

# WELCOME

PHILADELPHIA  
**30<sup>TH</sup>** STREET STATION  
DISTRICT PLAN

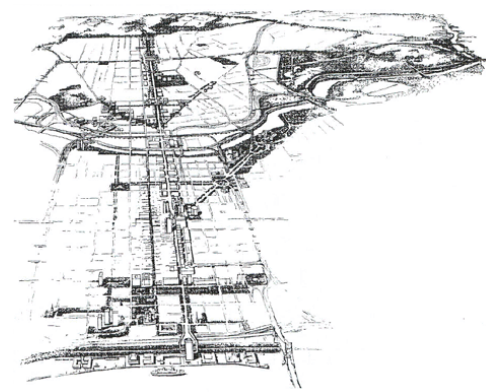
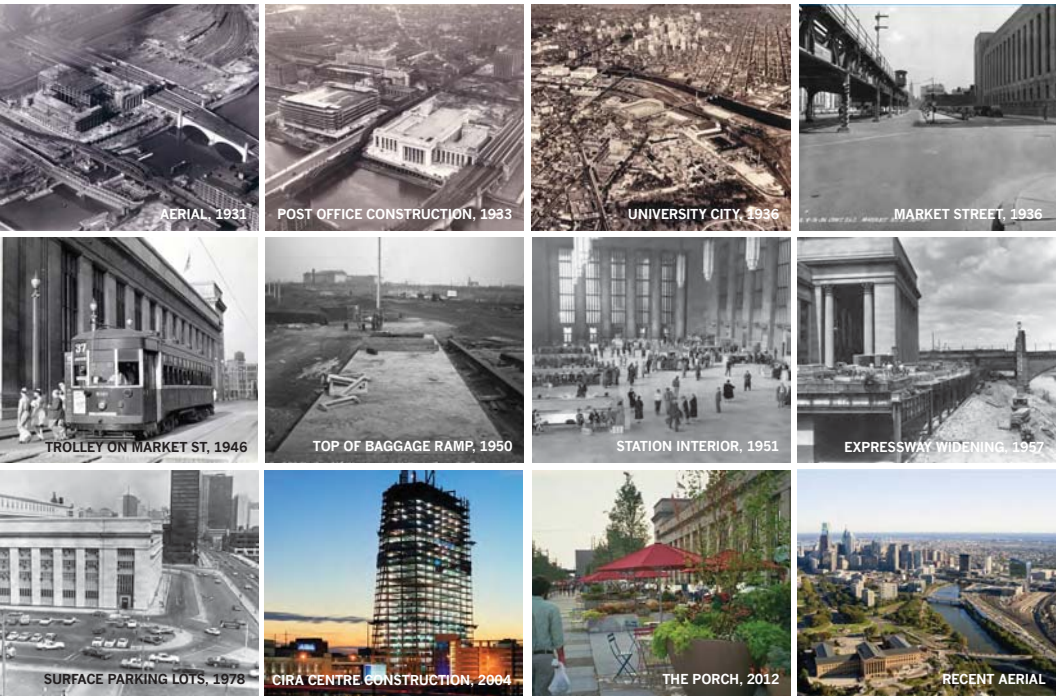
At tonight's open house, the Project Team will update you on the work completed to date and the goals of the planning process.

Learn more about the project by interacting with the Project Team and viewing the information boards.

**THIS IS A GREAT OPPORTUNITY TO ASK QUESTIONS:**

- What is the District Plan?
- Why is a District Plan needed?
- What Agencies are involved?
- How will the new plan impact the station, nearby neighborhoods, and the region's transportation system?
- How do I participate?

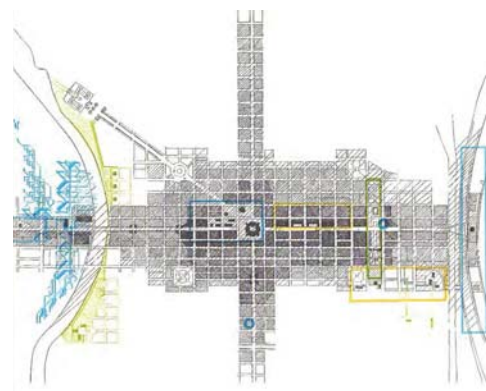
# STATION + DISTRICT HISTORY



**1960s**  
City of Philadelphia Plan for the Bicentennial from Edmund Bacon, "Design of Cities" (c) 1967



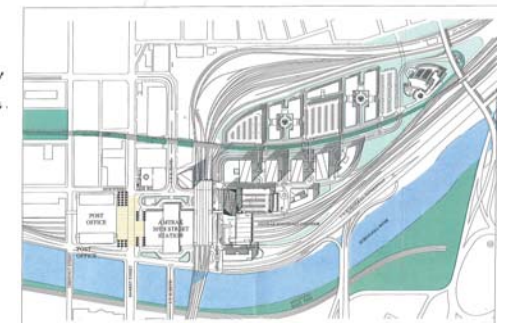
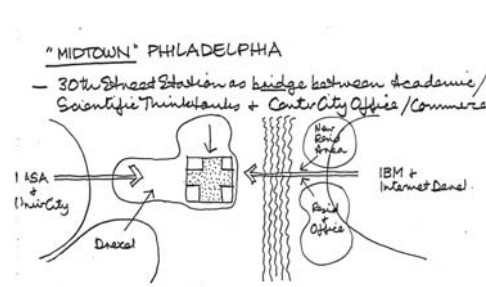
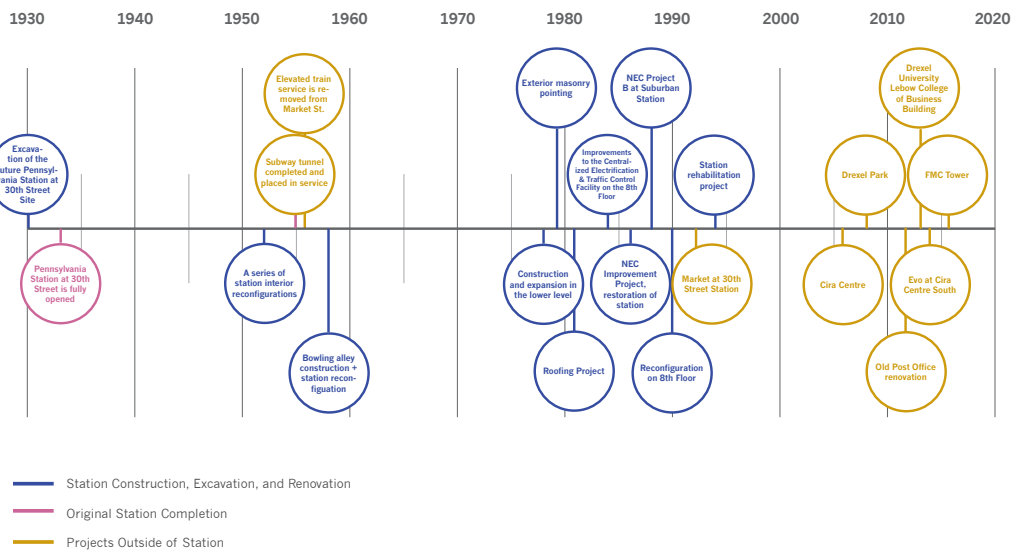
**1980s**  
Multi-use Air Rights Plan for Amtrak by Fruchter and Hines with Dan Peter Kopple & Associates  
66-acre master plan for up to 25 M square feet  
• Phase 1: Performing arts center + two office towers  
• Phase 2: Ten office towers  
• Phase 3: Apartments/condos + science research center



**1970s**  
Plan for Philadelphia '76 (in blue) shows study by Mitchell/Giurgola with David Crane for area west of the Schuylkill River



**1990s**  
Multi-use Air Rights Feasibility Study for Amtrak Phillies Ballpark Alternative by Kohn Pedersen Fox Associates



**2000s**  
2005: Cira Centre opens  
2006: Multi-use Air Rights Development Study for Amtrak including hotel, movie theaters, and retail stores by Urban Engineers, BLT Architects and Aegis Property Group

**1985**  
Urban Design Study for Philadelphia City Planning Commission by Urban Partners Maxman/Sutphin Adele N. Santos

# 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 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.

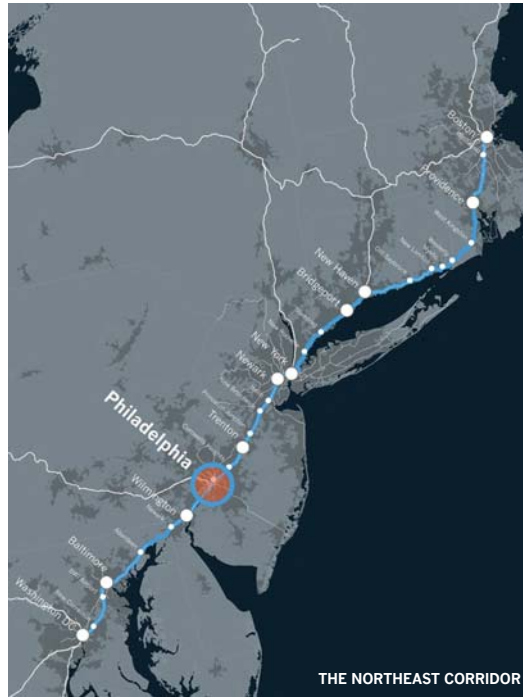
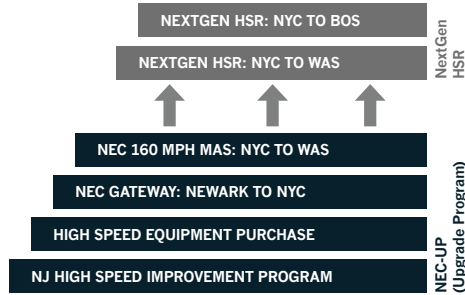
# EXPANDING TRANSPORTATION CAPACITY

## NEC Upgrade Program (“Stair-Step Plan”)

- Advance projects under existing 1978 record of decision that improve HSR and other services
- Create additional capacity with a focus on Trans-Hudson capacity
- Raise top speeds and reduce trip times
- Achieve State of Good Repair and Advance Master Plan improvements

## Next Generation High-Speed Rail Program (“NextGen HSR”)

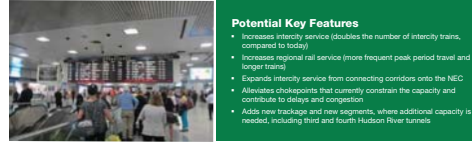
- Develop and advance NextGen HSR services as part of an integrated NEC network
- Phased implementation of new, mostly dedicated two-track alignment for high-capacity, high-speed services
- Separate high speed trains from regional and commuter trains, creating additional capacity for all services and improved reliability and efficiency
- New station development
- Subject to FRA NEC Future PEIS and service development plan.



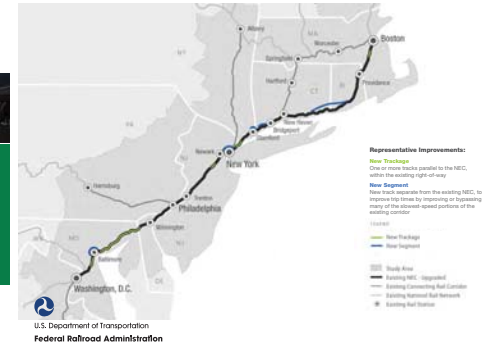
The FRA, through the NEC FUTURE planning process, is currently evaluating several alternatives to improve the capacity and reliability of NEC rail service. All of the alternatives will serve 30th Street station with a mix of intercity express and corridor services at levels significantly greater than today's Amtrak service, and 30th Street will remain as a critical hub for regional rail services and other connecting transportation modes.

## ALTERNATIVE 1 MAINTAIN THE ROLE OF RAIL

Alternative 1 maintains today's role of rail, so that the capacity of the rail system expands to accommodate population and economic growth and continues to deliver service that is similar to what is offered today. This is accomplished by alleviating or eliminating the choke points that currently constrain the capacity of the NEC and contribute to delays and congestion.

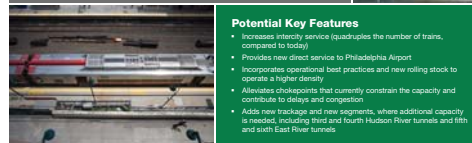


- Potential Key Features**
- Increases intercity service (doubles the number of intercity trains, compared to today)
  - Increases regional rail service (more frequent peak period travel and longer trains)
  - Expands intercity service from connecting corridors onto the NEC
  - Alleviates chokepoints that currently constrain the capacity and contribute to delays and congestion
  - Adds new trackage and new segments, where additional capacity is needed, including third and fourth Hudson River tunnels



## ALTERNATIVE 2 GROW THE ROLE OF RAIL

Alternative 2 grows the role of rail, so that the rail system can accommodate a larger proportion of Northeast travelers, as population and employment grow. This alternative maximizes the capacity of the existing NEC and focuses on adding new capacity where future demand will be greatest.



- Potential Key Features**
- Increases intercity service (quadruples the number of trains, compared to today)
  - Provides new direct service to Philadelphia Airport
  - Incorporates operational best practices and new rolling stock to operate at higher density
  - Alleviates chokepoints that currently constrain the capacity and contribute to delays and congestion
  - Adds new trackage and new segments, where additional capacity is needed, including third and fourth Hudson River tunnels and fifth and sixth East River tunnels

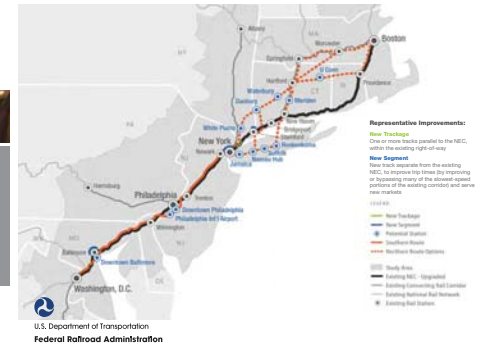


## ALTERNATIVE 3 TRANSFORM THE ROLE OF RAIL

Alternative 3 transforms the role of rail in the Northeast, so that the rail service can accommodate a significantly higher percentage of travelers, enabling new travel patterns and resulting in fundamental changes to travel behavior in the Northeast. This is accomplished through a major increase in the capacity of the NEC along its entire length and a dramatic reduction in trip times achieved through high-speed track alignments and higher-performance rolling stock.



- Potential Key Features**
- Significantly increases intercity and regional rail service (faster and more frequent trains)
  - Provides a major service expansion to new markets
  - Adds new stations in downtown Baltimore, Philadelphia International Airport and downtown Philadelphia, among others
  - Expands service to connecting corridors
  - Includes two new tracks the full length of the corridor, with six Hudson River and East River tunnels
- Potential Route for High-Speed Service**
- Alternative 3 includes new high-speed service between Washington, D.C. and Boston. From Washington, D.C. to New York, this service would run on a route closely parallel to the existing NEC. The route between New York and Boston has not been determined. For analysis purposes, several options will be developed as representative of what the route might look like. The representative routes to be analyzed will be end-to-end routes from Washington, D.C. to Boston.



## 'Rebuilding SEPTA for the Future' Capital Program

The impact of ACT 89 has nearly doubled the SEPTA capital budget from FY2014 (\$308M) to FY2015 (\$572M) and allows SEPTA to catch up on a \$5.0B backlog of infrastructure state of good repair needs.

## 'SEPTA Key' Fare Payment System

Introduction of a technologically modern fare payment and collection system for transit in 2015 and regional rail in 2016.



## Additional Transformative Projects

- Locomotives and coach car replacement by 2018 including bi-level passenger coaches
- Light rail (trolley) system modernization of new low-floor vehicles and ADA station and stop upgrades



PHILADELPHIA REGIONAL TRANSIT SYSTEM

## REGIONAL RAIL IMPROVEMENTS

## NEC FUTURE: TAKEAWAYS

# DEVELOPING BEYOND THE YARDS



- 30th Street Station
- Primary Study Area
- Built within Last 10 Years

- 30th Street Station
- Primary Study Area
- Built within Last 10 Years
- Planned or Under Construction

**DREXEL UNIVERSITY - LEBOW COLLEGE OF BUSINESS**



**CIRA CENTER**



**EVO AT CIRA CENTER SOUTH**



**COMCAST INNOVATION AND TECHNOLOGY CENTER**



**RIVER WALK CONCEPT**



## RECENT INVESTMENTS IN UNIVERSITY CITY

## PIPELINE PROJECTS



JFK BLVD. AND MARKET ST., FACING NORTH

JFK BLVD. AT 30TH ST., FACING WEST



**DREXEL'S INNOVATION NEIGHBORHOOD**

# WHAT IS THE DISTRICT PLAN?

## PROJECT GUIDANCE

The Philadelphia 30th Street Station District Plan is a planning document which offers a guiding vision, a set of comprehensive goals for future projects, and development in a specific area.

The creation of the District Plan is shaped by input from community members, public agencies, and related stakeholders.

### COORDINATING AND TECHNICAL

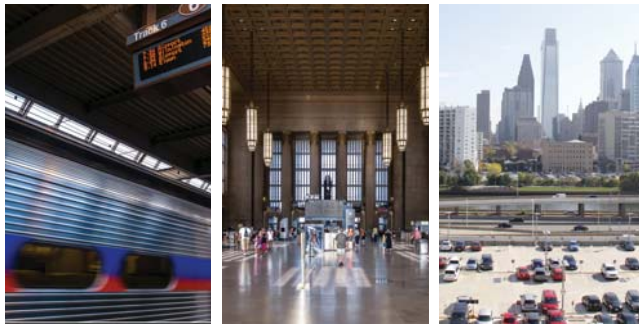
Amtrak  
Brandywine Realty Trust  
Drexel University  
Southeastern Pennsylvania Transportation Authority (SEPTA)  
Delaware Valley Regional Planning Commission (DVRPC)  
Pennsylvania Department of Transportation (PennDOT)  
City of Philadelphia  
CSX Corporation (CSXT)  
NJ TRANSIT  
Philadelphia Industrial Development Corporation (PIDC)  
Schuylkill River Development Corporation  
University City District  
The University of Pennsylvania

### STAKEHOLDERS

Elected Officials  
Governmental Entities and Departments  
Non-Profit Entities  
Private and Community Interests

## PHASE 1: PLAN ELEMENTS

The first phase of the planning process involves understanding the existing conditions and major challenges and opportunities relating to three elements: **transportation**, **station and facilities**, and **commercial opportunities**.



### TRANSPORTATION

The Transportation Element evaluates how the various transportation modes in the District - rail, subway, bus, trolley, cars, cycling and walking - can successfully interact with each other.

### STATION + FACILITIES

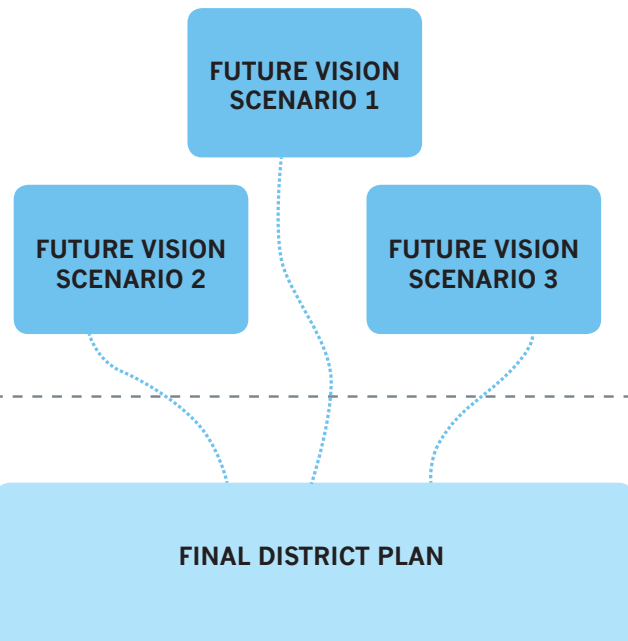
The Station and Facilities Element looks at ways to renovate the station in order to preserve the building's historic character and also upgrade the station facilities to meet present and future needs of its users.

### COMMERCIAL OPPORTUNITIES

The Commercial Opportunities Element evaluates the potential for development within the Primary Study Area, including the station, the "Innovation Neighborhood", and the rail yards.

## PHASE 2: FUTURE SCENARIOS

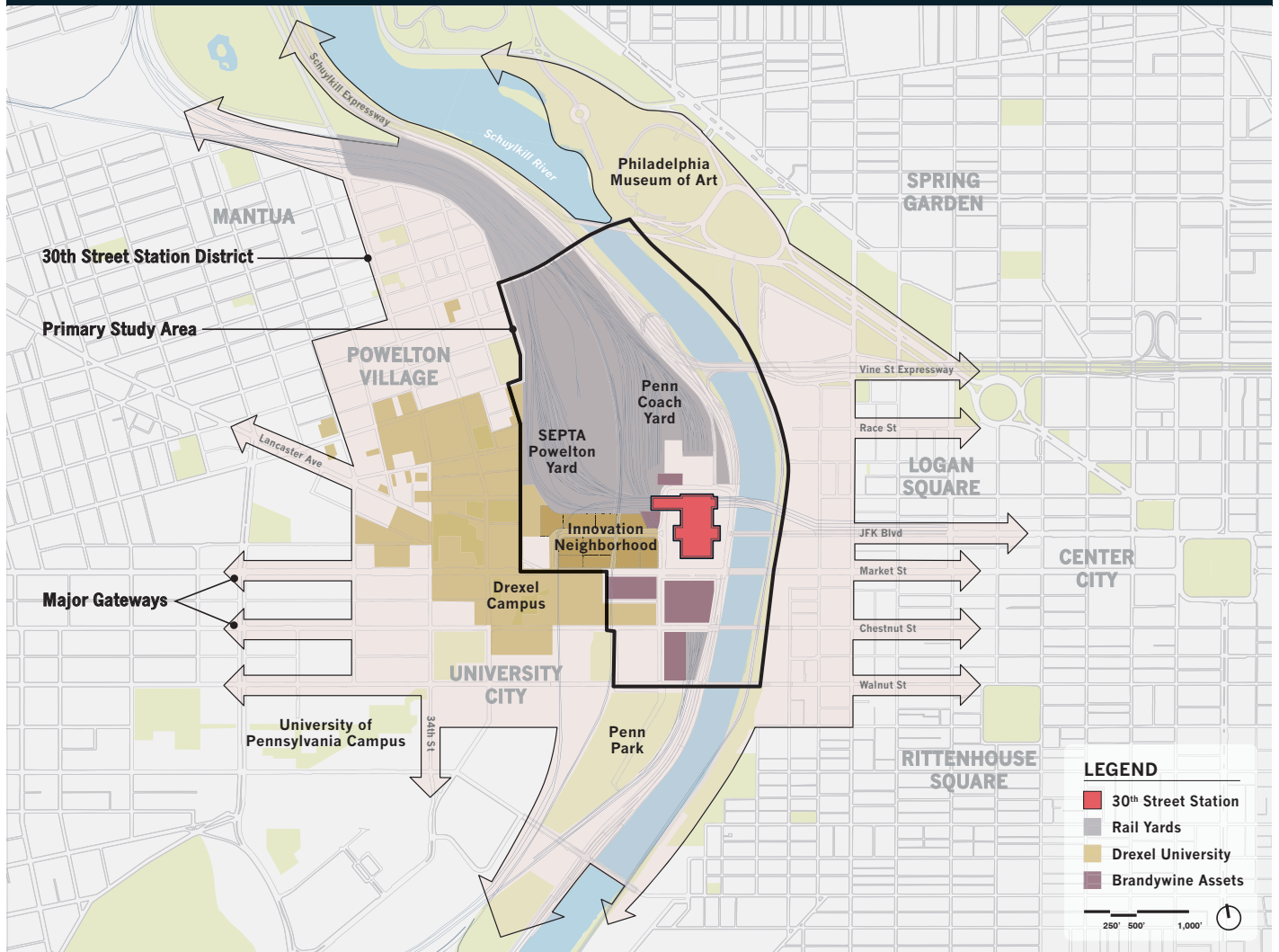
The second phase of the planning process will use what we've learned from the transportation, station and facilities, and commercial opportunities elements to envision three different potential future visions. Neighborhoods and placemaking will be at the core of each scenario.



## PHASE 3: SYNTHESIS OF DISTRICT PLAN

The final phase will synthesize all previous ideas into a single, cohesive final district plan.

# 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.



# PROJECT GOALS

## 1. COMMUNITY

Build a vibrant community full of opportunities to live, learn, work and play.



## 2. 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.



## 3. 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.



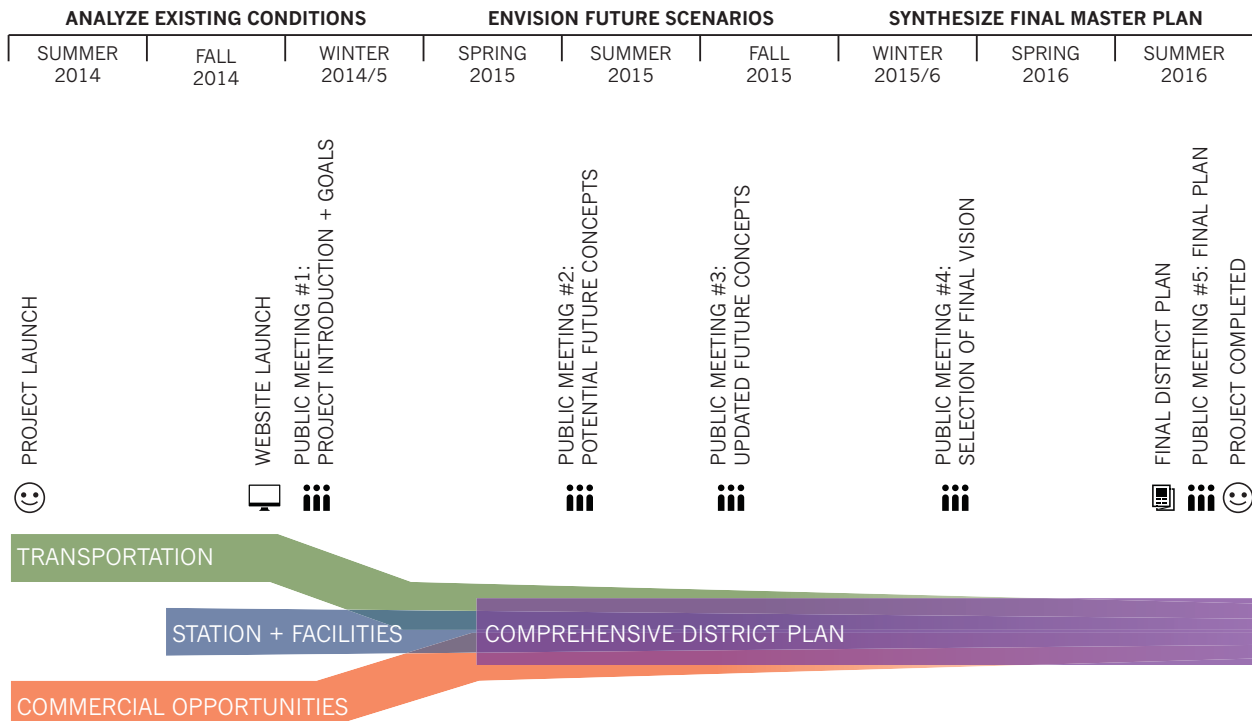
# PROCESS + TIMELINE

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.



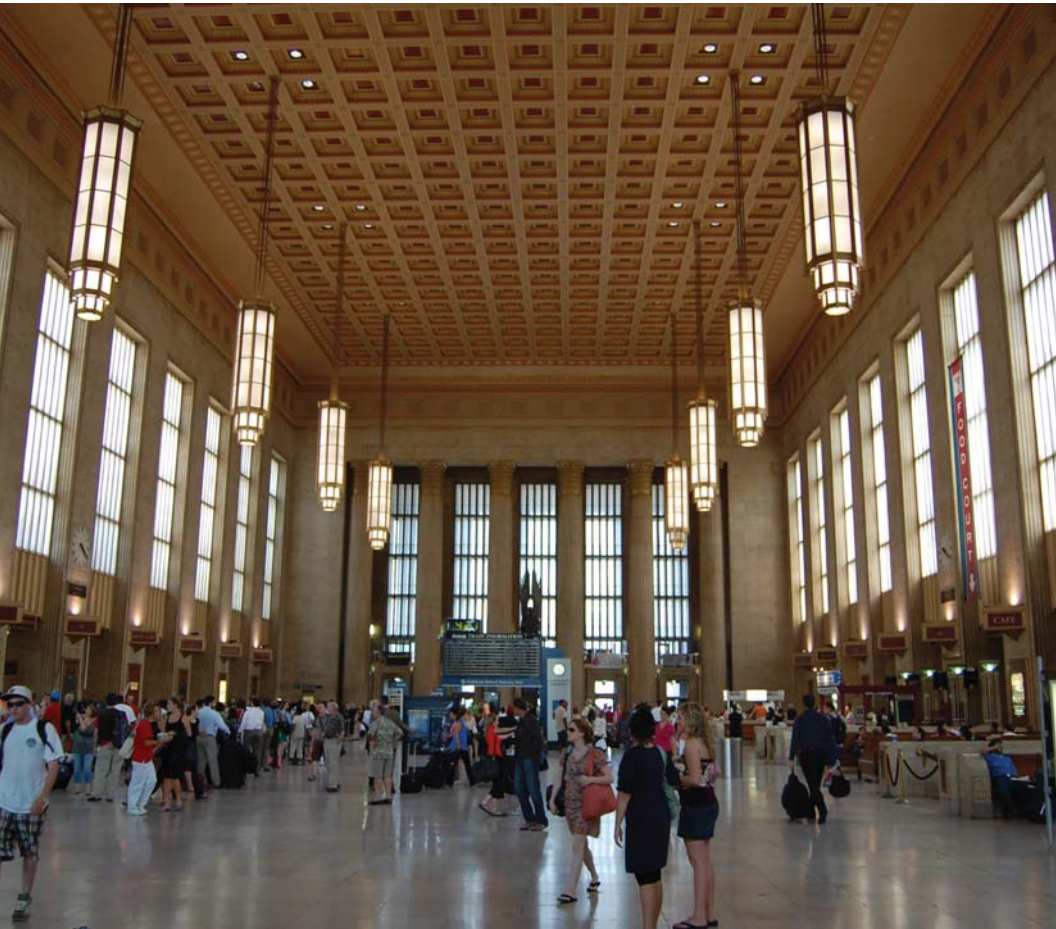
## We want to hear from you.

### TELL US:

- What are your great ideas for The District?
- How can we improve transportation connections?
- How can we improve 30th Street Station?
- What does the future 30th Street Station District need?

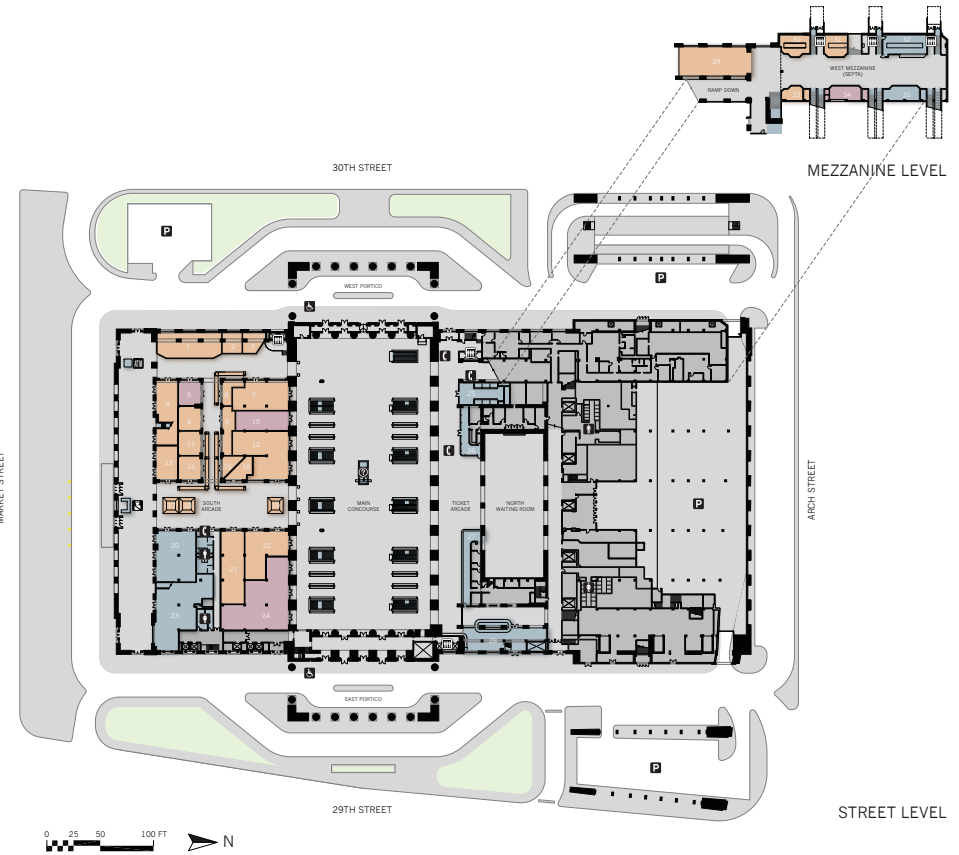
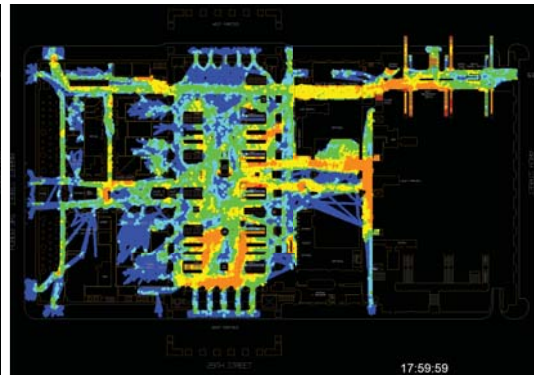


# THE STATION AS A 21<sup>ST</sup>-CENTURY HUB



AM PEAK HOUR

PM PEAK HOUR



## FOOD & BEVERAGE

- 1 Bridgewater's
- 2 Auntie Annie's
- 3 Surf City Squeeze
- 4 Subway
- 6 Salad Works
- 7 Aubon Pain
- 8 KFC Express
- 9 Beck's Cajun Cafe
- 11 Oriental Food Fair
- 12 Così
- 13 Taco Bell / Pizza Hut
- 14 N/A
- 15 Nathan's
- 16 Dunkin Donuts
- 17 Cinnabon
- 18 Ben & Jerry's
- 19 Saxbys
- 21 Wendy's
- 22 Jersey Mike's Subs
- 29 Old Nelson
- 30 Dunkin Donuts
- 31 N/A
- 33 Auntie Annie's

## RETAIL

- 5 GNC
- 10 Carlton Cards (closed)
- 24 Faber
- 34 Faber

## SERVICE

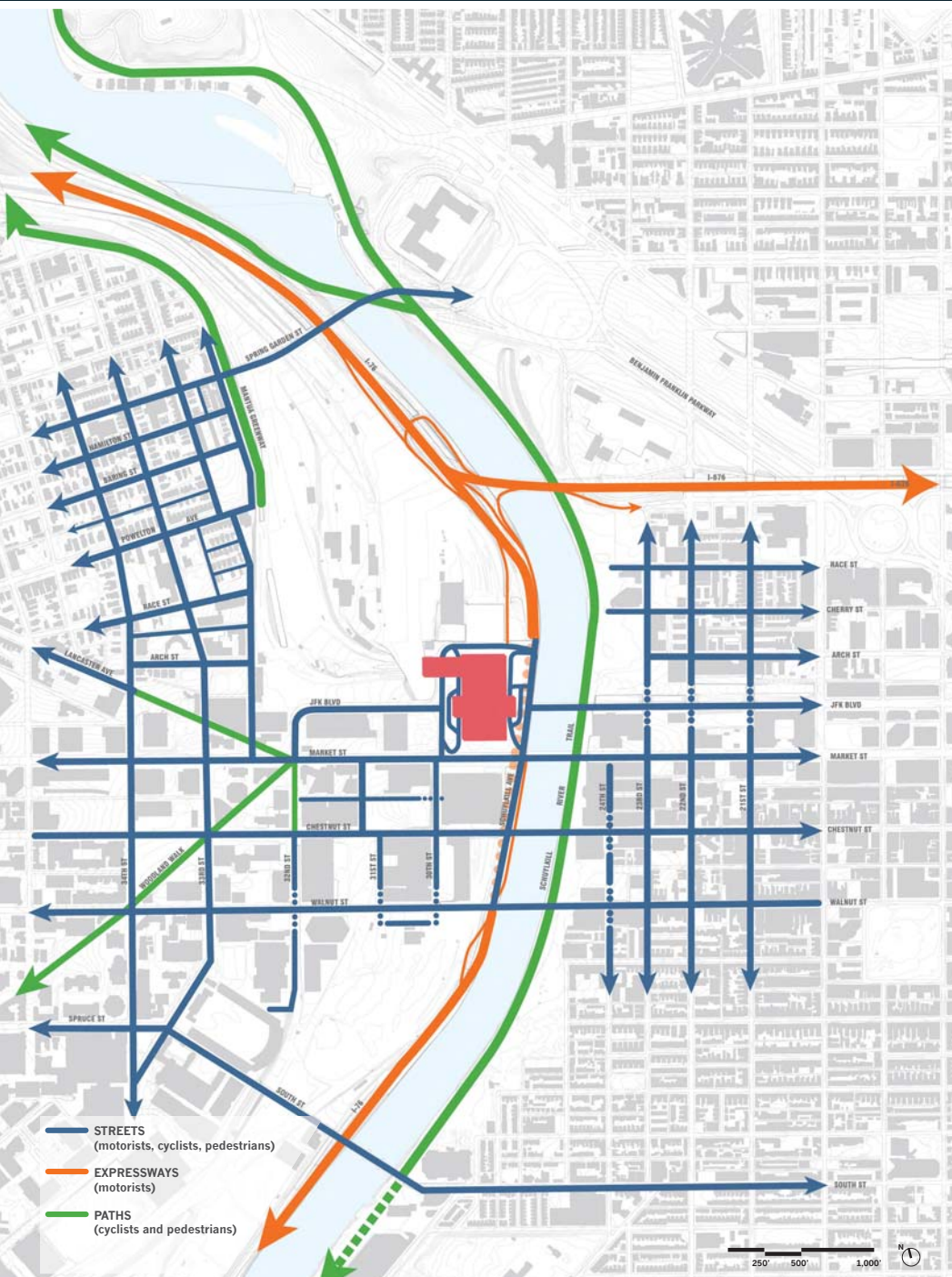
- 20 USPS
- 23 Amtrak Maintenance Dept.
- 25 Car Rental
- 26 Amtrak Customer Service
- 27 Amtrak Ticket Office
- 28 Baggage
- 32 SEPTA Ticket Office
- 35 Wells Fargo ATM

- Elevator
- Car Rental
- Information
- Parking
- Pay Phone
- Accessible
- Restroom/Men
- Restroom/Women
- Police
- ATM

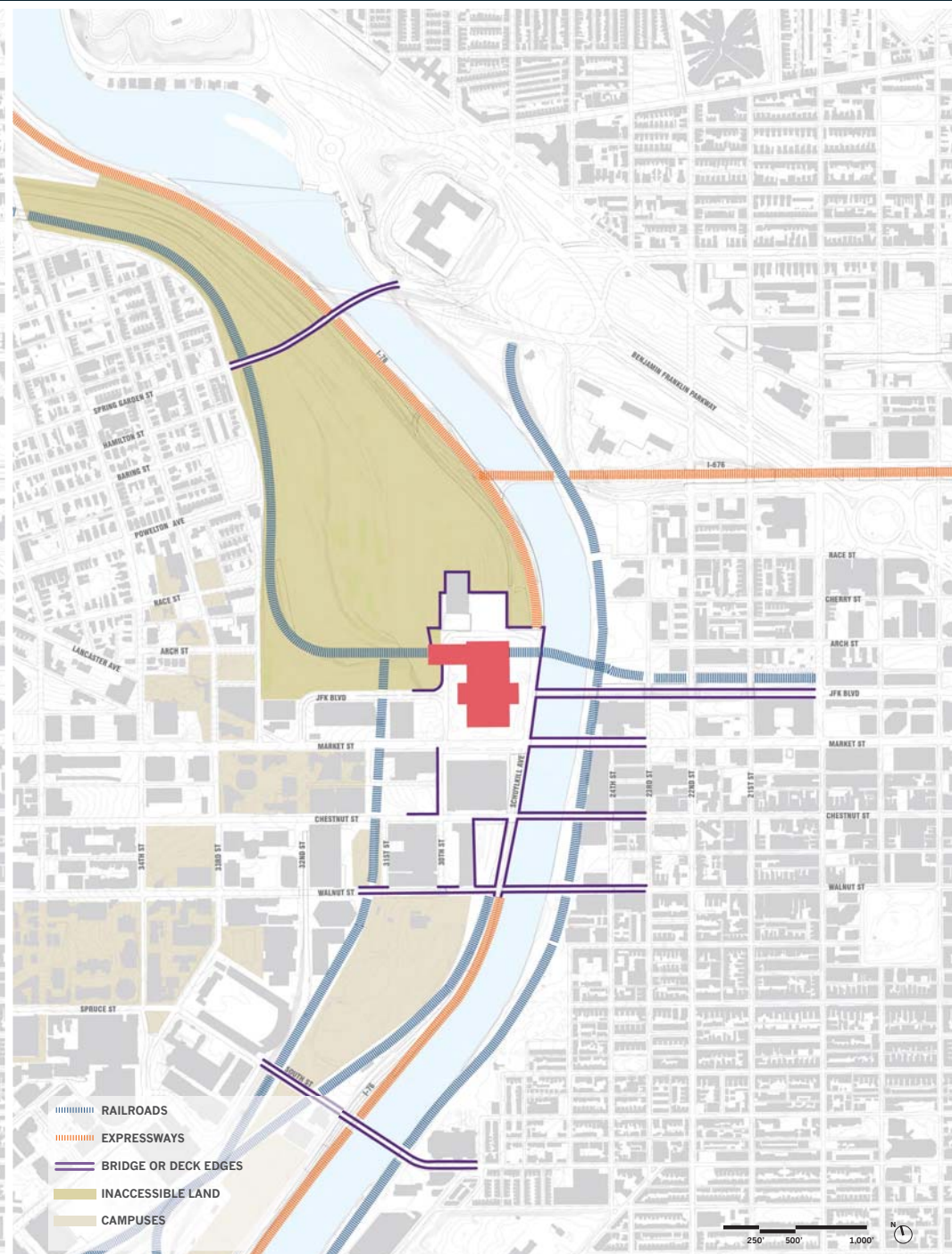
A TRUE DESTINATION AND CIVIC "LIVING ROOM"

EXISTING STATION RETAIL

# OVERCOMING BARRIERS + IMPROVING ACCESS



CIRCULATION



PHYSICAL SITE BARRIERS

# NEIGHBORHOODS + PLACEMAKING



MANTUA



DREXEL PARK



POWELTON VILLAGE



THE PORCH AT 30TH STREET



DREXEL



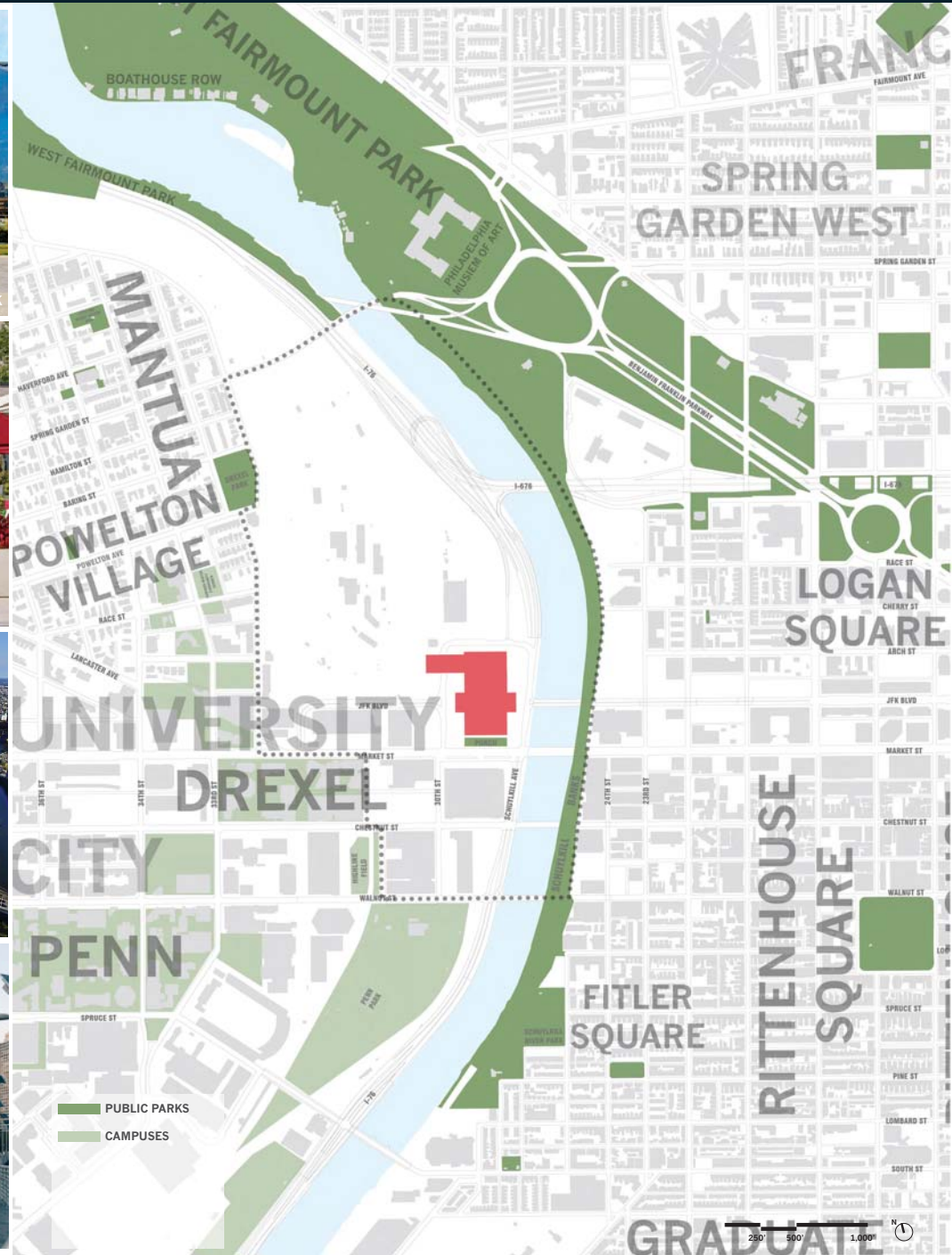
BENJAMIN FRANKLIN PARKWAY



PENN



SCHUYLKILL RIVER TRAIL



THE 30<sup>TH</sup> STREET STATION DISTRICT TODAY

STRONG NEIGHBORHOODS, GREAT PARKS

# TRANSPORTATION MULTI-MODALISM



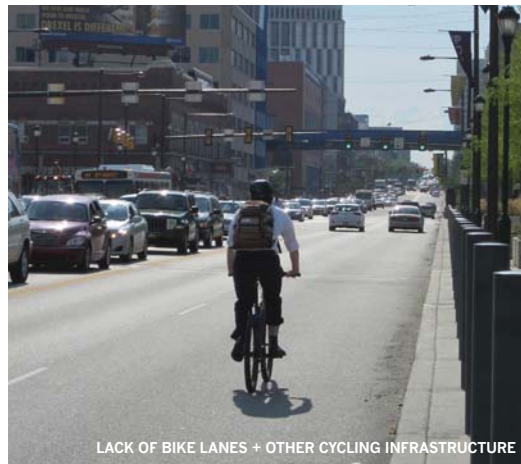
CONNECTIONS TO REGIONAL TRANSIT



PEDESTRIAN / VEHICLE CONFLICTS



CONNECTIONS TO INTERCITY BUS SERVICE



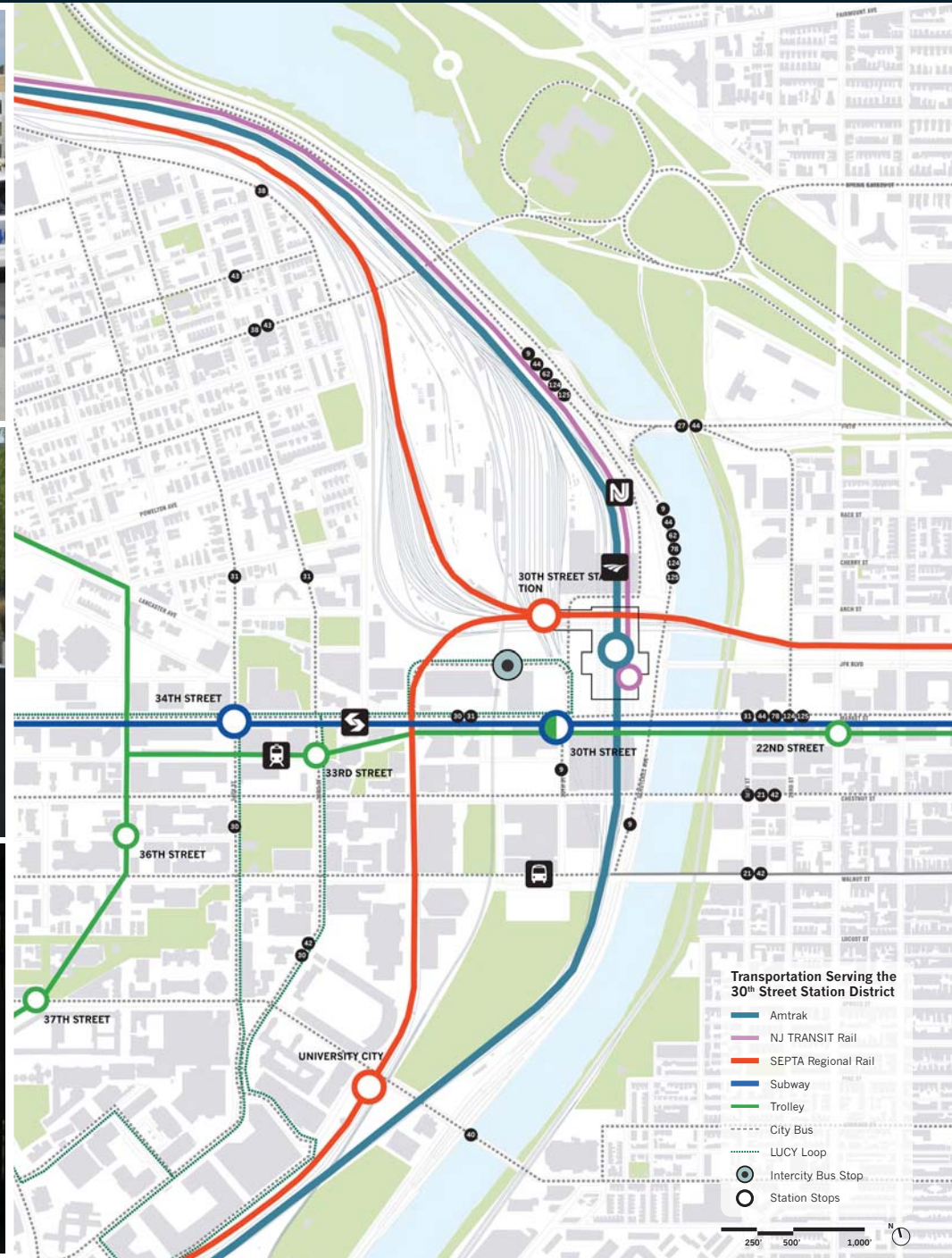
LACK OF BIKE LANES + OTHER CYCLING INFRASTRUCTURE



CONNECTIONS TO SURFACE TRANSPORTATION



NO DIRECT SUBWAY CONNECTION



Transportation Serving the 30<sup>th</sup> Street Station District

- Amtrak
- NJ TRANSIT Rail
- SEPTA Regional Rail
- Subway
- Trolley
- City Bus
- LUCY Loop
- Intercity Bus Stop
- Station Stops

## EXISTING CONDITIONS

## MODAL CONNECTIONS IN THE DISTRICT

# CONTACT US



## Website:

[www.PhillyDistrict30.com](http://www.PhillyDistrict30.com)



## Project Information Line:

866-933-3632 (Toll-Free)



## Email:

[info@PhillyDistrict30.com](mailto:info@PhillyDistrict30.com)

## Stay Involved!

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

## NEXT STEPS:

- Develop potential future visions for The District
- Present potential future concepts at a public meeting (Summer 2015)