

# Learn about three early concept alternatives for the District's Future

Each composed of a unique combination of solutions to address challenges and opportunities.

## 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 development and open space.

## INNOVATION CITY



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



## TELL US:

Which aspects of the alternatives do you like?

Which components of the alternatives need more work?

# 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.

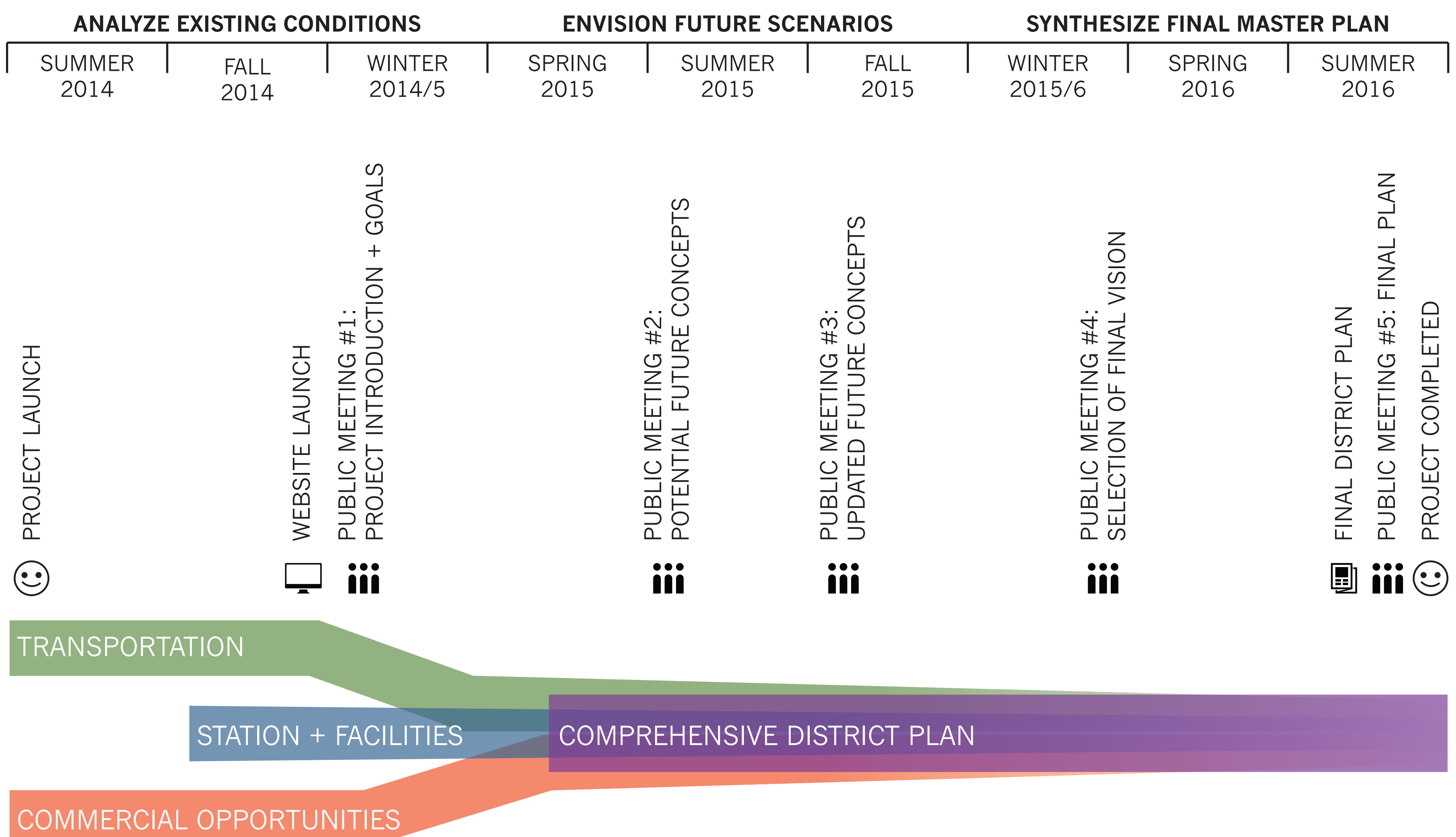
# PROCESS + TIMELINE

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:

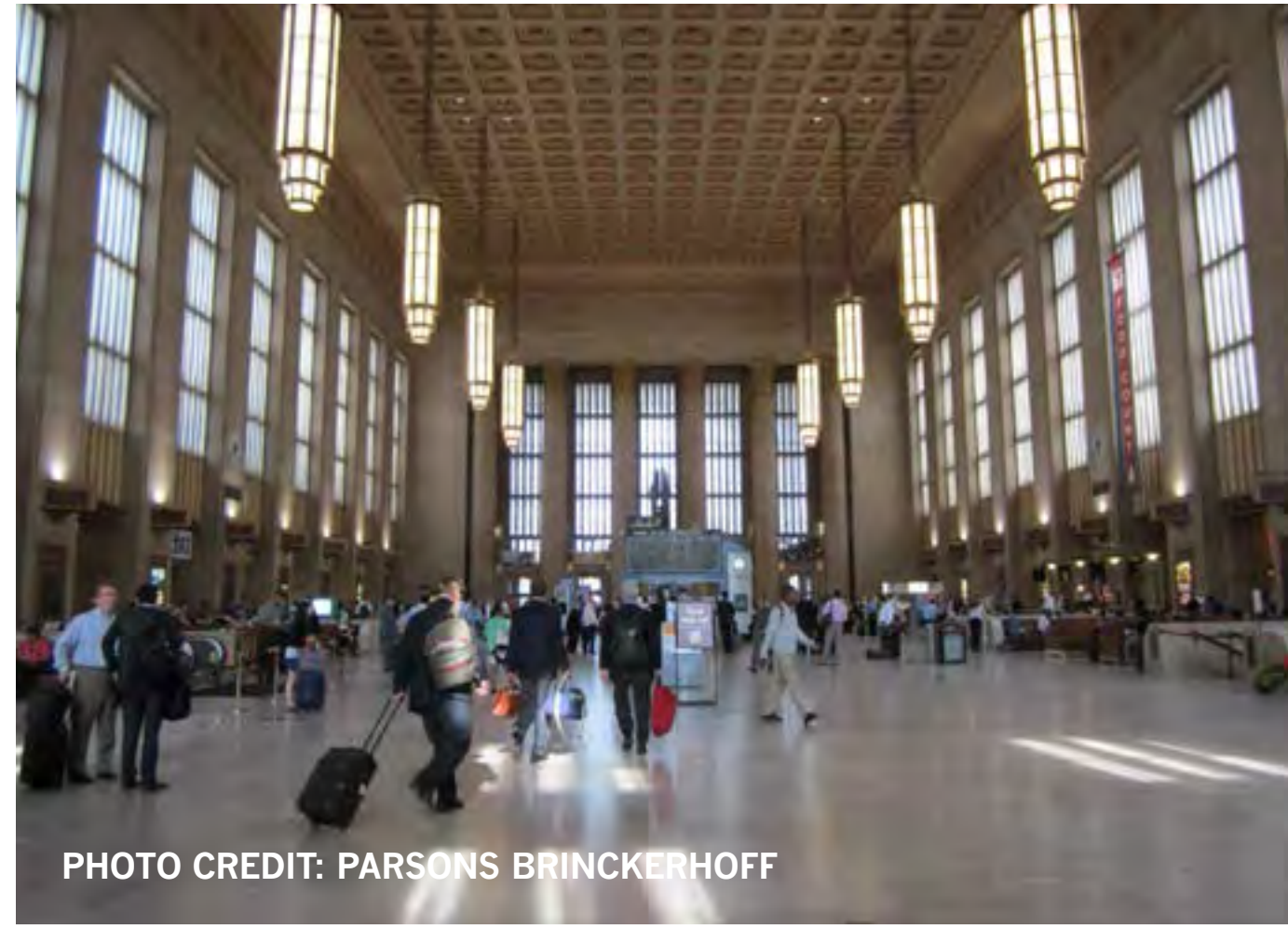
- 1) Existing conditions analysis.
- 2) Development of potential future visions.
- 3) Synthesis and elaboration of final vision into a District Plan.

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



# GOALS + DESIGN OBJECTIVES

## District Planning Goals



### Community

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

### Connectivity

Celebrate 30<sup>th</sup> 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.

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## 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 21<sup>st</sup> 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.

# WHAT WE HEARD FROM OPEN HOUSE #1

Nearly

**600**

comments/ideas for improvements to the station, transportation network and neighborhood were captured during the first open house in January 2015. These ideas were analyzed by the project team and many are represented as components of the three vision alternatives.

## What do you like most about the 30th Street Station area?

- Access to the Northeast Corridor
- Access to Drexel University and University of Pennsylvania
- The station building
- The Porch
- Schuylkill River
- Transportation options

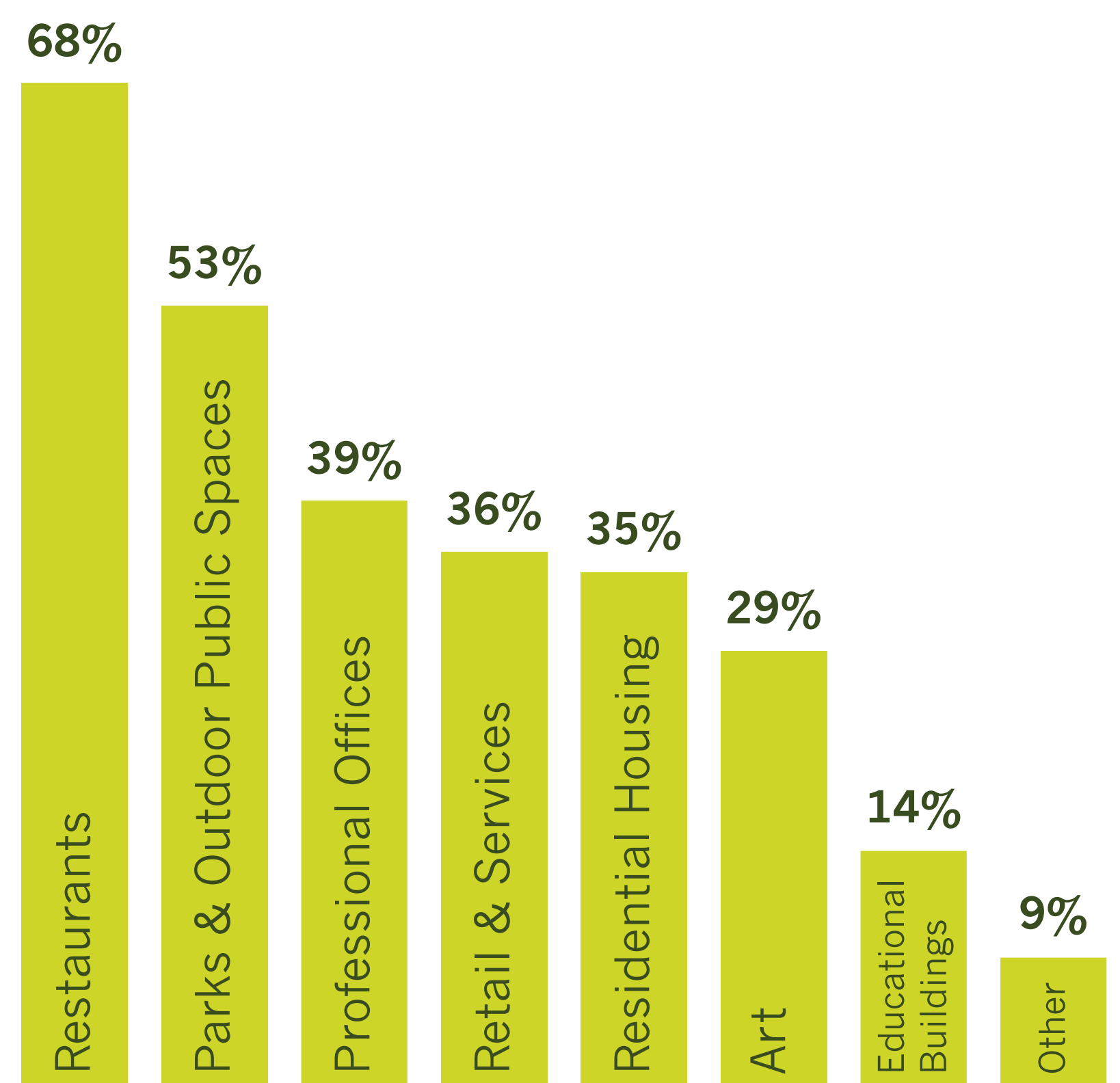
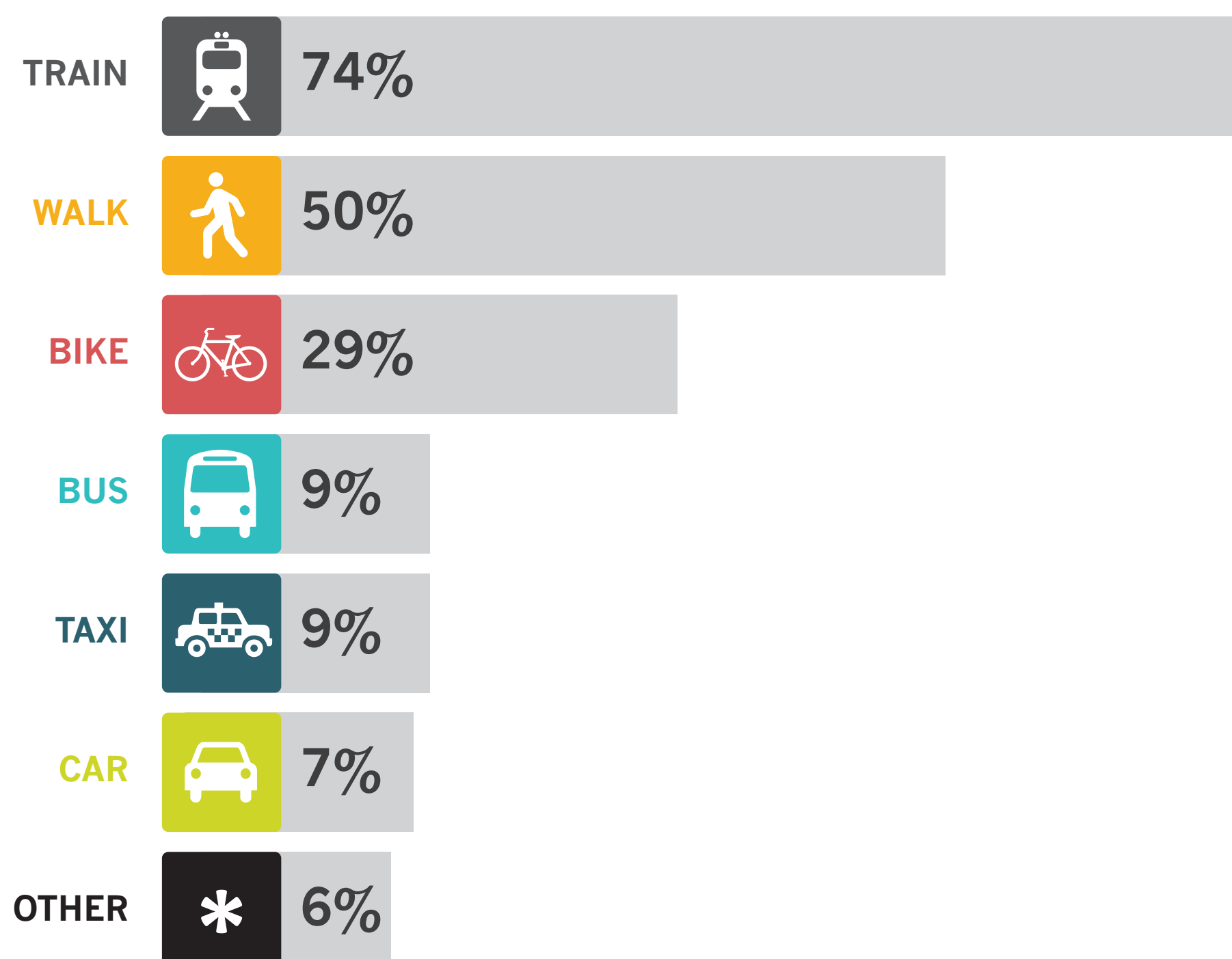
## What Transportation improvements should we consider?

- Reconnect the underground passage from 30th Street Station to SEPTA's Market-Frankford Station
- Create a shelter for Megabus and Bolt Bus passengers
- Widen Spring Garden Street Bridge for pedestrians and bicycles
- Relocate the exit ramp off I-76E
- Create a full service bike station at 30th Street Station
- Improve taxi queue

## What Neighborhood improvements should we consider?

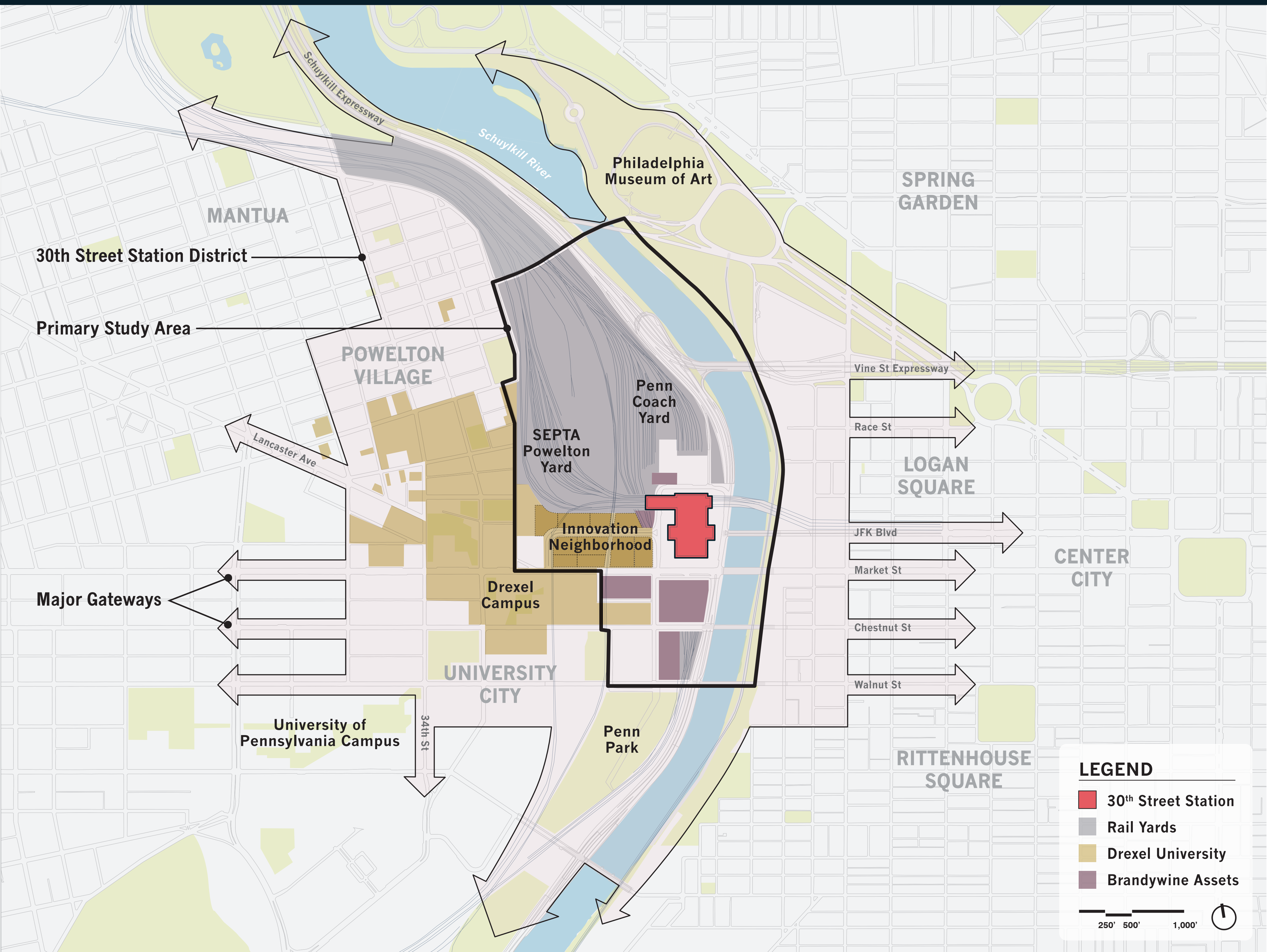
- Create more pedestrian friendly passageways between station and residential area
- Beautify the area around the tracks
- Create a connection to the Schuylkill River
- Create spaces for community recreation

### If you had a choice, what would be your preferred method of travel in and around 30th Street Station?



### What would you like to see more of in and around 30th Street Station during the next 5-10 years?

# 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



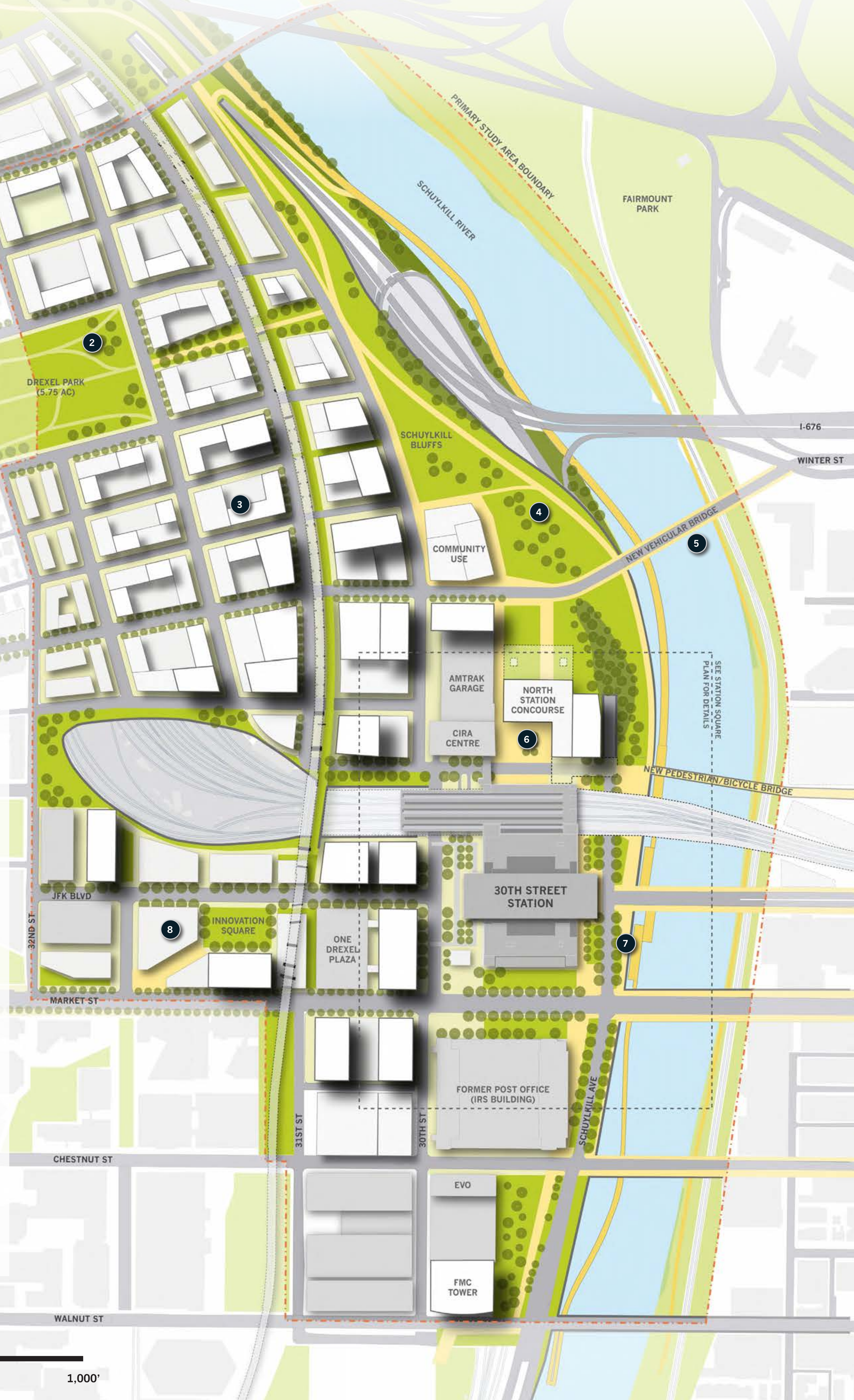
## THE DISTRICT SCALE

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.

# ALTERNATIVE: CBD 2

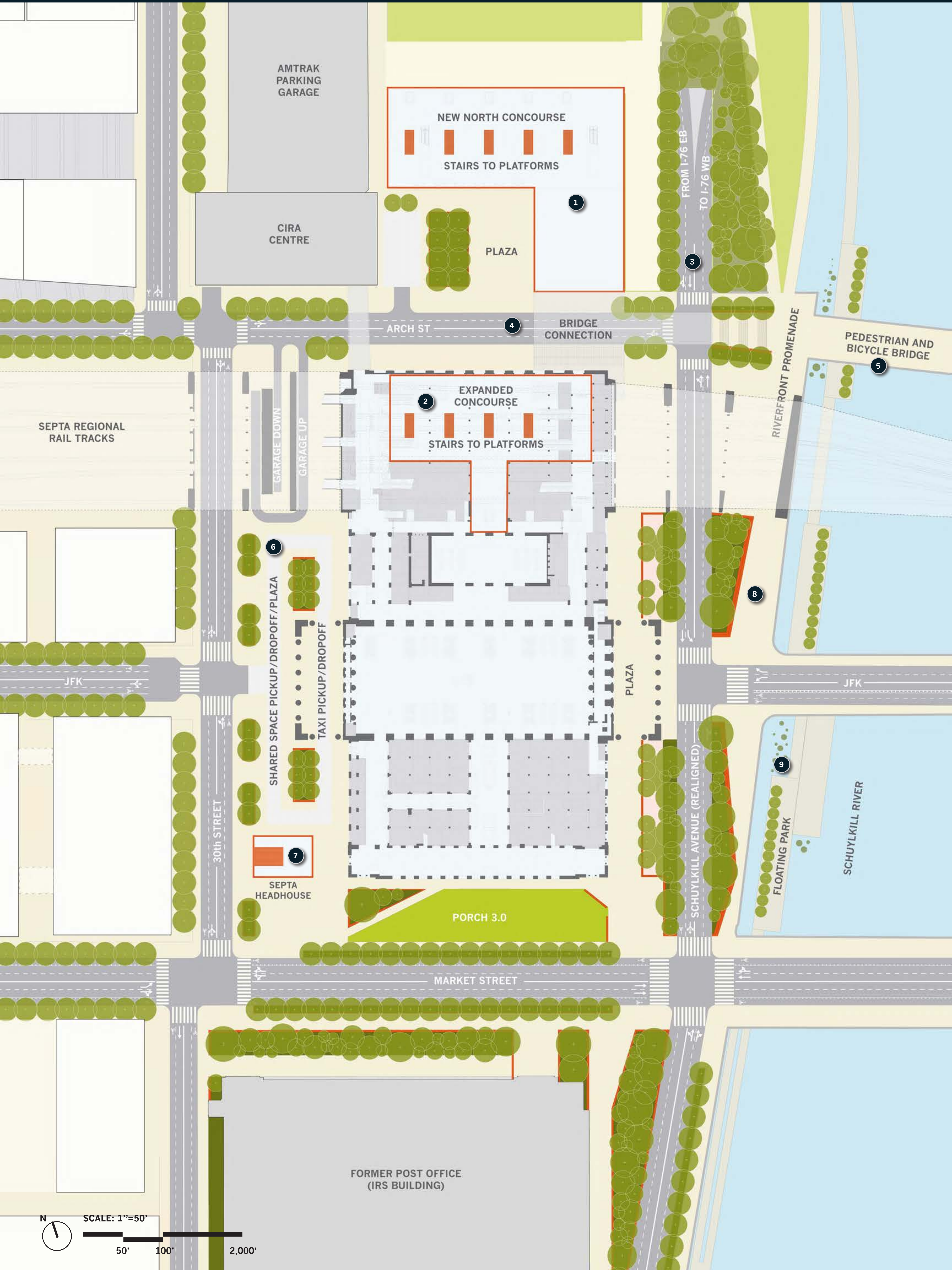
This alternative proposes a **dynamic new central business district** as an expansion of University City and Center City, two of the most successful and attractive economic centers on the Northeast Corridor.

- 1 **Seamless Street Extensions**  
from surrounding neighborhoods into the rail yard development
- 2 **Expanded Drexel Park**  
with dramatic views of Center City
- 3 **Second "Central Business District"**  
with office and mixed-use buildings over the rail yards
- 4 **Riverfront Park – the Schuylkill Bluffs**  
stretching from Walnut Street north past Spring Garden Street as a cap over I-76
- 5 **New Bridge to Center City**  
connecting to Philadelphia's existing CBD at Winter Street
- 6 **New Station Concourse and Plaza**  
anchoring development north of Arch Street
- 7 **Grand Riverfront Plaza**  
to mark 30<sup>th</sup> Street Station's formal front door
- 8 **Innovation-Focused, Mixed-Use Development**  
anchored by a new square and JFK Boulevard, right outside of 30<sup>th</sup> Street Station's west entrance





# ALTERNATIVE: CBD 2



## THE STATION SQUARE 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.

# ALTERNATIVE: CBD 2



VIEW OF THE STATION RIVERFRONT PLAZA, LOOKING NORTH

- 1 New North Concourse**  
bridging from the station across Arch Street, providing access to Amtrak trains, and anchoring future office development
- 2 Expanded Concourse**  
repurposing the valet parking area as a passenger waiting space, with access down to Amtrak and up to SEPTA Regional Rail
- 3 Relocated I-76 On- and Off-ramps**  
simplifying the intersection at Schuylkill Avenue, increasing throughput to the highway, and creating additional space for riverfront public space
- 4 Two-way Traffic around the Station**  
to provide better access to the station and surrounding neighborhoods
- 5 New Pedestrian and Bicycle Bridge**  
connecting across the river at Arch Street
- 6 Reconfigured Taxi and Drop-off Areas**  
on the west side of the station
- 7 Relocated SEPTA Headhouse**  
on the east side of 30<sup>th</sup> Street, providing direct access from trolleys and Market-Frankford Line into the station
- 8 Grand Riverfront Plaza**  
to mark 30<sup>th</sup> Street Station's formal front door
- 9 Floating River Park**  
on platforms extending over the water



CONNECTION OVER ARCH STREET TO NEW NORTH CONCOURSE





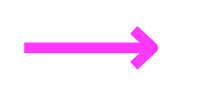

# ALTERNATIVE: CBD 2

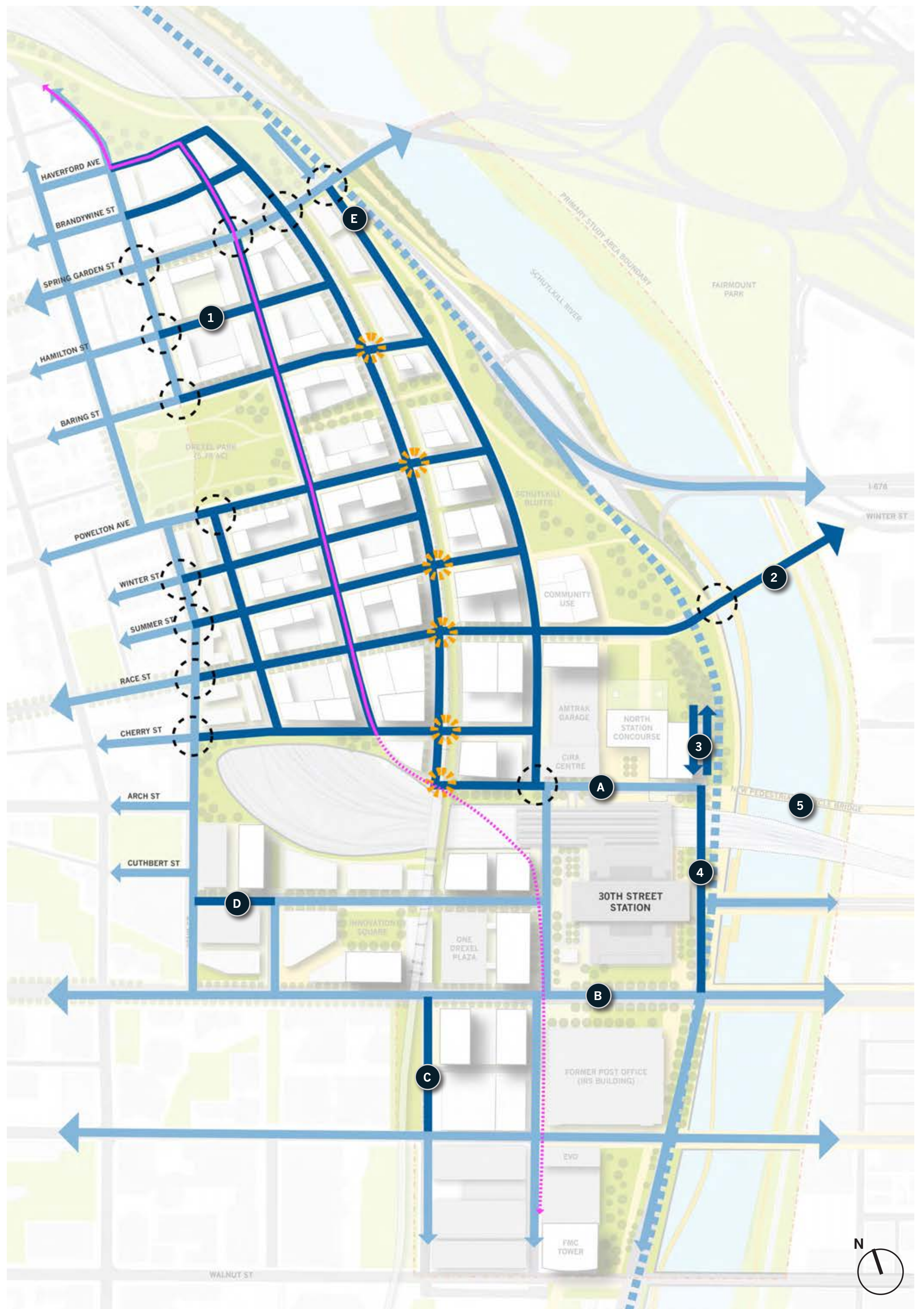
## Elements Unique to This Alternative

- 1 Extension of neighborhood street grid into the rail yards
- 2 New vehicular bridge connection from Race Street to Winter/Vine Streets
- 3 Re-alignment of I-76 on- and off-ramps and new signalized entrance
- 4 Straighten alignment of Schuylkill Avenue
- 5 New pedestrian and bicycle bridge at Arch Street

## Elements Common to All Alternatives

- A Bi-directional traffic around station perimeter
- B Protected bike lanes on Market Street and others; larger network to be determined
- C Extend 31<sup>st</sup> Street between Market and Chestnut
- D Extend JFK Boulevard to 32<sup>nd</sup> Street
- E New north-south connections to Spring Garden Street and I-76 ramps

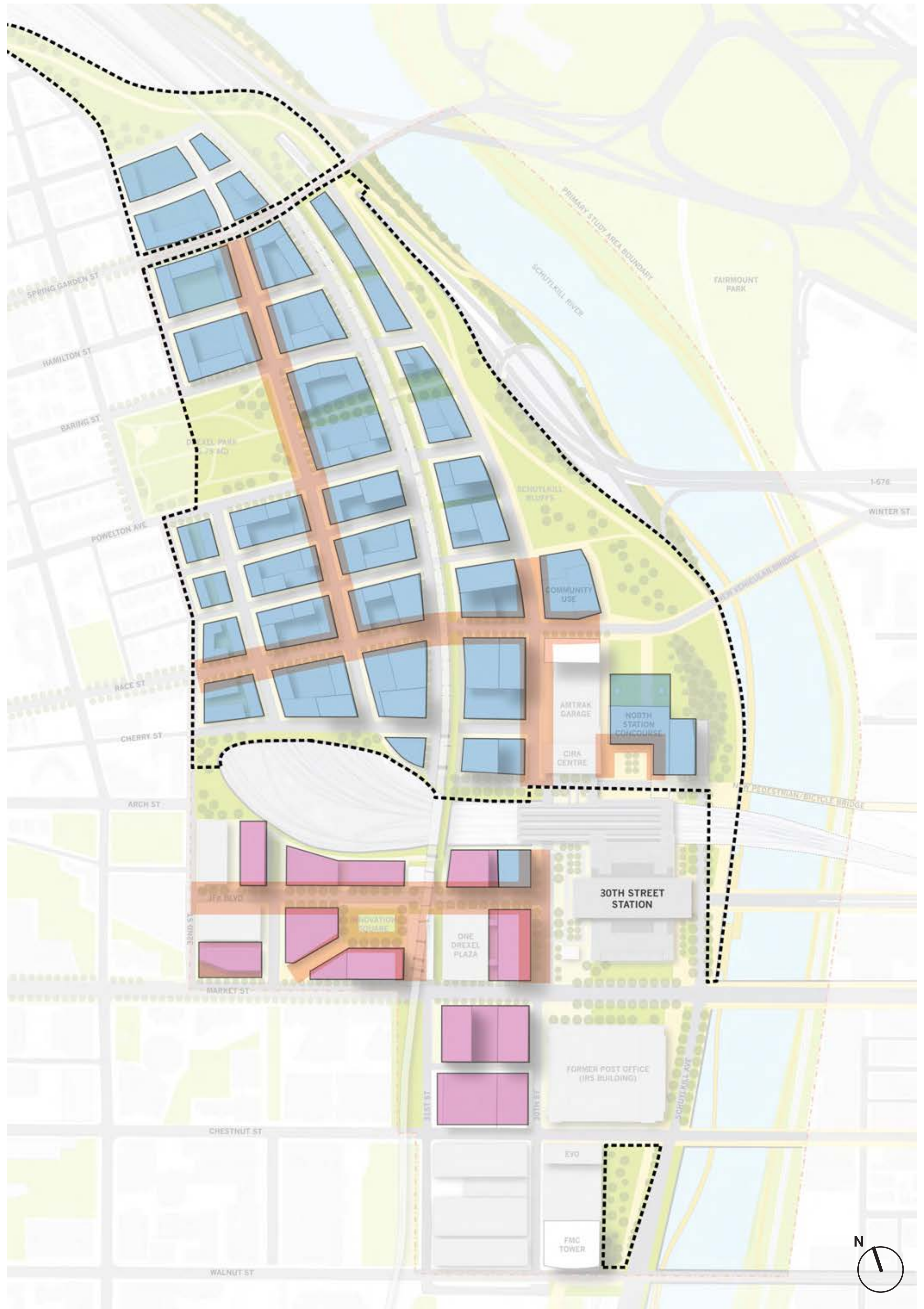
-  Existing Road
-  New Road
-  Connection into Rail Yard
-  Connection under CSX Line
-  Primary Transit Corridor
-  Underground Element



# ALTERNATIVE: CBD 2

## Potential New Development Summary

Total Development:	15-20 million SF
Platform Area:	±70 acres
Open Space:	±30 acres
New Roadways:	±20 acres
New Vehicular Bridges	1
New Ped. + Bicycle Bridges	1



- Area of Overbuild Platform
- Development Parcels (On Platform)
- Development Parcels (On Ground)
- Potential Retail Focus



PHOTO CREDIT: DOMINIC LACIVITA  
**CENTER CITY TODAY: 40+ MILLION GSF OF OFFICE SPACE**



PHOTO CREDIT: BRANDYWINE REALTY TRUST  
**A TEMPLATE FOR HIGH-DENSITY, MIXED-USE GROWTH**



PHOTO CREDIT: PETER MILLER  
**BUILDINGS CLUSTERED AROUND NEW OPEN SPACES**

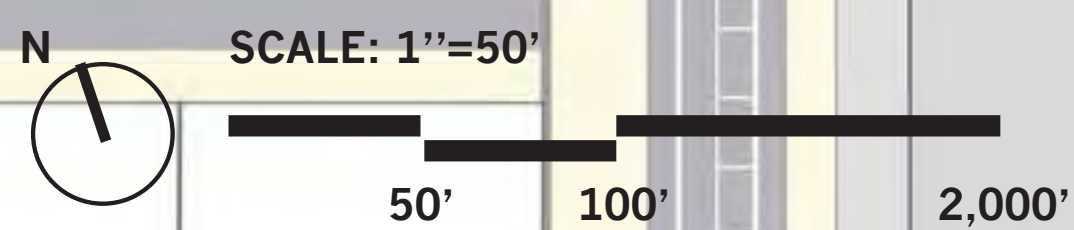
# ALTERNATIVE: SCHUYLKILL CROSSING

This alternative proposes the creation of a **new urban neighborhood**. It provides an excellent setting for residential development with great open space, walkability to University City, and regional transit access.

- 1 New Pedestrian Bridges**  
create a web of park spaces to connect to the Art Museum and augment Fairmount Park
- 2 New Residential, Mixed-Use Neighborhoods**  
above Amtrak's rail yards
- 3 Linear Recreational Park**  
bridging over SEPTA's rail yards and creating a unique neighborhood amenity
- 4 Dramatic Overlook Park**  
spanning the Northeast Corridor and providing views of the river and Center City
- 5 Permanent Intercity Bus Facility**  
with direct access to I-76 and 30<sup>th</sup> Street Station
- 6 Dynamic Terraced Connections**  
from the new green corridor down into the existing city
- 7 Campus Neighborhood**  
that weaves green corridors between Market Street and an enhanced JFK Boulevard
- 8 Western Station Plaza**  
creates a "Sixth Square" between 30<sup>th</sup> Street Station and the neighborhood



# ALTERNATIVE: SCHUYLKILL CROSSING



## THE STATION SQUARE 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.

PHILADELPHIA  
**30TH**  
STREET STATION  
DISTRICT PLAN

# ALTERNATIVE: SCHUYLKILL CROSSING



VIEW OF THE WESTERN STATION PLAZA ALONG 30<sup>TH</sup> STREET, LOOKING SOUTH

- 1 Permanent Intercity Bus Facility**  
with direct access to I-76 and 30<sup>th</sup> Street Station
- 2 Relocated I-76 Off-Ramp**  
provides a larger development parcel adjacent to Cira Centre, with connection directly into 30<sup>th</sup> Street Station
- 3 Two-way Traffic around the Station**  
to provide better access to the station and surrounding neighborhoods
- 4 Expanded Concourse**  
repurposing the valet parking area as a passenger waiting space, with access down to Amtrak and up to SEPTA Regional Rail
- 5 Re-alignment of 30<sup>th</sup> Street**  
to expand the public space and provide access into the rail yards
- 6 Western Station Plaza**  
creates a "Sixth Square" between 30<sup>th</sup> Street Station and the neighborhood
- 7 Reconfigured Taxi and Drop-off Areas**  
remain on the eastern side of the station but are simplified and streamlined
- 8 Relocated SEPTA Headhouse**  
on the east side of 30<sup>th</sup> Street, providing direct access from trolleys and Market-Frankford Line into the station and connecting to a refurbished tunnel
- 9 New South Pavilion**  
for emergency exit from Amtrak platforms and new retail space between Market Street and the former Post Office



VIEW LOOKING WEST DOWN MARKET STREET







# ALTERNATIVE: SCHUYLKILL CROSSING

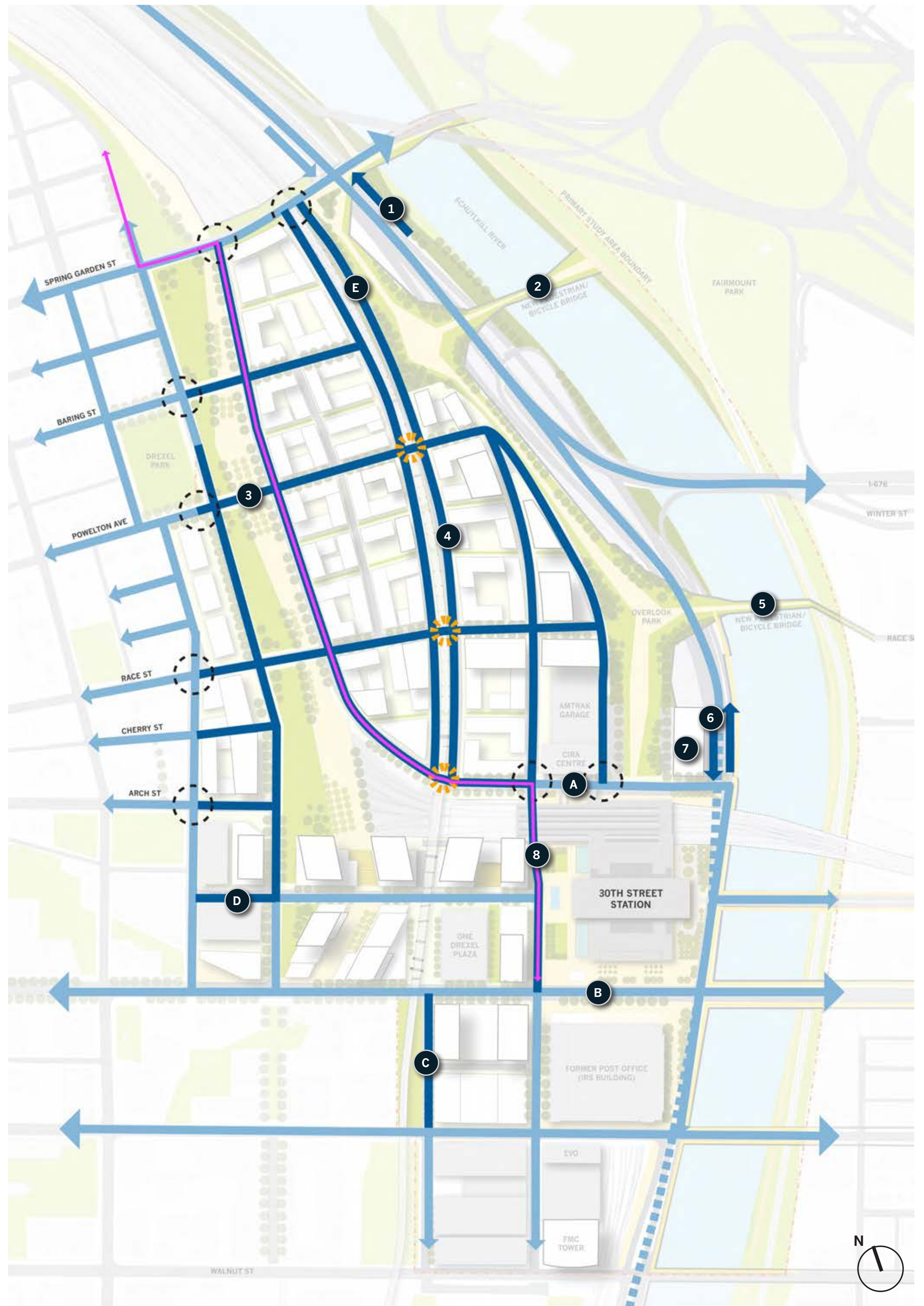
## Elements Unique to This Alternative

- 1 New westbound off-ramp at Spring Garden Street
- 2 New pedestrian and bicycle bridge connecting to Fairmount Park
- 3 Extension of key neighborhood streets into the rail yards
- 4 Split upper and lower level roadways within the rail yards
- 5 New pedestrian and bicycle bridge at Race Street
- 6 Re-alignment of I-76 off-ramp
- 7 New intercity bus facility on Arch Street, adjacent to I-76 ramps
- 8 Re-alignment of 30<sup>th</sup> Street

## Elements Common to All Alternatives

- A Bi-directional traffic around station perimeter
- B Protected bike lanes on Market Street and others; larger network to be determined
- C Extend 31<sup>st</sup> Street between Market and Chestnut
- D Extend JFK Boulevard to 32<sup>nd</sup> Street
- E New north-south connections to Spring Garden Street and I-76 ramps

-  Existing Road
-  New Road
-  Connection into Rail Yard
-  Connection under CSX Line
-  Primary Transit Corridor
-  Underground Element

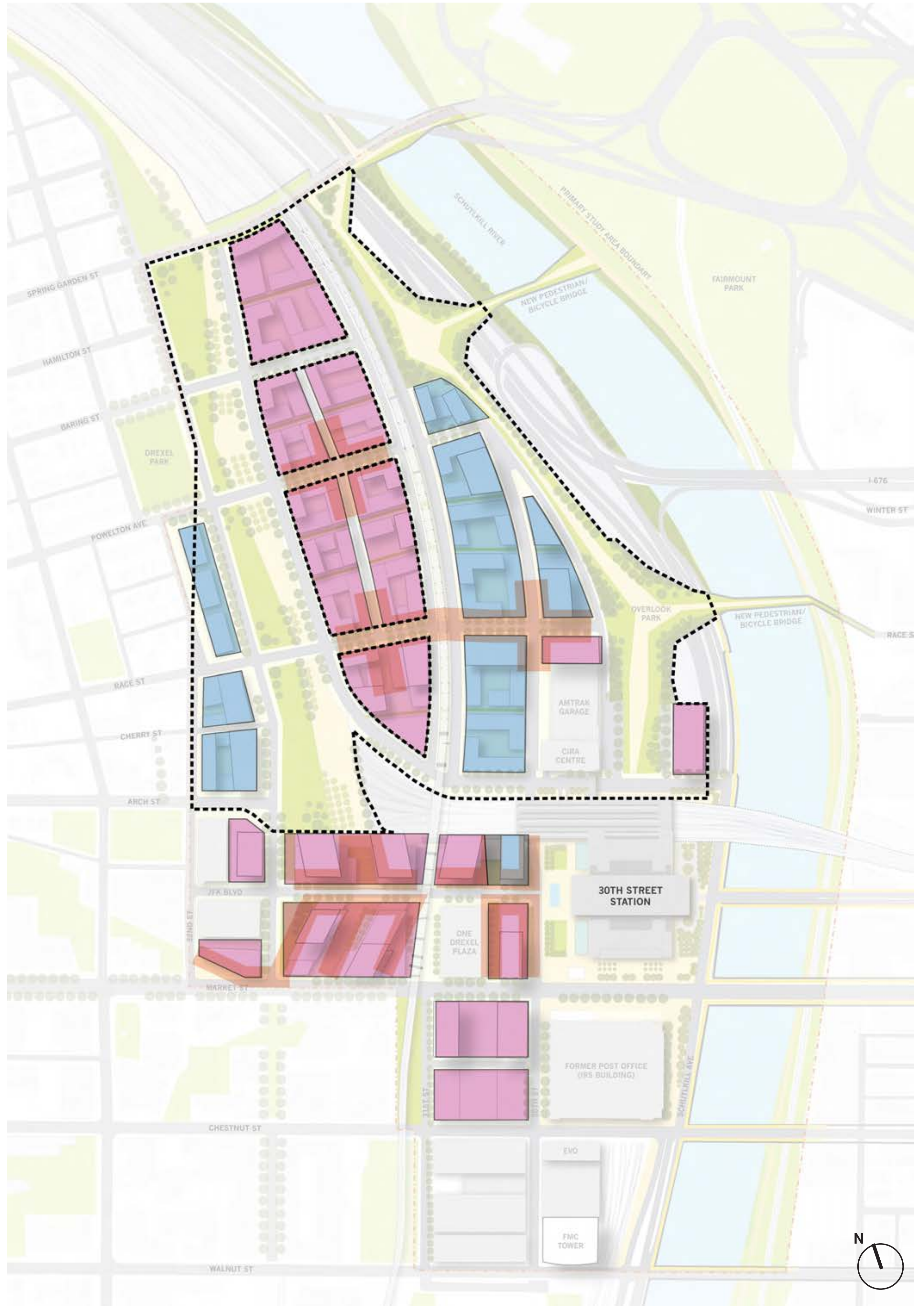




# ALTERNATIVE: SCHUYLKILL CROSSING

## Potential New Development Summary

Total Development:	10-15 million SF
Platform Area:	±50 acres
Open Space:	±25 acres
New Roadways:	±15 acres
New Vehicular Bridges	0
New Ped. + Bicycle Bridges	2



- Area of Overbuild Platform
- Development Parcels (On Platform)
- Development Parcels (On Ground)
- Potential Retail Focus



PHOTO CREDIT: R. KENNEDY, VISIT PHILADELPHIA

**WALKABLE, PEDESTRIAN-ORIENTED NEIGHBORHOODS**

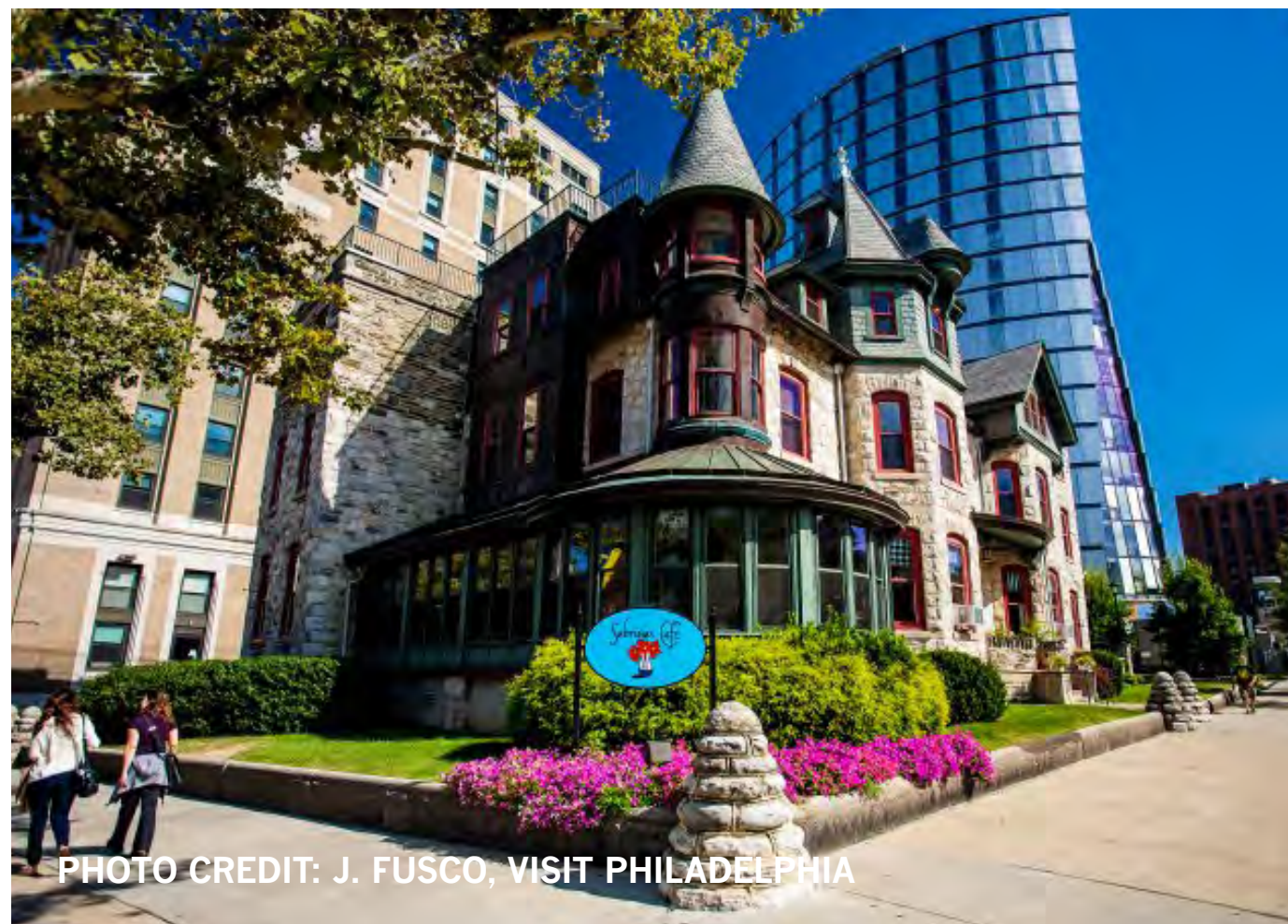


PHOTO CREDIT: J. FUSCO, VISIT PHILADELPHIA

**RESPECT FOR NEIGHBORHOOD SCALE AND CHARACTER**

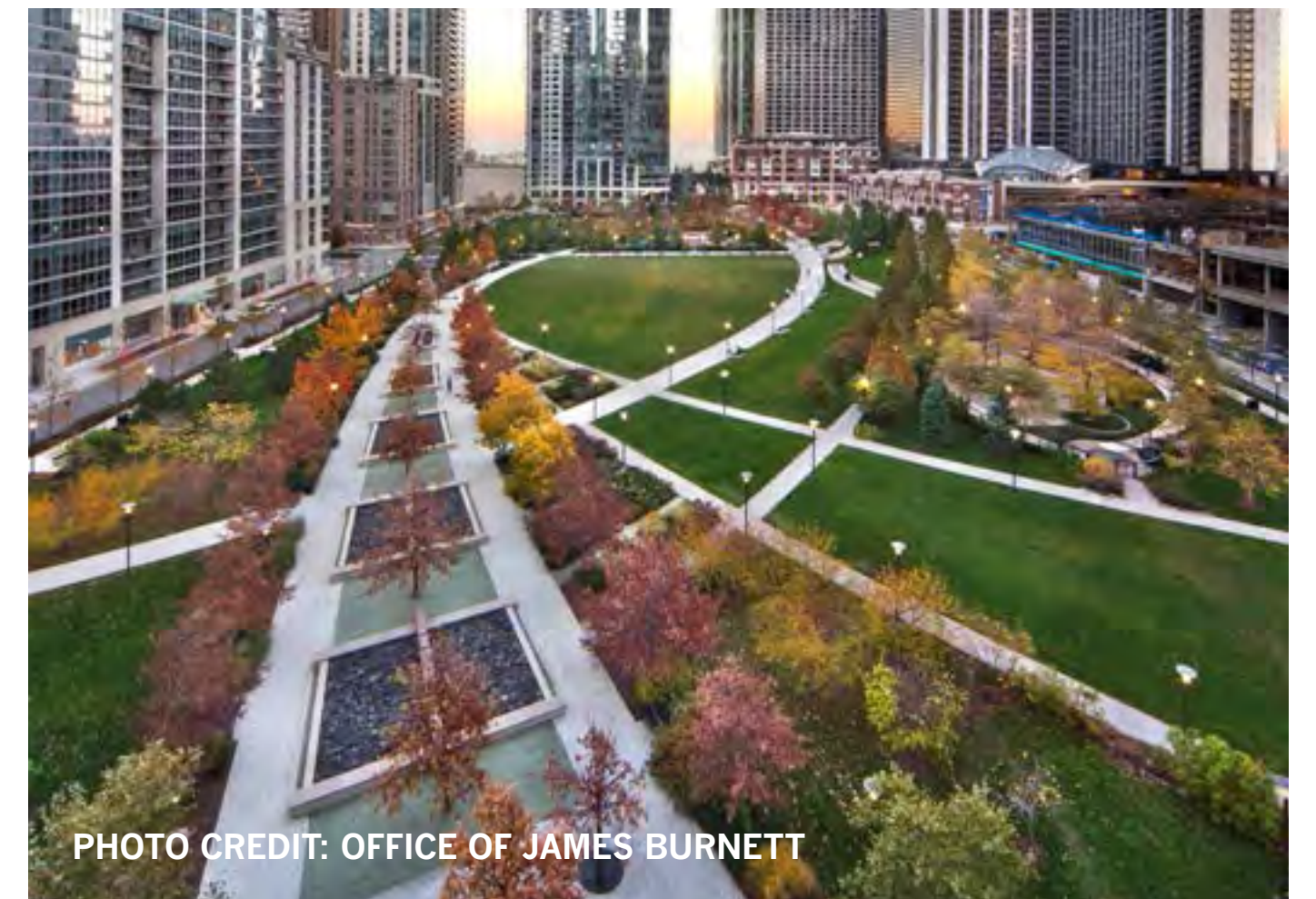


PHOTO CREDIT: OFFICE OF JAMES BURNETT

**DEVELOPMENT AROUND NEW PARKS: LAKESHORE EAST, CHICAGO**

# ALTERNATIVE: INNOVATION CITY

This scheme anticipates the continued growth of the **Innovation Neighborhood** over the rail yards for research facilities, incubator space, new headquarters for high-tech firms, and other innovative uses.



- 1 A Great Green Park**  
at the heart of the rail yards, with space for Amtrak maintenance functions below
- 2 Expanded Drexel Park**  
providing new recreational and cultural amenities
- 3 Campus Clusters Extending to the Rail Yards**  
built on the success of early phases and offering flexible space for major tenant use or large-footprint cultural venues
- 4 Permanent Intercity Bus Facility**  
connected to new office development adjacent to Cira Centre
- 5 Skybridge Connections**  
to create a place that is interconnected at all scales, with seamless walkability between the rail yards and the Innovation Neighborhood
- 6 District Focused on Innovation**  
with tight-knit clusters of institutional, research, office, and incubator space defined by their unique architecture
- 7 The City's "Sixth Square"**  
in a City Hall-style space wrapping around 30<sup>th</sup> Street Station

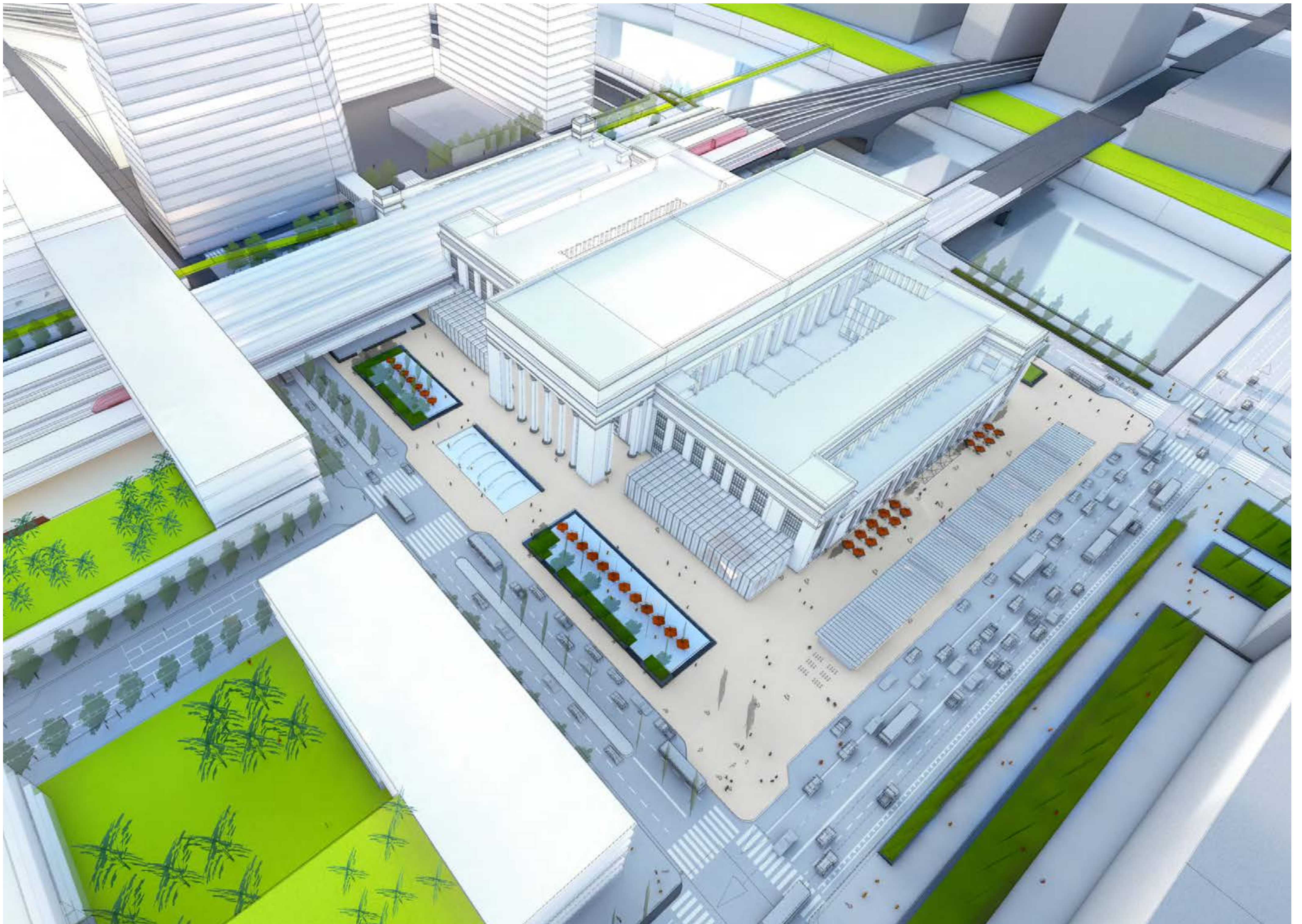
# ALTERNATIVE: INNOVATION CITY



## THE STATION SQUARE 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.

# ALTERNATIVE: INNOVATION CITY



VIEW OF THE STATION PLAZA AT 30<sup>TH</sup> + MARKET STREETS, LOOKING EAST

- 1 Permanent Intercity Bus Facility**  
with direct access to I-76 and 30<sup>th</sup> Street Station
- 2 Two-way Traffic around the Station**  
to provide better access to the station and surrounding neighborhoods
- 3 Curbside Drop-off and Pick-up**  
for all modes on all street frontages, opening up the area around the station for pedestrians
- 4 Expanded Concourse**  
repurposing the valet parking area as a passenger waiting space, with access down to Amtrak and up to SEPTA Regional Rail
- 5 Re-alignment of 30<sup>th</sup> Street**  
to expand the public space and provide access into the rail yards
- 6 Station Expansion**  
in two glass pavilions that provide access up to SEPTA regional rail and down to the Market-Frankford Line
- 7 The City's "Sixth Square"**  
in a City Hall-style space wrapping around 30<sup>th</sup> Street Station
- 8 Major Bike Station and Facility**  
offering storage, rental, and other bicycle amenities
- 9 South Emergency Exit Stairs**  
connecting Amtrak platforms up into an expanded Porch



NEW GLASS PAVILIONS ALONG 30<sup>TH</sup> STREET







# ALTERNATIVE: INNOVATION CITY

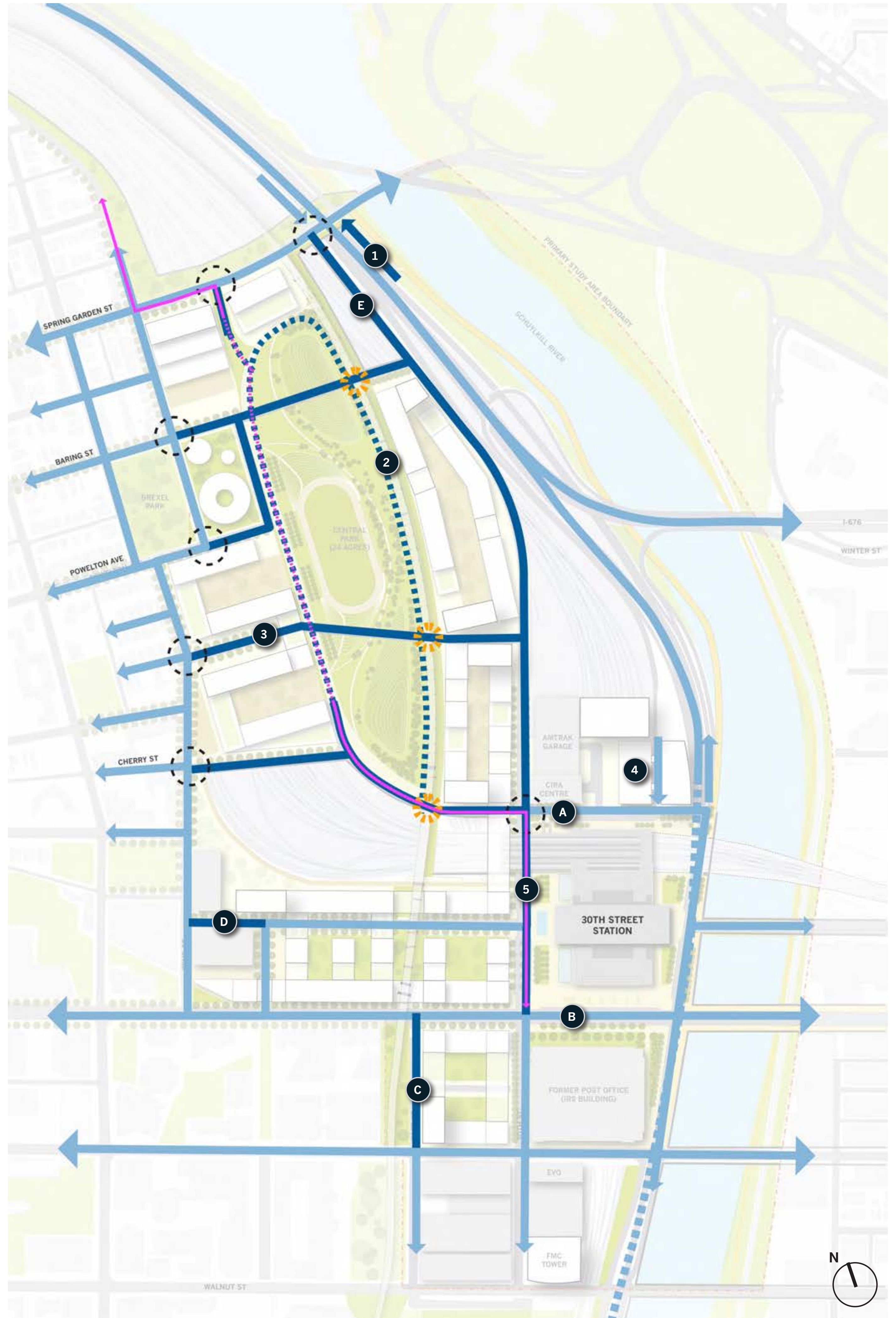
## Elements Unique to This Alternative

- 1 New westbound off-ramp at Spring Garden Street
- 2 Lower level service roads under deck
- 3 Upper level access roads connect development clusters
- 4 New intercity bus facility on deck north of Arch Street
- 5 Re-alignment of 30<sup>th</sup> Street

## Elements Common to All Alternatives

- A Bi-directional traffic around station perimeter
- B Protected bike lanes on Market Street and others; larger network to be determined
- C Extend 31<sup>st</sup> Street between Market and Chestnut
- D Extend JFK Boulevard to 32<sup>nd</sup> Street
- E New north-south connections to Spring Garden Street and I-76 ramps

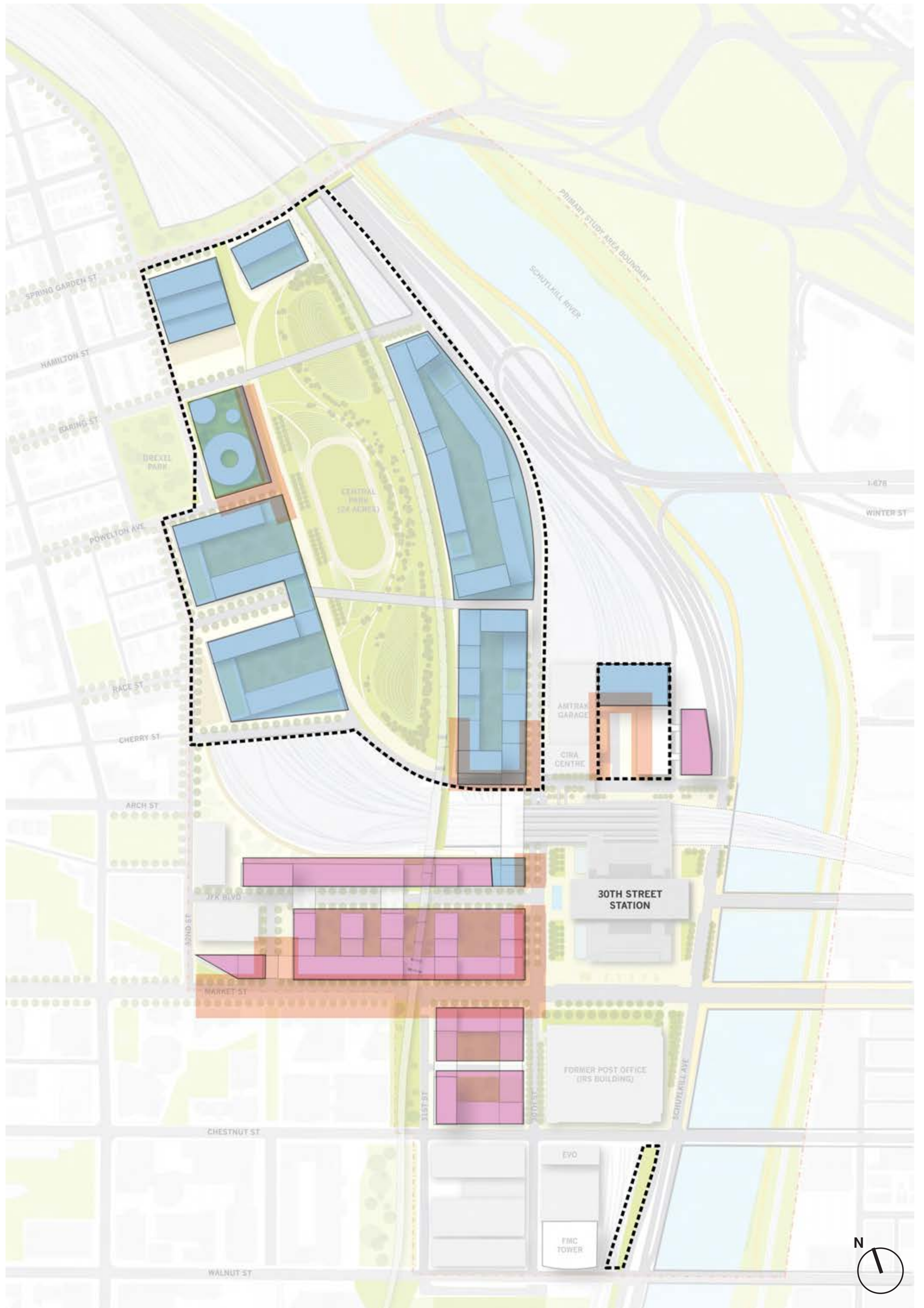
-  Existing Road
-  New Road
-  Connection into Rail Yard
-  Connection under CSX Line
-  Primary Transit Corridor
-  Underground Element



# ALTERNATIVE: INNOVATION CITY

## Potential New Development Summary

Total Development:	8-10 million SF
Platform Area:	±60 acres
Open Space:	±35 acres
New Roadways:	±10 acres
New Vehicular Bridges	0
New Ped. + Bicycle Bridges	0



- Area of Overbuild Platform
- Development Parcels (On Platform)
- Development Parcels (On Ground)
- Potential Retail Focus



PHOTO CREDIT: UC SAN FRANCISCO

**DISTRICT CENTERED ON INNOVATION:  
MISSION BAY, SAN FRANCISCO**



PHOTO CREDIT: JOHN STURROCK

**ENGAGING PUBLIC SPACES:  
KINGS CROSS, LONDON**



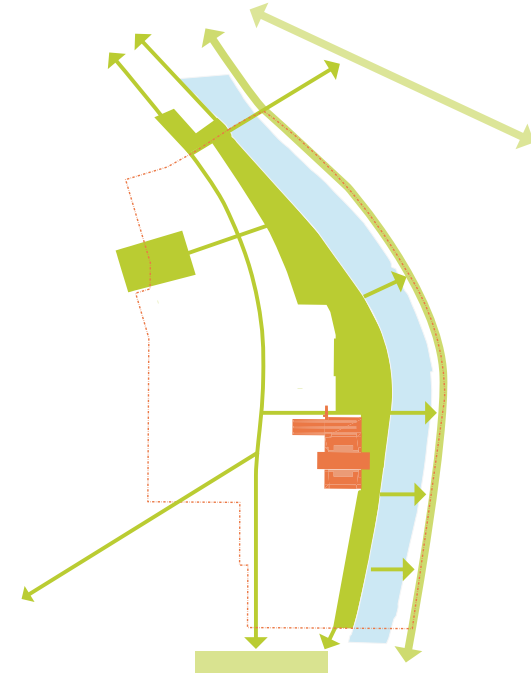
**A GREAT GREEN PARK WITHIN THE RAIL  
YARDS, LOOKING SOUTH TOWARDS THE  
INNOVATION NEIGHBORHOOD**

# ALTERNATIVE COMPARISON



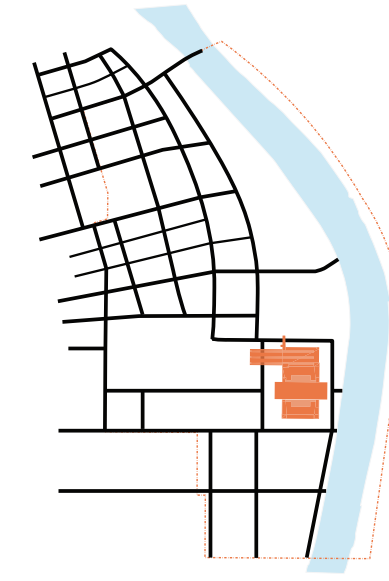
## CBD 2

*a dynamic business district and expansion of Center City*



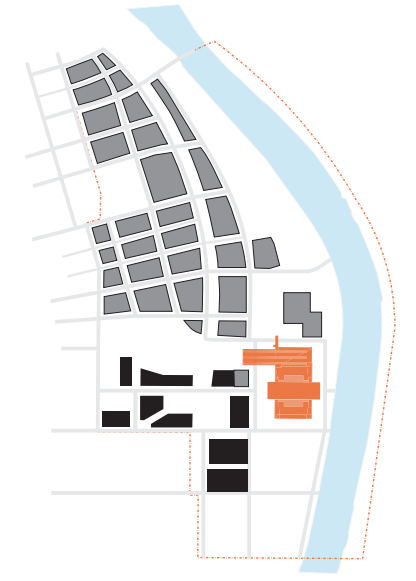
**OPEN SPACE NETWORK**  
Riverfront Focus

±30 Acres of New Open Space



**CIRCULATION + CONNECTIONS**  
Extension of City Grid

New Vehicular and Pedestrian  
Bridges to Center City



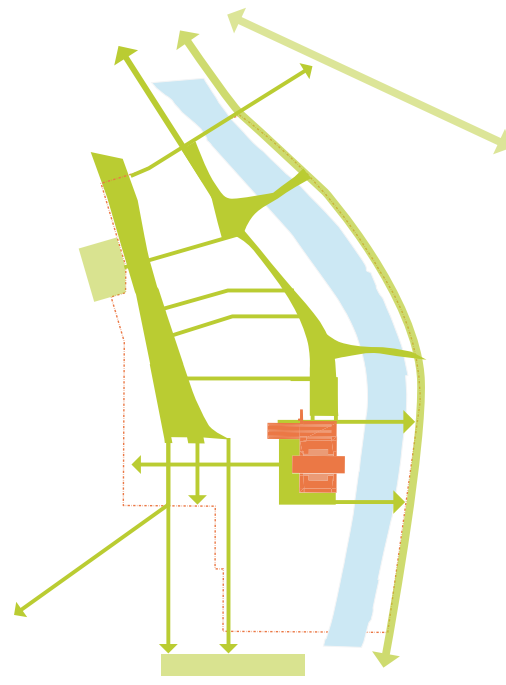
**DEVELOPMENT**  
Urban Business District

±15-20 Million GSF



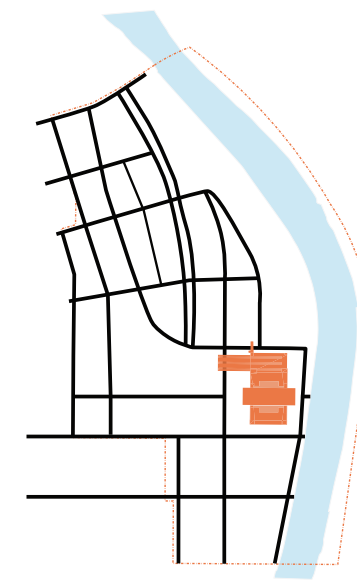
## Schuylkill Crossing

*a new urban neighborhood within the rail yards*



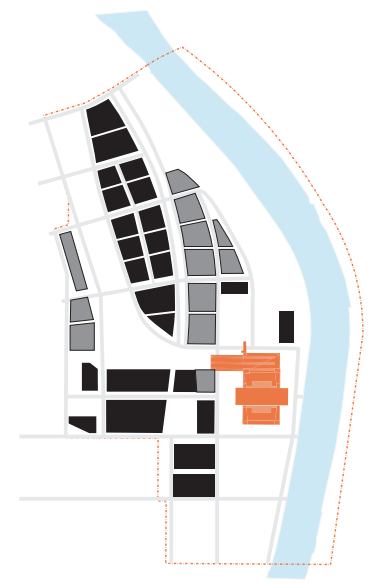
**OPEN SPACE NETWORK**  
Web of Linear Parks

±25 Acres of New Open Space



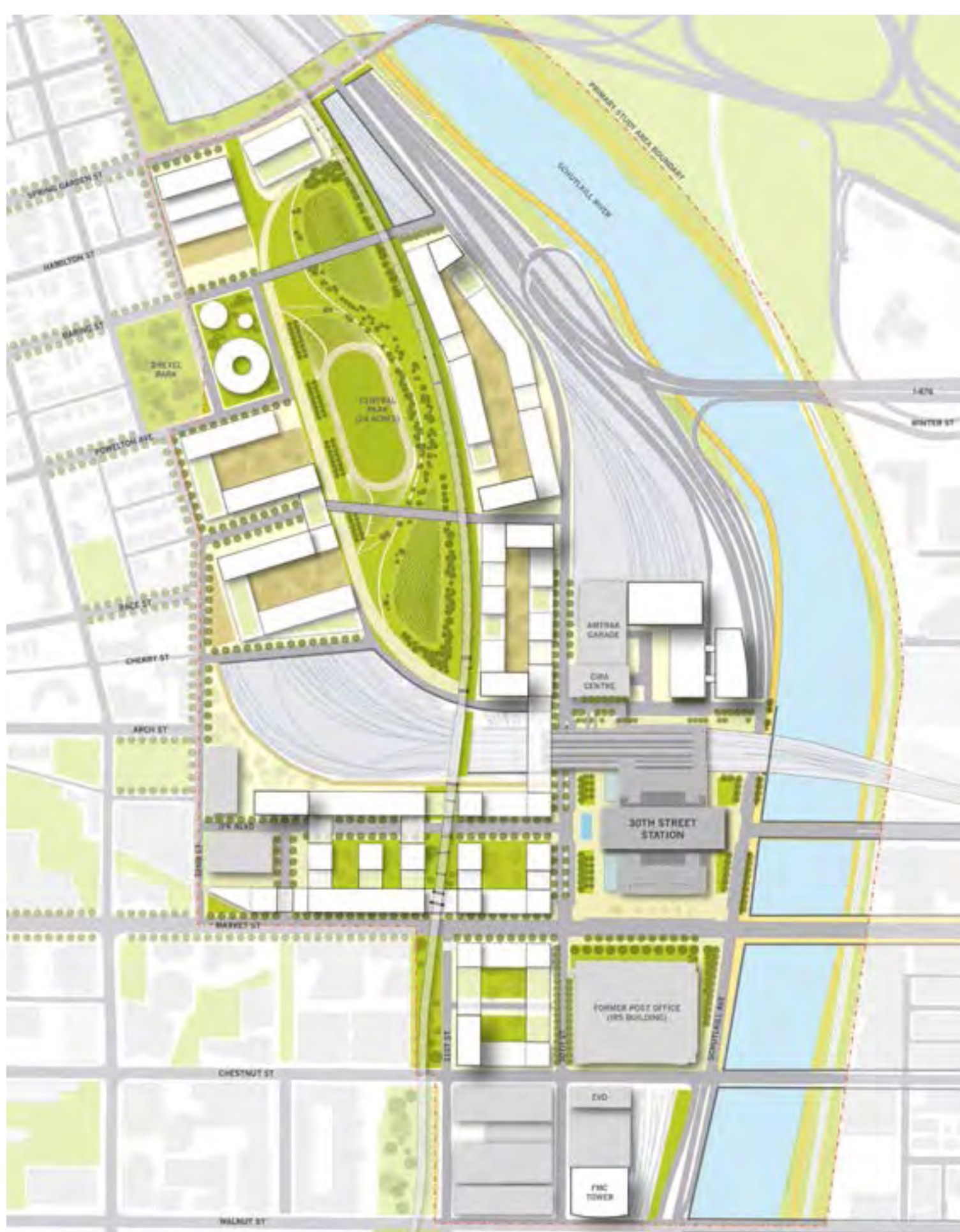
**CIRCULATION + CONNECTIONS**  
Key Neighborhood Links

New Pedestrian Bridges  
to Center City



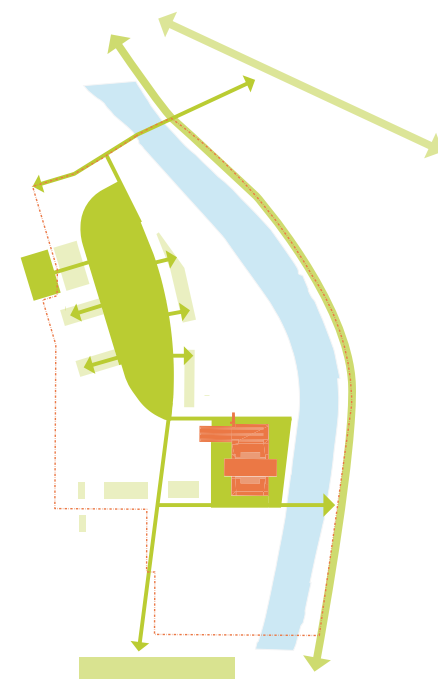
**DEVELOPMENT**  
New Neighborhoods

±10-15 Million GSF



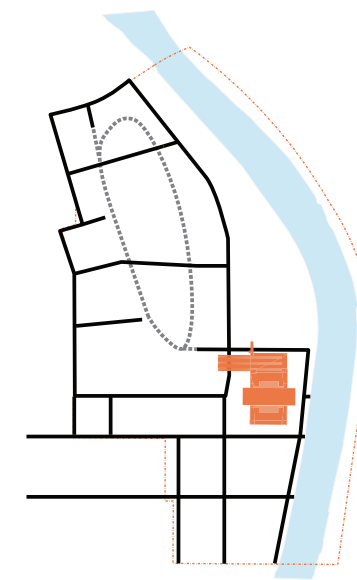
## Innovation City

*a district focused on technology and innovation*



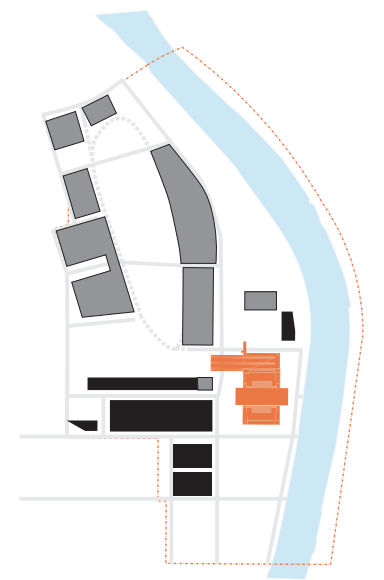
**OPEN SPACE NETWORK**  
Central Green

±35 Acres of New Open Space



**CIRCULATION + CONNECTIONS**  
Upper + Lower Roadways

No Additional Connections  
to Center City



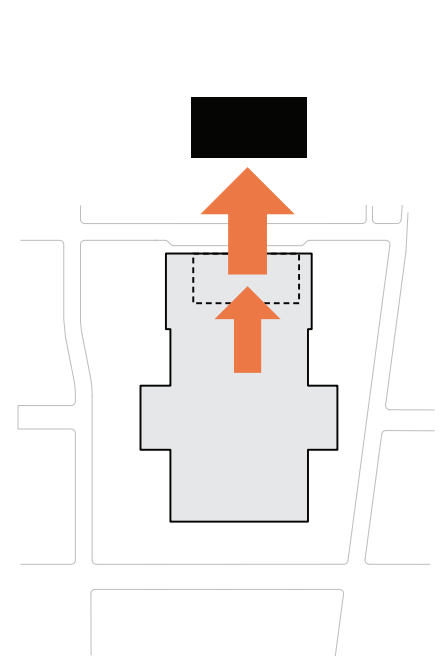
**DEVELOPMENT**  
Campus Clusters

±8-10 Million GSF

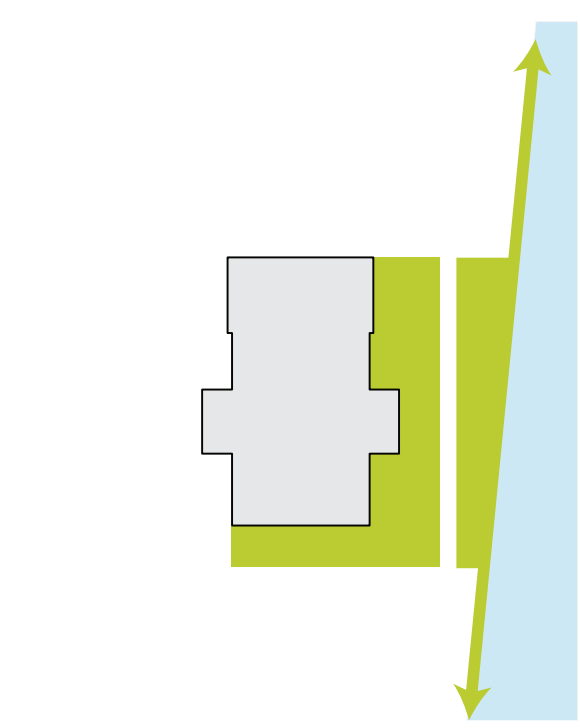
# ALTERNATIVE COMPARISON

## CBD 2

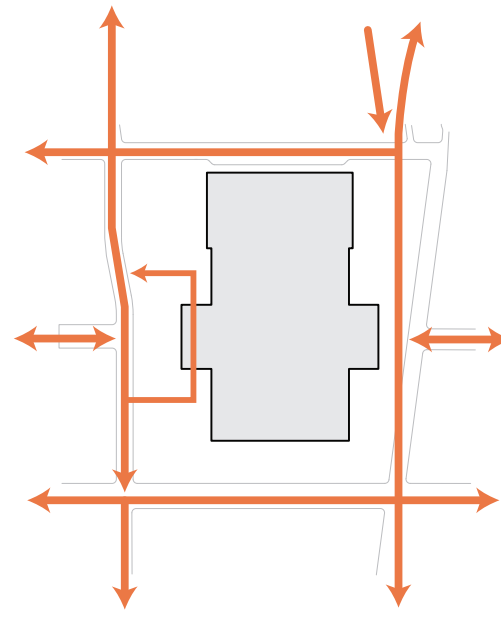
a station biased towards Center City and the riverfront



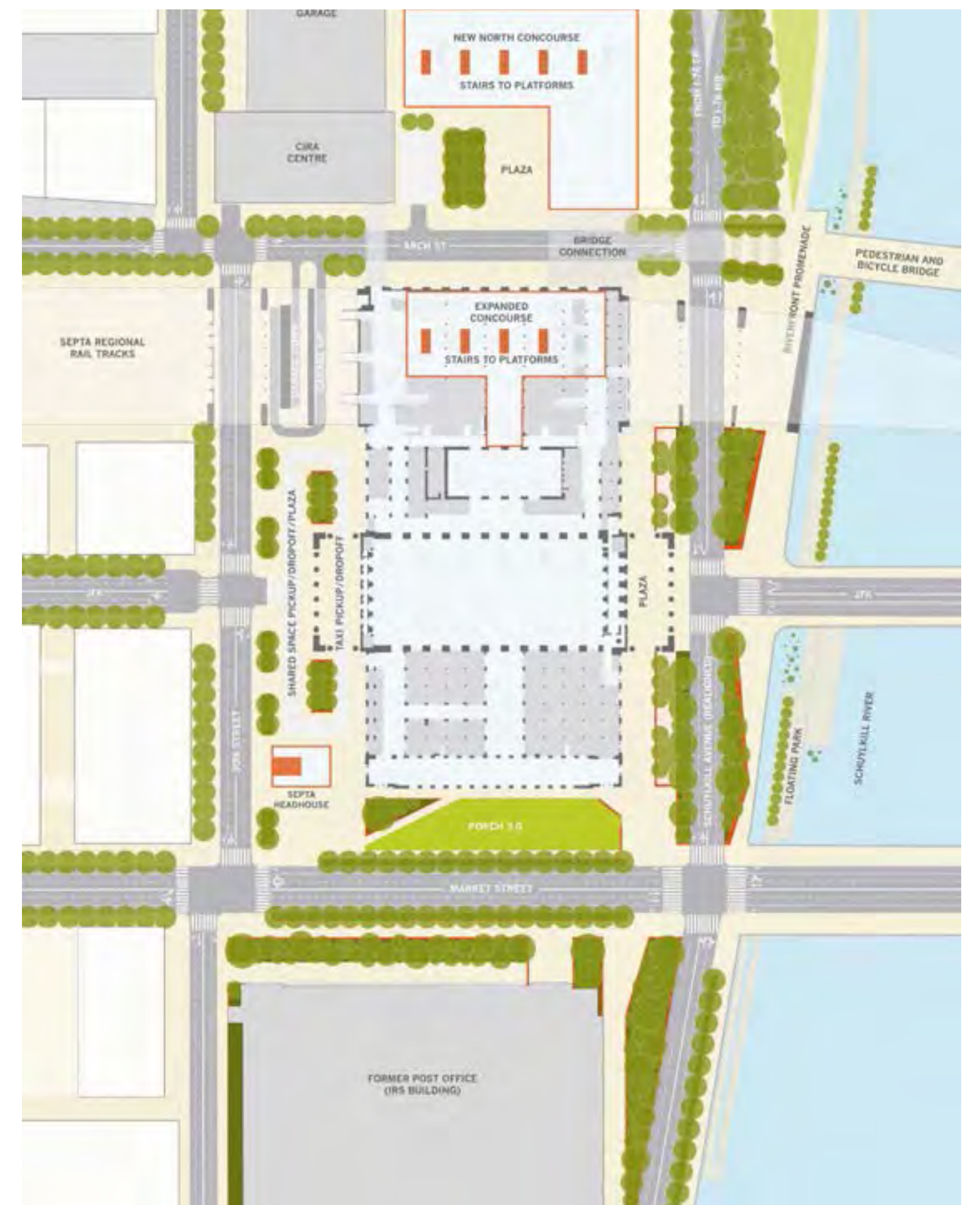
**STATION EXPANSION**  
Biased North



**OPEN SPACE**  
East Riverfront Plaza

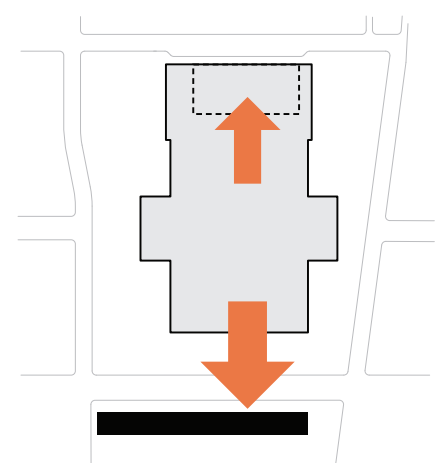


**CIRCULATION**  
Drop-Offs at West

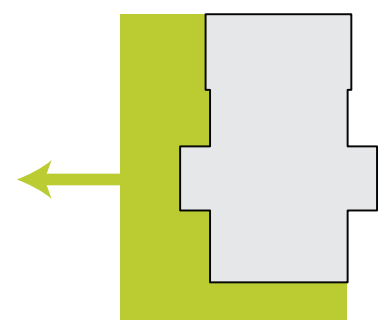


## Schuylkill Crossing

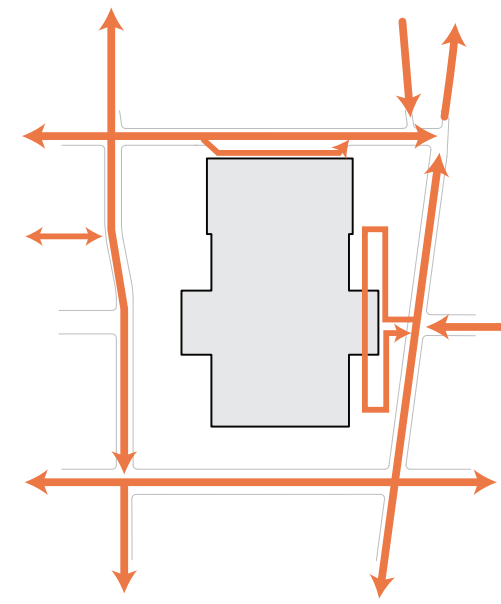
a station with a new face to the western neighborhood



**STATION EXPANSION**  
North and South



**OPEN SPACE**  
Western Square

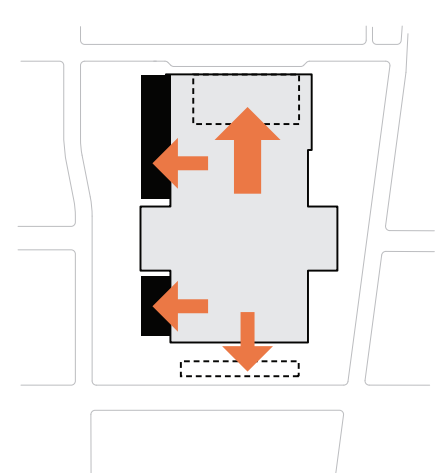


**CIRCULATION**  
Drop-Offs at East

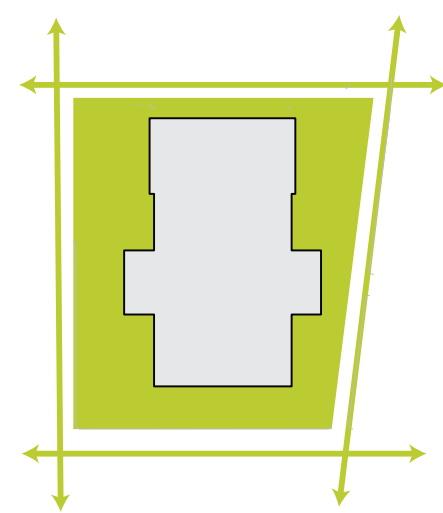


## Innovation City

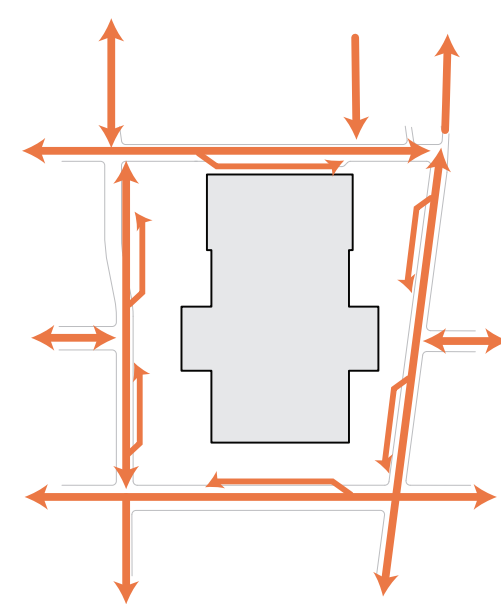
a four-sided station block as the city's "Sixth Square"



**STATION EXPANSION**  
Biased West



**OPEN SPACE**  
Four-Sided Square



**CIRCULATION**  
Lay-by Lanes





# CONTACT US



## Website:

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## 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:

- Identify and further define the preferred components of the three vision concepts.
- Present refined vision concepts at a public meeting (Fall 2015).