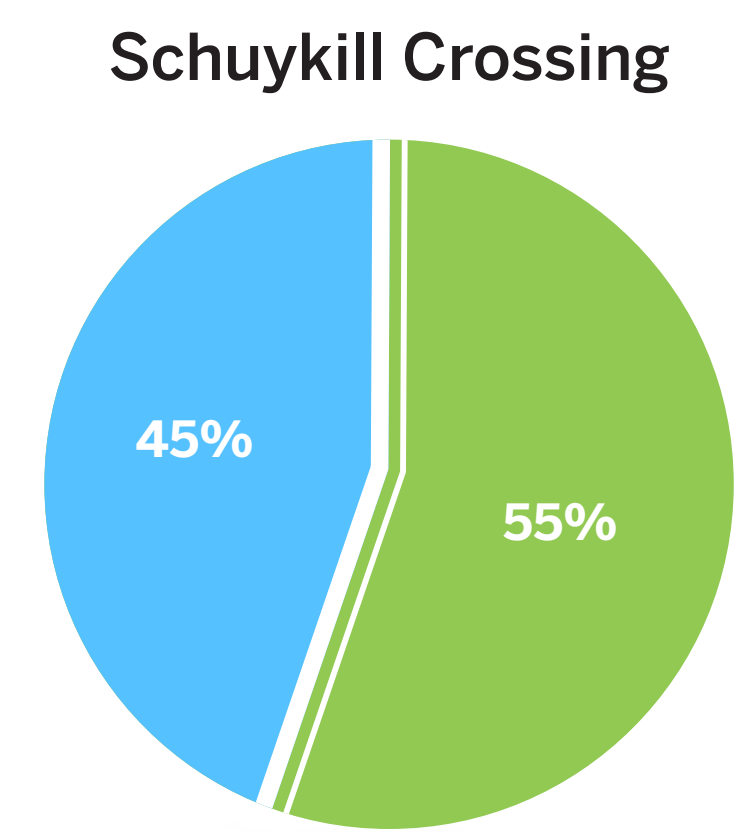
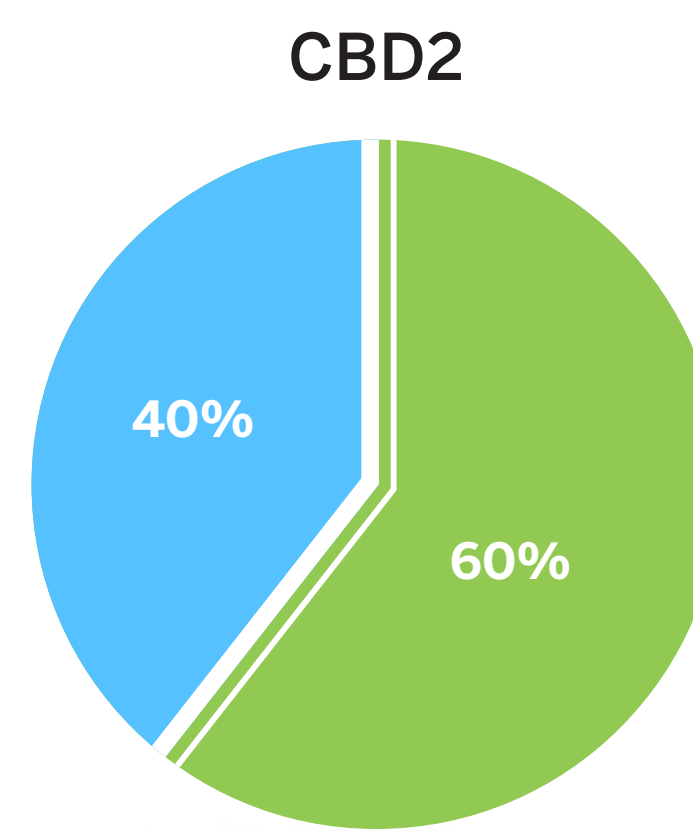
This process will be guided by the Project Partners with input from the community at public meetings held throughout the two-year timeframe.



WHAT WE HEARD

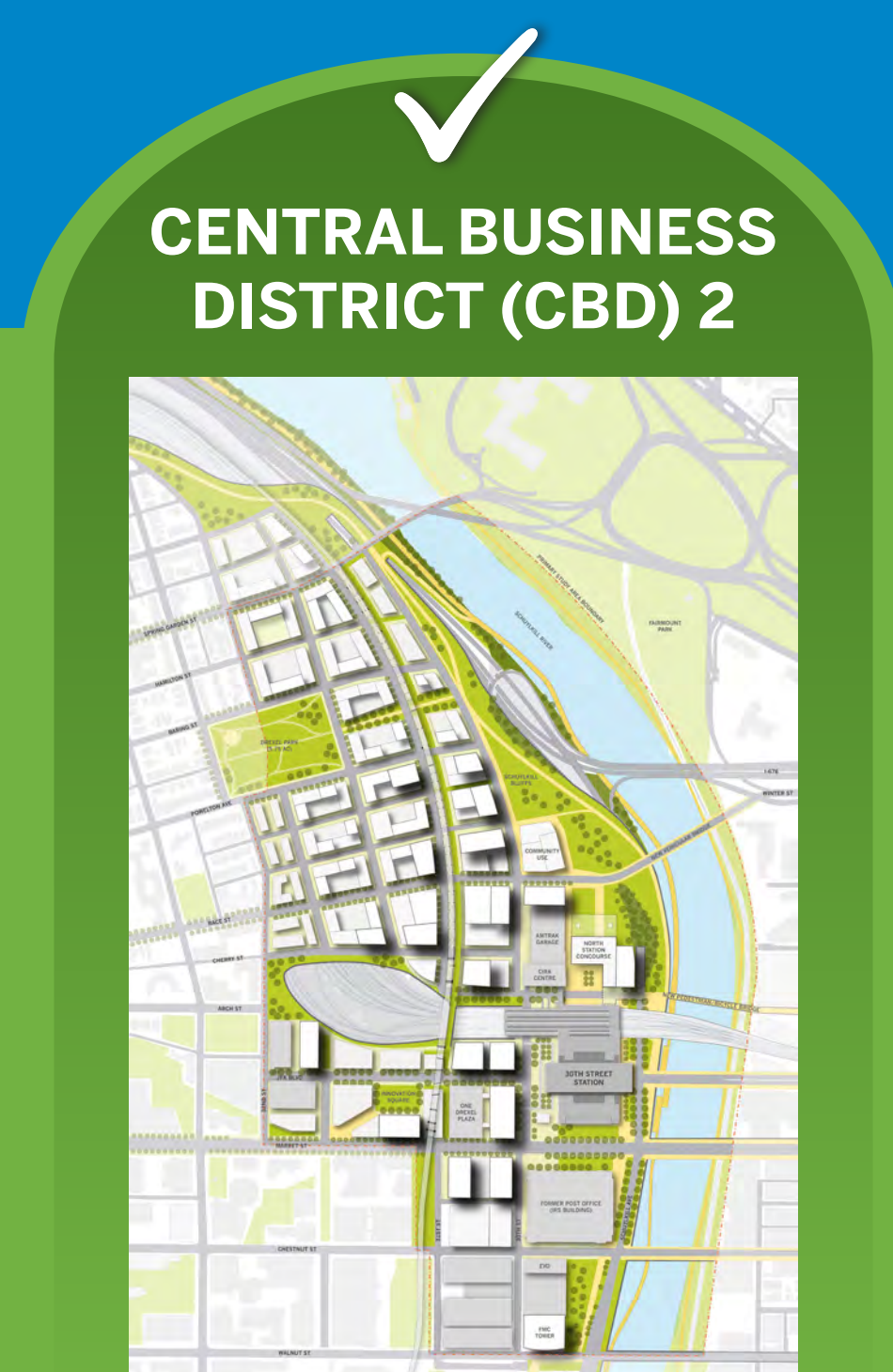
In the summer of 2015, the project team introduced three conceptual alternatives for the future of the 30th Street Station District (Central Business District (CBD) 2, Schuylkill Crossing, and Innovation City). Each composed of a unique combination of solutions to address challenges and opportunities. The project team received over 1,300 public comments on the alternatives.

OPEN HOUSE #2 - JUNE 17, 2015

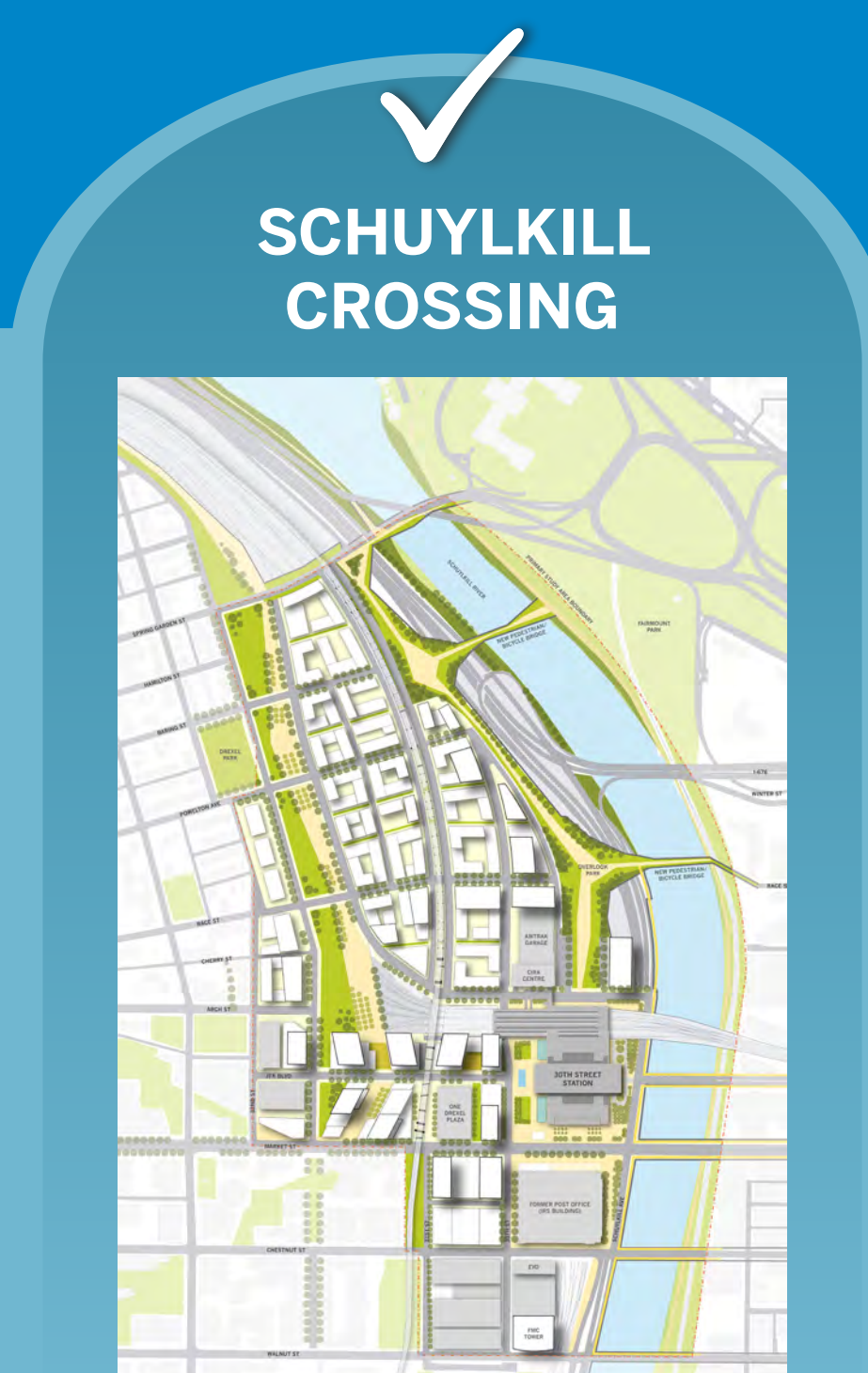


POSITIVE COMMENTS
 NEEDS MORE WORK

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.



A **dynamic new Central Business District** as an expansion of University City and Center City.

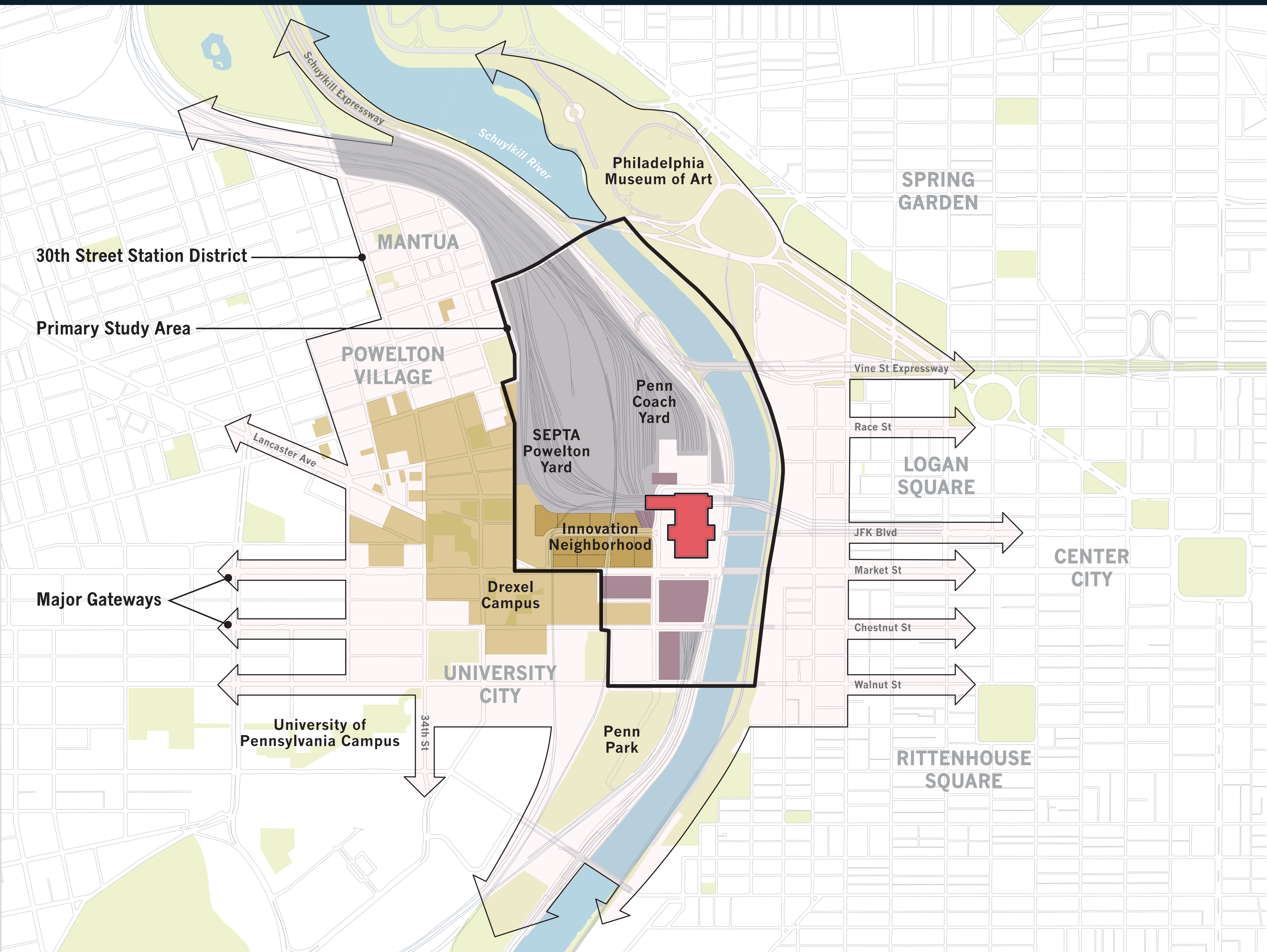


A **new urban neighborhood**, an excellent setting for residential mixed-use development.



Continued growth of the **Innovation Neighborhood over the rail yards** for R&D, incubator space, high-tech firms and other innovative uses.

STUDY AREA



PRIMARY STUDY AREA

The primary study area focuses on the station and facilities, transportation infrastructure, potential rail yard overbuild, and commercial opportunities.

30TH STREET STATION DISTRICT

The 30th Street Station District is made up of the Primary Study Area plus the surrounding neighborhoods. The interventions for the Primary Study Area will be influenced by the neighboring communities. As Philadelphia is a city made up of wonderfully unique neighborhoods, the planning process will respect that uniqueness and develop a plan that positively contributes to the surrounding neighborhoods.

EXISTING CONDITIONS



THE DISTRICT SCALE

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

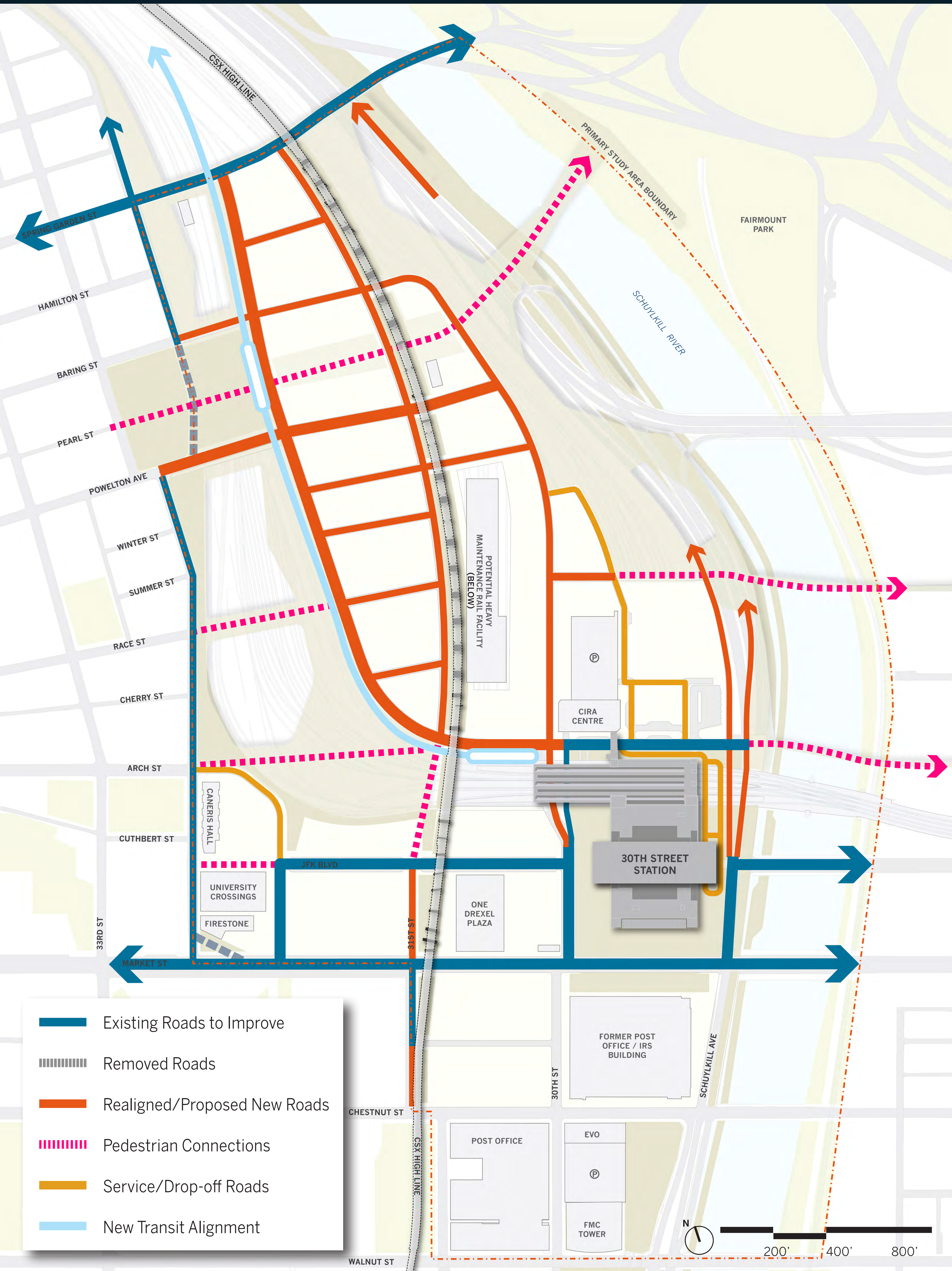
DRAFT PHYSICAL FRAMEWORK ILLUSTRATIVE PLAN



Highlights:

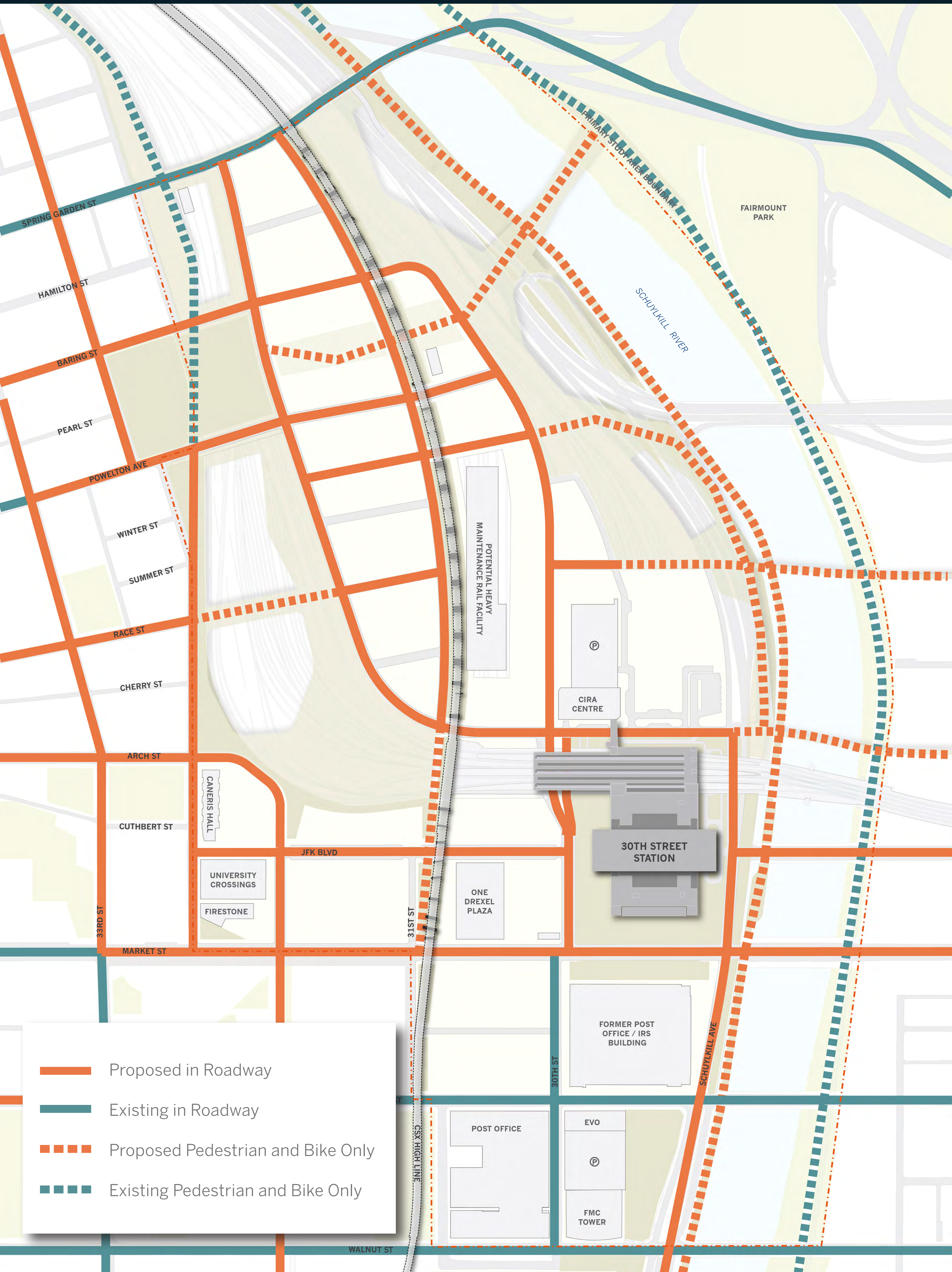
- Pedestrian-friendly public spaces
- Improved connection to the SEPTA Market-Frankford Line
- Improved and new connections to Center City and University City
- New direct waterfront access
- New, mixed-use neighborhood above the rail yards

CIRCULATIONS NETWORK

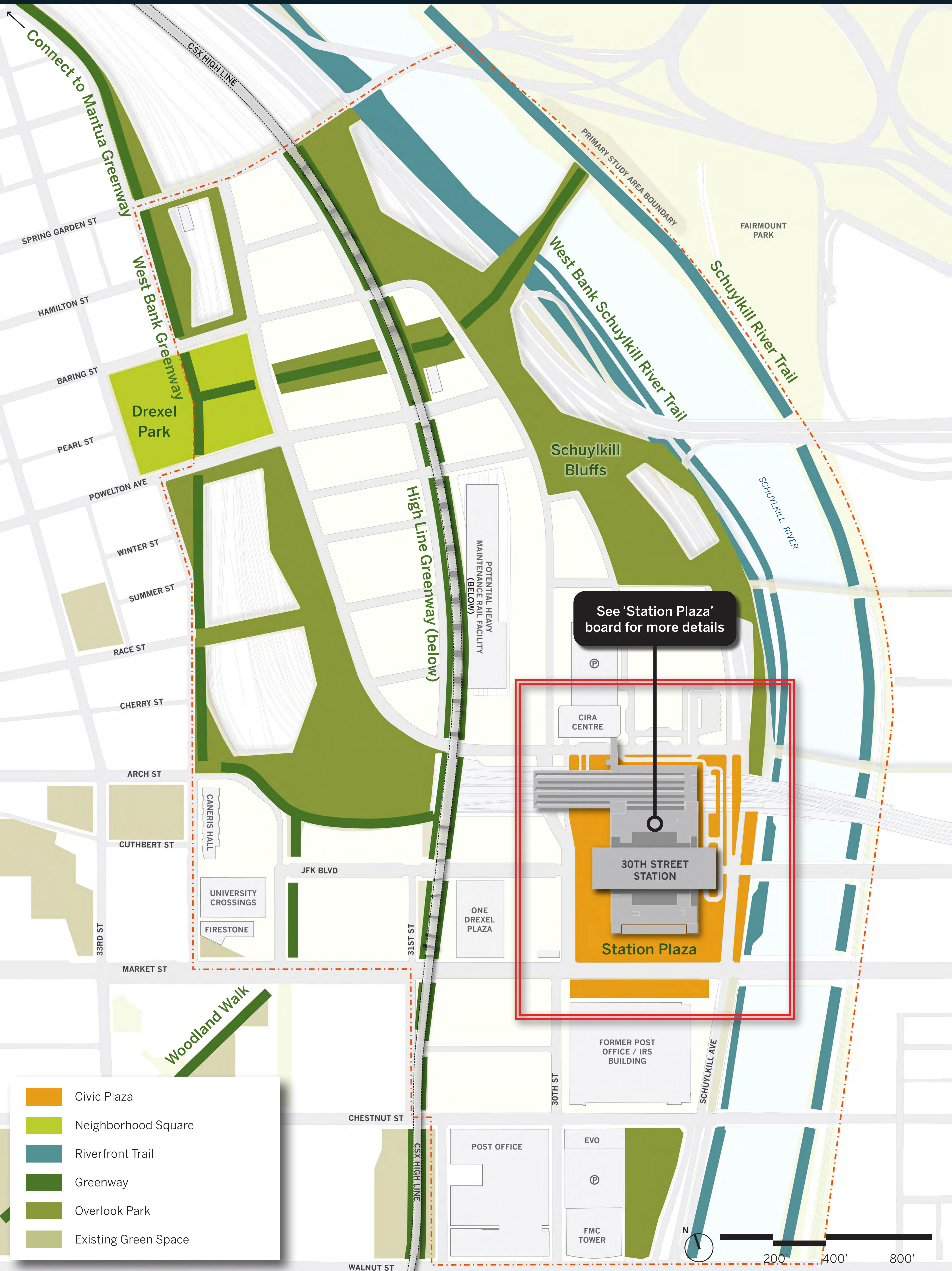


- Existing Roads to Improve
- Removed Roads
- Realigned/Proposed New Roads
- Pedestrian Connections
- Service/Drop-off Roads
- New Transit Alignment

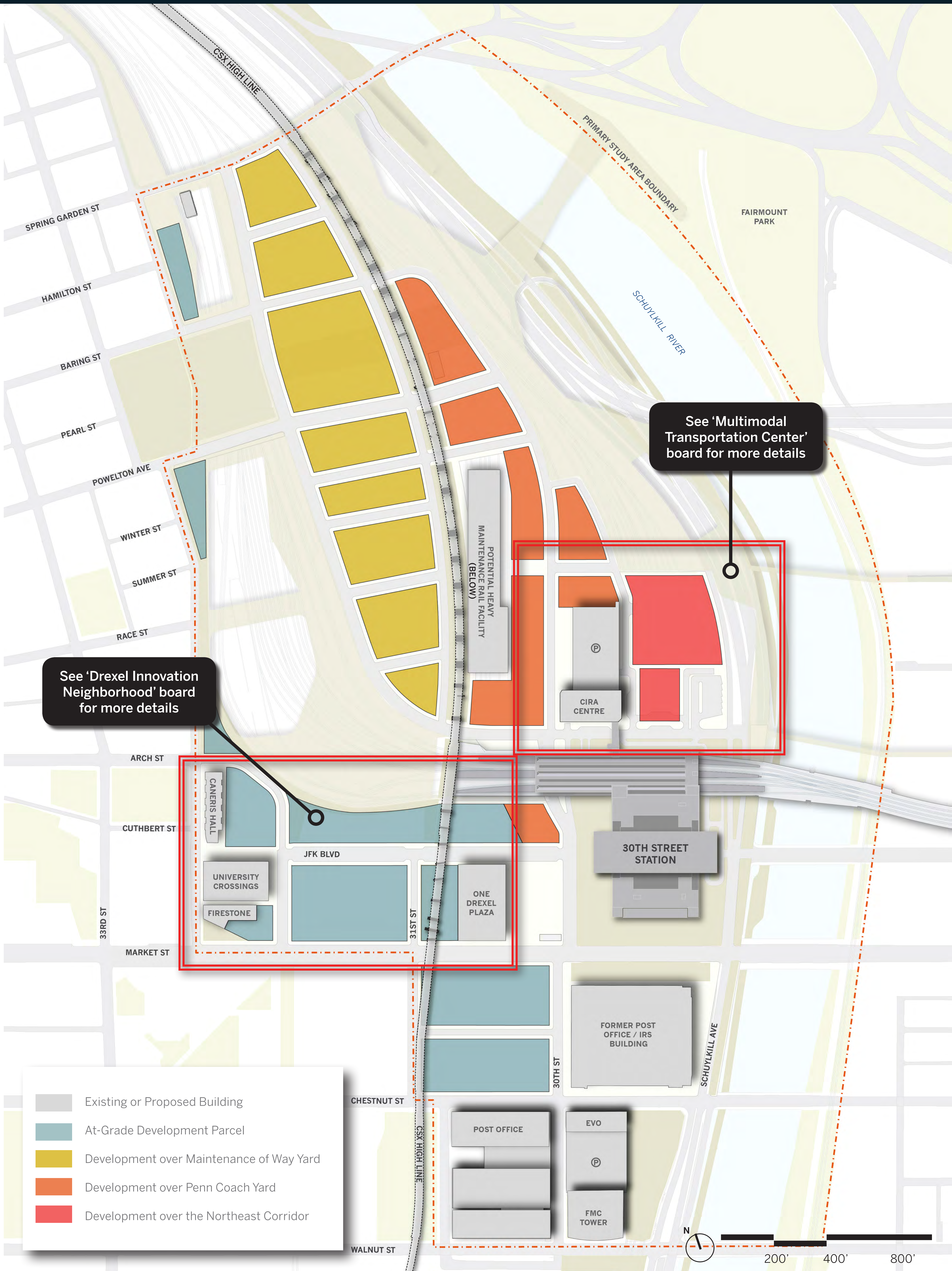
BICYCLE NETWORK



PUBLIC SPACE NETWORK

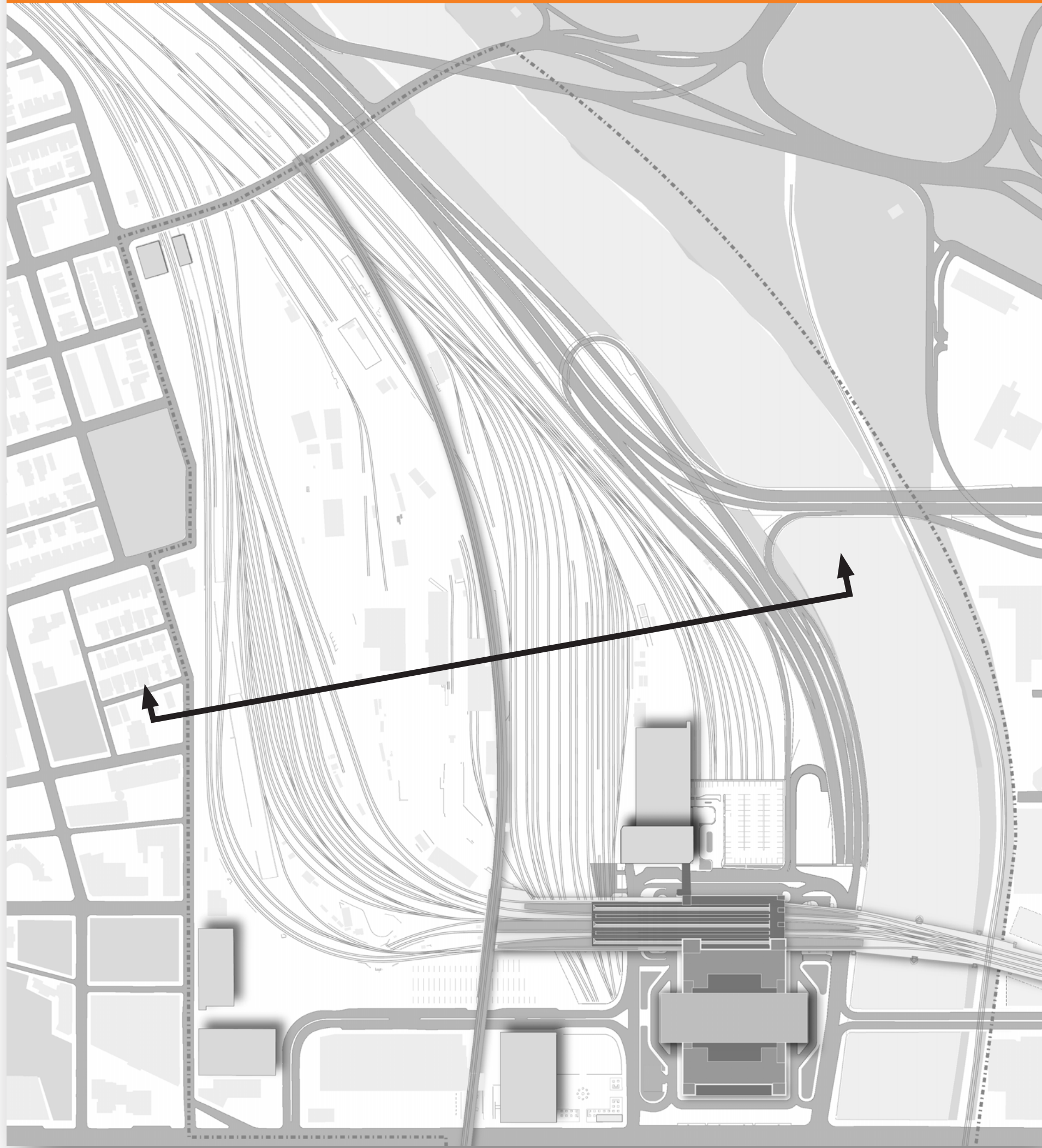


DEVELOPMENT PARCELS



RAIL YARD DEVELOPMENT ILLUSTRATIVE CROSS SECTIONS

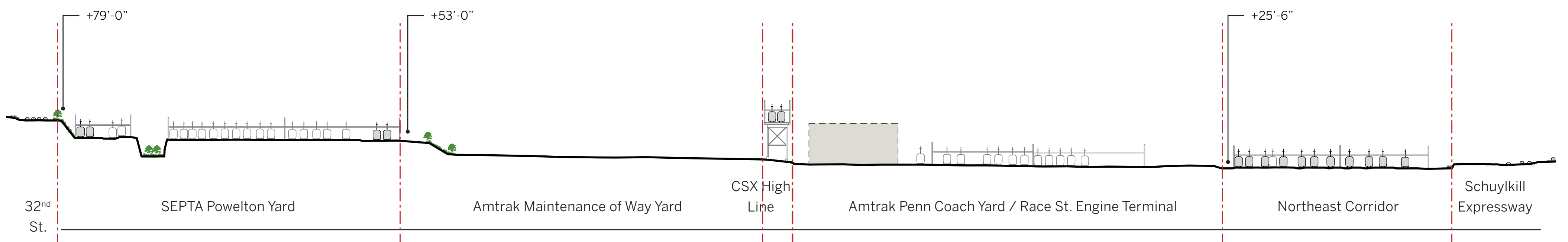
1. EXISTING CONDITIONS



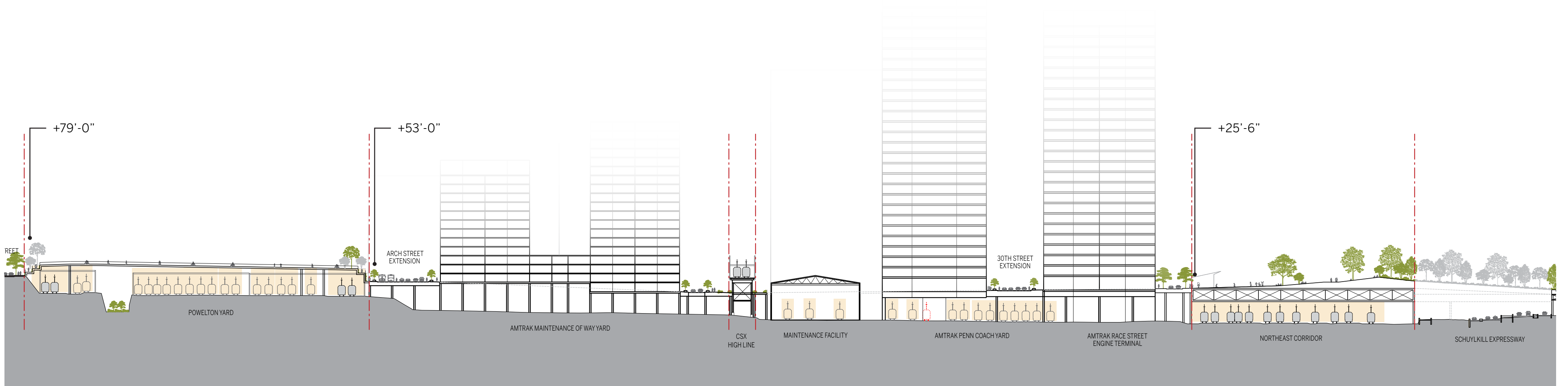
2. RAIL YARD DEVELOPMENT ILLUSTRATIVE CONCEPT



1. EXISTING CONDITIONS



2. RAIL YARD DEVELOPMENT ILLUSTRATIVE CONCEPT

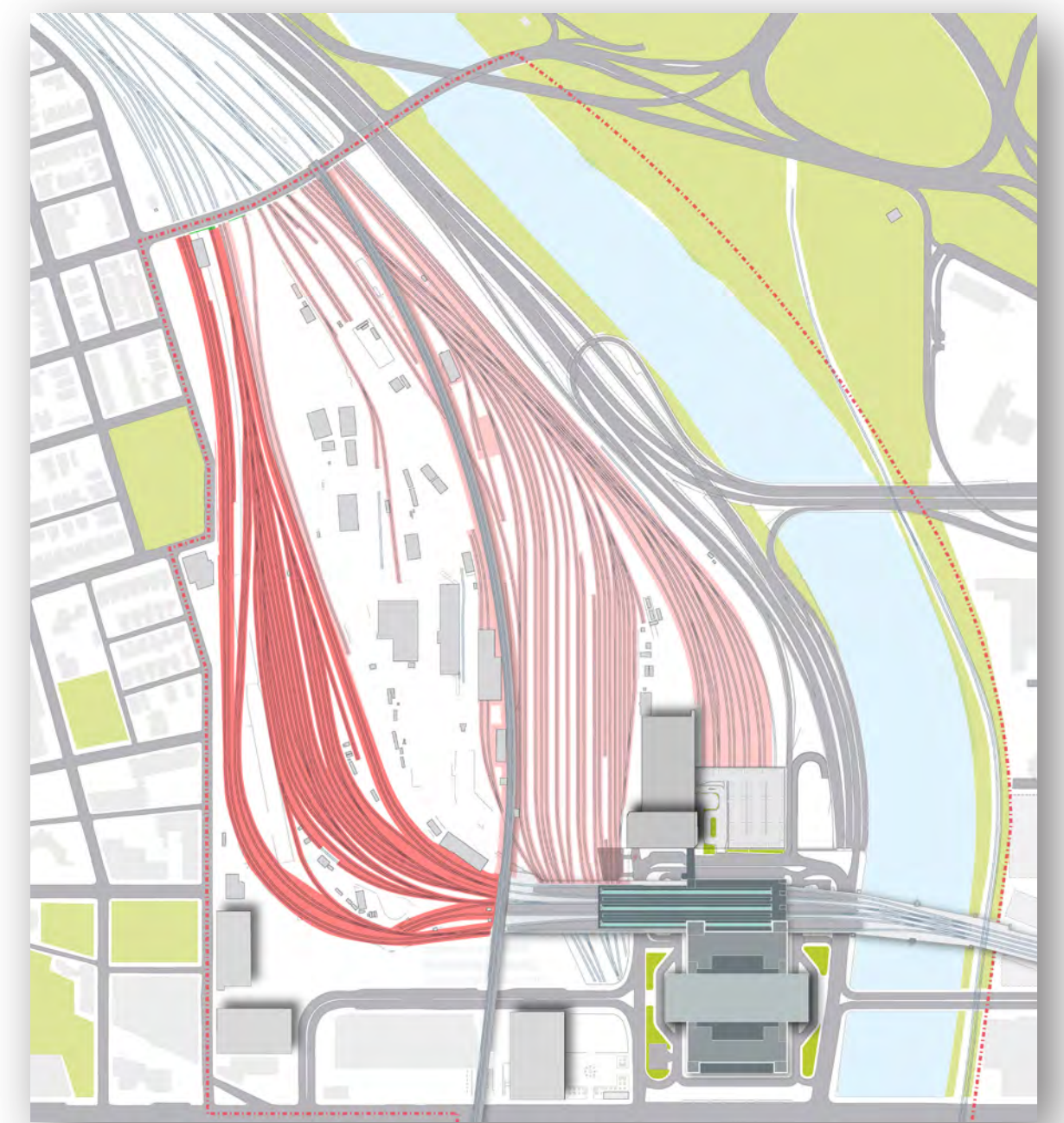


RAIL YARD DEVELOPMENT PHYSICAL CONSTRAINTS

VERTICAL CLEARANCE ANALYSIS

Vertical clearance requirements govern the height of any potential overbuild deck above top of existing rail. Minimum overhead clearance heights vary from 26'-9" to 40' for overbuild structures. In Powelton Yard, overhead clearances may be lowered to as low as 22' for roads or 30' for limited spans of overbuild deck.

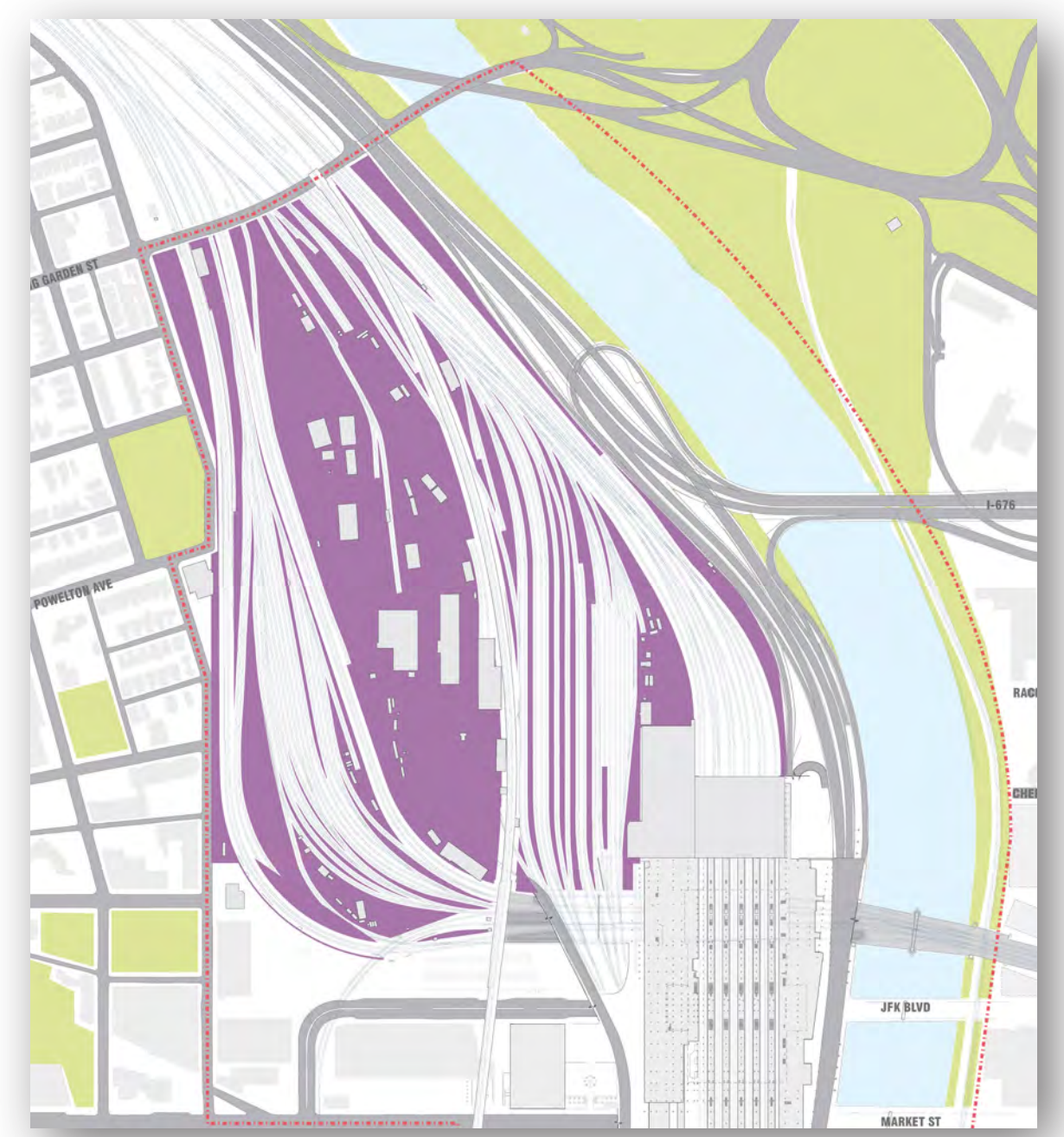
40'-0" Clear to Bottom of Structure
26'-9" Clear to Bottom of Structure



LATERAL CLEARANCE ANALYSIS

Main tracks and maintenance tracks require different lateral clearances, impacting where structural touchdowns can and cannot be located within the yards.

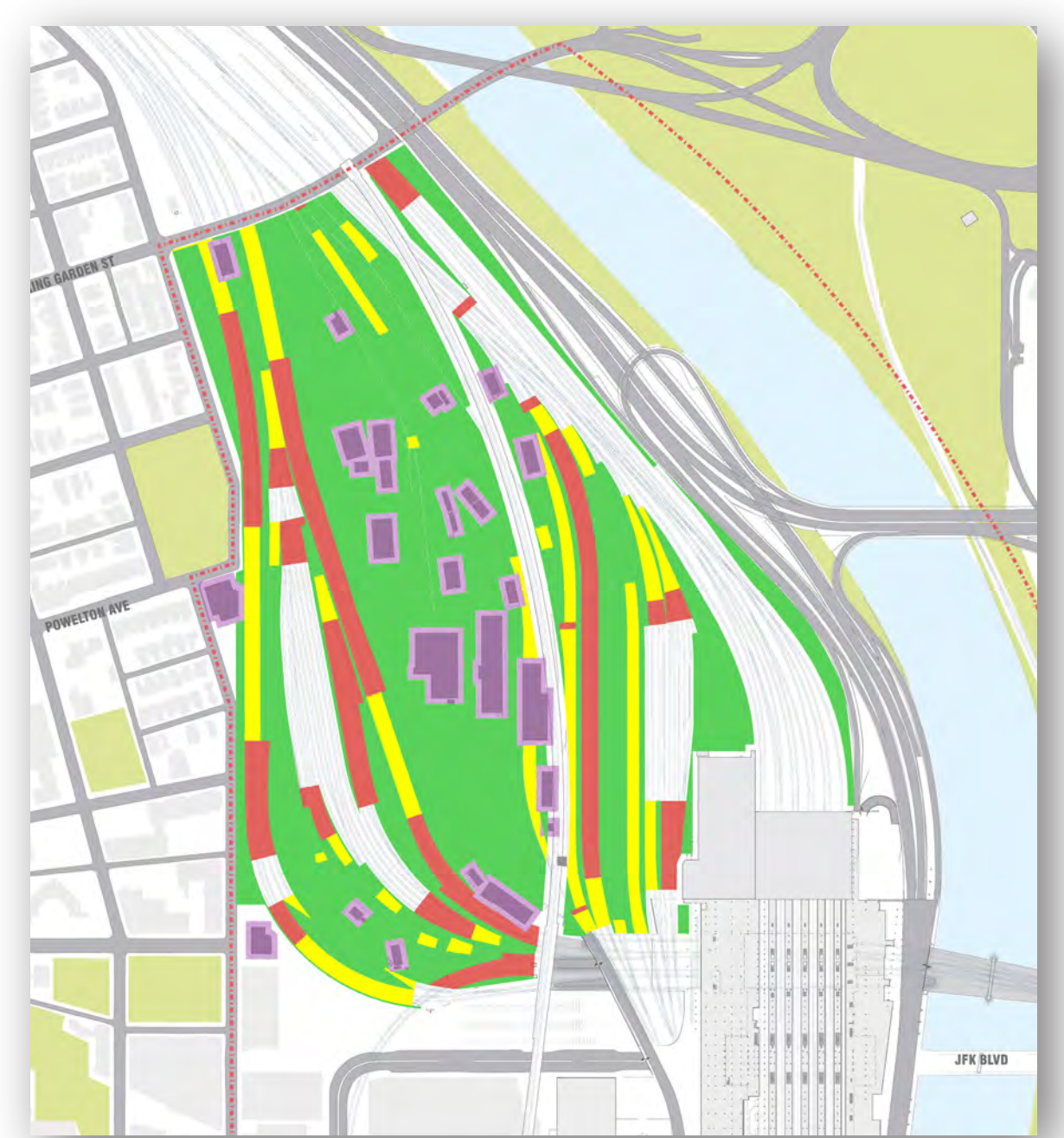
Allowable Touchdown Zones



STRUCTURAL SPAN ANALYSIS

The structural span lengths needed to deck over the yard vary by location. Structural spans range from under 30', which enables conventional construction, to over 80', which are more like bridge conditions and are more challenging. Furthermore, the longer the span, the deeper the deck structure needs to be to bridge those spans.

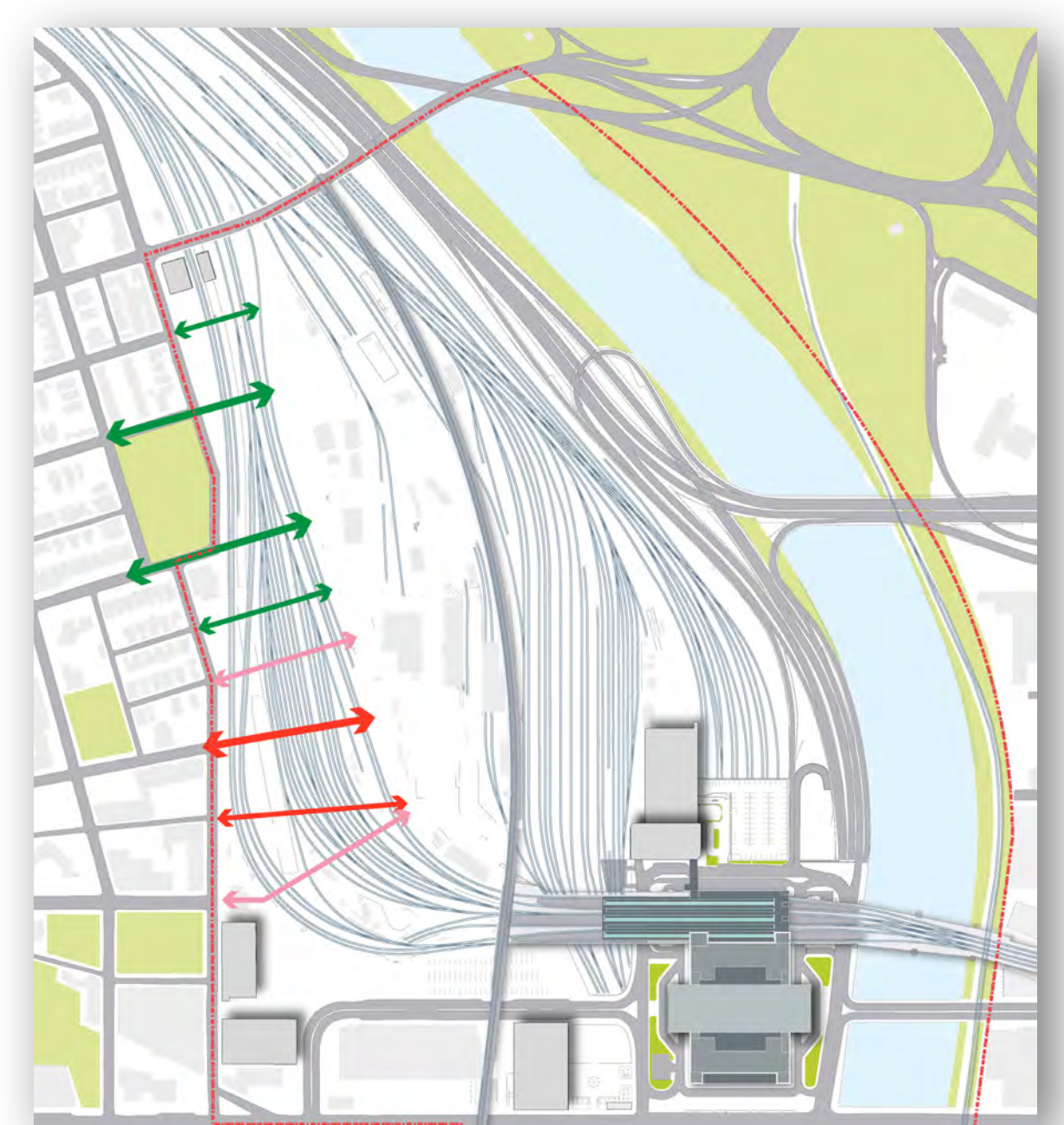
Column Spacing <30'
Column Spacing 30' to 50'
Column Spacing 50' to 80'
Column Spacing >80'
Column Spacing to be Coordinated with Existing Structures



ROAD CONNECTION ANALYSIS

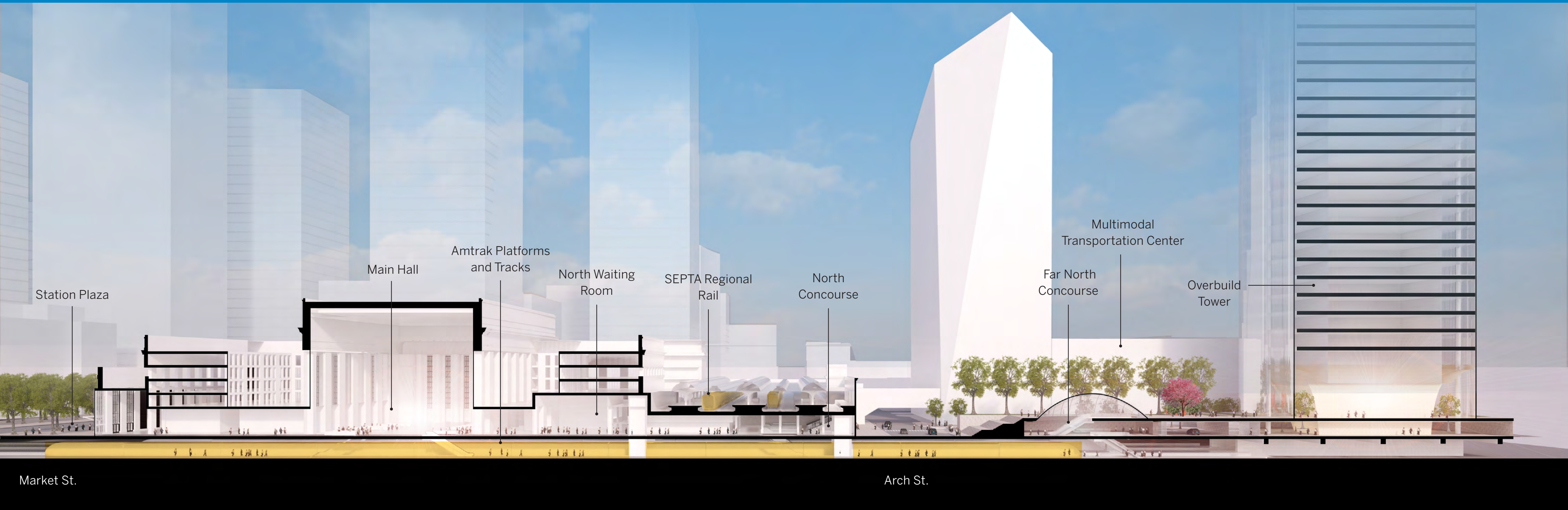
Typical city streets should ideally have slopes less than 8%, with a maximum for short distances on residential streets of 12%. Any street extensions from Powelton Village and Mantua over Powelton Yard must climb to a height to accommodate the required vertical clearances over rail infrastructure plus the overbuild structural span depth. Road connectivity is easier to achieve in the northern section of Powelton Yard.

Road Slope >12% - Not Feasible
Road Slope <12% - Potentially Feasible
Road Slope <8% - Feasible

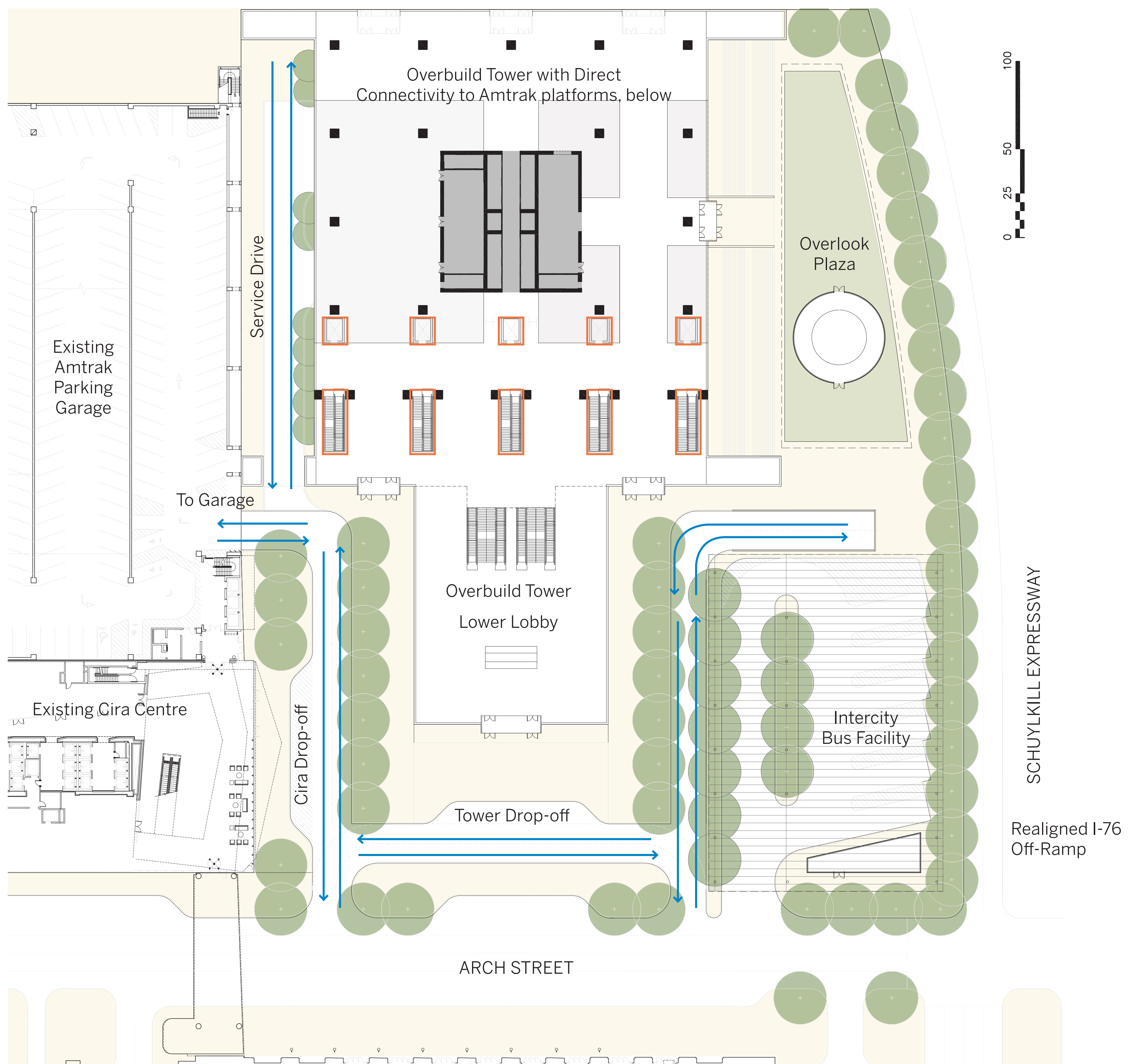


MULTIMODAL TRANSPORTATION CENTER CONCEPT

Illustrative Section, looking west, through 30th Street Station and Multimodal Transportation Center



Illustrative Ground Floor Plan of the Multimodal Transportation Center

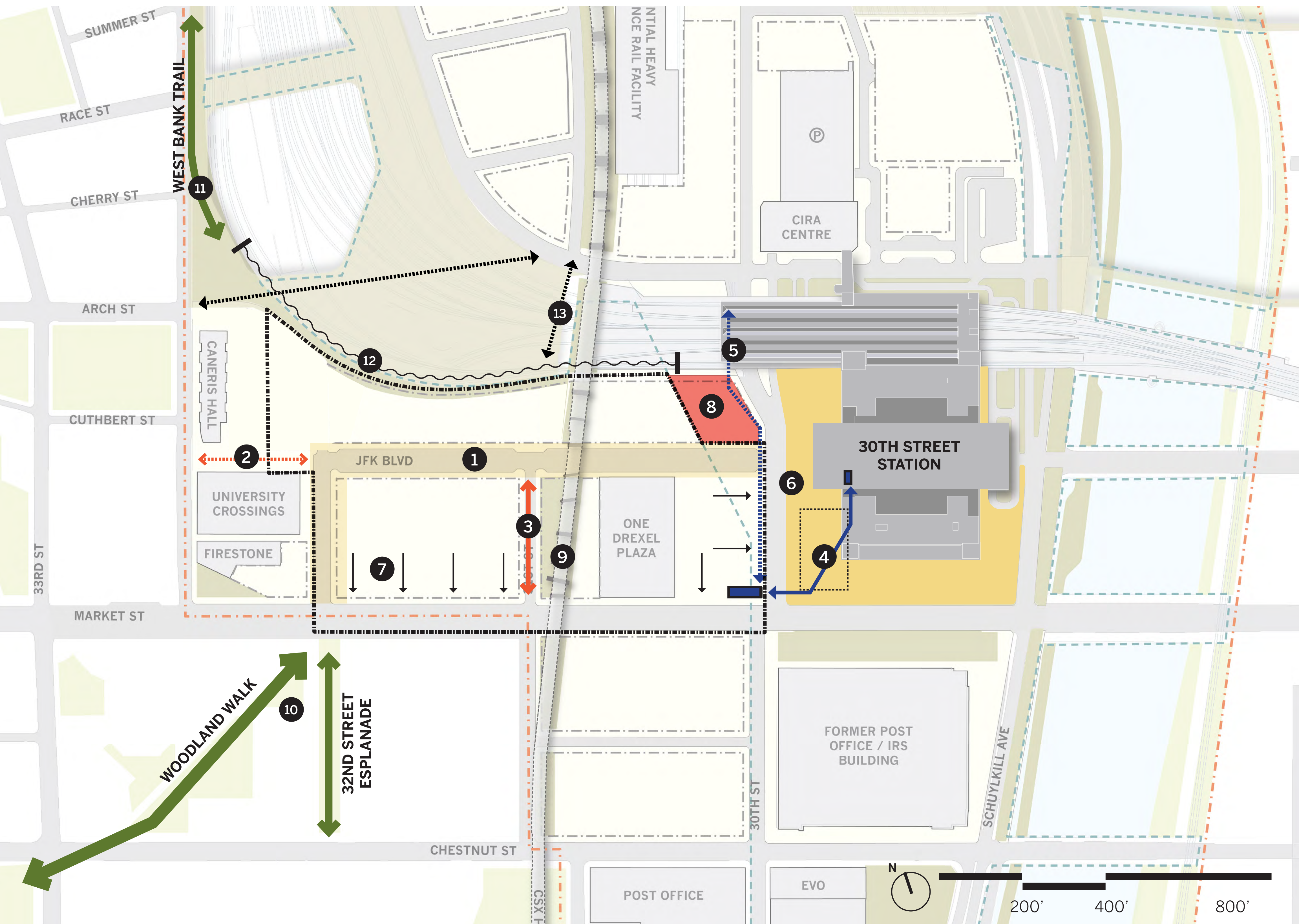


DREXEL INNOVATION NEIGHBORHOOD

PLANNING PRINCIPLES FOR THE DISTRICT PLAN

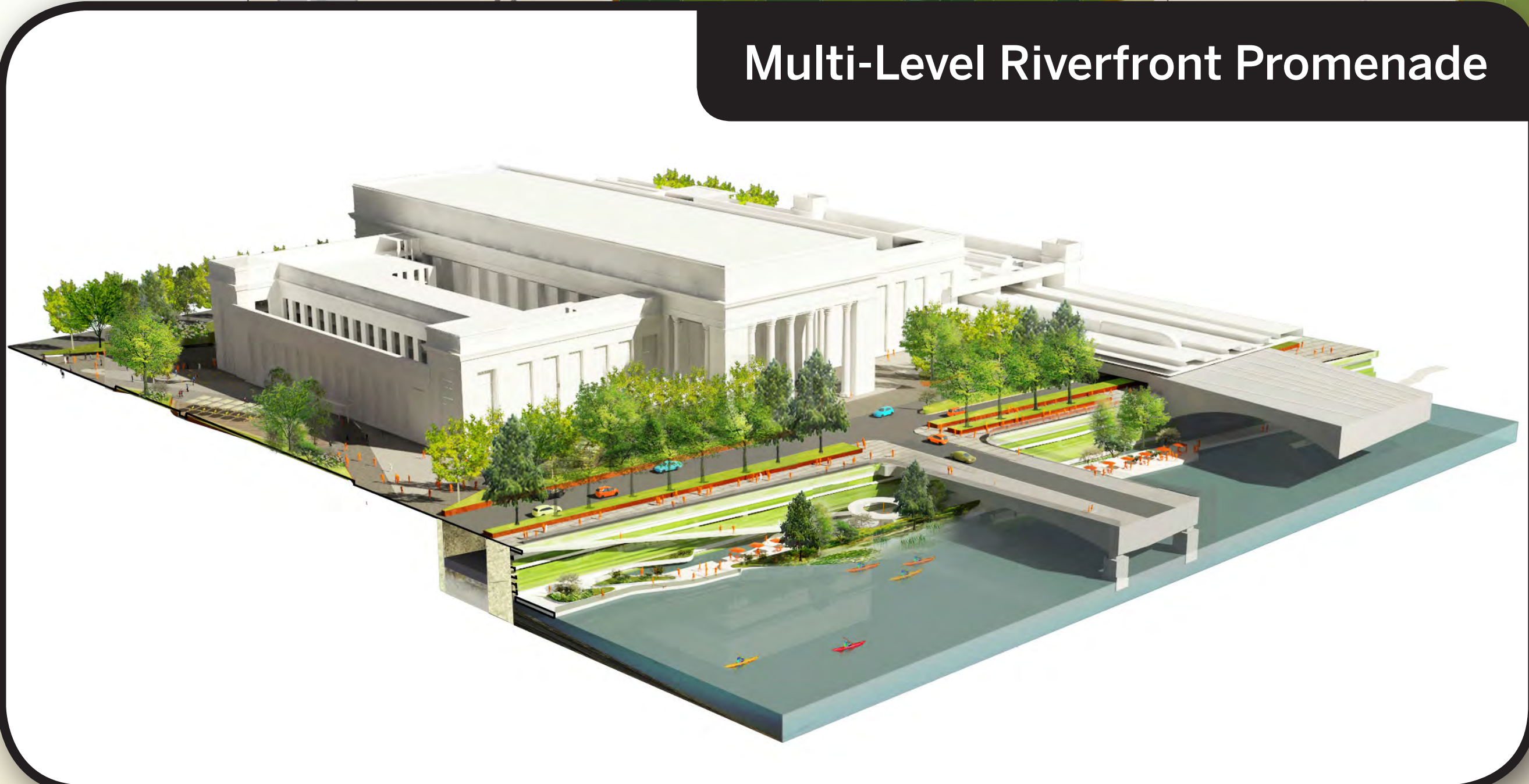
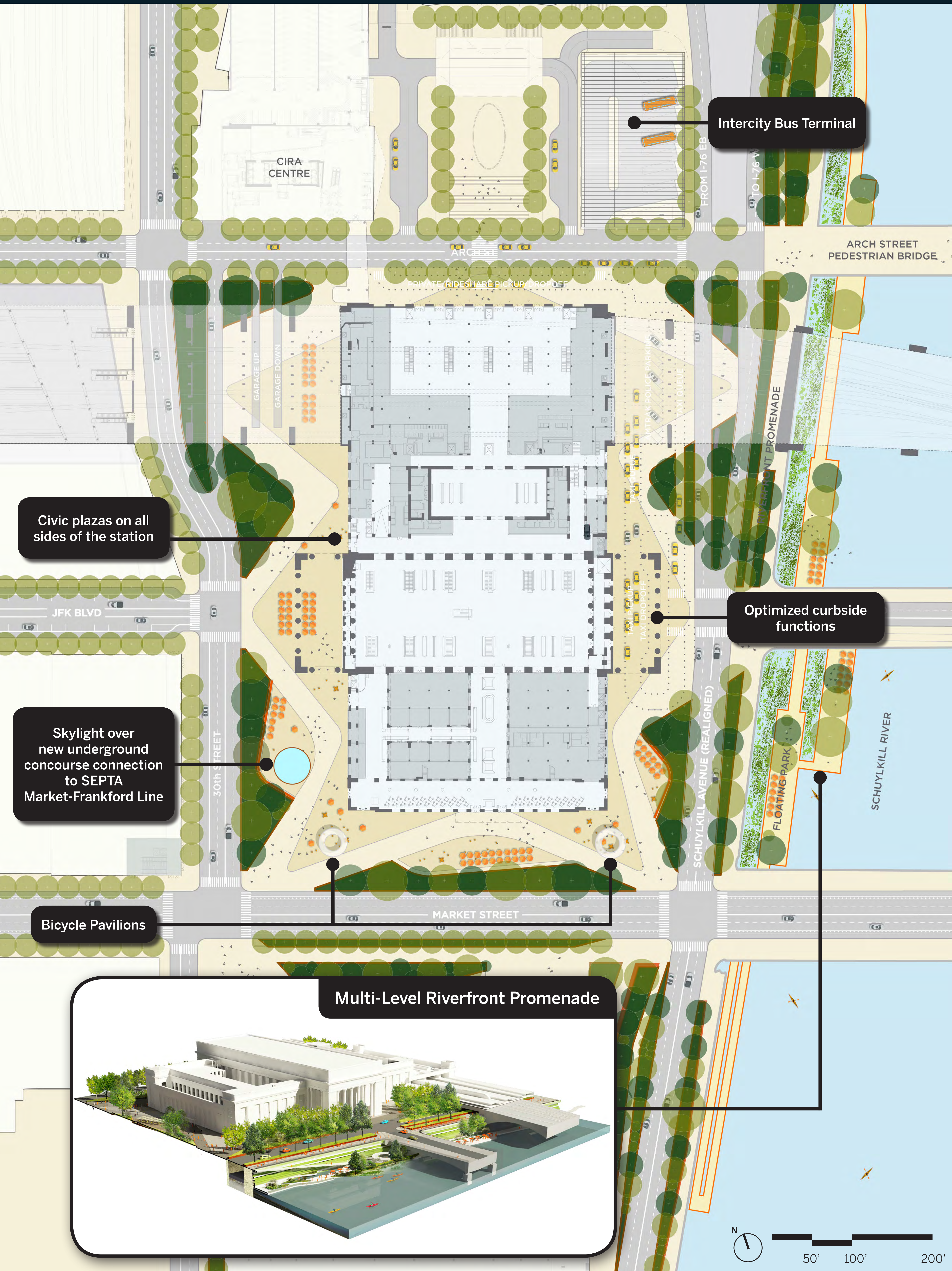
The 10-acre site immediately west of 30th Street Station will become an integral part of the Drexel University campus known as the Innovation Neighborhood. With the potential for 5 million square feet of new development on the land between Market Street and the Powelton Yard edge, this area is expected to absorb much of the near-term demand for office, residential, retail, and other institutional space in the District – and ultimately define the aspirational urban character of the area around 30th Street Station.

Drexel University is engaging a Master Developer and master planners to envision the character, land use, scale and development goals for vertical development and public realm improvements within this neighborhood. The District Plan is advancing in coordination with this design effort. The planning principles to guide both efforts are shown below. Each of these components should be expressed or responded to within the plan, but the nature and extent of that expression will be defined by Drexel's Master Development consultants.

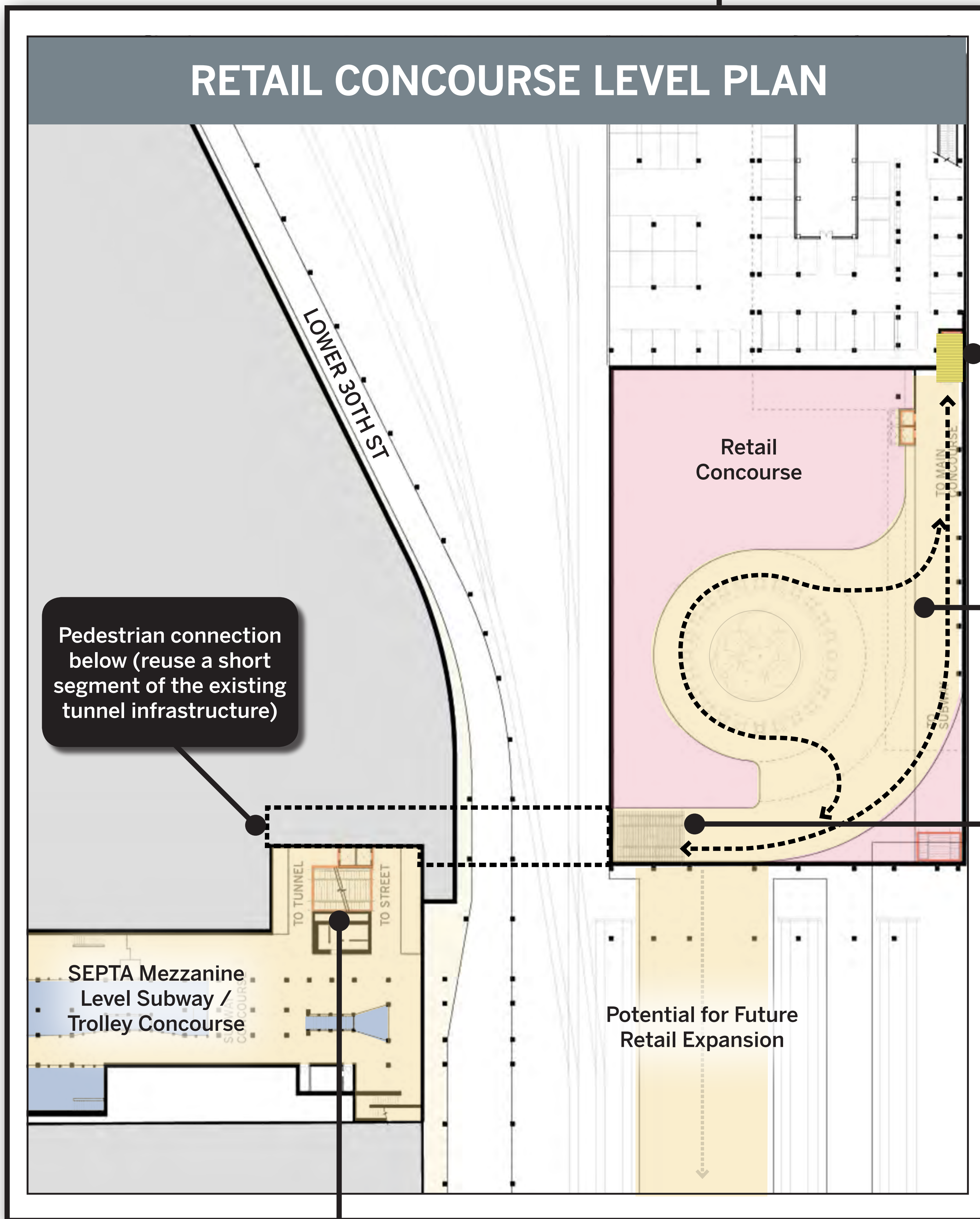
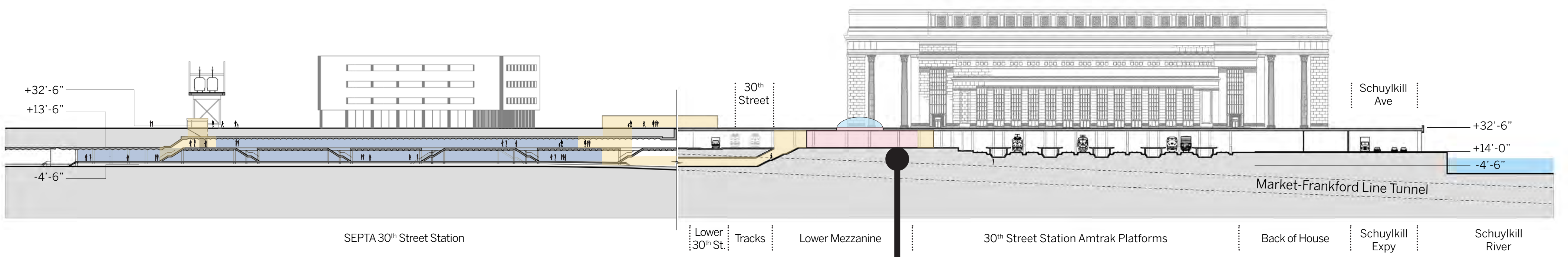


- 1 Transform JFK into a green, pedestrian-focused boulevard
- 2 Improve the pedestrian connection from JFK to 32nd Street
- 3 Integrate the neighborhood with the city grid by connecting 31st Street from Chestnut north to JFK
- 4 Integrate a reopened SEPTA Market-Frankford underground passage and retail concourse
- 5 Improve at-grade pedestrian connection between SEPTA regional rail and Market-Frankford Line along 30th Street
- 6 Reinforce Station Plaza as a high-quality public space
- 7 Establish a strong urban presence along Market Street
- 8 Create a relationship with Amtrak's property at 30th and JFK Blvd as an important gateway to the neighborhood
- 9 Engage the CSX High Line in creative ways to activate spaces below and adjacent to the viaduct
- 10 Respond in some way to the diagonal movement of Woodland Walk, which terminates at Market Street
- 11 Incorporate connections to the West Bank Trail running along 32nd Street
- 12 Creatively address the physical challenges presented by Powelton Yard along the north edge of the neighborhood
- 13 Connect into the rail yards at strategic locations, to be coordinated with future overbuild

STATION PLAZA CONCEPT



SEPTA MARKET-FRANKFORD LINE CONNECTION CONCEPT



Access up to the Main Hall of 30th Street Station

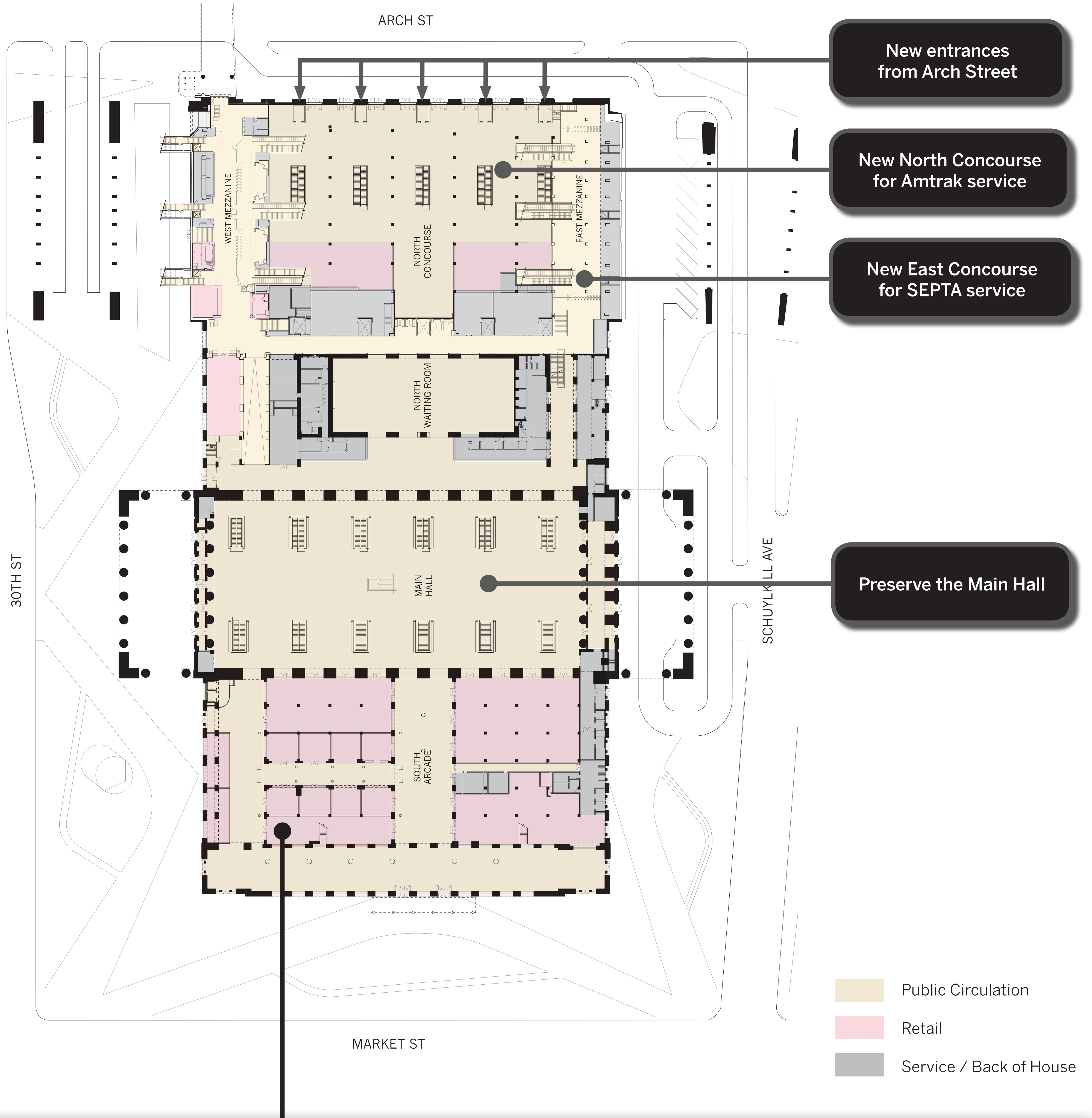
Skylight Above

Access down to pedestrian connection

Access down to pedestrian connection

- Public
- Paid Zone
- Retail

STATION IMPROVEMENTS



Improved retail options to serve residents, workers, commuter and intercity passengers, students, and visitors of the District



A MODERN CONVENIENCE RETAIL CONCEPT AT NEW YORK LAGUARDIA AIRPORT



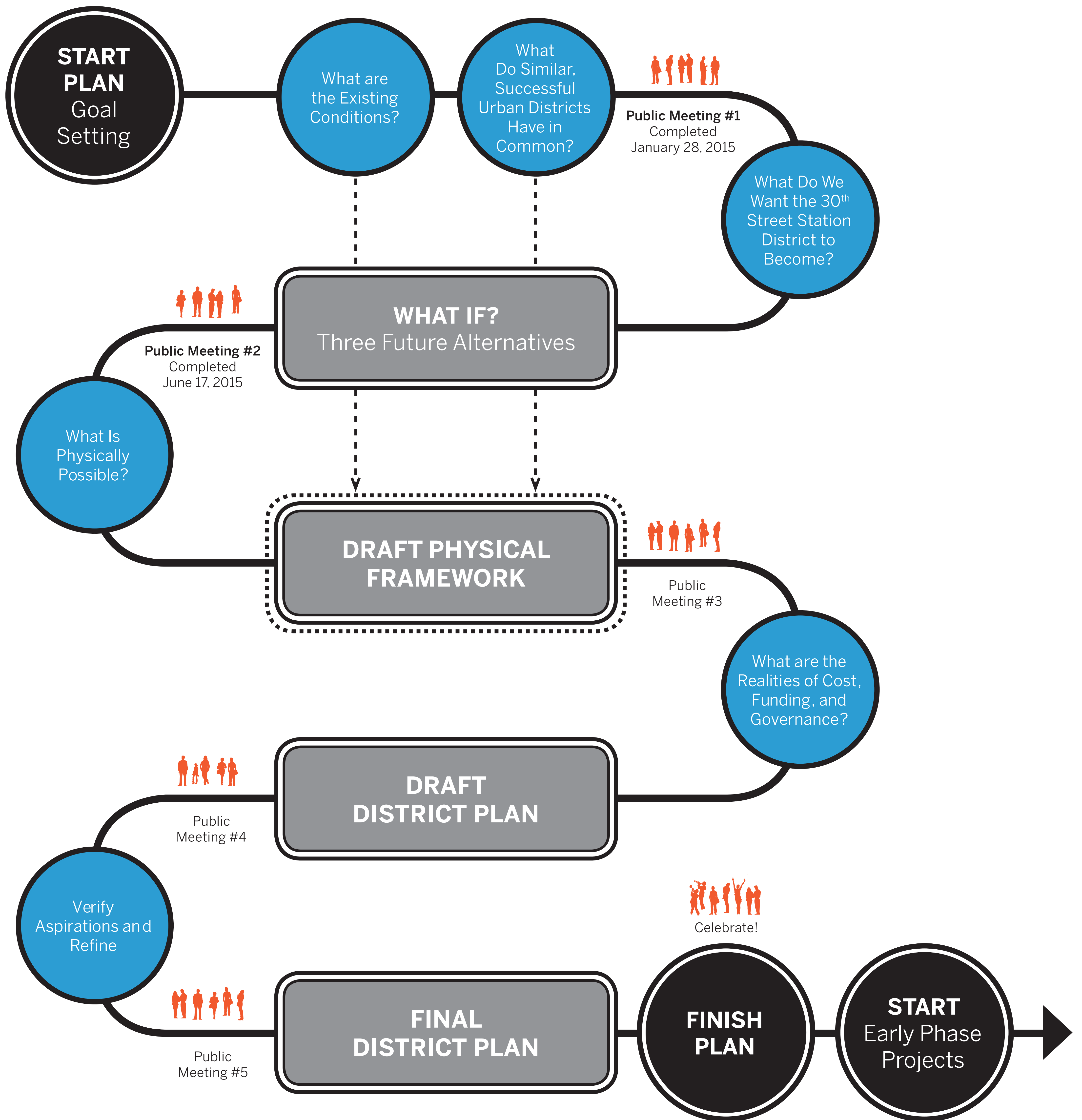
MARKET AT GRAND CENTRAL TERMINAL



UPDATED EATERIES, SHAKE SHACK AT UNION STATION, DC

NEXT STEPS

THE PLANNING PROCESS: ROAD TOWARDS A DISTRICT PLAN



FEEDBACK EXERCISE

Background:

Five priorities were identified by the stakeholders (**YOU!**). We want to know how well the draft physical framework responds to those stakeholder priorities?

How does this exercise work?

Step 1: Grab a survey

Step 2: SIDE A | PRIORITIES 1-4
Select the appropriate rating for each priority.

Step 3: SIDE B | PRIORITY 5
Learn about a unique design challenge and our proposed solutions to address it. Select the appropriate rating and provide comments for each solution.

Step 4: Hand in your survey

Step 5: See real-time results of the public's ratings on the computers

Side A

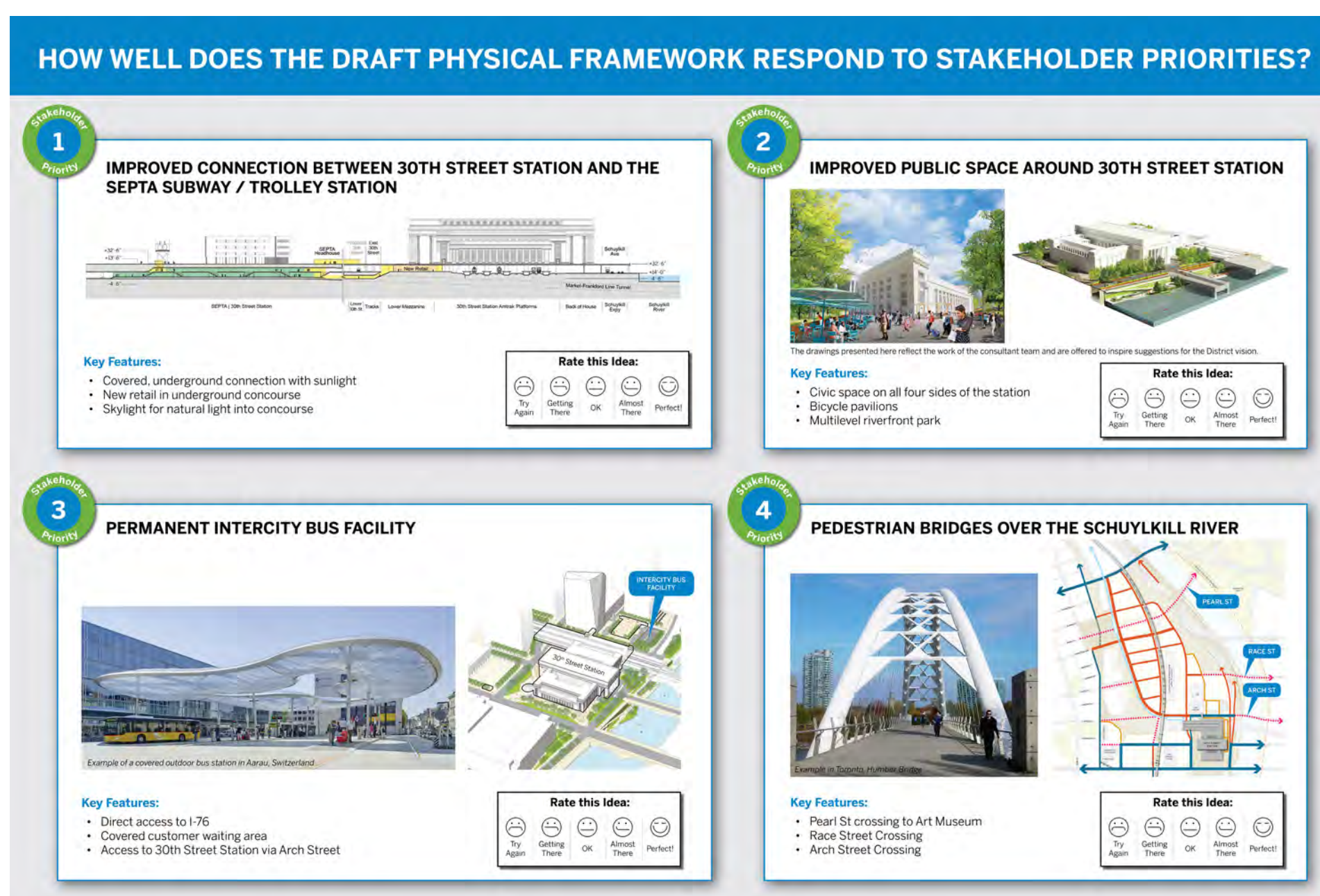
HOW WELL DOES THE DRAFT PHYSICAL FRAMEWORK RESPOND TO STAKEHOLDER PRIORITIES?

1 IMPROVED CONNECTION BETWEEN 30TH STREET STATION AND THE SEPTA SUBWAY / TROLLEY STATION

2 IMPROVED PUBLIC SPACE AROUND 30TH STREET STATION

3 PERMANENT INTERCITY BUS FACILITY

4 PEDESTRIAN BRIDGES OVER THE SCHUYLKILL RIVER



Side B

HOW WELL DOES THE DRAFT PHYSICAL FRAMEWORK RESPOND TO STAKEHOLDER PRIORITIES?

5 A NEW, MIXED-USE URBAN NEIGHBORHOOD ABOVE THE RAIL YARDS

Help us with a design challenge!

Challenge: Development over the Amtrak Penn Coach Yards is physically feasible, however development over SEPTA Powelton Yard is extremely challenged due to a unique combination of factors relating to topography, track configuration, and rail operations.



Proposed Solutions: The Draft Physical Framework recommends connecting a new neighborhood over Amtrak Penn Coach Yard to adjacent neighborhoods through parks / landscape features, road extensions, and pedestrian bridges over SEPTA Powelton yard.

Rate the Proposed Solution:

- New Parks / Landscape Features
- Road Extensions
- Pedestrian Bridges



Rating Scale:

				
Try Again	Getting There	OK	Almost There	Perfect!

Try Again indicates the design needs major changes

Perfect indicates the design is perfect as illustrated

CONTACT US



Website:

www.PhillyDistrict30.com



Project Information Line:

866-933-3632 (Toll-Free)



Email:

info@PhillyDistrict30.com

Stay Involved!

Stay involved with the 30th Street Station District Plan by signing up to receive project updates and notification of upcoming meetings.

NEXT STEPS:

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