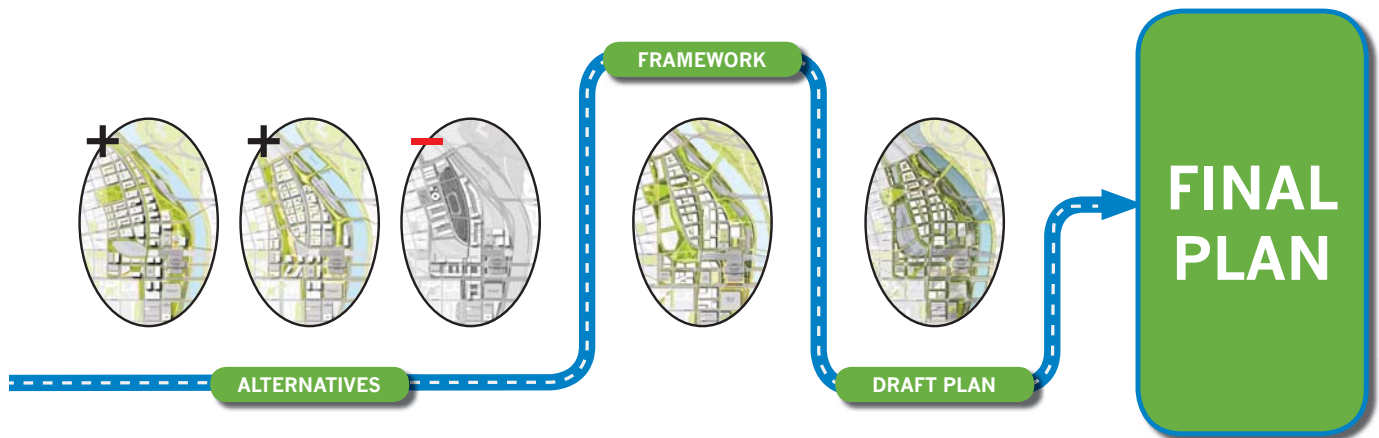


# TODAY'S MISSION

Understand the process of how the Draft Vision was created from start to finish

Have one final chance to comment on the Draft Vision

Interact with the project team members and learn how the public feedback has shaped their approach to the Draft Vision



## NAME OUR FEATURE FILM

We are producing a short film about the vision for the district, a vision YOU helped us create. Now help us name this vision!

HELLO  
MY NAME IS

# 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.



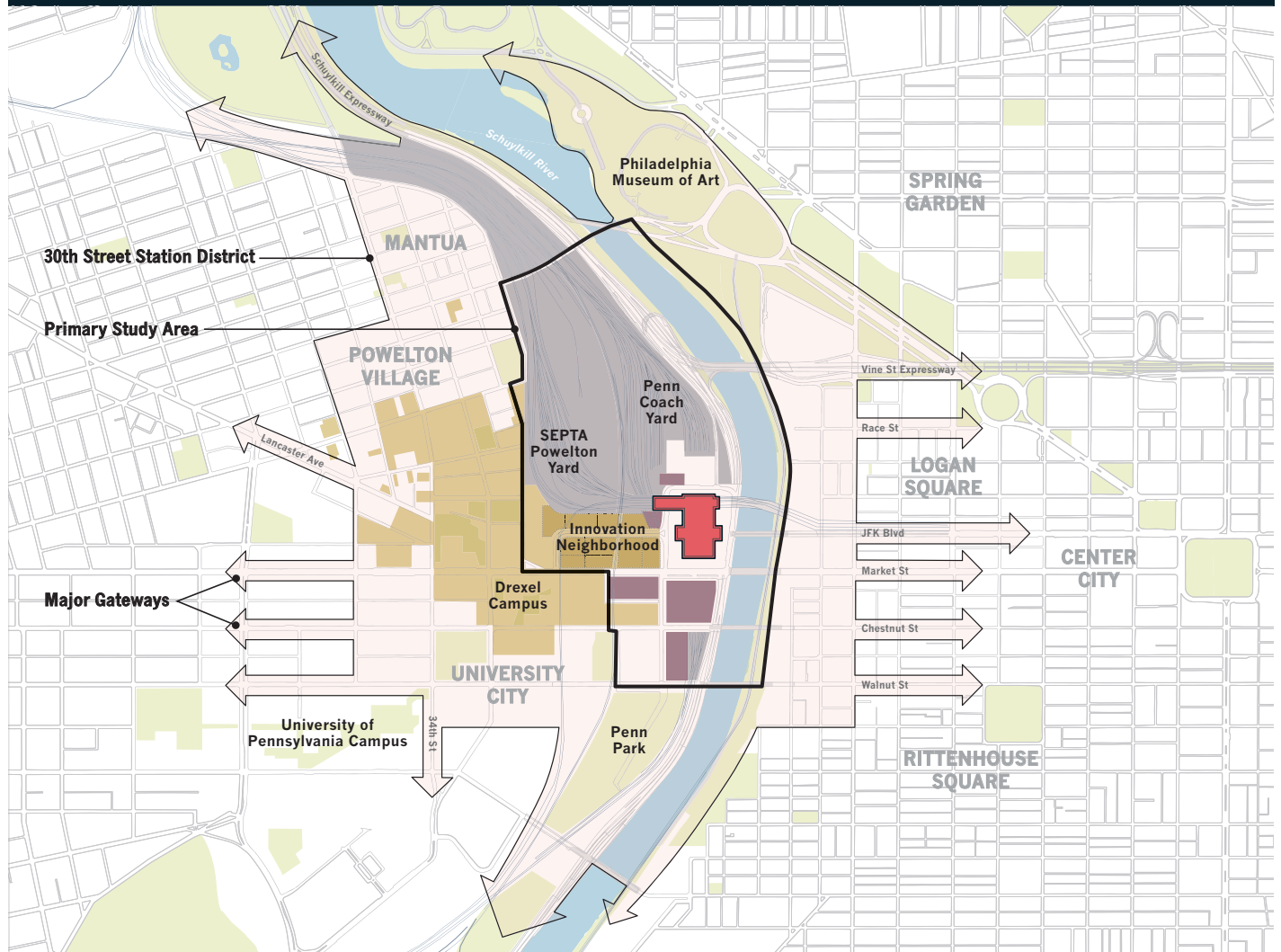
The Philadelphia 30th Street Station District Plan, led by Amtrak, Brandywine Realty Trust, Drexel University, Pennsylvania Department of Transportation (PennDOT), and the Southeastern Pennsylvania Transportation Authority (SEPTA) and guided by a host of public and private stakeholders will create a 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.

# 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.

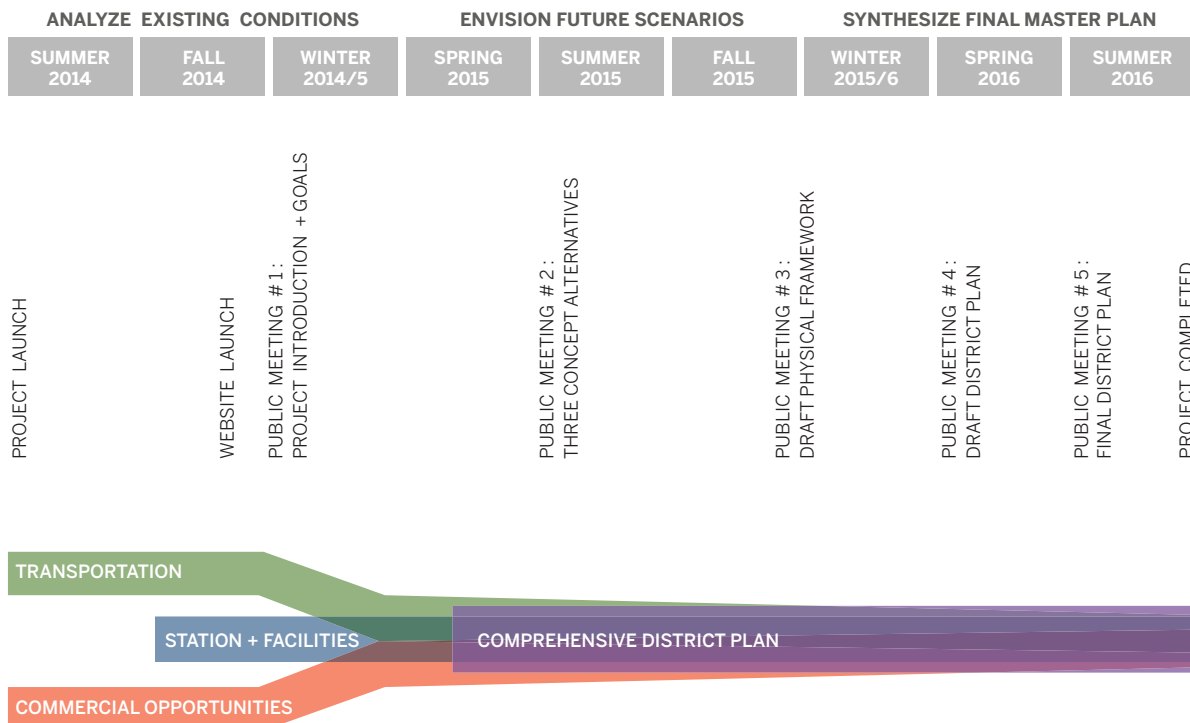
# PROCESS AND TIMELINE

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:

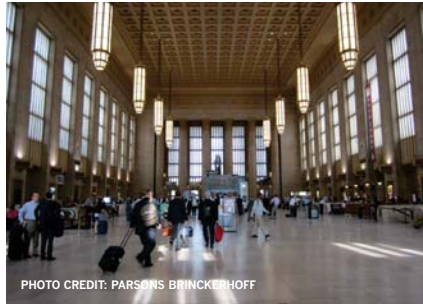
- 1) Existing conditions analysis.
- 2) Development of potential future visions.
- 3) Synthesis and elaboration of final vision into a District Plan.

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



# 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.

---

## 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

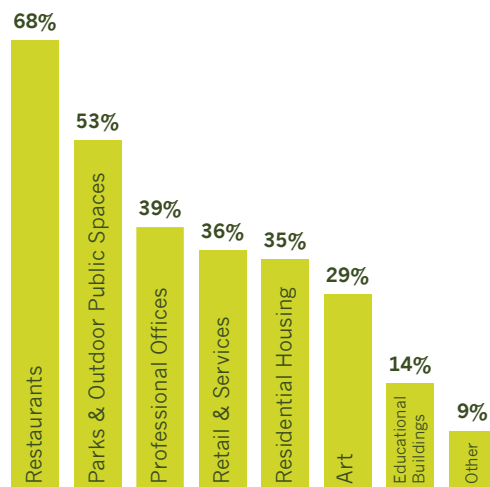
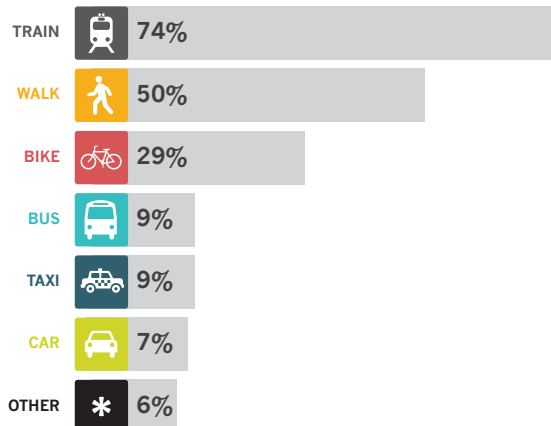
## What Transportation improvements should we consider?

- 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?

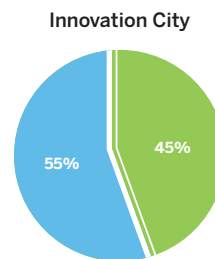
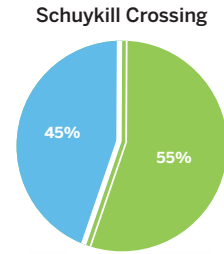
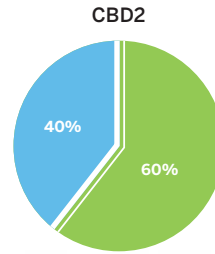


### What would you like to see more of in and around 30th Street Station during the next 5-10 years?

# 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.

✓  
**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.

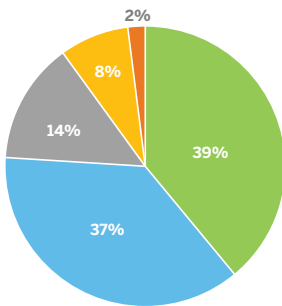
# WHAT WE HEARD

In the summer of 2015, the project team introduced three conceptual alternatives for the future of the 30th Street Station District. The alternatives were evaluated by a cross-section of stakeholders and the most promising elements were merged into a single, cohesive concept known as the Draft Physical Framework, which was presented to the public in December 2015. Through a series of survey questions the public was asked how well the Draft Physical Framework responded to stakeholder priorities. The project team received over 2,825 responses from 417 people to the seven survey questions.

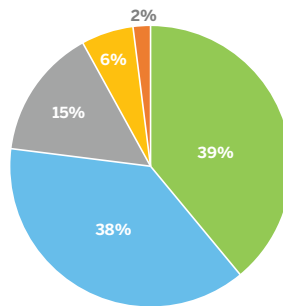
## OPEN HOUSE #3 - DECEMBER 16, 2015

### RATE THESE IDEAS

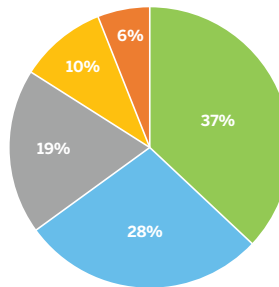
**Improved Connection Between 30th Street Station and the SEPTA Subway / Trolley Station**  
Total Responses: 409



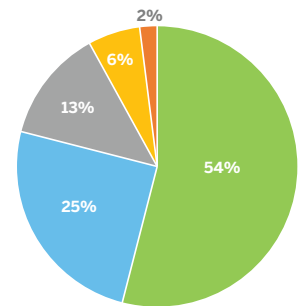
**Improved Public Space Around 30th Street Station**  
Total Responses: 408



**Permanent Intercity Bus Facility**  
Total Responses: 411

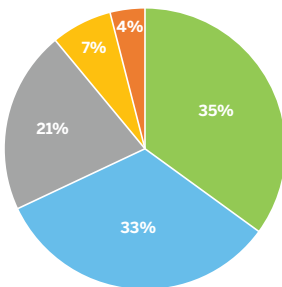


**Pedestrian Bridges over the Schuylkill River**  
Total Responses: 411

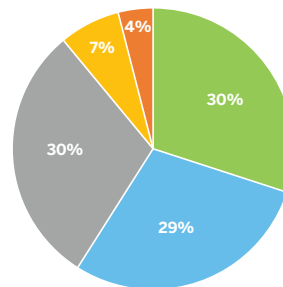


### RATE THESE PROPOSED SOLUTIONS

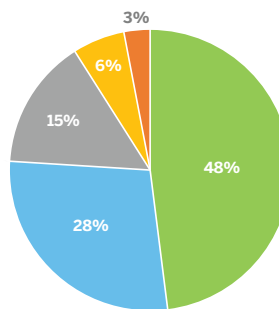
**New Parks / Landscape Features**  
Total Responses: 402



**Road Extensions**  
Total Responses: 390



**Pedestrian Bridges**  
Total Responses: 394



**Rating:**

- PERFECT!
- ALMOST THERE
- OK
- GETTING THERE
- TRY AGAIN

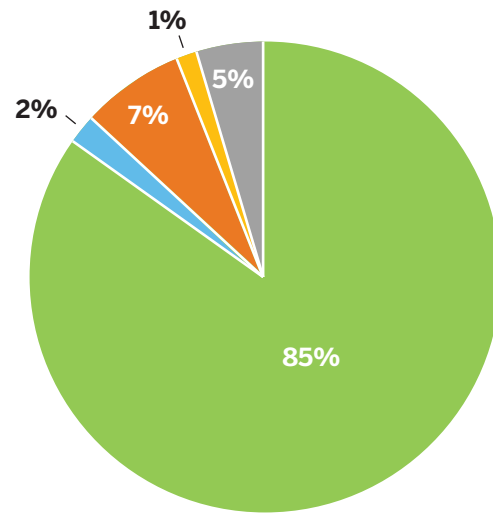
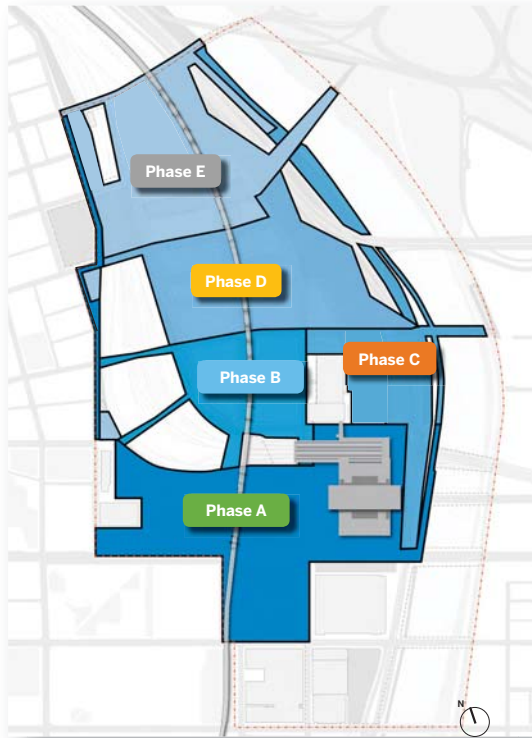


# WHAT WE HEARD

In March 2016, the Project Team provided the public with information on the Draft District Plan. One of the components to the Draft Plan is on Project Phasing. Through a series of survey questions the public was asked what Phase they considered to be their highest priority. The Project Team received over 342 comments from 152 people to the survey questions. Phase A was the clear choice as being the highest priority.

## OPEN HOUSE #4 - MARCH 16, 2016

### PUBLIC SURVEY OF PHASING PRIORITY



WHAT PHASE DO YOU CONSIDER TO BE THE HIGHEST PRIORITY?

TOP PRIORITY	Phase A	Phase B	Phase C	Phase D	Phase E
Responses	129	3	11	2	7

### SUMMARY OF OPEN HOUSE COMMENTS

#### POSITIVES

Glad to see that 30th Street Station is going to be upgraded!

The Bus station is great!

Connects SEPTA to station most important!

I like the pedestrian bridges to the city

Economic improvements are a priority. New retail, Schuylkill yards

#### NEEDS MORE WORK

How are the local buses around the station resolved?

Would like to see the proposed transit line reach out as far as the Zoo

The Intercity Bus terminal has to be moved sooner

#### ONGOING CONSIDERATIONS

Integrate affordable and subsidized housing to balance

What will the future of Mantua be with this development?

Look at neighborhood impact, hold meetings specifically for surrounding community residents

Please include/prioritize any plan that makes Philadelphia more pedestrian friendly

Great concept, but what's the reality of financing such an aggressive design?

# DRAFT VISION - ILLUSTRATIVE PLAN



# 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.



View from above Center City looking west at Schuylkill Yards, University City, Powelton Village, Mantua and West Philadelphia



View looking west Schuylkill Yards and University City



View looking into Drexel Square and a re-imagined One Drexel Plaza



View looking at the intersection of Market Street and JFK Blvd



View of the Grove, an open space that extends Woodland Walk to JFK Blvd

# Schuylkill Yards

SHoP Architects and West 8's master plan for Schuylkill Yards will transform 14 acres of existing underutilized land with 6.5 acres of public open space to create a collaborative mixed-use neighborhood next to Drexel's main campus. Working with Drexel University and Brandywine Realty Trust, the new community will feature a 24/7 mix of entrepreneurial spaces, educational facilities and research laboratories, residential and retail spaces, and a robust public realm network that connects the existing neighborhoods with the adjacent 30th Street Station.

Located next to the third-busiest passenger rail station in the country, Schuylkill Yards will be connected to Philadelphia's international airport and major cities along the Northeast corridor, making it a major innovation hub on the East Coast.

The plan envisions a new gateway to West Philadelphia—one that is dynamic, diverse, open and inviting. Central to the scheme is a renovated One Drexel Plaza, which will become the catalyst for the project as a start-up incubator building attached to a new multi-functional public space, Drexel Square.

In order to achieve a unified and enduring district identity through each successive phase of the project, the design of the district's streets and public spaces have been highly defined while the design of the individual buildings allow for variation and diversity as parcels get developed over time.

Streets will serve as the public realm plan's connective tissue, linking one part of the neighborhood to another to make a cohesive whole out of many distinct elements. The proposed street network includes major improvements to the neighborhood's existing streets, as well as the addition of new streets and pedestrian connections to establish a highly porous circulation network that promotes walking, bicycling, transit, and the use of streets as spaces for social interaction.

The outstanding public realm of the Schuylkill Yards will be a catalyst and inspiration for future development, setting the stage for what will become one of Philadelphia's most dynamic and vibrant urban neighborhoods.

## Project Team



### The Old Model: Isolated & Disconnected Developments

Old, auto-centric land use patterns separated communities, campuses and corporations away from each other.



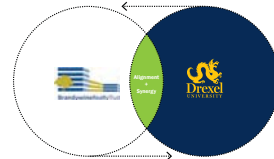
### The New Model: Knowledge-Oriented Development

Schuylkill Yards, situated in one of the most transit-rich areas in the entire Northeast corridor, will enable clusters of research, housing, businesses and nature all to coexist together, enabling the serendipitous interchanges that spur innovation.



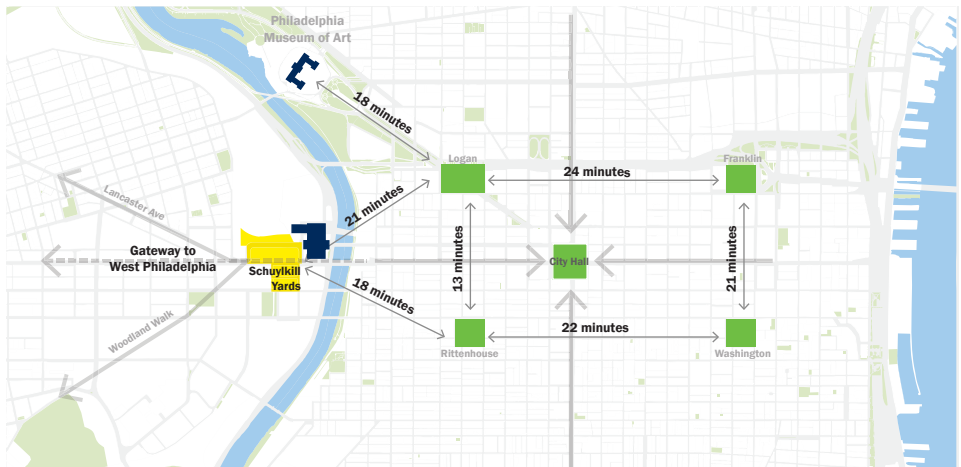
### Resources of the Global City

### Vitality of the Village



### A Novel Partnership

The partnership between the two exceptionally talented parties will ensure the creation of a dynamic and world-class Schuylkill Yards





View from 30th Street Station looking at Drexel Square, a re-imagined One Drexel Plaza and the JFK Blvd shared street esplanade



View along the JFK Blvd shared street Esplanade looking towards 30th Street



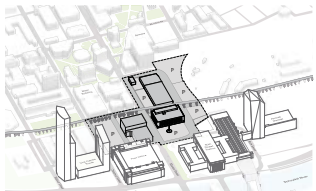
View looking east along Market Street



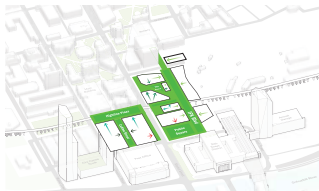
View of a maker space along Ludlow Street



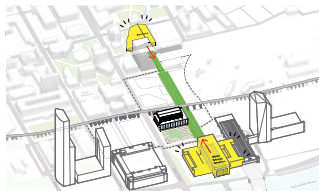
View of a wintergarden at the intersection of 31st Street and JFK Blvd



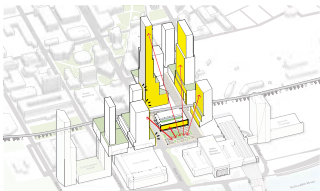
The existing 14 acre site is primarily comprised of surface parking lots



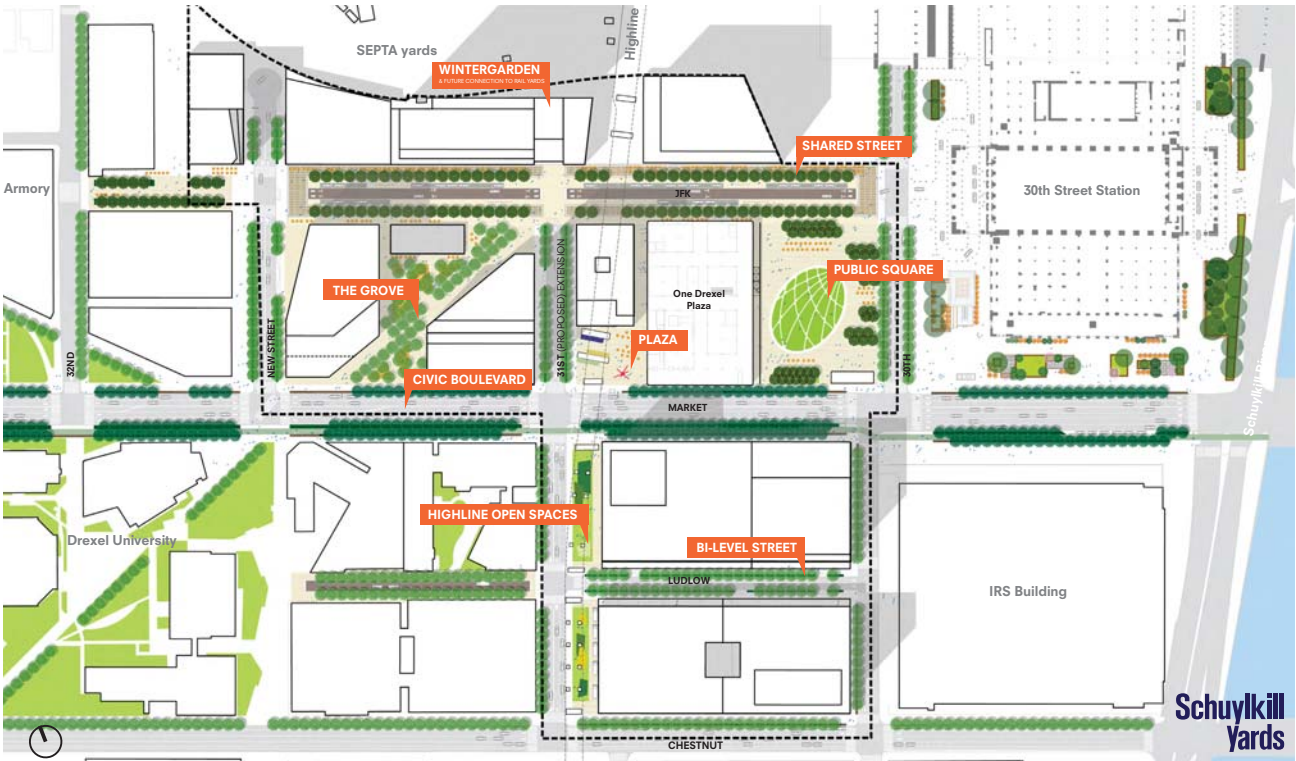
A new network of diverse public spaces create distinct sub-neighborhoods



Innovation Catalysts: Drexel Square, A Re-imagined One Drexel Plaza & JFK

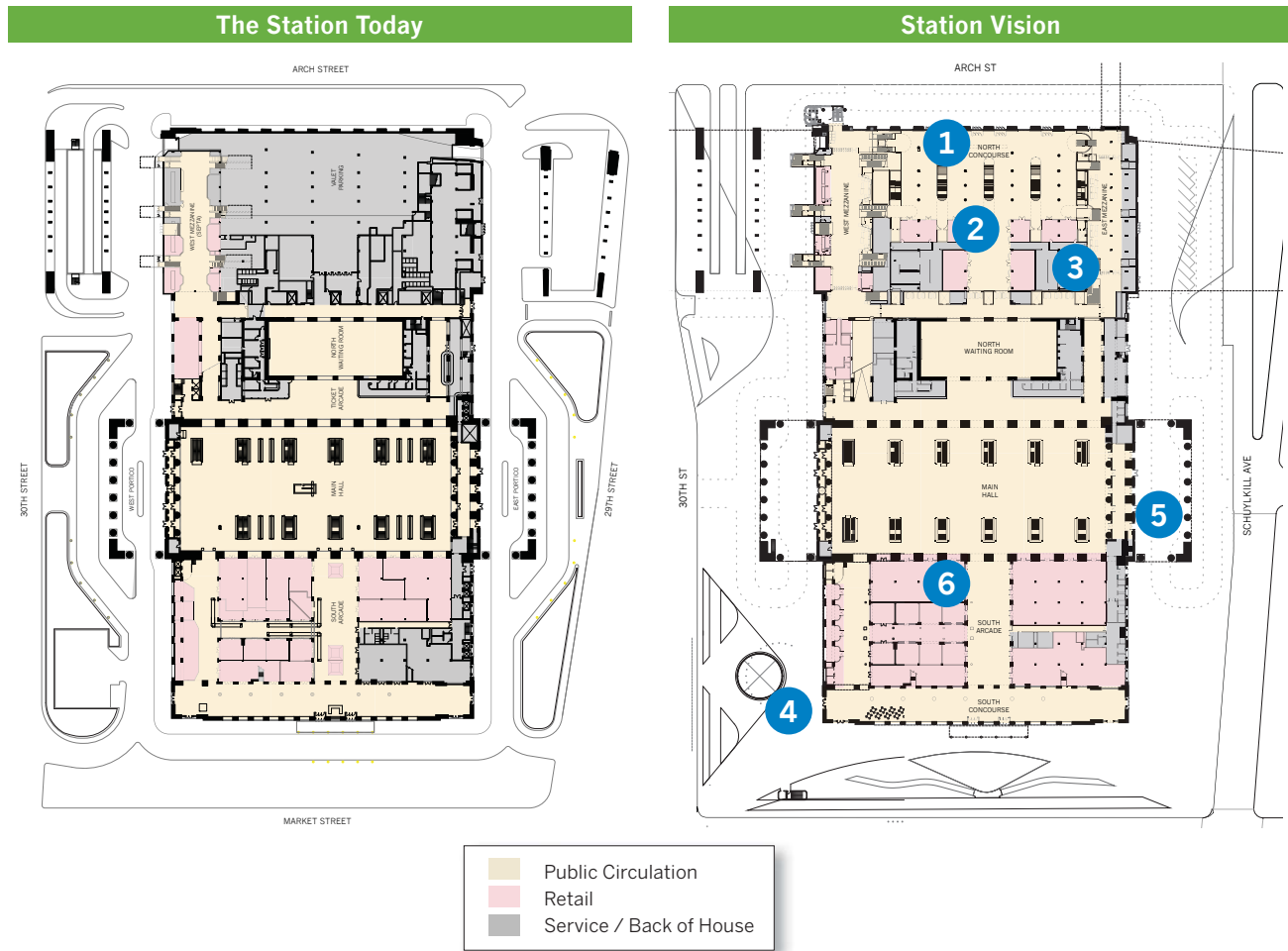


A Civic Room: Buildings are situated to maximize views and access to sunlight

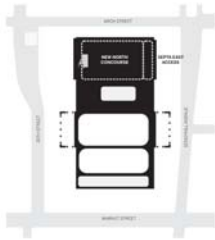


# STATION IMPROVEMENTS

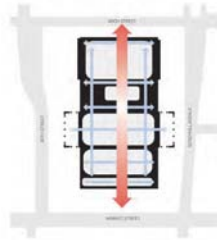
## Existing and Proposed Floor Plans



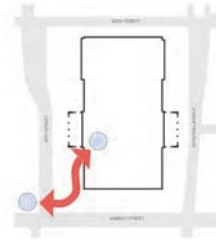
## Station Planning Principles



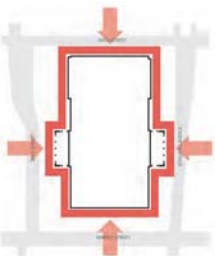
Expand Passenger Space



Restore the Primary Axis



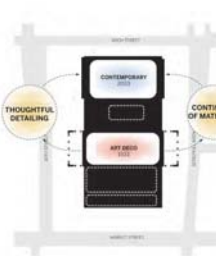
Reconnect the Subway



Access All Four Sides



Upgrade Retail Offerings



Preserve and Respect History

# STATION IMPROVEMENTS

## Proposed Station Improvements

**1** VIEW OF NORTH CONCOURSE  
LOOKING TOWARDS ARCH STREET



**2** VIEW OF NORTH CONCOURSE RETAIL  
CORRIDOR LOOKING TOWARD ARCH STREET



**3** VIEW OF NORTH CONCOURSE LOOKING  
TOWARDS SEPTA MEZZANINE ACCESS



**4** VIEW OF NEW UNDERGROUND CONCOURSE  
CONNECTION TO THE SUBWAY



**5** VIEW OF A MEZZANINE BAR/LOUNGE  
OVERLOOKING THE MAIN HALL

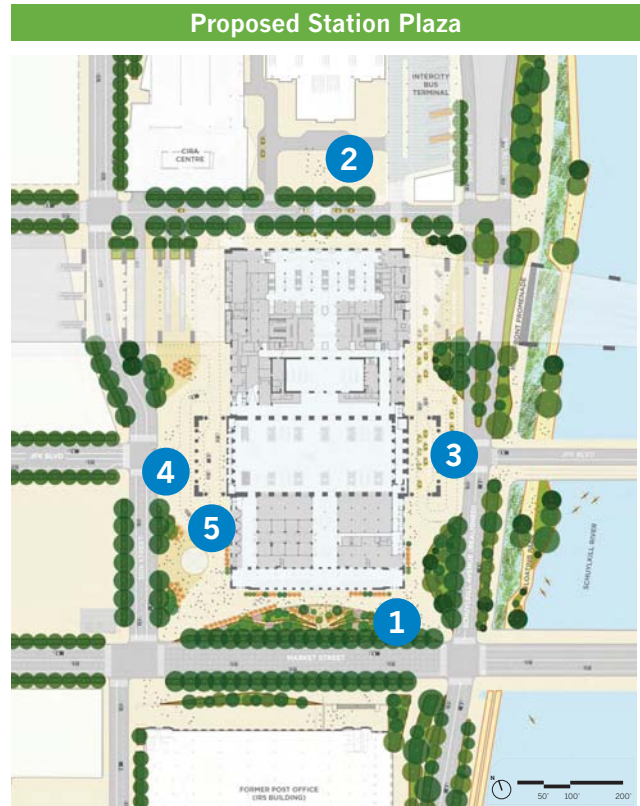
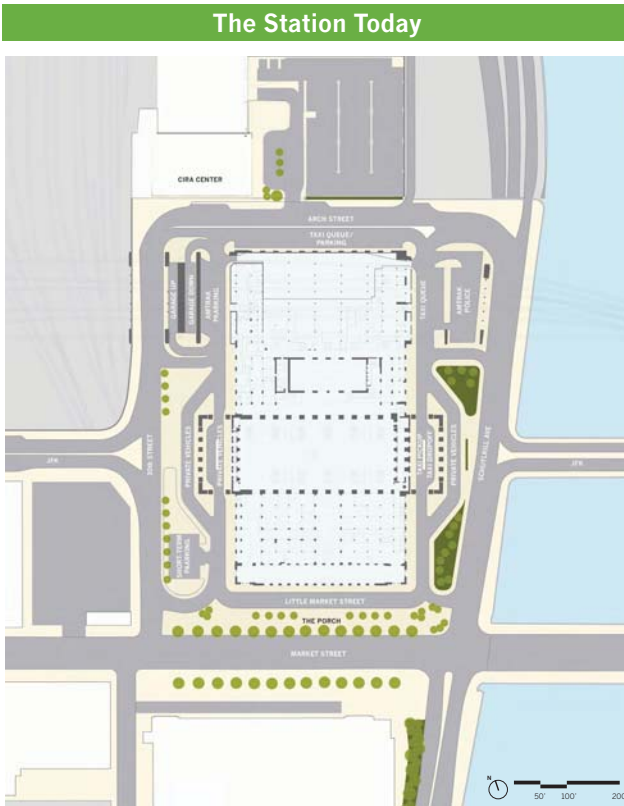


**6** VIEW OF IMPROVED SOUTH CONCOURSE  
WITH NEW SIT-DOWN DINING OPPORTUNITIES

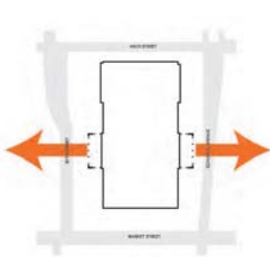


# STATION PLAZA CONCEPT

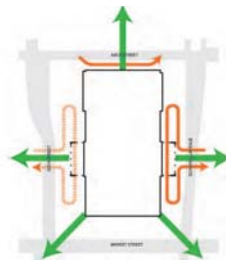
## Existing Station Plaza and Proposed Station Plaza



## Station Plaza Planning Principles



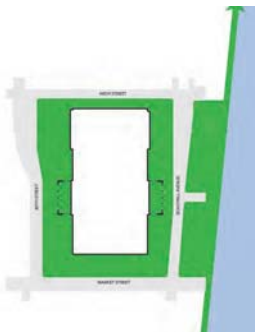
Honor the East-West Axes and the Historic Facade



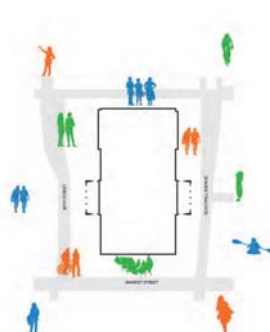
Create Seamless Access for All Modes and Design for Flexibility



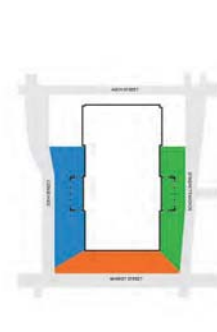
Visually Unify the Field



Link to the River



Program the Plaza to Serve Customers, the District, and the City at Large



Program and Design Each Side of the Plaza Uniquely



# STATION PLAZA CONCEPT

## Station Plaza Proposed Improvements

1 VIEW OF AN EXPANDED PORCH



2 VIEW OF A RESTORED ARCH STREET FAÇADE



3 VIEW OF THE EAST FAÇADE DROP-OFF AND PICK-UP AREA



4 VIEW OF THE WEST PORTICO WITH FLUSH PAVING AND BOLLARDS

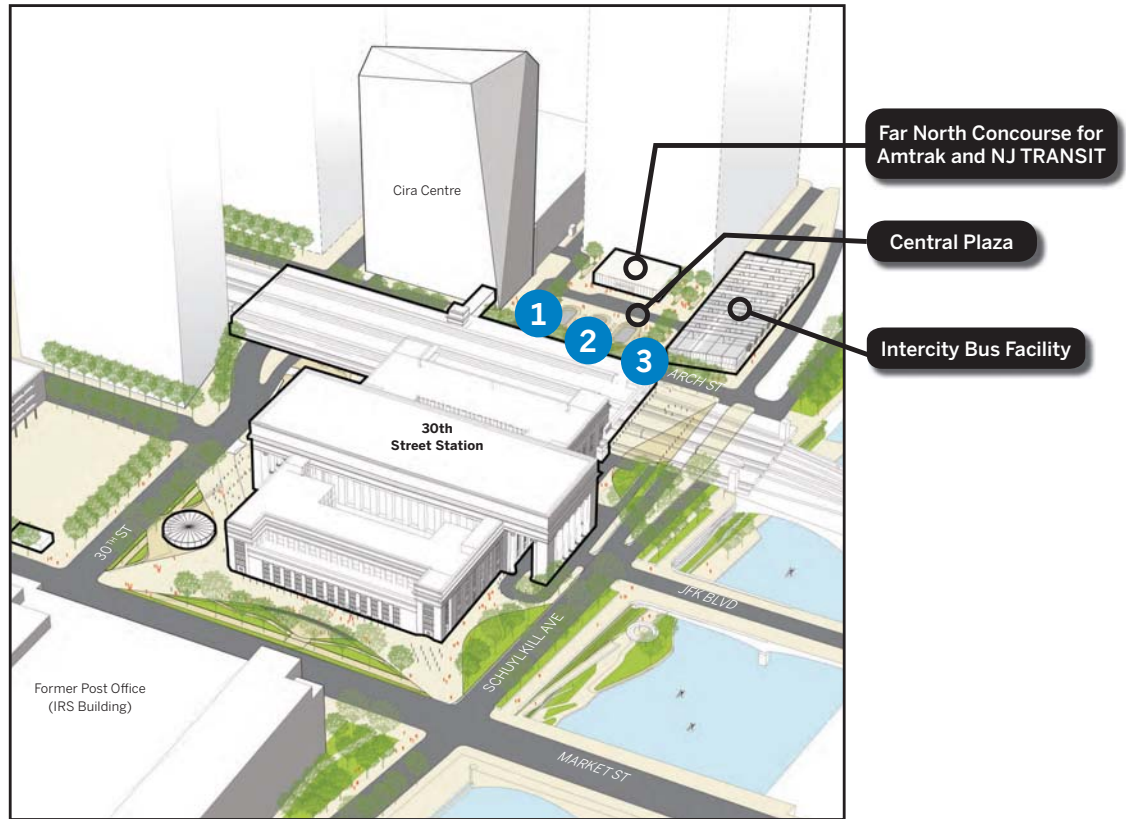


5 VIEW OF THE WEST PORTICO WITH BOLLARDS REMOVED

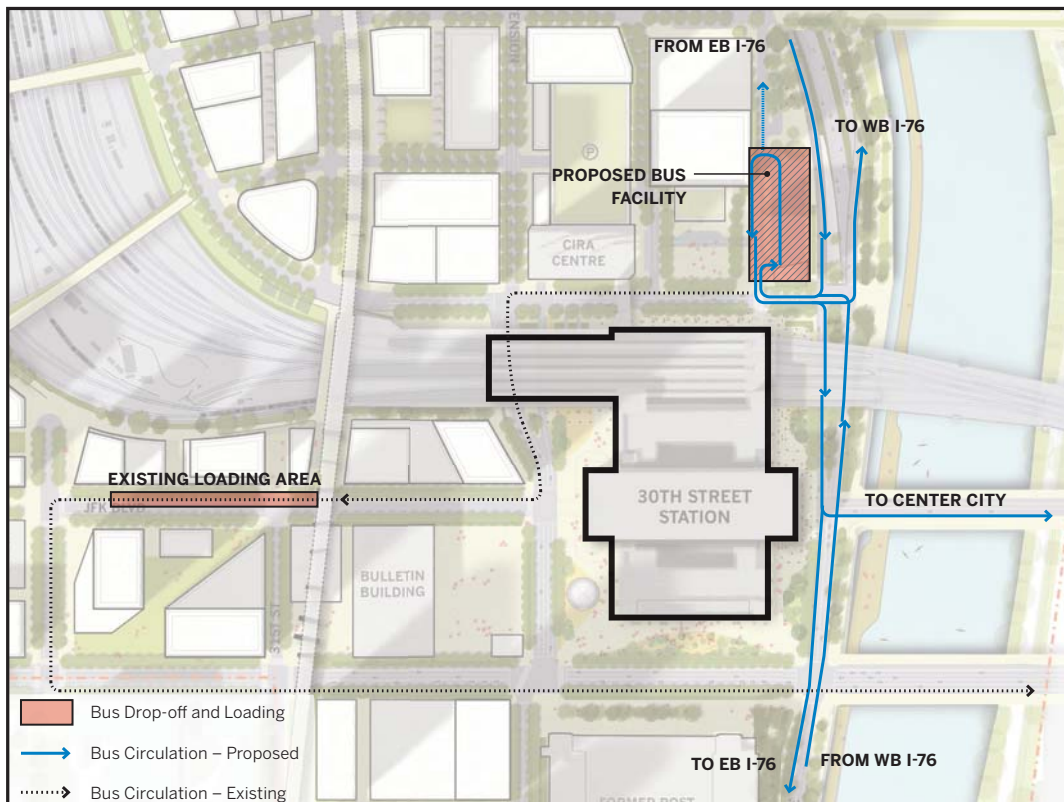


# ARCH STREET TRANSPORTATION CENTER CONCEPT

## TRANSPORTATION CENTER FEATURES



## PROPOSED ROUTING OF INTERCITY BUSES THROUGH THE DISTRICT



# ARCH STREET TRANSPORTATION CENTER CONCEPT

## Transportation Center Proposed Improvements

- 1 VIEW OF A RESTORED ARCH STREET FAÇADE SERVING CUSTOMER DROP-OFF AND PICK-UP



- 2 VIEW OF THE ARCH STREET TRANSPORTATION CENTER LOOKING NORTH FROM ARCH STREET



- 3 VIEW OF NEW DEVELOPMENT, TRANSPORTATION FUNCTIONS, AND PUBLIC SPACE NORTH OF ARCH STREET

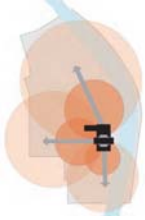


# DISTRICT VISION

## District Planning Principles / Proposed District Vision



Preserve and Protect  
Railroad Operations



Celebrate the Station  
as District Anchor



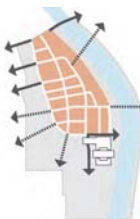
Extend the City Grid



Link and Lengthen  
Greenways



Bring People to the  
Riverfront



Connect Separated  
Neighborhoods

VIEW FROM NORTH



VIEW FROM CENTER CITY



VIEW FROM ABOVE



VIEW FROM PARKWAY



# DISTRICT DEVELOPMENT BUILDING PROGRAM

## Development Massing and Height

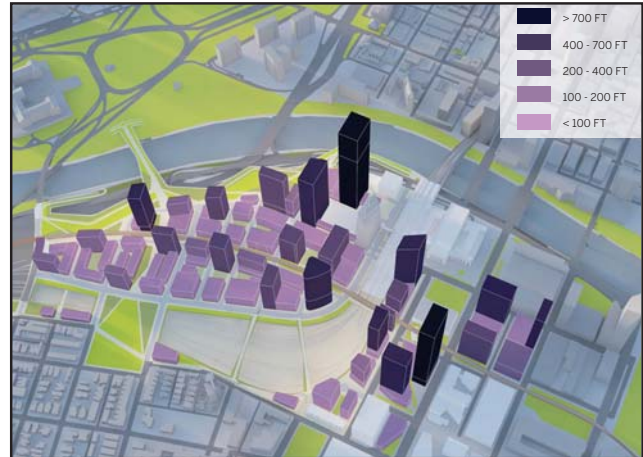
### INDICATIVE BUILDING PROGRAM

There are myriad ways to prescribe land use and density, lay out buildings, and program the district. As an illustration, this represents one approach that achieves the overall goals set forth in the plan.



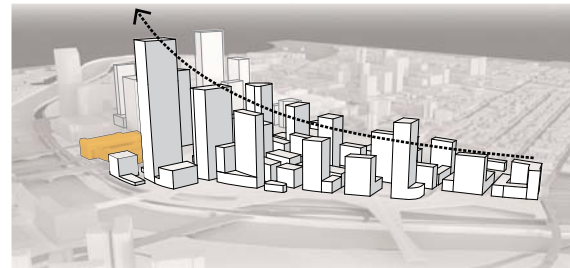
### INDICATIVE BUILDING MASSING AND HEIGHT

The district massing represents one approach that achieves the overall goals set forth in the plan and builds on these prior successes. It proposes significant new towers closest to the station and the Schuylkill River to further establish the University City skyline as a western counterpart to the peak of Center City. It sees 30th Street Station as a landmark and civic object, anchoring new development in some ways City Hall has done historically and in recent years.



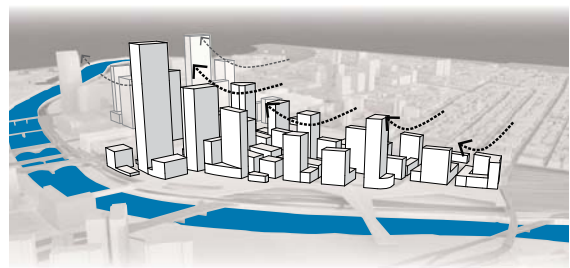
### INCREASE IN HEIGHT TOWARDS STATION

Proposed buildings rise in height from north to south, with the tallest towers clustered around the Station.



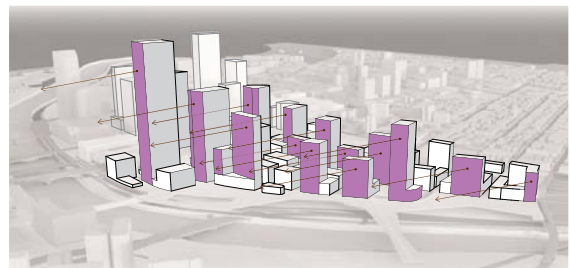
### A HEIGHT GRADIENT FROM CENTER CITY TO POWELTON VILLAGE

Buildings increase in height from west to east, with the tallest towers overlooking the river – creating a University City counterpart to the towers on the east side of the Schuylkill. Neighborhood edges are respected with a more contextual scale.

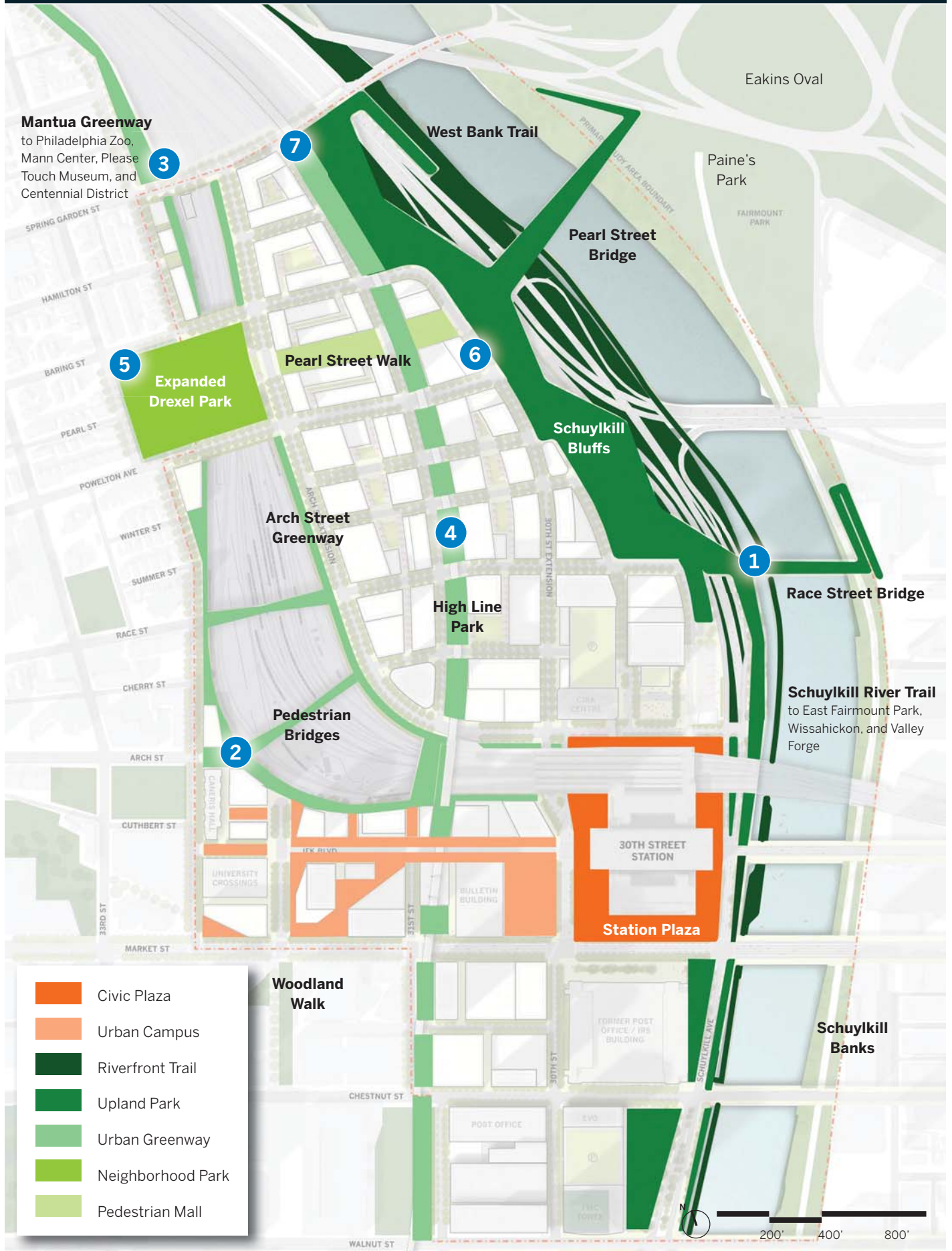


### TOWERS STAGGERED TO MAXIMIZE VIEWS TO CENTER CITY, THE RIVER, AND THE ART MUSEUM

Instead of a sheer wall at the river's edge, the plan proposes staggering towers to bring view corridors farther back into the rail yards and existing neighborhoods. The off-axis grid enables tower view east towards Center City and north towards the Art Museum and Fairmount Park.



# PUBLIC SPACES



# PUBLIC SPACES

## Public Space Proposed Improvements

- 1 VIEW OF A NEW RACE STREET BRIDGE CONNECTING LOGAN SQUARE TO THE RAIL YARDS



- 2 VIEW OF A PEDESTRIAN CROSSING AT ARCH STREET, LOOKING EAST FROM 32ND STREET



- 3 VIEW OF A RENEWED WEST BANK TRAIL ALONG 32ND STREET, LOOKING SOUTH TOWARDS THE INNOVATION NEIGHBORHOOD



- 4 VIEW OF AN EXTENDED GREENWAY TRAIL AND NEW 31ST STREET ALONG THE HIGH LINE



- 5 VIEW OF AN EXPANDED DREXEL PARK, LOOKING WEST TOWARDS POWELTON VILLAGE



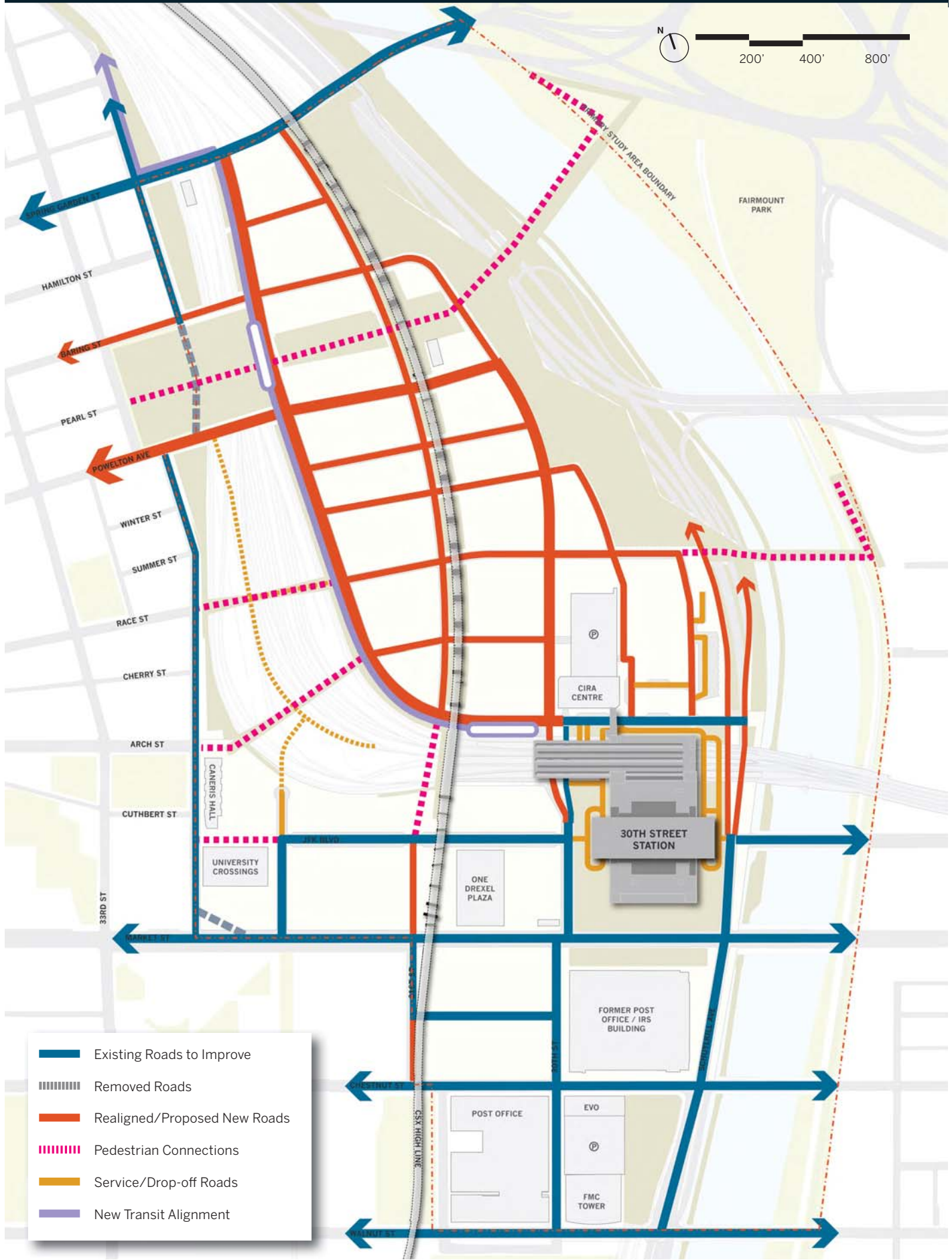
- 6 VIEW ALONG THE "SCHUYLKILL BLUFFS" RIVERFRONT PROMENADE, LOOKING TOWARDS PEARL STREET BRIDGE AND THE ART MUSEUM



- 7 VIEW ALONG THE "SCHUYLKILL BLUFFS" RIVERFRONT PROMENADE, LOOKING SOUTH FROM SPRING GARDEN



# CIRCULATION



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



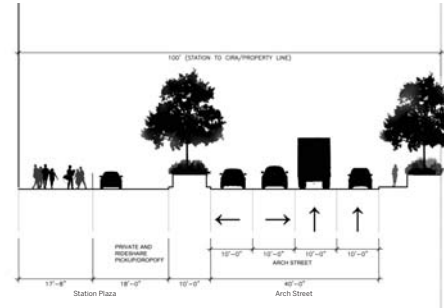
# CIRCULATION

## Improvements to Existing Streets

### ARCH STREET

at I-76, Looking West

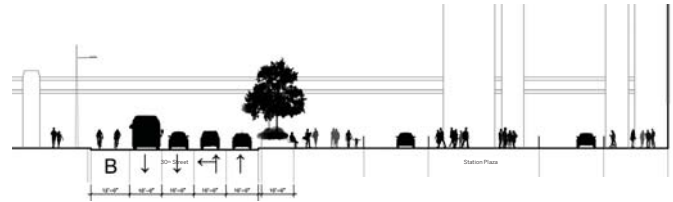
Proposed changes transform Arch Street from a back of house, service-focused area to a true urban street serving the Station's North Concourse, the multi-modal hub, and rail yard development. Four lanes accommodate two-way vehicular traffic. Raised planters bring shade and green views, separating the street from the North Concourse pickup/dropoff zone and the multi-modal hub.



### 30TH STREET

at JFK Boulevard, Looking North

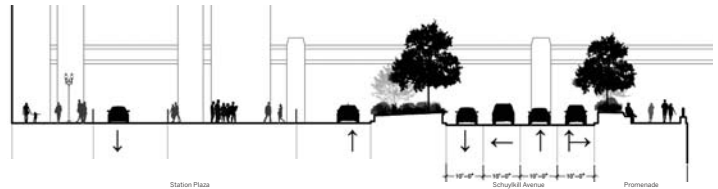
Maintaining the existing curbline and right of way on the west side of the street, 30th Street widens east to allow for two-way vehicle traffic and a two-way cycle track on the west side of the street. With these enhancements, realignment north of JFK Boulevard brings connectivity to future rail yard development.



### SCHUYLKILL AVENUE

at JFK Boulevard, Looking North

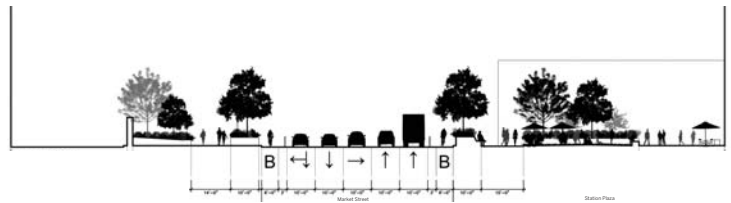
Schuylkill Avenue widens slightly to accommodate two-way movement, with narrower lanes and denser planting to calm traffic and buffer the public realm from heavy, expressway-bound traffic. Shifting the centerline to the west allows for more efficient, reconfigured ramp access to I-76 and opens space for a more generous riverfront promenade.



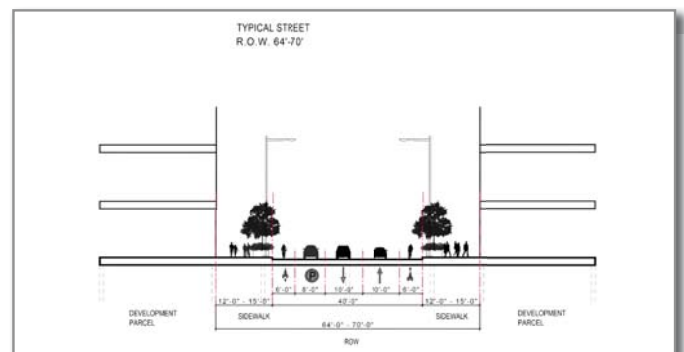
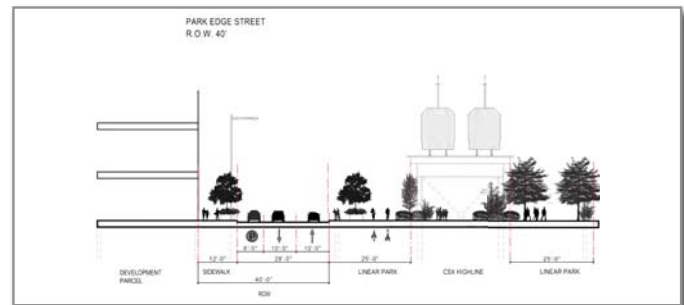
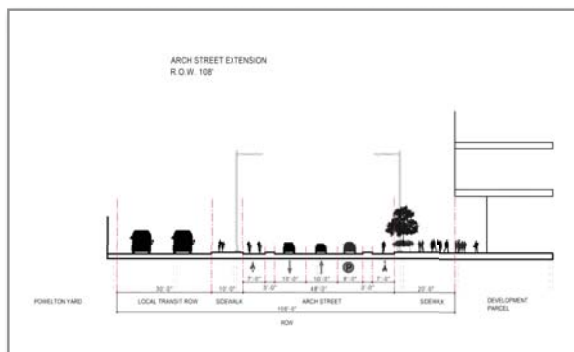
### MARKET STREET

at Schuylkill Avenue, Looking West

Market Street maintains its current vehicular traffic configuration while adding protected lanes for cyclists. Generous sidewalks and street tree planters with integrated seating create a comfortable, inviting public realm that brings the landscape of Station Plaza to this critical street.



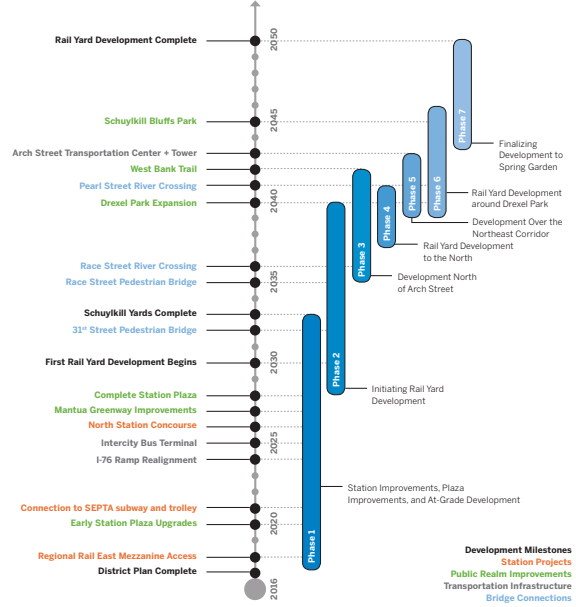
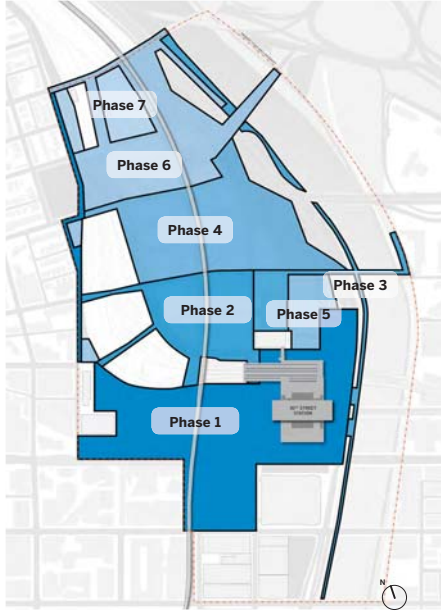
## New Streets Over Rail Yard



# DISTRICT PHASING STRATEGY

## Long-Term Development Timeline

The District Plan calls for approximately 18 million square feet of development implemented in seven overarching phases. Based on a reasonable development pace and market absorption rate, the phases will be spread out over 35 years, from 2016 to 2050. The phasing strategy starts at **30th Street Station and Station Plaza**, continues with at-grade development anchored by **Drexel and Brandywine's Schuylkill Yards**, and completes with the **rail yard development communities**.



## Early Projects: The First 15 Years

These projects are critical in setting the foundation for long-term district success. Early work begins with 30th Street Station improvement and expansion projects, as well as Station Plaza public realm projects.

### New North Concourse



The plan envisions reactivating the former North Exit Concourse – currently the valet parking garage – as a mixing bowl of passenger movement that expands access down to Amtrak and NJ TRANSIT and up to SEPTA regional rail. It will be reverent to the historic design of the station while creating an inspiring passenger terminal for the next century.

### Station Retail



The plan envisions a reconfiguration of the existing retail in the South Concourse and other spaces facing the Main Hall, including a food hall, a market, sit-down dining, and convenience stores and amenities all located to take advantage of foot traffic and celebrate the station's architecture. New retail will provide modern and attractive amenities that serve passengers and the growing market of those who work, live, and study in the District.

### Station Plaza



Station Plaza is a vitally important civic space framing all four sides of the station. The plan focuses improvements on one fundamental goal: to facilitate better connections between the station and its surroundings for all modes and all users, whether they arrive by car, transit, bicycle, or on foot. Like Dilworth Plaza at City Hall, Station Plaza can be a central civic space that seamlessly integrates everyday passenger access needs with opportunities for social interaction and recreation.

### Market-Frankford Line Connection



The plan envisions re-establishing the underground connection between SEPTA's Market-Frankford Line Subway and trolley services and 30th Street Station via a new concourse with active retail and restaurant space. This creates a series of new opportunities for both stations and for the district, while facilitating a better overall passenger experience. The at-grade crossing between stations will also be improved to ensure safety, enhance pedestrian experience, and improve wayfinding for those crossing at street level.

### Intercity Bus Terminal



The plan calls for replacement of the surface parking lot north of Arch Street with a multimodal transportation complex that brings together "far north" concourse access to the lower-level Amtrak platforms with a new intercity bus terminal, designed around a new public space and significant commercial development. The bus facility will be tied directly to 30th Street Station, with bus queuing and passenger loading under a weather-protected canopy, possibly connected via pedestrian bridge back to the Station's East Mezzanine.

### Schuylkill Yards



Schuylkill Yards is a next-generation innovation community, intentionally designed and holistically created from the ground up through a partnership between Drexel University and Brandywine Realty Trust. As part of the larger Philadelphia innovation ecosystem expanding on both sides of the Schuylkill River, the location is unmatched because of its connection between the city's economic and education centers, while sitting at the region's major transportation hub. This nexus will drive economic activity and growth for the city, and is buoyed by access to talent and capital. As curators of the neighborhood, Drexel and Brandywine are committed to embracing a culture of ideas and to ensuring that this community of start-ups, established companies, researchers, artists, residents and visitors is inclusive and diverse so that innovation, creativity and opportunity is available to all.

# 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:

- **Summer 2016:** Final District Plan Release
- **2016-2017:** Early projects initiation