

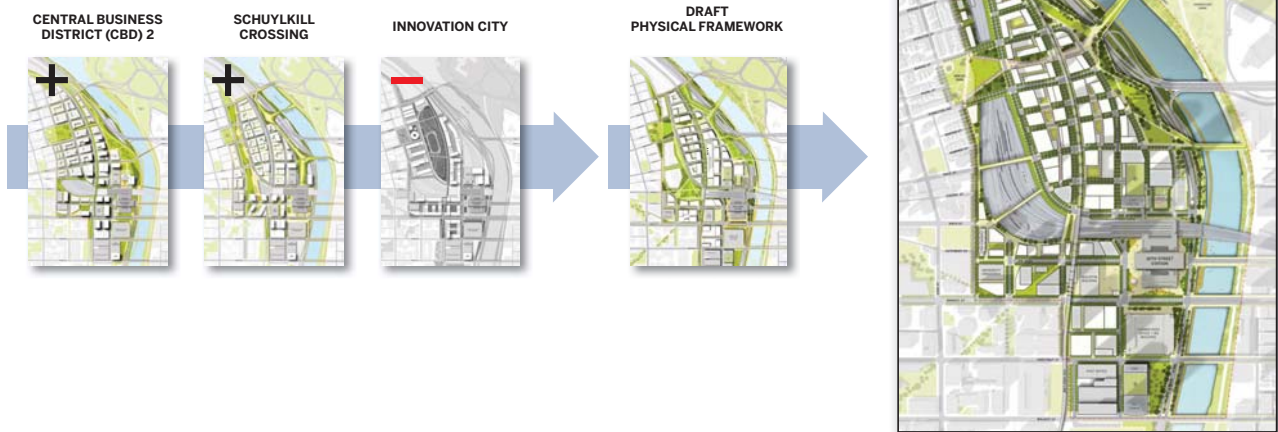
# TODAY'S MISSION

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

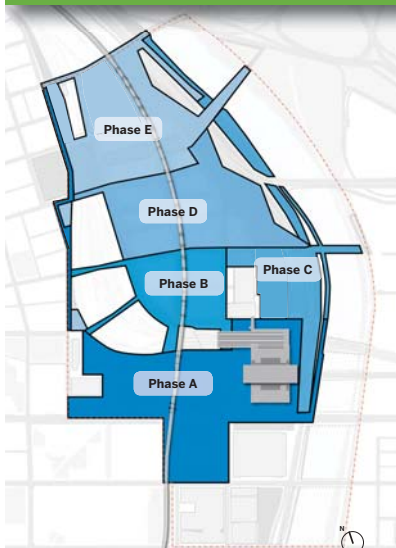
Understand the process of how the Draft District Plan was created.

Put the Plan into perspective by viewing numerous concept illustrations on display.

## DRAFT DISTRICT PLAN



## PARTICIPATE IN THE FEEDBACK EXERCISE



View the proposed project phasing schedules.  
Vote on the phases that are your top priorities.



# 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.



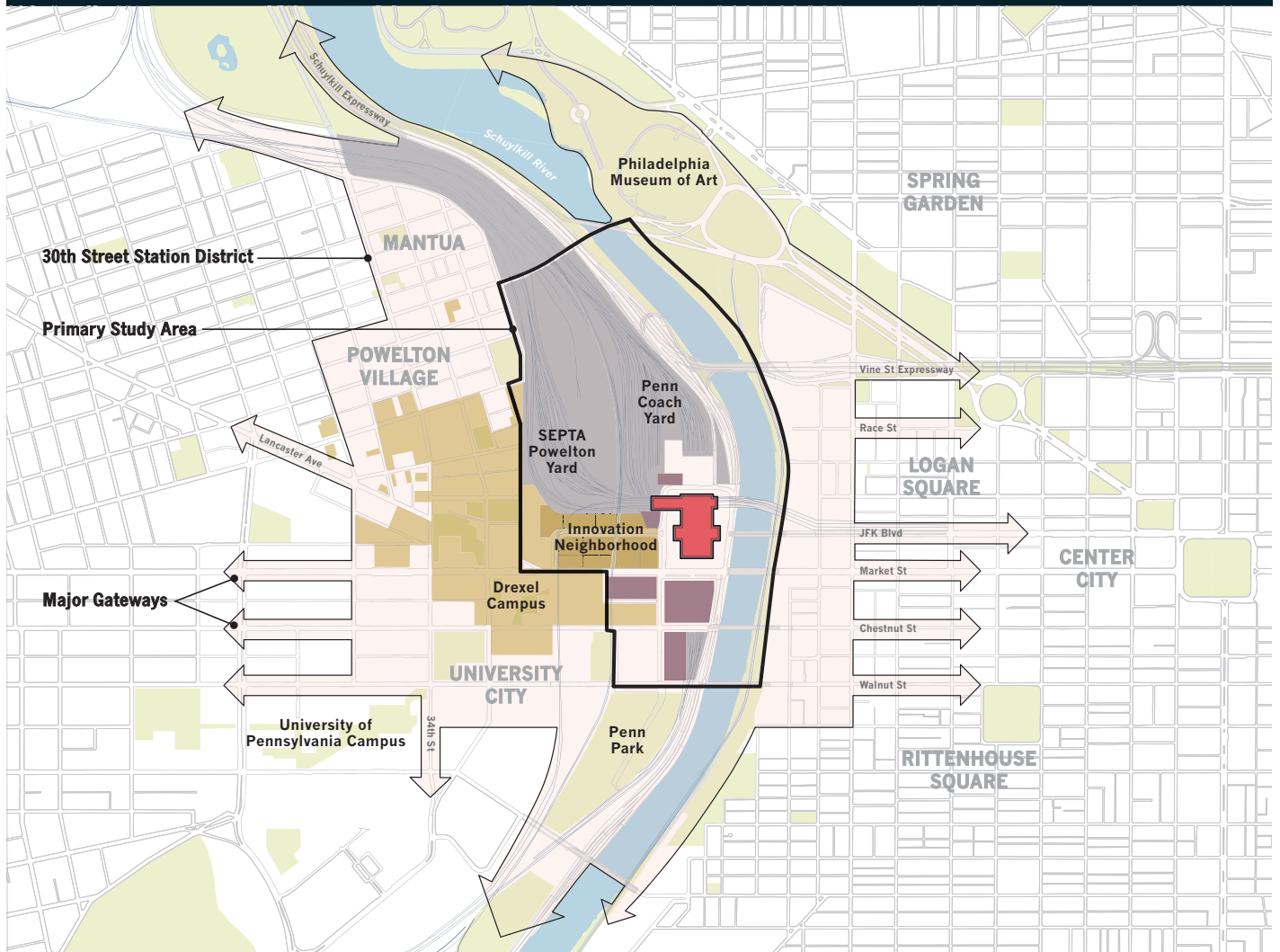
The Philadelphia 30th Street Station District Plan, led by Amtrak, Brandywine Realty Trust, Drexel University, Pennsylvania Department of Transportation (PennDOT), and the Southeastern Pennsylvania Transportation Authority (SEPTA) and guided by a host of public and private stakeholders will create a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

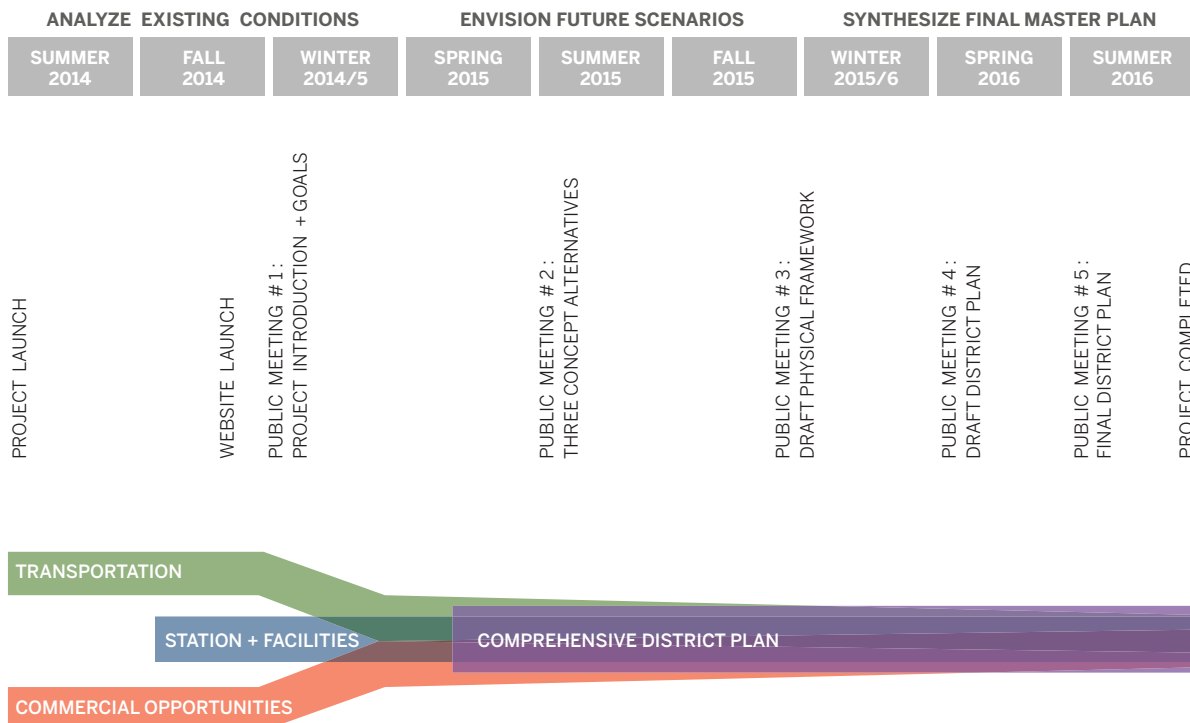
# PROCESS AND TIMELINE

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:

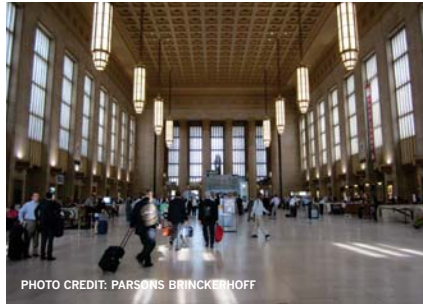
- 1) Existing conditions analysis.
- 2) Development of potential future visions.
- 3) Synthesis and elaboration of final vision into a District Plan.

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.

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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.

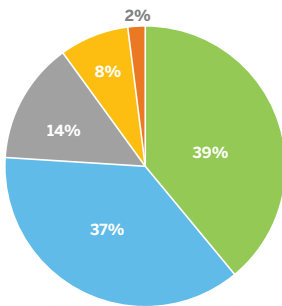
# WHAT WE HEARD

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.

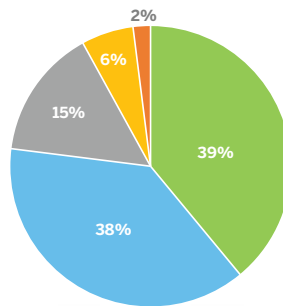
## OPEN HOUSE #3 - DECEMBER 16, 2015

### RATE THESE IDEAS

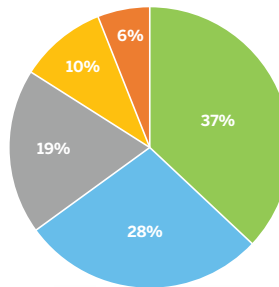
**Improved Connection Between 30th Street Station and the SEPTA Subway / Trolley Station**  
Total Responses: 409



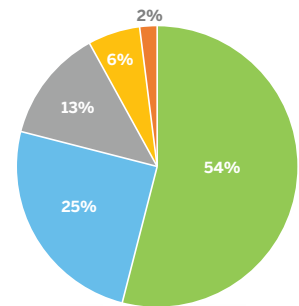
**Improved Public Space Around 30th Street Station**  
Total Responses: 408



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

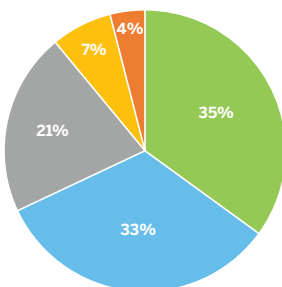


**Pedestrian Bridges over the Schuylkill River**  
Total Responses: 411

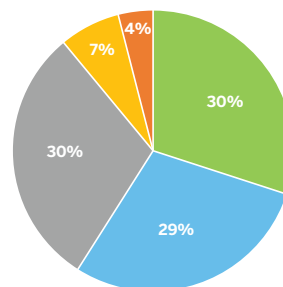


### RATE THESE PROPOSED SOLUTIONS

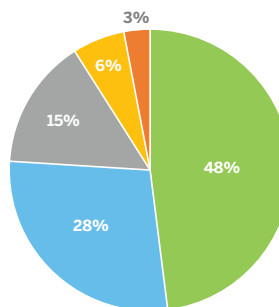
**New Parks / Landscape Features**  
Total Responses: 402



**Road Extensions**  
Total Responses: 390



**Pedestrian Bridges**  
Total Responses: 394



**Rating:**

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

# DRAFT VISION - ILLUSTRATIVE PLAN



Expanded **DREXEL PARK** as community amenity

**PEDESTRIAN CONNECTIONS** over Powelton Yard

Drexel's mixed-use **INNOVATION NEIGHBORHOOD**

A new **URBAN NEIGHBORHOOD** over the rail yards

New **BRIDGE CONNECTIONS** to Center City

Upper and lower level **RIVERFRONT PROMENADES**

A new **MULTIMODAL TRANSPORTATION CENTER** at Arch Street

An **UPGRADED 30TH STREET STATION** as district anchor

**STATION PLAZA** as a great new public space

# DRAFT VISION - BEYOND THE DISTRICT PLAN

At some point in the future - beyond the timeframe of this plan - different circumstances may enable development over Powelton Yard. First, the economics of the district will be improved creating a more compelling economic rationale for development. Second, upgrade of SEPTA's overhead catenary system allows for design in tandem with development, reducing clearance requirements.

This illustrative version of this future prioritizes development on the thin strip of open land in the center of Powelton Yard, adding 2-3 million square feet of development to the district and help facilitate direct connections to the rail yards.





# EXISTING CONDITIONS

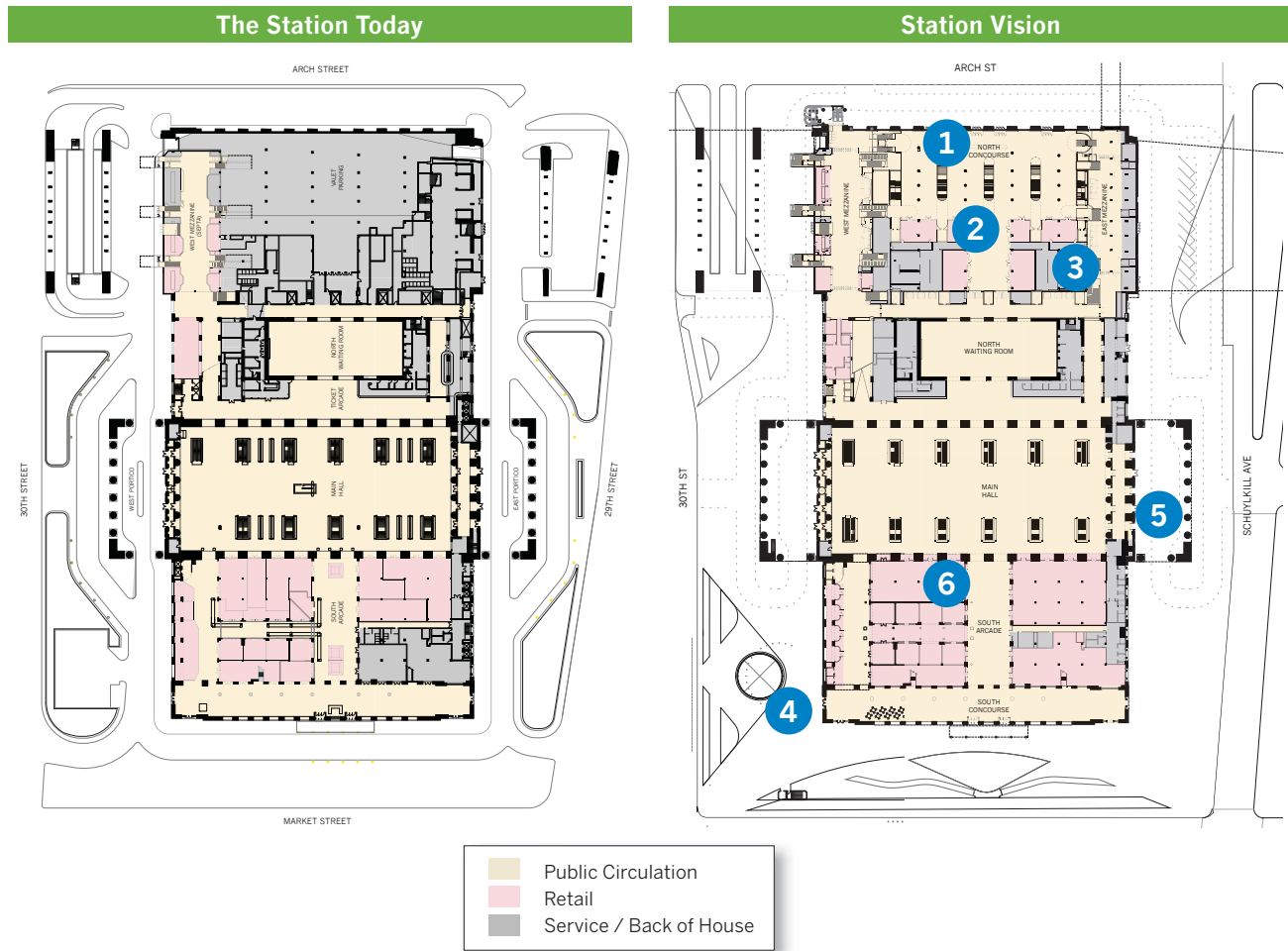


## THE DISTRICT SCALE

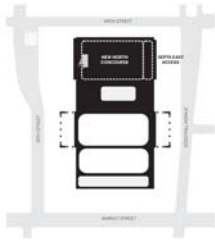
The concepts presented here reflect the work of the Consultant Team drawing from the input of diverse stakeholders. They are offered to inspire suggestions on how to refine the concepts towards a preferred, shared vision for the District.

# STATION IMPROVEMENTS

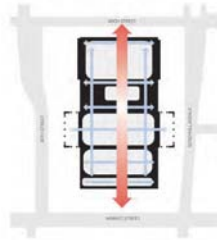
## Existing and Proposed Floor Plans



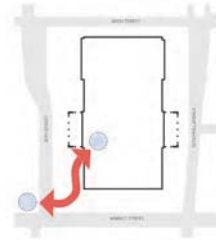
## Station Planning Principles



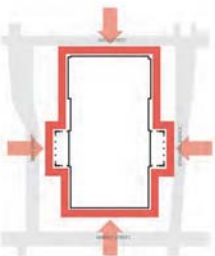
Expand Passenger Space



Restore the Primary Axis



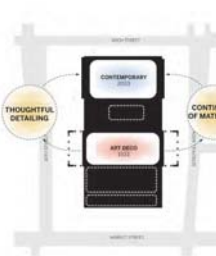
Reconnect the Subway



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

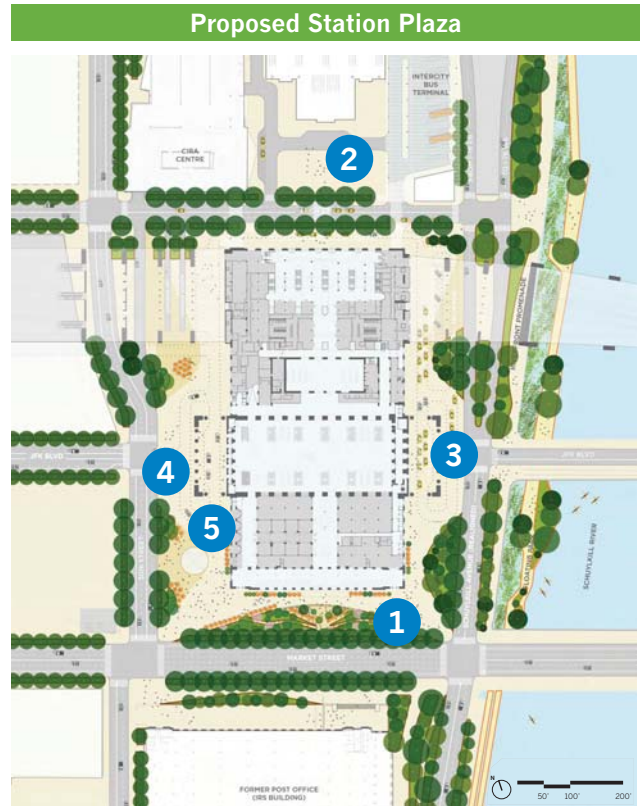
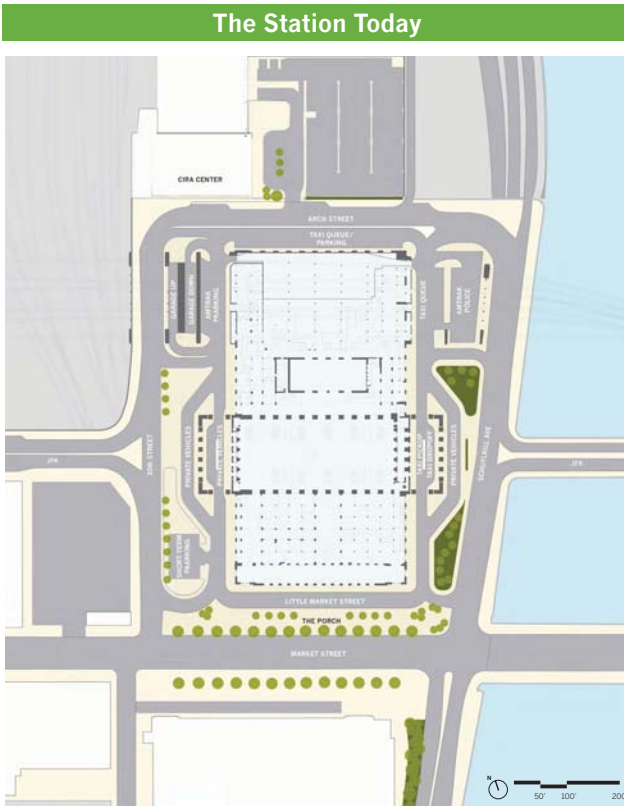


**6** VIEW OF IMPROVED SOUTH CONCOURSE  
WITH NEW SIT-DOWN DINING OPPORTUNITIES

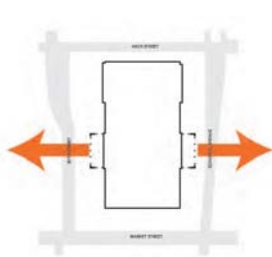


# STATION PLAZA CONCEPT

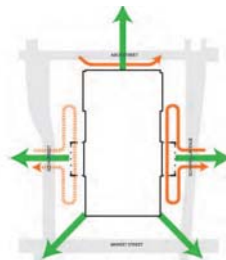
## Existing Station Plaza and Proposed Station Plaza



## Station Plaza Planning Principles



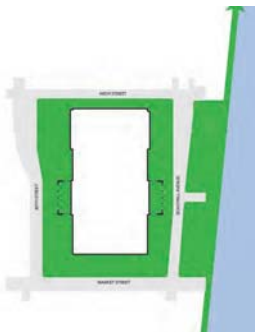
Honor the East-West Axes and the Historic Facade



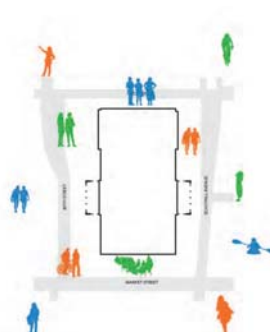
Create Seamless Access for All Modes and Design for Flexibility



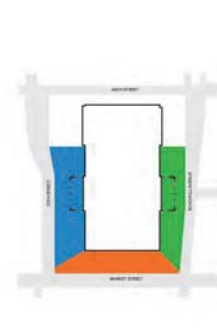
Visually Unify the Field



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

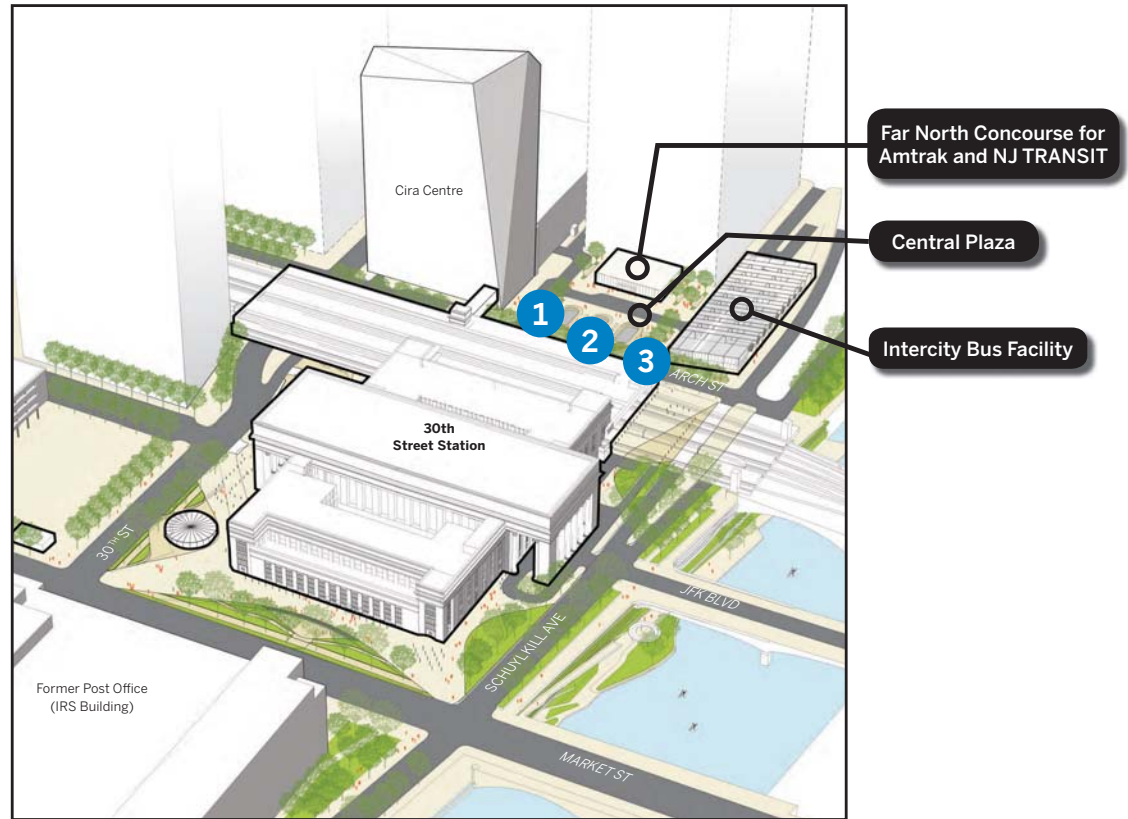


5 VIEW OF THE WEST PORTICO WITH BOLLARDS REMOVED

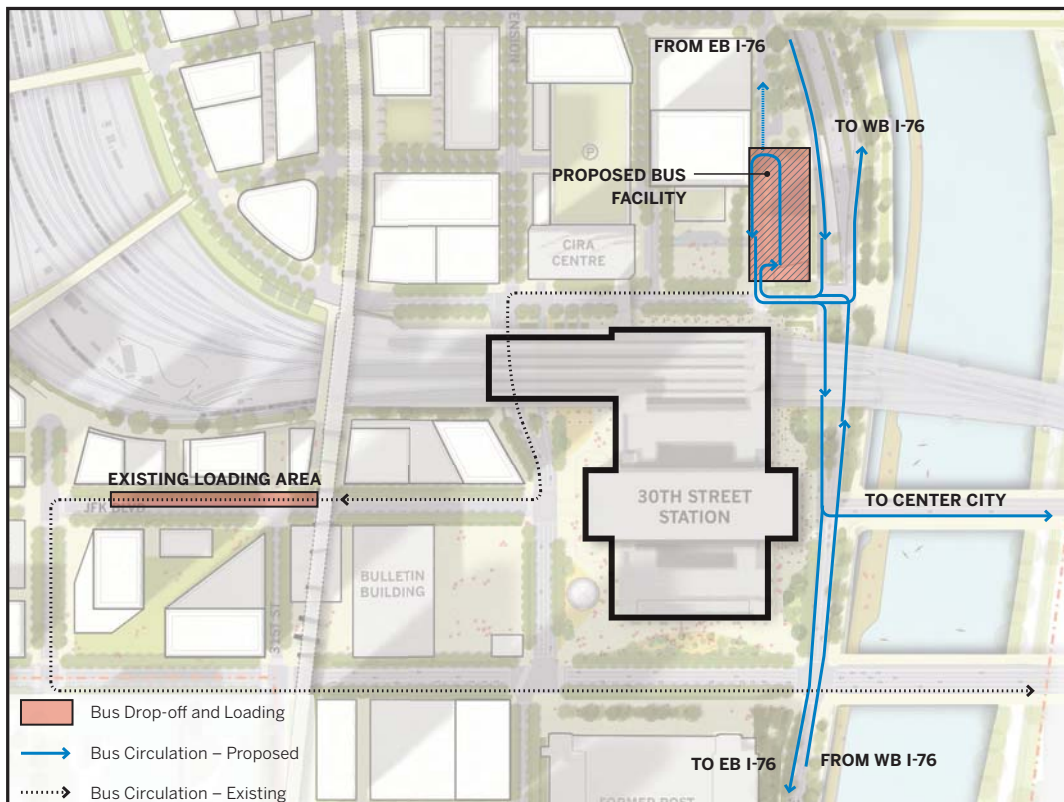


# ARCH STREET TRANSPORTATION CENTER CONCEPT

## 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





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.



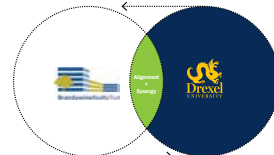
### The New Model: Knowledge-Oriented Development

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.



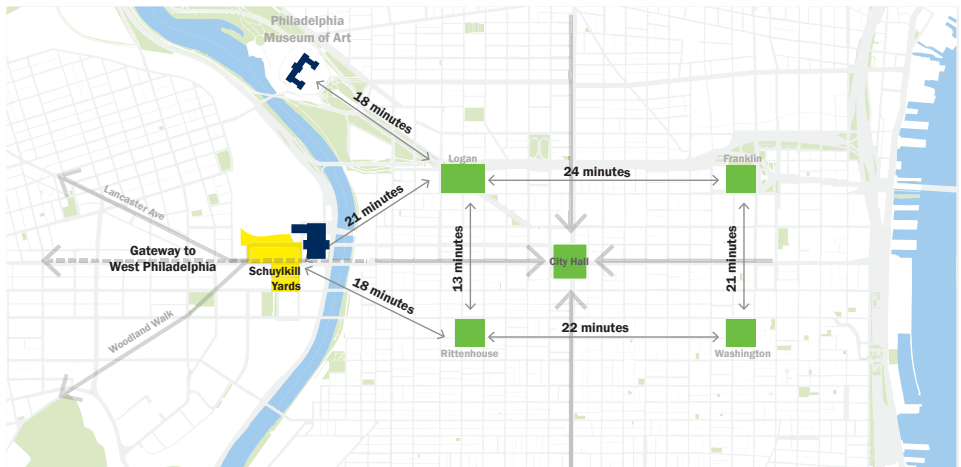
### Resources of the Global City

### 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



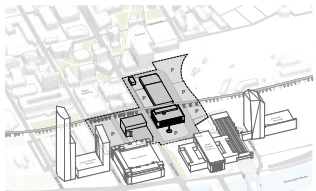
View looking east along Market Street



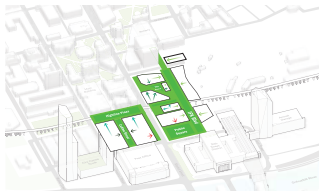
View of a maker space along Ludlow Street



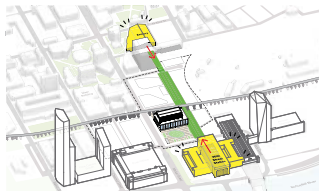
View of a wintergarden at the intersection of 31st Street and JFK Blvd



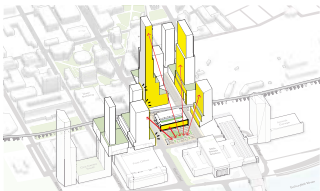
The existing 14 acre site is primarily comprised of surface parking lots



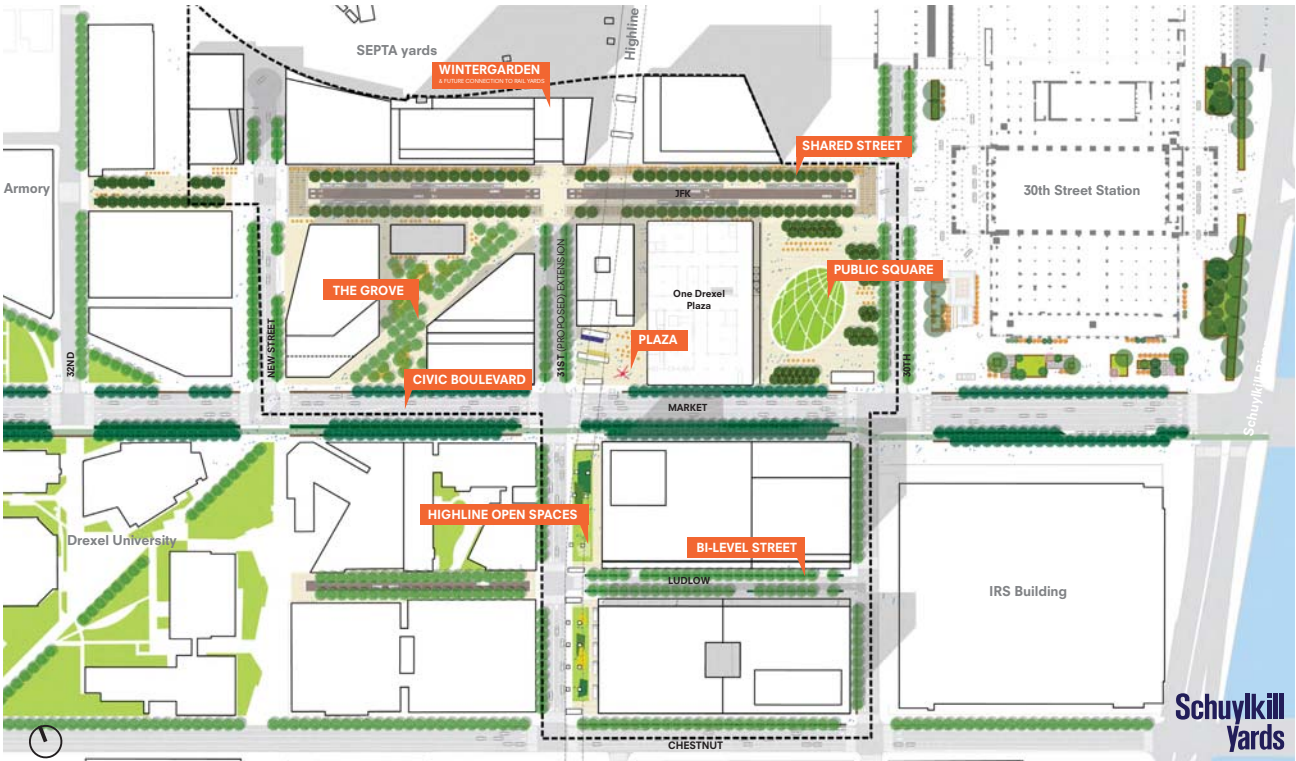
A new network of diverse public spaces create distinct sub-neighborhoods



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



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

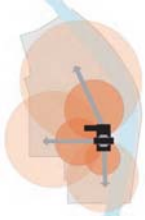


# DISTRICT VISION

## District Planning Principles / Proposed District Vision



Preserve and Protect  
Railroad Operations



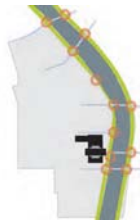
Celebrate the Station  
as District Anchor



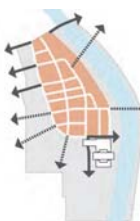
Extend the City Grid



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

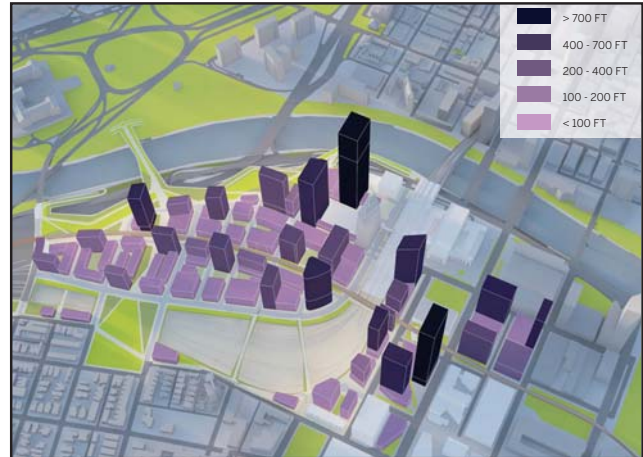
### INDICATIVE BUILDING PROGRAM

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.



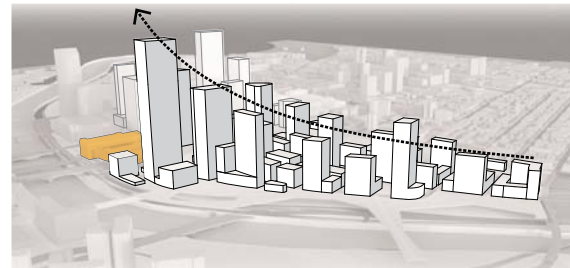
### INDICATIVE BUILDING MASSING AND HEIGHT

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.



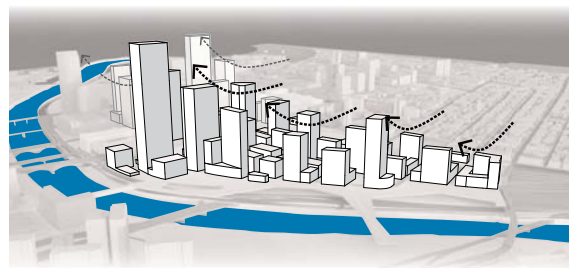
### INCREASE IN HEIGHT TOWARDS STATION

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



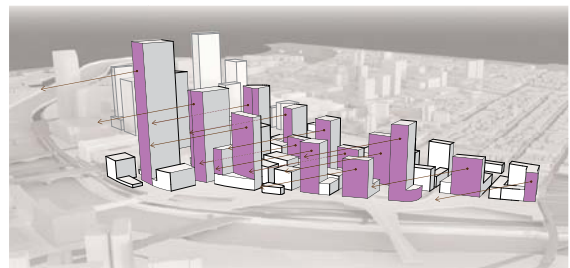
### A HEIGHT GRADIENT FROM CENTER CITY TO POWELTON VILLAGE

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.

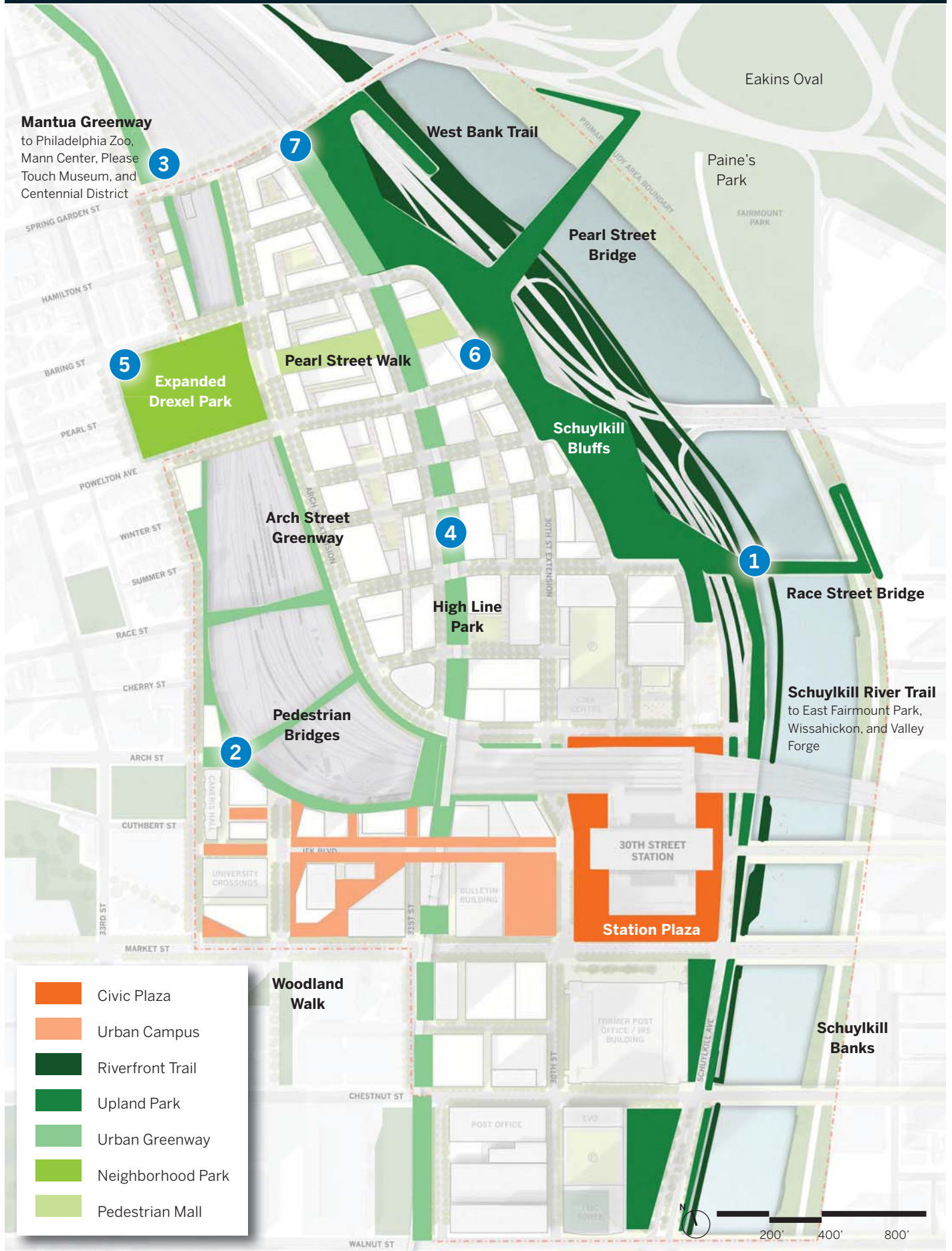


### TOWERS STAGGERED TO MAXIMIZE VIEWS TO CENTER CITY, THE RIVER, AND THE ART MUSEUM

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



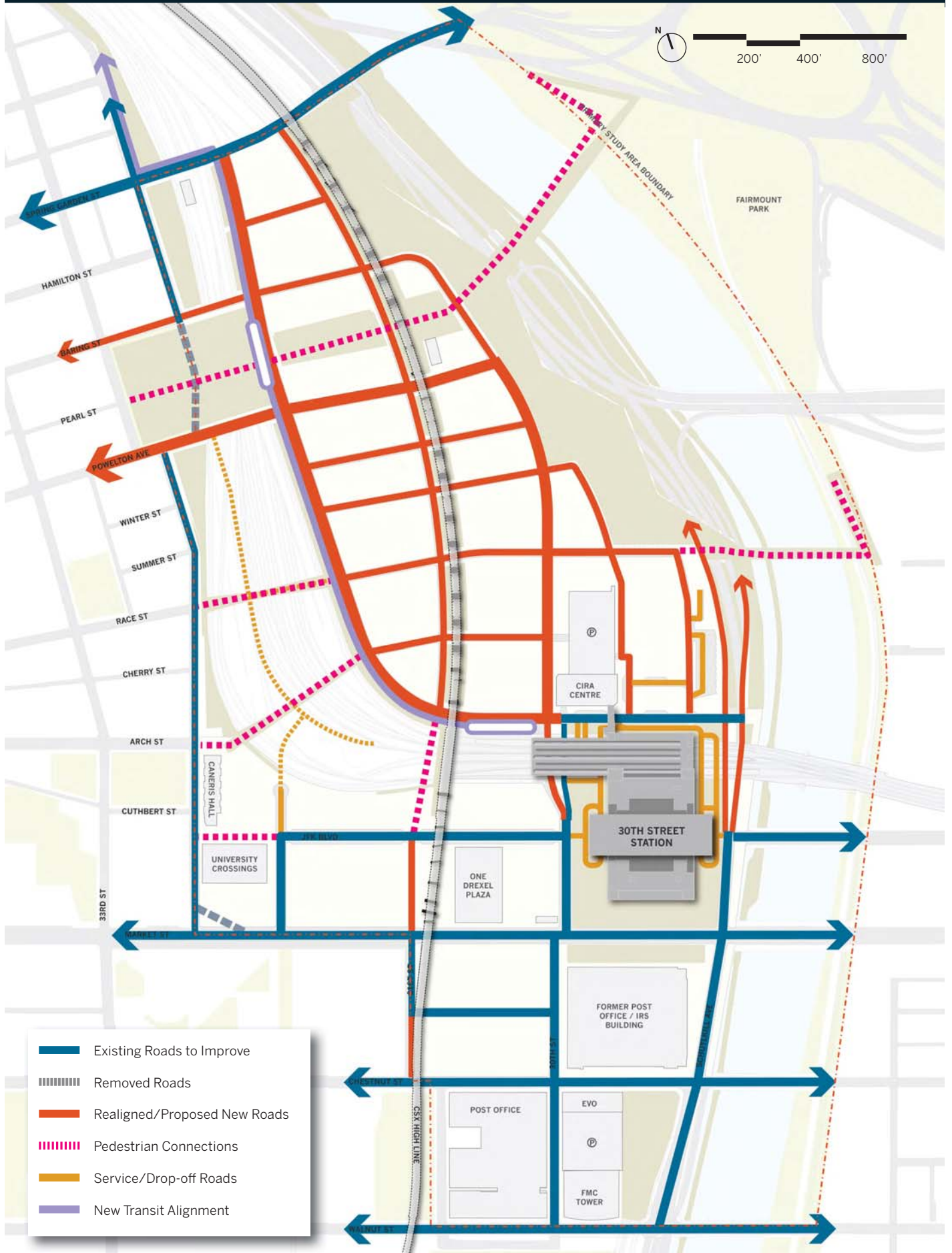
- 6 VIEW ALONG THE "SCHUYLKILL BLUFFS" RIVERFRONT PROMENADE, LOOKING TOWARDS PEARL STREET BRIDGE AND THE ART MUSEUM



- 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

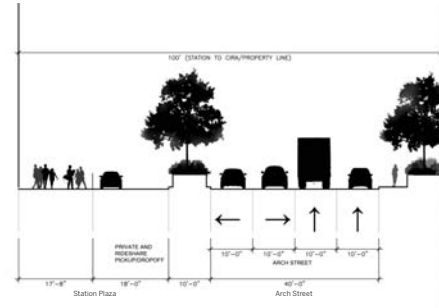
# CIRCULATION

## Improvements to Existing Streets

### ARCH STREET

at I-76, Looking West

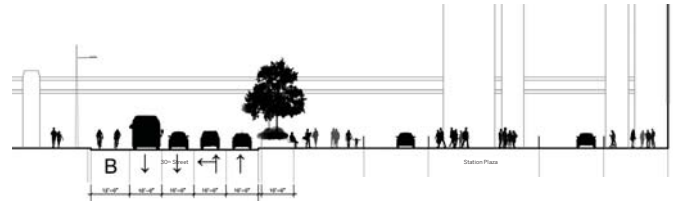
Proposed changes transform Arch Street from a back of house, service-focused area to a true urban street serving the Station's North Concourse, the multi-modal hub, and rail yard development. Four lanes accommodate two-way vehicular traffic. Raised planters bring shade and green views, separating the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



### 30TH STREET

at JFK Boulevard, Looking North

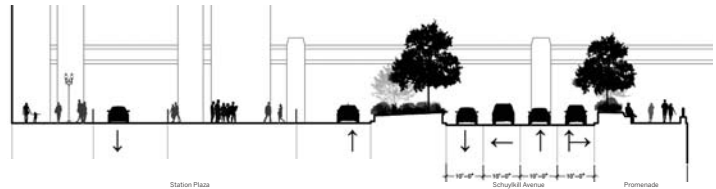
Maintaining the existing curbline and right of way on the west side of the street, 30th Street widens east to allow for two-way vehicle traffic and a two-way cycle track on the west side of the street. With these enhancements, realignment north of JFK Boulevard brings connectivity to future rail yard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



### SCHUYLKILL AVENUE

at JFK Boulevard, Looking North

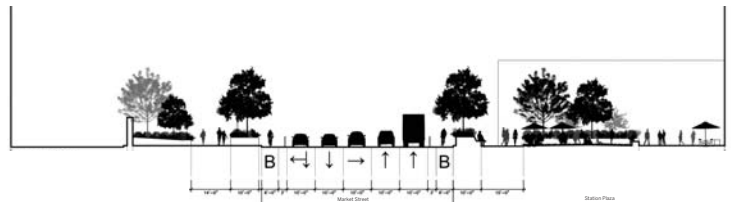
Schuylkill Avenue widens slightly to accommodate two-way movement, with narrower lanes and denser planting to calm traffic and buffer the public realm from heavy, expressway-bound traffic. Shifting the centerline to the west allows for more efficient, reconfigured ramp access to I-76 and opens space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



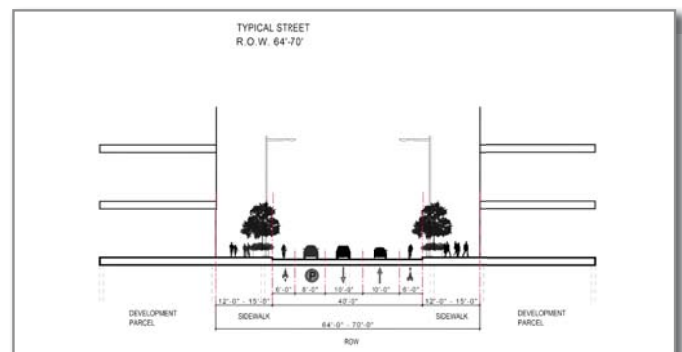
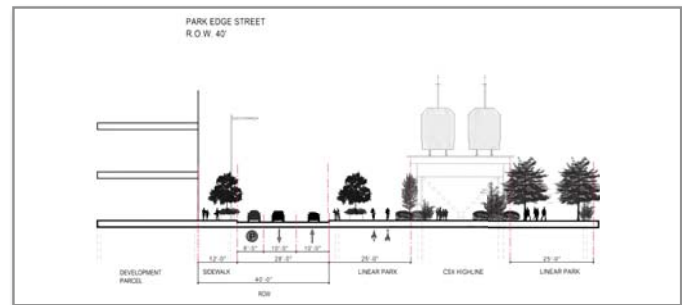
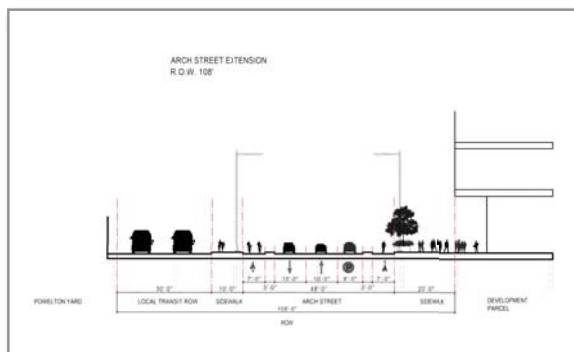
### MARKET STREET

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



# FEEDBACK EXERCISE

## Background:

You are now in control, tell us how you would prioritize each phase.

## How does this exercise work?

**Step 1:** Obtain a survey from a member of the project team.

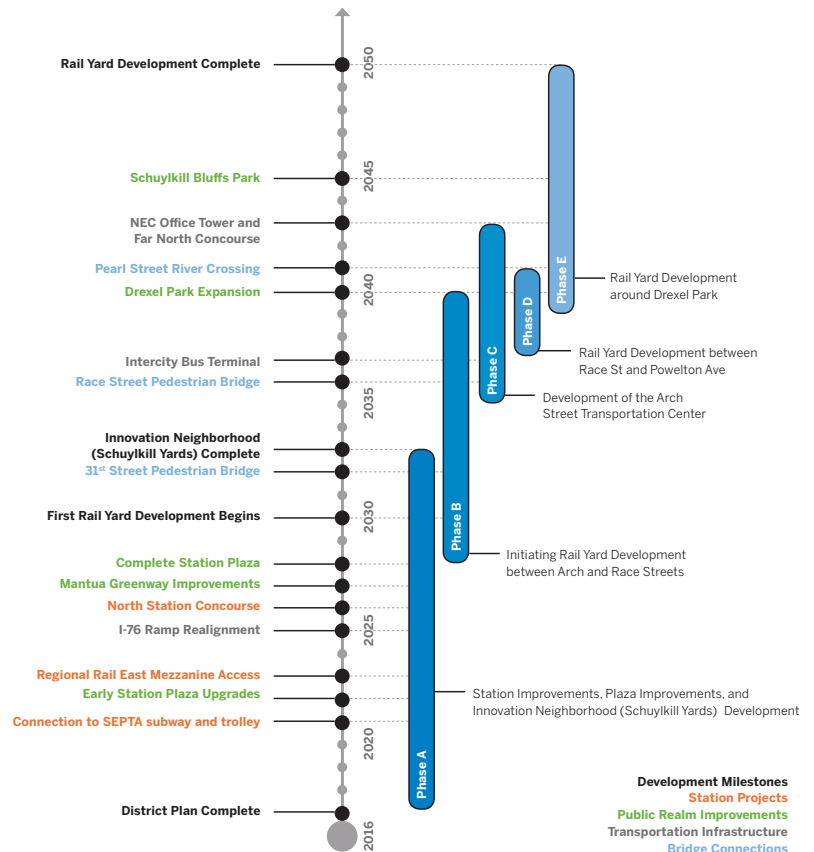
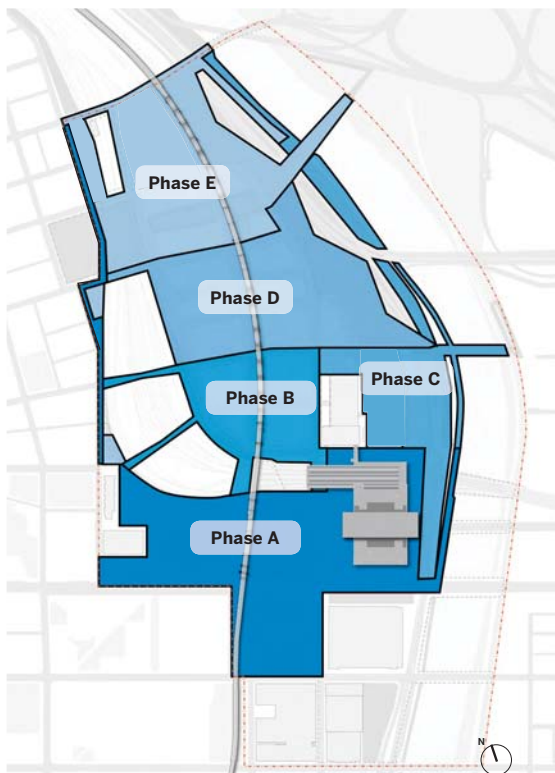
**Step 2:** View the graphic illustrations depicting the phase locations, timeline, and anticipated projects.

**Step 3:** Rank the project phases in order from your highest priority to lowest priority. (Please do not duplicate rankings. Each phase should have a unique number 1-5). 1 = Top Priority; 5 = Lowest Priority

**Step 4:** Provide a comment as to why you gave the priority you did next to each phase.

**Step 5:** Hand in your survey.

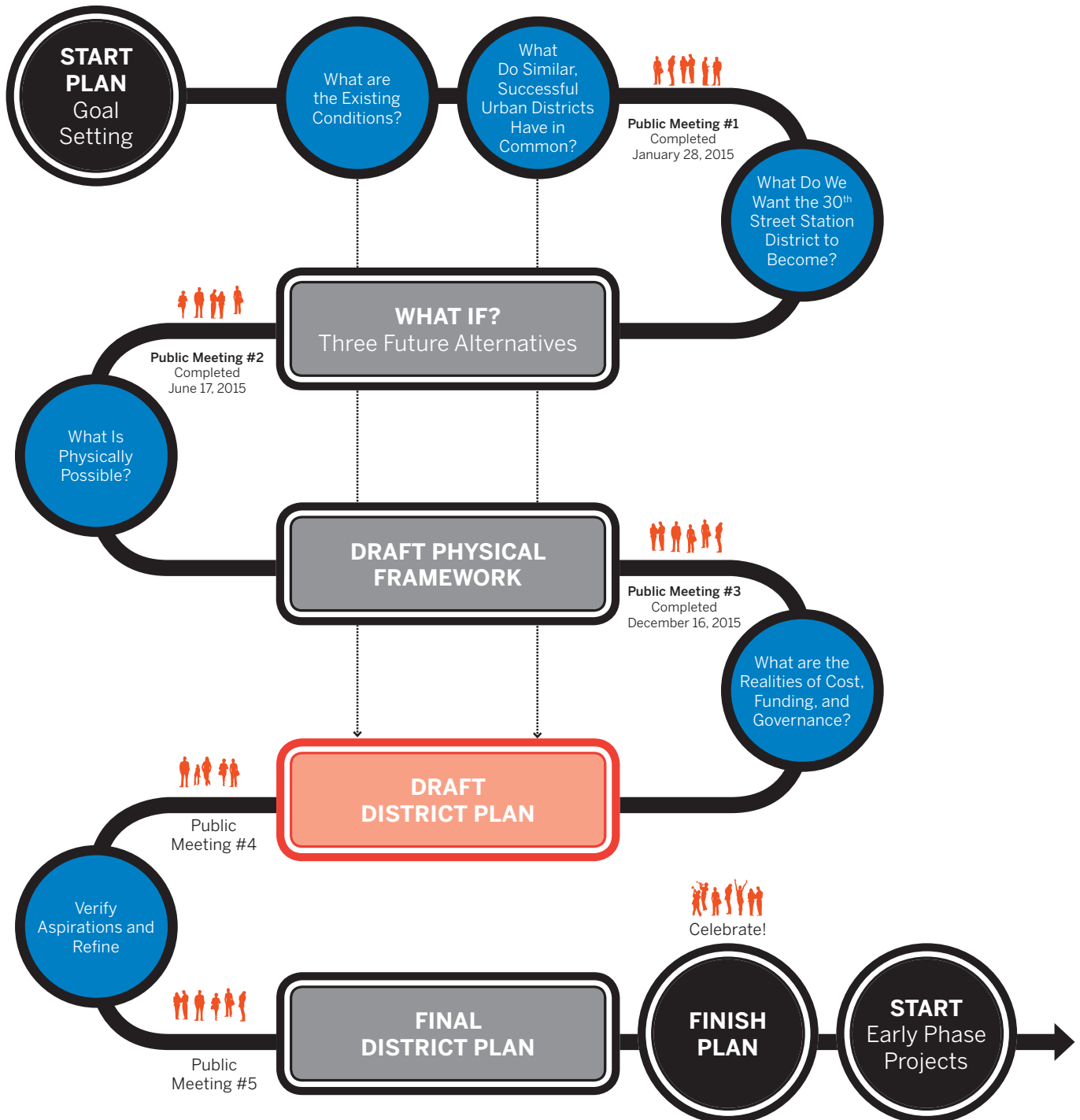
**Step 6:** Insert a push pin into the letter of your top priority phase.





# NEXT STEPS

## THE PLANNING PROCESS: ROAD TOWARDS A DISTRICT PLAN



# 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:

- **Late Spring 2016:** Public Meeting #5
- **Summer 2016:** Final District Plan Release