

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

SUMMARY REPORT:  
STAKEHOLDER REVIEW OF  
THE DRAFT DISTRICT PLAN

JUNE 2016

**SOM** | SKIDMORE, OWINGS & MERRILL LLP  
in association with  
Parsons Brinckerhoff, OLIN, and HR&A Advisors



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## 1.0 INTRODUCTION

Launched in the summer of 2014, the Philadelphia 30th Street Station District Plan is a long range joint master planning effort led by Amtrak, Brandywine Realty Trust, Drexel University, the Southeastern Pennsylvania Transportation Authority, and the Pennsylvania Department of Transportation (“Principals”) to develop a comprehensive vision for the future of the 30th Street Station District in the year 2040. The Principals are joined by a coalition of adjacent property owners, governmental entities and departments and non-profit entities serving on project committees to provide guidance and direction for the District Plan.

Over the last two years of the project, the Planning Team (SOM in association with Parsons Brinckerhoff, HR&A Advisors, and OLIN) analyzed existing conditions in the District, created three distinct vision alternatives, prepared a Draft Physical Framework, and developed a Draft District Plan which presents a comprehensive and detailed vision for the District. Nearing the end of the planning process, the Planning Team

publicly presented the Draft District Plan for the 30th Street Station District.

The Draft District Plan was evaluated at a peer review session, at a Civic Advisory Group meeting with representatives of community organizations, at a public open house followed by an online survey, and by technical committee members. Feedback from these review processes will help to refine and fully develop the Draft District Plan.

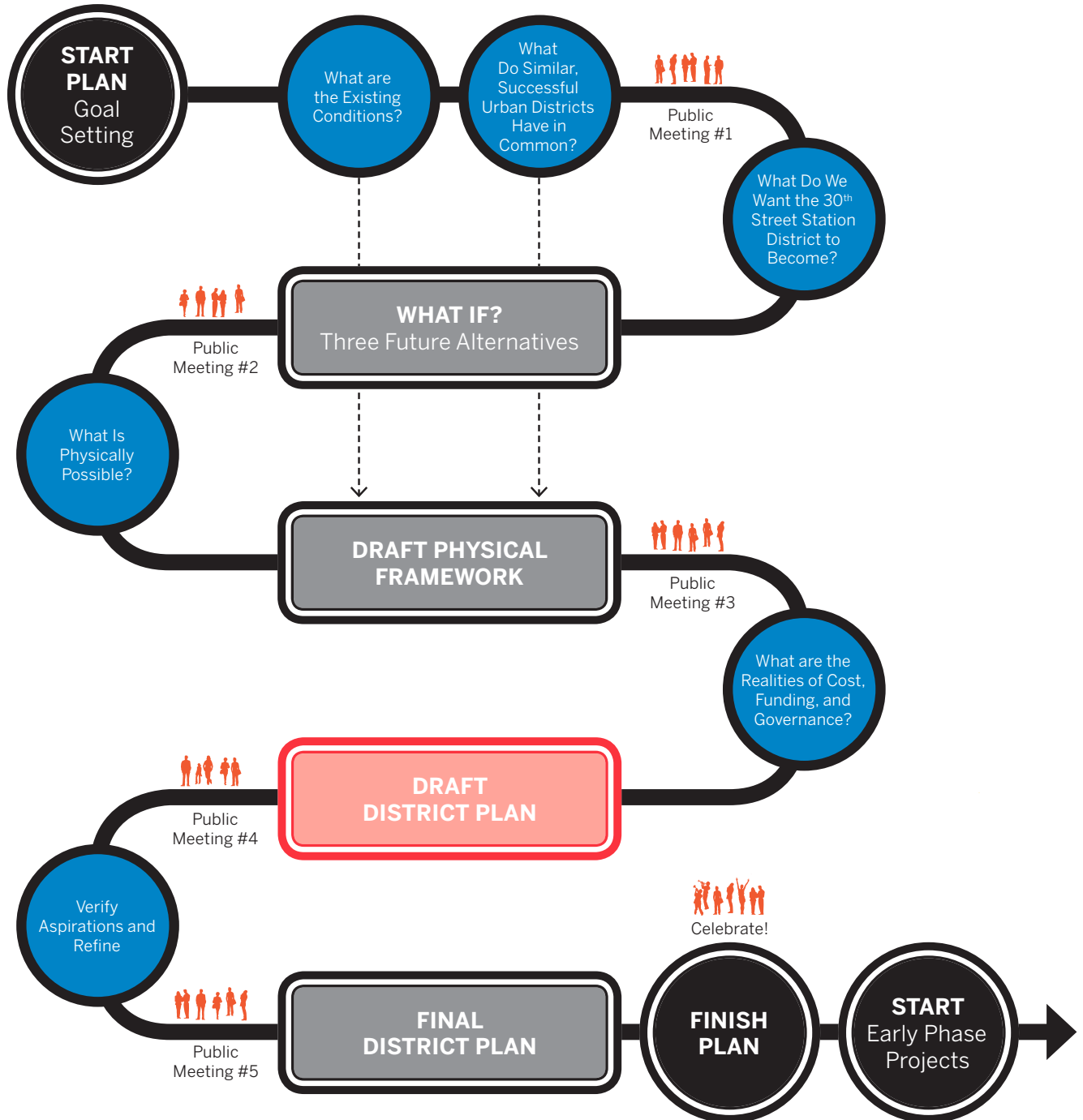
This report summarizes the stakeholder review process and feedback for the Draft District Plan. The following sections will introduce the Draft District Plan, explain the distinct stakeholder review events, and summarize the feedback from the stakeholders.



PUBLIC OPEN HOUSE, MAR 2016

Credit: Amtrak

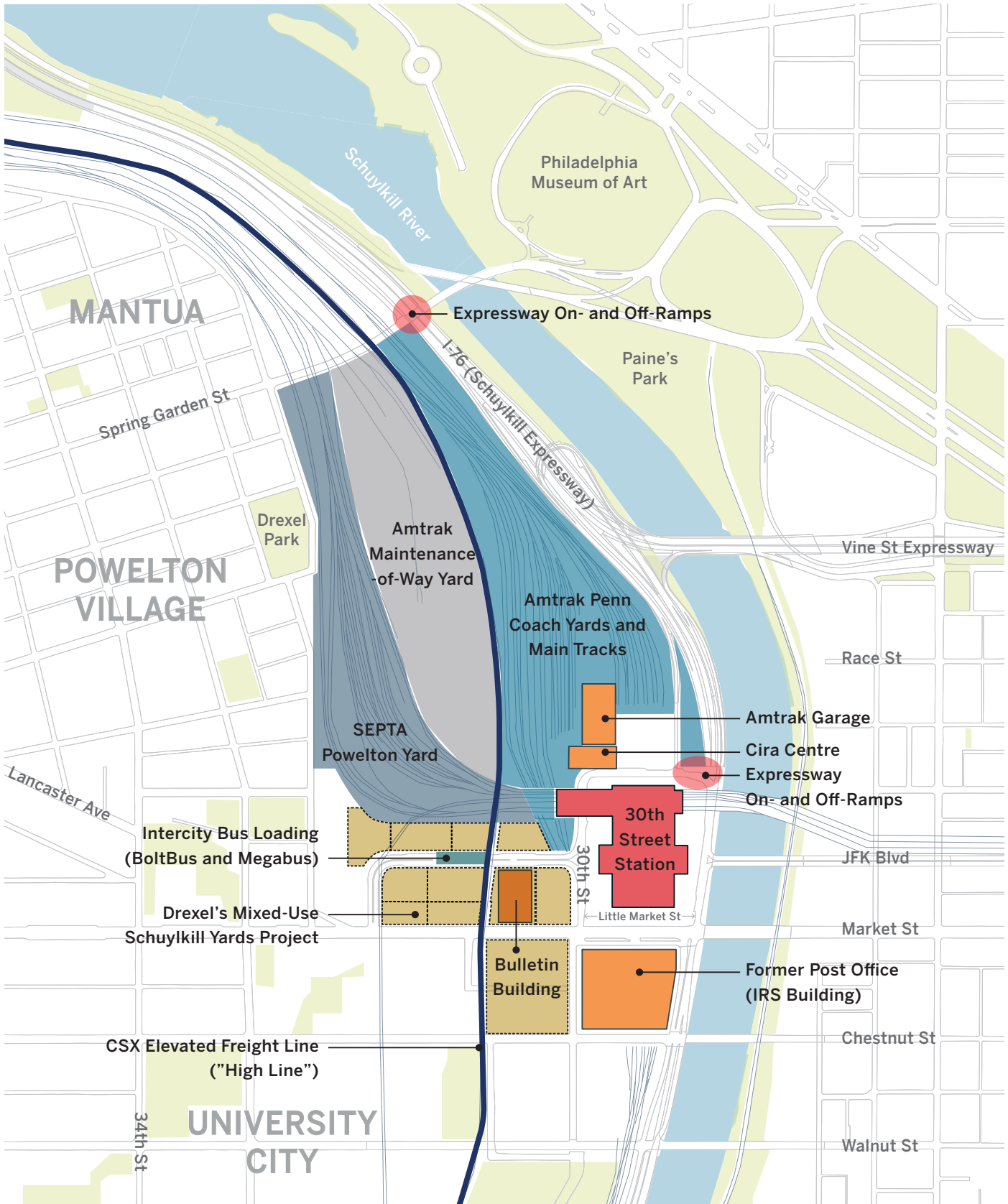
# THE PLANNING PROCESS





## EXISTING CONDITIONS MAP

Key features of the District are illustrated on the following existing conditions map to serve as a cross-reference to features and terms used throughout this report.



## 2.0 THE DRAFT DISTRICT PLAN

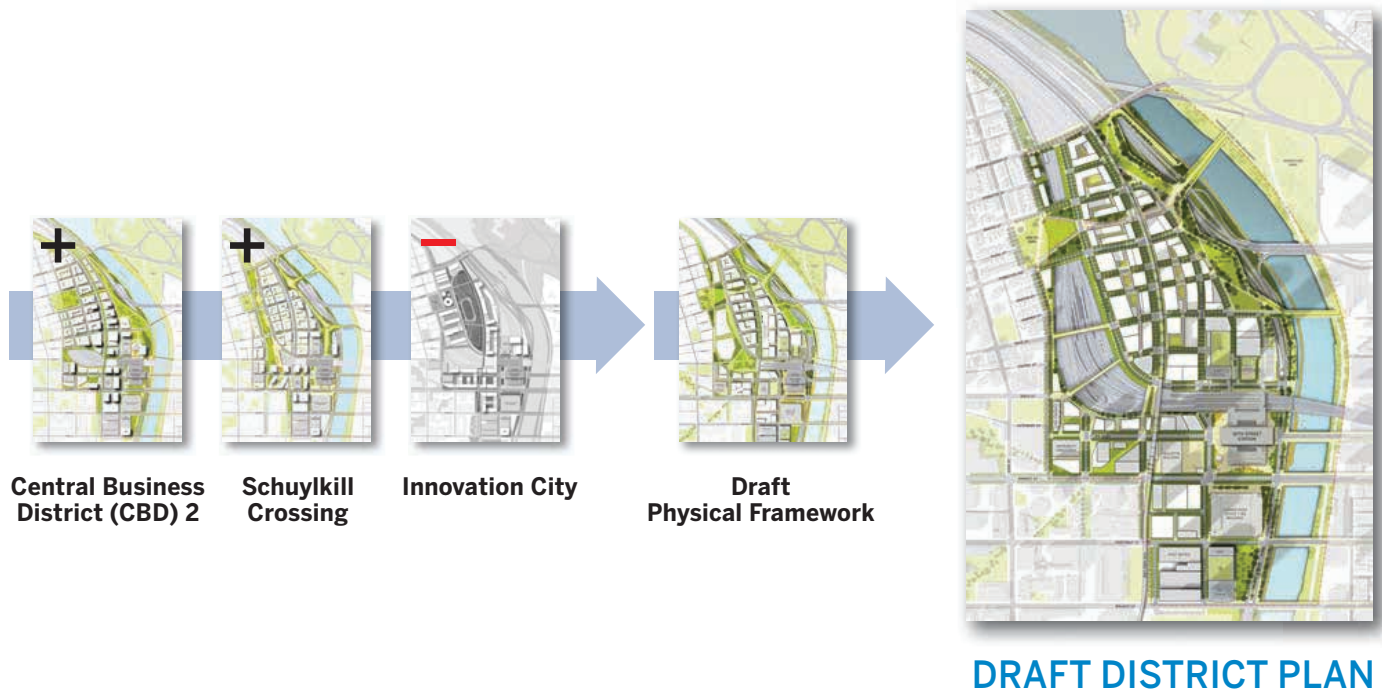
This Draft 30th Street Station District Plan represents the culmination of a two-year process of discovery, consultation, and planning with an extraordinary diversity of organizations, institutions, design professionals, and citizens who comprise this District. The Draft District Plan is equally daring in its vision and achievable in its details. It provides a road map towards a world-class, well-integrated 30th Street Station anchoring a dynamic, connected, and inviting neighborhood, an incredible gateway for Philadelphia, and a center for new economic growth and opportunity.

The District Plan lays out a vision for the next 25 years and beyond to double the capacity of the station and enhance passenger amenities for a sustainable transportation future, accommodate a projected 20 to 25 million passenger trips per year circulating through an enhanced 30th Street Station, build 18 million square feet of new development, and create 40 acres of new open space for the city, including a phenomenal new civic space – Station Plaza – at the station’s front door.

The following section summarizes main features of the Draft District Plan, but a more detailed report on the vision is available at [PhillyDistrict30.com](http://PhillyDistrict30.com).

### DEVELOPING THE DRAFT DISTRICT PLAN

The Draft District Plan is the product of an extensive iterative process. In summer 2015, three future alternative visions for the District were developed and shared with stakeholders and the public. Feedback on these alternatives shaped a Draft Physical Framework, which encompassed the major elements to be incorporated into a comprehensive plan. Stakeholders responded to the Draft Physical Framework during the winter of 2015/2016, and their input was incorporated into the Draft District Plan.



## 2.1 Draft District Plan Overview

The Draft District Plan is a comprehensive vision of what the 30th Street District can be in 25 years. It is the product of close collaboration between many stakeholders and an extensive iterative process involving the evaluation of three vision alternatives and a Draft Physical Framework Plan. It is a series of potential physical improvements, transportation and infrastructure changes, and new development that collectively drive toward one vision for the future of the 30th Street Station District.

A set of central planning goals and design objectives underlie the District Plan and represent a shared commitment to city building and true design excellence:

### Planning Goals

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

*Connectivity:* Celebrate 30th Street Station as a premier multimodal transportation hub where people can seamlessly connect to resources and attractions in the local community, the city, and the region.

*Identity:* Create a high-quality network of active, attractive, and safe places to welcome residents and visitors into a place of memorable identity and character.

### Design Objectives

*Placemaking:* Lead with the public realm. Attractive, iconic, and authentic infrastructure and public space can shape District identity, enhance real estate value, and attract development.

*The Station as a 21st Century Hub:* Improve the station to be future-ready for a growing number of passengers and create a neighborhood destination while preserving the special characteristics of this grand historic station.

*Multi-Modalism:* Enhance the multi-modal connections that serve as the transportation backbone of the District.

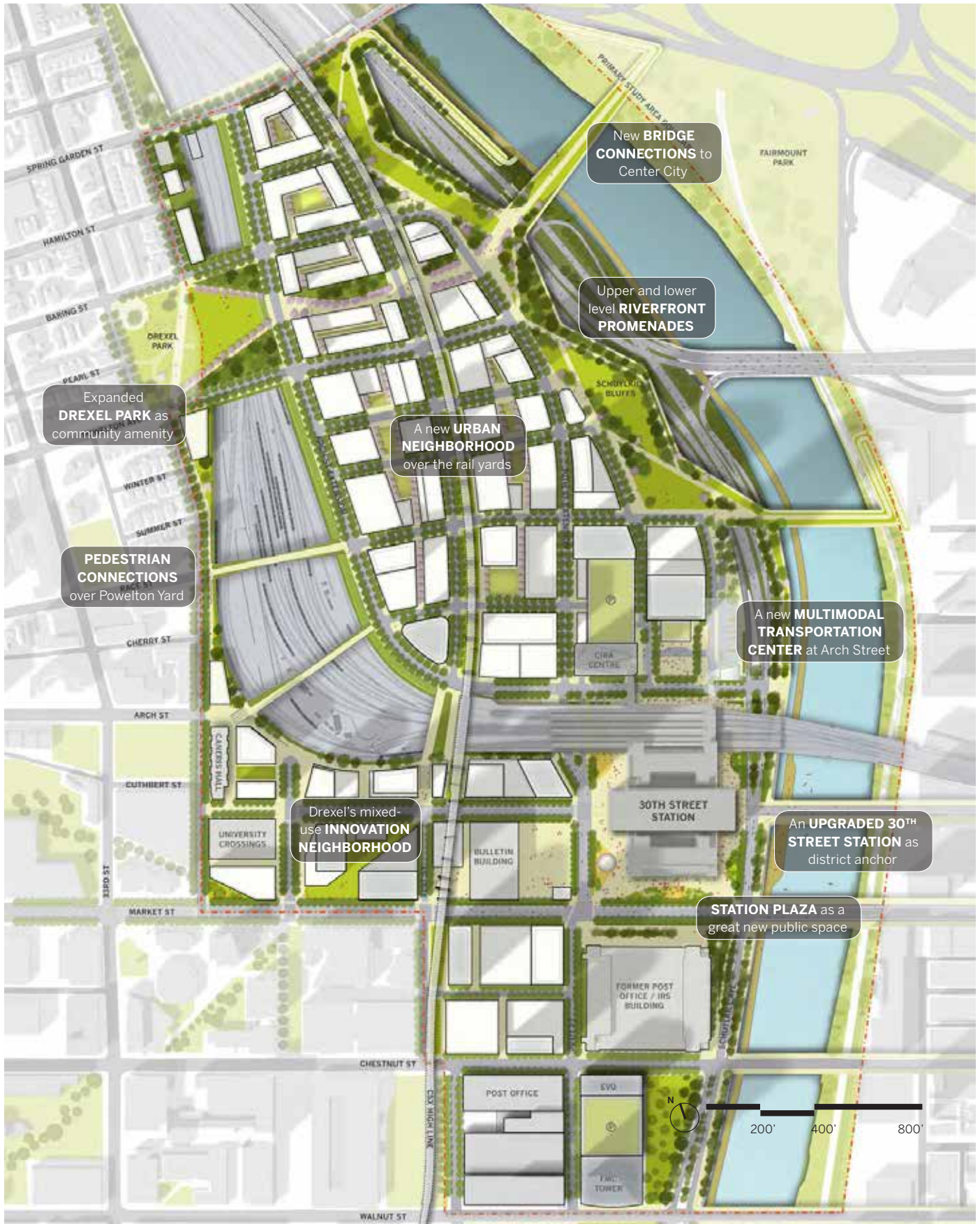
*New, Connected Neighborhoods:* Support development that builds on District strengths, shapes and reinforces neighborhood character through the scale and design of buildings, carefully considers neighborhood transitions within the District and at its edges, and connects existing neighborhoods.

*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.



## ILLUSTRATIVE DRAFT DISTRICT PLAN





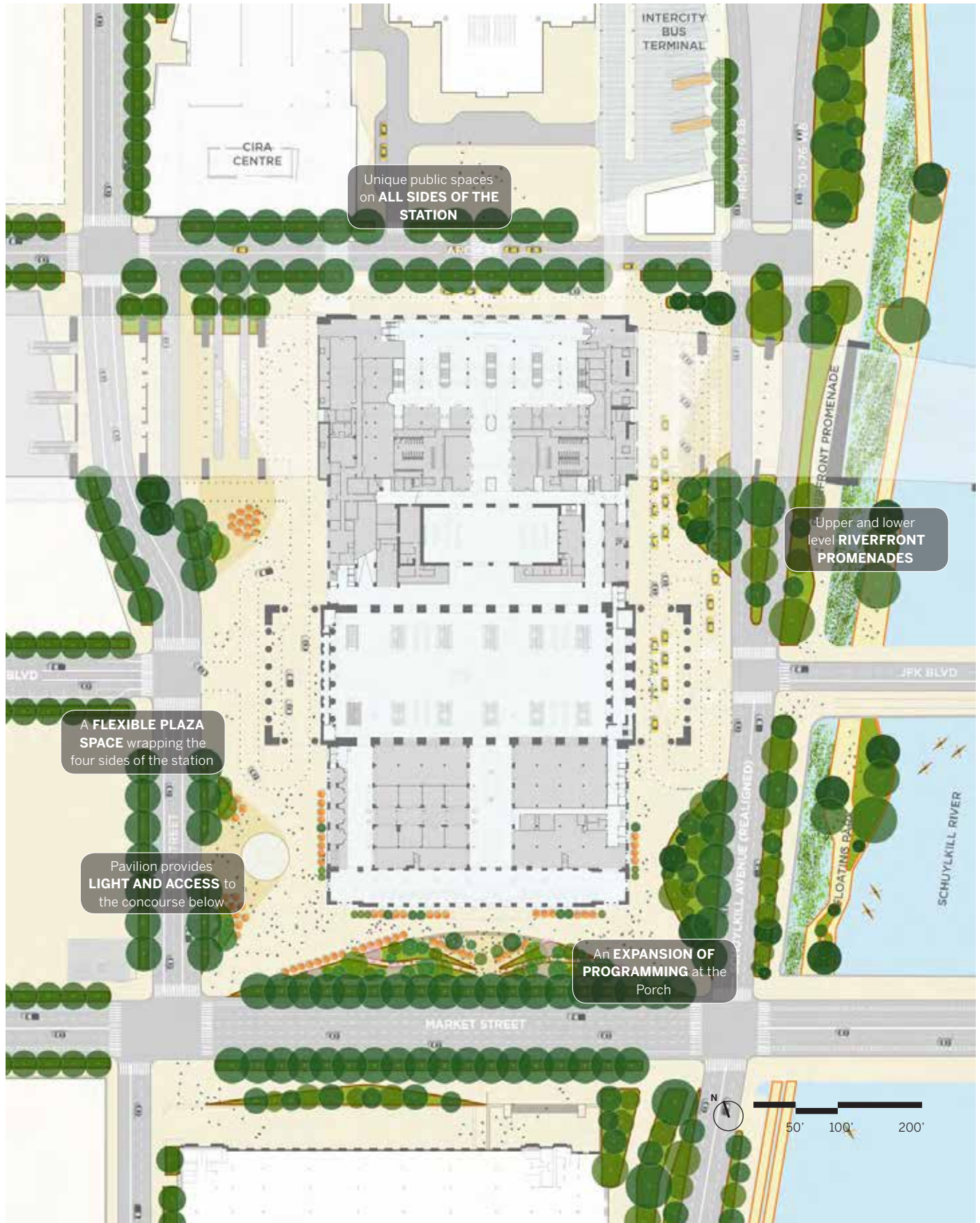
## 2.2 Renew Station Plaza

Driven by projected growth in all modes serving the station, passenger volume at 30th Street Station could more than double over the next 25 years and beyond, posing new challenges for circulation, waiting, and boarding at the station. Serendipitously, the original station was designed to handle this type of passenger volume, but changes in station function and circulation over time have constrained capacity. The plan seeks to rediscover the original intent of the station – with changes to accommodate the realities of travel in the 21st century – in order to meet projected demand and improve the quality of passenger experience.



POTENTIAL CONCEPT: STATION PLAZA EYE LEVEL VIEW

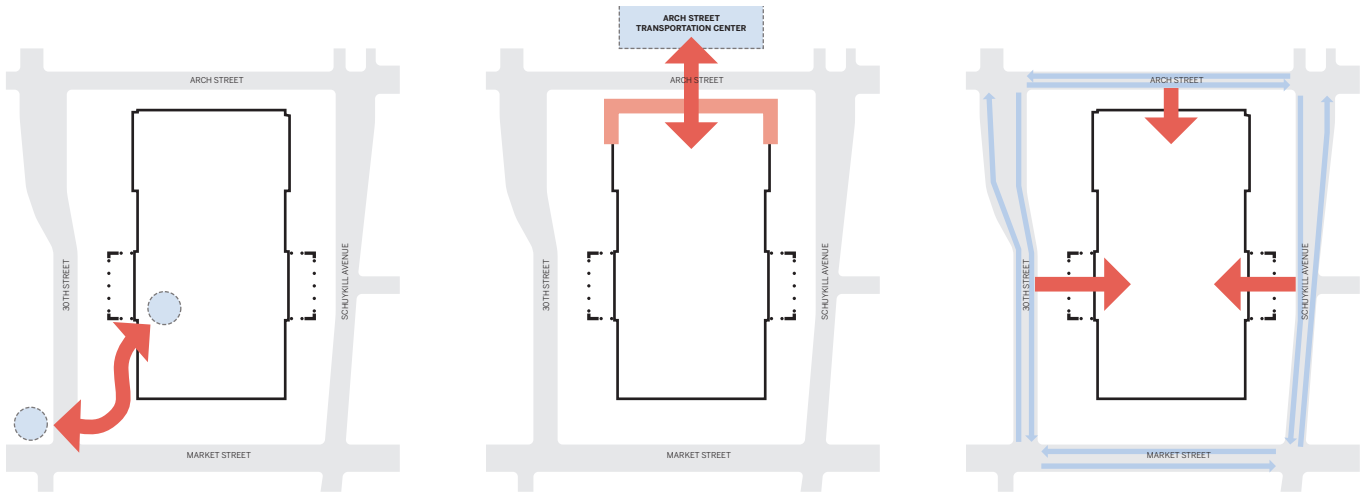
## ILLUSTRATIVE STATION PLAZA PLAN





### 2.3 Reconnect the Station

The plan envisions a fully-integrated multi-modal system where passengers can travel by the modes of their choice with ease and comfort. The plan proposes re-establishing a convenient and safe connection between 30th Street Station and the SEPTA city transit lines via a new stairway within 30th Street Station’s Main Hall and through an active and day-lit below-grade retail concourse leading to the subway and trolley station. The plan envisions a permanent home for intercity buses on the north side of Arch Street as part of an integrated multimodal transportation facility. The plan also calls for street enhancements to improve traffic circulation and provide safe and pleasant travel routes for pedestrians and bicycles. By re-establishing two-way circulation on the loop of roads around the station, the plan seeks to improve traffic flow while also enhancing pedestrian and bicycle safety and experience.



**Reconnect the Subway**

**Expand Multimodal Offerings**

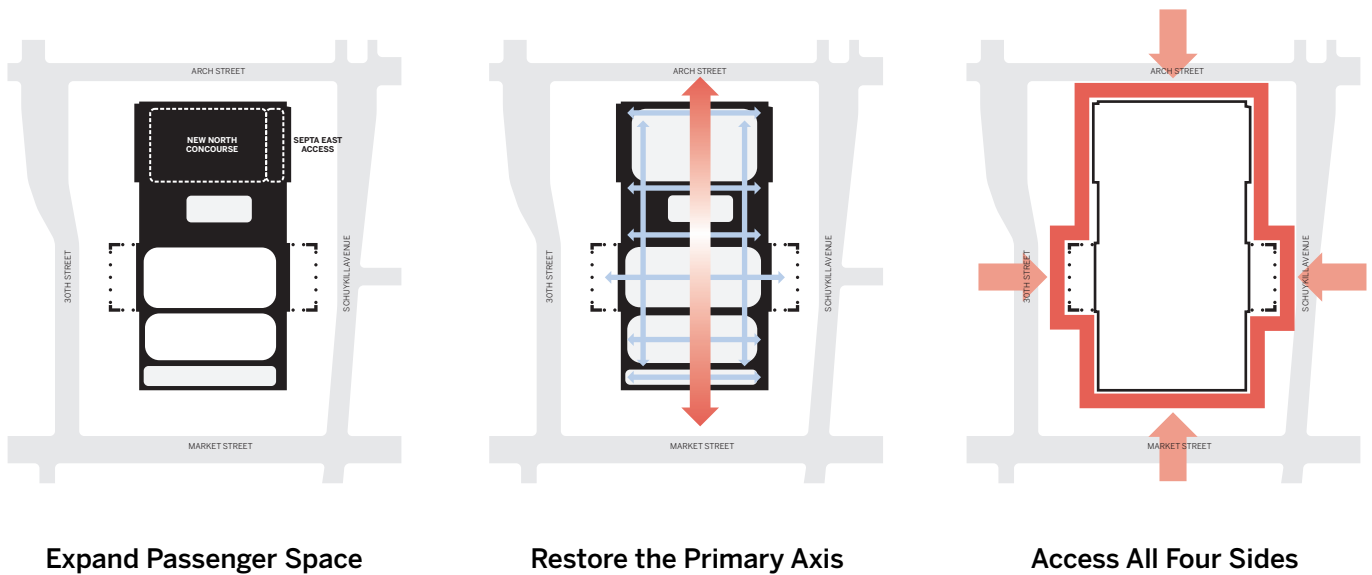
**Simplify Vehicle Access**



POTENTIAL CONCEPT: RETAIL CONCOURSE CONNECTING 30TH STREET STATION TO SEPTA’S SUBWAY AND TROLLEY LINES

## 2.4 A 21st Century Station

The plan seeks to rediscover the original intent of the station in order to meet projected demand and improve the quality of passenger experience. In particular, the plan calls for updating the existing retail offerings in the station, reopening the North Concourse as a passenger facility to increase Amtrak and NJ TRANSIT platform access by 50%, and tying into the vacant East SEPTA Mezzanine to double access to Regional Rail platforms. This concourse would also realize a new public entrance on Arch Street, eventually connected to new development extending north from the station. These improvements will complement and celebrate the grand and dramatic Main Hall of the station.



Expand Passenger Space

Restore the Primary Axis

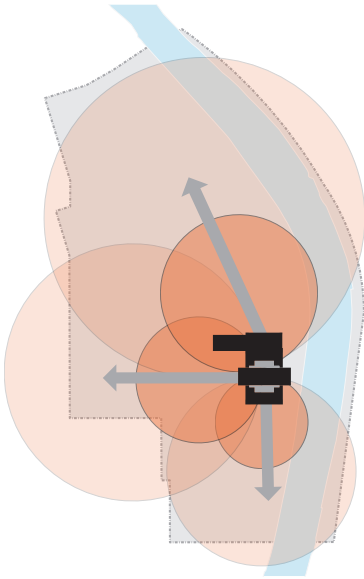
Access All Four Sides



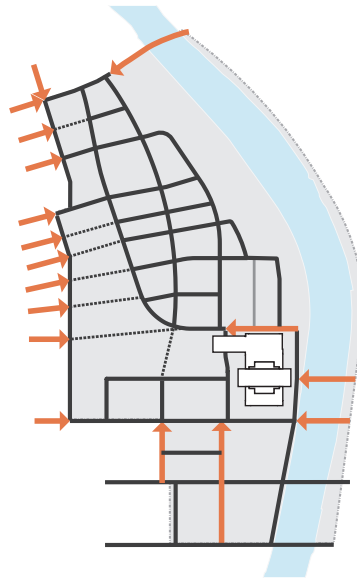
POTENTIAL CONCEPT: REOPENED NORTH CONCOURSE FACING ARCH STREET

## 2.5 Bring the City to the Station

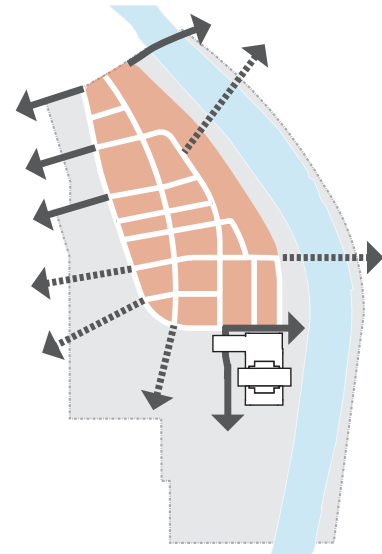
The plan envisions a type of urban development that is only possible through major new connections from the district to the rest of the city. To the east, the plan proposes two new pedestrian and bicycle bridges across the river to destinations in Center City, prioritizing direct connections to Fairmount Park, the Philadelphia Museum of Art, and Logan Square. To the west, the plan proposes both vehicular and pedestrian bridges across Powelton Yard, connecting new and existing neighborhoods. And all roads and greenways in the district ultimately lead back to the station as an anchor of development and access point to the city and region.



**Celebrate the Station as District Anchor**



**Extend the City Grid**



**Connect Separated Neighborhoods**



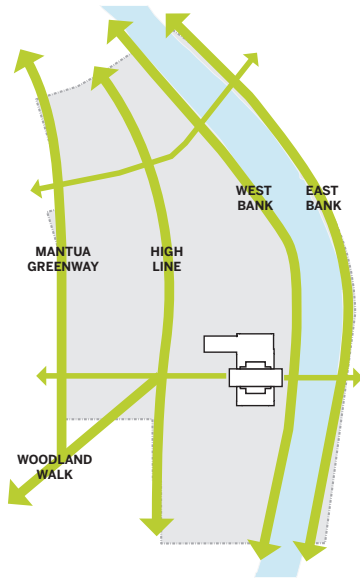
POTENTIAL CONCEPT: RACE STREET PEDESTRIAN/BICYCLIST BRIDGE



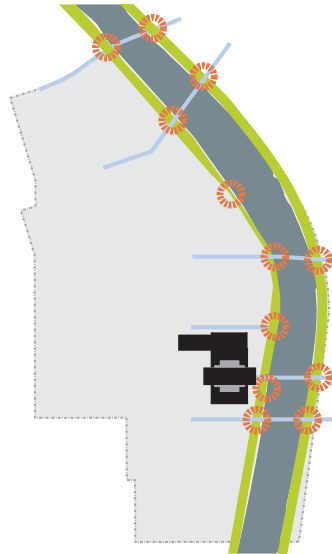
## 2.6 Lead with the Public Realm

The plan proposes to strengthen existing neighborhoods and anchor new neighborhood development with public spaces that provide amenities for residents, workers, and visitors; create physical and visual connections to the rest of the city by overcoming difficult infrastructure barriers; and serve an important ecological and high-performance design function.

At the edges of the existing community, the plan proposes a physical and programmatic expansion of Drexel Park as neighborhood anchor as well as improvements to the Mantua Greenway / West Bank Trail. At the eastern edge of the rail yards, the plan proposes an expansive park – the Schuylkill Bluffs – above the Northeast Corridor tracks.



Link and Lengthen Greenways



Bring People to the Riverfront



POTENTIAL CONCEPT: RIVERFRONT PROMENADE

## 2.7 District Phasing Strategy

The District Plan calls for approximately 18 million square feet of development implemented in five overarching phases. This general five-phase development strategy is the basis for the overall project’s economic analysis. Based on a reasonable development pace and market absorption rate, the phases will be spread out over 35 years, from 2016 to 2050.

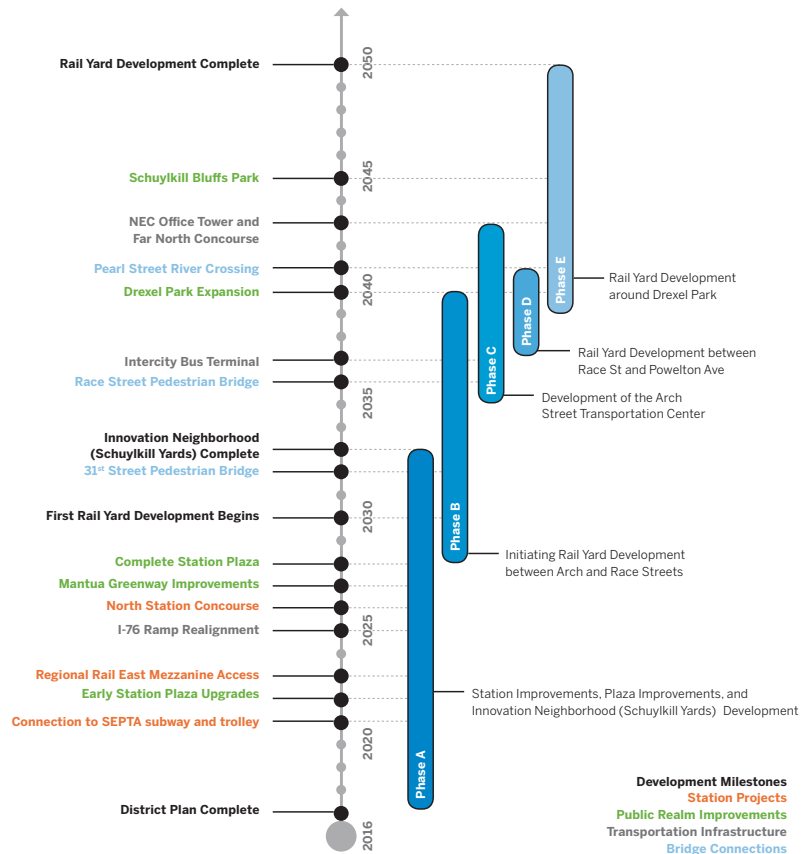
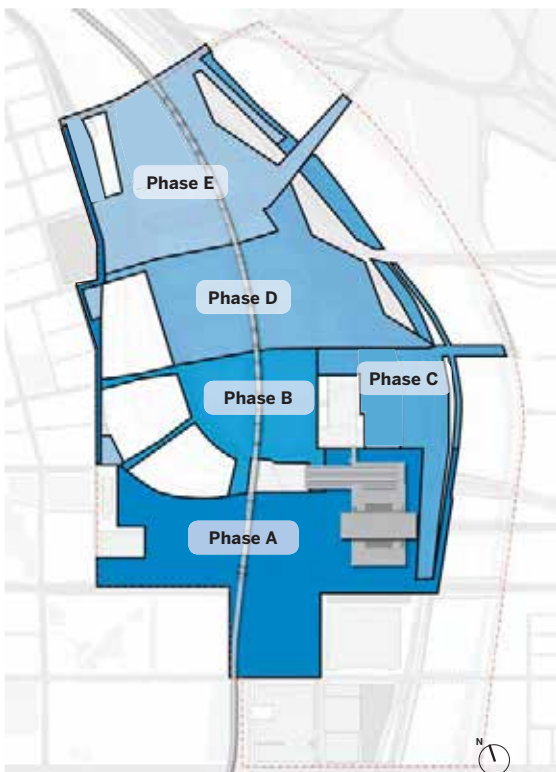
The proposed phasing strategy reinforces the principle of mixed-use communities by balancing various programs within each phase. The completion of each phase marks the completion of a major project, which in turn defines the character of the communities within the district plan. At the highest level, the plan starts at 30th Street Station and Station Plaza, continues with at-grade development anchored by Drexel’s Schuylkill Yards, and completes with the rail yard development communities.

30th Street Station and Station Plaza are the catalyst projects to be implemented first. Phasing for these station projects and their relationship to other development will be important in

order to deliver “early wins” for the plan.

Schuylkill Yards and at-grade development are prime for early realization because of their proximity to the station and relative ease of construction. At-grade development currently has the highest real estate return potential in the district, ripe for immediate construction with minimal infrastructure. Street and public realm improvements will be the major infrastructure components during this development phase.

Development in the rail yards follows all at-grade development. The vision comprises over 10 million square feet of mixed-use development, landscaped parks, and pedestrian bridges over the yards. It includes three communities, built above multiple different conditions and at various elevations above grade in order to maintain full rail yard functions below. The complexity of construction and coordination makes the rail yard development the most expensive, and likely only possible if previous at-grade development and significant station and public realm improvements are made.



### 3.0 STAKEHOLDER REVIEW PROCESS

The Draft District Plan was evaluated at a Peer Review Session, at a Civic Advisory Group meeting, at a public open house followed by an online survey, and by technical committee members. The purpose of this evaluation process was to refine the vision for the District before finalization of the District Plan. Implementation was a primary concern during these reviews and evaluators focused their comments on phasing, financing, and governance. This feedback will shape elements of the final District Plan.

#### *Peer Review Session II*

The second Peer Review Session took place on February 18, 2016, at Drexel University. The Principals invited a panel of outside experts to consider and comment on the Draft District Plan. The peer review experts were Alan Greenberger, Former Deputy Mayor for Economic Development and Director of Commerce, City of Philadelphia; Prema Gupta, Senior Vice President of Navy Yard Planning & Real Estate Development, Philadelphia Industrial Development Corporation; Tom Lussenhop, Principal, U3 Advisors; and Jacob Balter, Senior Manager of Capital Program Development, MTA Long Island Railroad. After a walking tour of the District, the panelists answered key questions prepared by the Planning Team. The moderated topics discussed included whether the vision included amenities that would make development of the rail



PUBLIC OPEN HOUSE, MAR 2016  
Credit: Amtrak

yards feasible, whether the visions for the station and Schuylkill Yards complement each other, whether the 35-year phasing strategy appropriately sequences projects, and what sort of governance structure would best implement the vision. The Lindy Institute for Urban Innovation at Drexel University convened the peer review and prepared a summary report, which can be read in Appendix A.

#### *Civic Advisory Group Meeting*

On March 9, 2016, at the Metropolitan Baptist Church located in Philadelphia, the Civic Advisory Group (CAG) met to review the Draft District Plan. CAG representatives in attendance included members from the following civic organizations: Lancaster Avenue Business Association, Mantua Civic Association, Mount Vernon Manor, People's Emergency Center, Powelton Village Civic Association, West Powelton Concerned Community Council, and West Powelton/Saunders Park RCO. The purpose of CAG is for community leaders to offer input and feedback on the District Plan. After a presentation on the Draft District Plan, attendees participated in an open Q&A session. They then voted for project phases which were most important to their organizations and discussed the voting results in a large group setting. The minutes from the CAG meeting can be found in Appendix B.



PUBLIC OPEN HOUSE, MAR 2016  
Credit: Amtrak



### *Public Open House IV + Online Survey*

The fourth public open house of the District Plan process took place on March 16, 2016, at 30th Street Station. The public was able to learn about the main features of the Draft District Plan and was asked to evaluate the phasing of the plan. The open house was followed by a month-long public comment period where anyone could respond to the same questions in an online survey. Approximately 80 people responded to the questions at the open house and about 80 people completed the online survey. The feedback from the public open house and online survey can be found in Appendix C.

### *Technical Committee Member Review*

Technical Committee Members convened on April 21, 2016 to discuss the Draft District Plan. Attendees included representatives of Amtrak, Brandywine Realty Trust, Philadelphia City Planning Commission (PCPC), Philadelphia Commerce Department, Philadelphia Streets Department, Drexel University, the Delaware Valley Regional Planning Commission (DVRPC), the Pennsylvania Department of Transportation (PennDOT), the Southeastern Pennsylvania Transportation Authority (SEPTA), University City District (UCD), and the University of Pennsylvania (UPenn). Discussion focused mainly on finance, governance, and implementation. The minutes from the meeting can be found in Appendix D.



PUBLIC OPEN HOUSE, MAR 2016  
Credit: Amtrak

## 4.0 SYNTHESIS OF STAKEHOLDER COMMENTS

Feedback from the review processes are summarized in the following section. Supplemental information for each review event is available in Appendices A, B, C, and D.

### 4.1 Peer Review Session II

After a walking tour of the District, the peer reviewers discussed the merits of the plan, which a particular focus on on phasing and governance.

#### *Vision*

The reviewers agreed that maintaining vehicular access under the west portico was unnecessary and could detract from pedestrian movement between the station and Drexel's future Schuylkill Yards Development. Given the retail possibilities associated with Schuylkill Yards, the reviewers questioned

### MAJOR COMPLIMENTS + CRITICISMS



- ① PRO: Removing vehicles from west portico
- ② CON: Impact of High Line on adjacent parcels

the need for an underground retail concourse between the Station and the SEPTA subway. The reviewers also expressed concern about the impact the High Line could have on nearby developments and public space. They worried that noise and long-term maintenance of the elevated railway might detract from adjacent parcels and encouraged the Planning Team to develop mitigation strategies. The reviewers also emphasized the need to creatively address the large gap over Powelton Yard, perhaps through interactive or horticultural installations. Finally, there was strong agreement that an Amtrak High Speed Rail Maintenance Facility would significantly reduce the development viability of the entire yards and they questioned whether another location outside of the District might also meet Amtrak's needs.

#### *Phasing*

The reviewers agreed that early improvements should focus on the west side of the station, to complement and enhance the improvements being made for Schuylkill Yards. They also recommended beautification of the 32nd Street embankment as a possible early win. Other early wins included the Drexel Park expansion and the Pearl Street Bridge to the Art Museum. They suggested staying attuned to the National Environmental Policy Act (NEPA) process to avoid delays and advocated for early community outreach. There was not consensus on whether phasing of development should happen both to the north and south or just from the station northward, but the reviewers agreed that the Schuylkill Bluffs would be complex to construct and should be moved to a later phase.

#### *Governance*

The reviewers agreed that a special purpose entity should lead the implementation of the District Plan. They recommended forming a 30th Street District Authority and looking to Denver's multi-agency authority as a model to follow. They also agreed that a master developer would be necessary and that the Authority would facilitate all agreements between the master developer and other parties.

## 4.2 Civic Advisory Group Meeting

At the CAG meeting in March 2016, attendees participated in a voting exercise. Each organization was given ten tickets and was asked to vote for the five phases based on the priority to their organization. They could use up to five tickets on the phase which was their top priority. After an initial vote, attendees discussed why they voted for different phases. After the discussion, attendees voted again. The results from the second vote are displayed in the table below.

### Phase Priority

There seemed to be strong agreement that Phase A was the most important phase. Attendees stated that Phase A is important because it focuses on the station, has the opportunity to create jobs, and includes retail which aligns with business plans for some of the attending organizations. However, some attendees said they voted for later phases since Phase A is privately funded and they thought there should be focus on phases which would need to leverage public funds. While attendees understood the rationale of phasing the development from the station northward, some wondered whether it would make more social sense to have phasing from the north to the south.



POTENTIAL CONCEPT: UPDATED STATION INTERIOR

## CAG VOTING RESULTS FOR TOP PHASE PRIORITY

Organization	Phase A	Phase B	Phase C	Phase D	Phase E
West Powelton Saunders Park	5		1	1	3
Mount Vernon Manor	10				
Mantua Civic Association	10				
Powelton Village Civic Association	4	2	2		2
Lancaster Ave Business Association	5			3	2
<b>Total</b>	<b>34</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>7</b>



### 4.3 Public Open House IV + Online Survey

Attendees at the Public Open House in March 2016 and respondents to an online survey for the month following were able to vote on which development phase was their first priority, second priority, third priority, fourth priority, and fifth priority. Based on the vote totals for five priorities, the public voted for the following phasing sequence: Phase A, Phase C, Phase B, Phase D, and Phase E.

#### *First Priority: Phase A*

Respondents to the survey at the open house and online survey overwhelmingly said that Phase A was the most important priority. Based on the survey results, 85% voted for Phase A as the first priority. Respondents stated that upgrades to the station, especially the new underground connection to the SEPTA subway and trolley, would benefit numerous people. Many also argued that development of the Schuylkill Yards parcels would unlock the development potential of the rest of the District. However, several respondents worried about the impacts on existing neighborhoods and felt the development would displace longtime residents.

#### *Second Priority: Phase C*

Respondents were very supportive of the bus terminal and pedestrian bridge construction included in Phase C. Many advocated for moving the bus terminal up in the phasing saying that it is highly needed and crucial to making Philadelphia a world-class city. Many commenters thought it was important to focus

on firmly establishing transit and pedestrian improvements which could then anchor future commercial developments.

#### *Third Priority: Phase B*

Overall, respondents were positive about Phase B and felt that adding more commercial to the District would be beneficial for the long-term success of the development. However, many stated that an intercity bus terminal was more important than this phase and should be completed first. [The intercity bus terminal is included in Phase C.]

#### *Fourth Priority Phase D*

Many commenters thought this phase captured a natural progression of development northward. They were excited at the prospect of expansive new green space in West Philadelphia. A few commenters noted that depending on how the development transpires, it may make more sense to build Phase D after Phase E.

#### *Fifth Priority: Phase E*

Most commenters thought Phase E was natural conclusion to the development sequence. However, some respondents noted that Phase E had a lot of public benefit and were questioning why it would be built last. Others expressed skepticism that the market would be able to justify the Phase E development in 20 or 30 years.

### PUBLIC VOTING RESULTS FOR PHASING PRIORITY

Priority	Phase A	Phase B	Phase C	Phase D	Phase E
1st Priority	129	3	11	2	7
2nd Priority	10	49	64	7	16
3rd Priority	8	62	31	29	16
4th Priority	2	24	12	80	22
Fifth Priority	5	12	26	22	79

#### 4.4 Technical Committee Member Meeting

The Technical Committee convened a meeting in April 2016. Their discussion focused primarily on finance and implementation.

They agreed that an important early move was including the city as key partner on future decisions. There also was agreement that the case must be made that the District Plan is of regional importance, not just to Philadelphia, but to Pennsylvania.

This will be key to opening access to more funding options. Attendees noted the difficulty in securing funding, especially since much of PennDOT's and SEPTA's capital plans focus on state of good repair work. There was agreement that finding non-federal dollars would be key to unlocking the development plan and that private sources of funding should be explored.



POTENTIAL CONCEPT: NEW INTERCITY BUS TERMINAL

## 5.0 A FINAL DRAFT DISTRICT PLAN

For nearly two years, stakeholder involvement and public feedback has shaped the vision for a 30th Street District Plan. From documenting needs and wishes for the District, to evaluating three vision alternatives, to reviewing the Draft Physical Framework, to commenting on the Draft District Plan, public voices have informed the direction of the District Plan. The culmination of this work will be presented in a Final District Plan in the summer of 2016.

The Final District Plan will incorporate feedback collected on the Draft District Plan. This will include emphasizing the importance of phase sequencing and moving the construction of the intercity bus terminal to an earlier phase. But it will also include important projects and strategies defined in earlier public feedback phases. This includes a focus on public space, connectivity, mixed-use development, and an improved 30th Street Station.

Expanded **public space** throughout the District will enrich public amenities and support commercial development. New public spaces include a riverfront promenade, an expanded Drexel Park, a new Schuylkill Bluffs park overlooking the Schuylkill River, as well as a more pedestrianized station plaza.

A strong street grid will be the backbone of **connectivity** in the

District. To enhance multimodality, bicycle and pedestrian infrastructure will be prioritized in new street designs. A permanent intercity bus facility will be included to offer improved service to passengers.

A dense, **mixed-use development** is vital to the success of the District. This neighborhood will be comprised of walkable, bikeable streets that connect to housing, retail, office space, and 30th Street Station. The District Plan will demonstrate how development will smartly be sequenced to amplify economic success and feasibility of construction.

**The station** will grow to accommodate more visitors and foster more connections to different modes. A new underground tunnel with retail will connect the SEPTA subway/trolley to 30th Street Station and provide weather-protected passage for transferring riders. A new and expanded station plaza will provide a warm welcome to commuters, visitors, and residents, while simultaneously optimizing curbside operations and complementing the new development slated to happen in Schuylkill Yards.

The stakeholder review process has been invaluable in creating a bold vision for the future of the District. The Final District Plan will offer a strong, shared vision of what 30th Street Station and the surrounding neighborhoods have the potential to achieve.



AERIAL PERSPECTIVE OF DRAFT DISTRICT PLAN AT FULL BUILD-OUT





Perspective of Mixed-Use Development from the Draft District Plan

**APPENDIX A**      **PEER REVIEW SESSION II** FEBRUARY 2016

**PEER REVIEW SESSION II SUMMARY REPORT**

**A-3**





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

PEER REVIEW PANEL

SOM in association with  
Parsons Brinckerhoff, OLIN, and HR&A

February, 2016



# PEER REVIEW SESSION II SUMMARY REPORT

PREPARED BY



DREXEL UNIVERSITY  
**Lindy Institute**  
for Urban Innovation





TAXICABS  
← →

COURT  
↓

MARKET STREET

MARKET STREET

PHOENIX SHOE SHINE

STAIRWAY 6  
TRACK

TRACK 5 STAIRWAY 6 TRACK 6

CLOSED - NO WAY ENTER

We're all in this together. Literally.

BRUNNEN  
BREAKFAST LUNCH





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**WHICH OF THE GOVERNANCE OPTIONS OFFER THE BEST TOOLS FOR IMPLEMENTING THE VISION OVER MULTIPLE DECADES, AND MULTIPLE ADMINISTRATIONS?**

# PEER REVIEW PANELISTS

Urban Design	<b>ALAN GREENBERGER</b> Former Deputy Mayor for Economic Development & Director of Commerce City of Philadelphia
Landscape Architecture + Sustainability	<b>PREMA GUPTA</b> Senior Vice President, Navy Yard Planning & Real Estate Development Philadelphia Industrial Development Corporation
Transportation	<b>TOM LUSSENHOP</b> Principal U3 Advisors
Infrastructure + Engineering	<b>JACOB BALTER</b> Senior Manager, Capital Program Development MTA Long Island Railroad

# PROJECT TEAM

Project Principals*	<b>NATALIE SHIEH</b> Project Director for the 30th Street Station District Plan, Amtrak
	<b>JANET CAMPBELL-LORENC</b> Director of Major Station Planning and Development, Amtrak
	<b>DANELLE HUNTER</b> Communications Manager, Amtrak
	<b>BYRON COMATI</b> Director of Strategic Planning & Analysis, SEPTA
	<b>KEITH ORRIS</b> Senior Vice President for Corporate Relations & Economic Development, Drexel
Design Team	<b>KRISTOPHER TAKACS</b> Project Manager, SOM
	<b>PETER DENITZ</b> Deputy Project Manager, Manager of Special Projects, WSP/Parsons Brinckerhoff
	<b>ERIC ROTHMAN</b> President, HR&A Advisors
	<b>LUCINDA SANDERS</b> CEO/Partner, OLIN
Peer Review Coordinators	<b>HARRIS STEINBERG</b> Executive Director, Lindy Institute for Urban Innovation, Drexel
	<b>RYAN DEBOLD</b> Project Manager, Lindy Institute for Urban Innovation, Drexel
	<b>HANNAH RECHTSCHAFFEN</b> Project Planner, Lindy Institute for Urban Innovation, Drexel
	<b>KRISTIN SAMMUELLER</b> Student Intern, Lindy Institute for Urban Innovation, Drexel

*\*Brandywine Realty Trust and PennDOT also serve as Project Principals*

# EXECUTIVE SUMMARY

The Philadelphia 30th Street Station District Plan (District Plan) is a long-range joint master planning effort by Amtrak, Brandywine Realty Trust, Drexel University, the Pennsylvania Department of Transportation (PennDOT), and the Southeastern Pennsylvania Transportation Authority (SEPTA) (jointly referred to as “the Principals”).

The District Plan primary study area encompasses an 175 acres surrounding 30th Street Station. Over the approximate two-year planning process which began in June 2014, the Principals will strive to create a unified vision of a future where the station is at the epicenter of a dynamic, urban neighborhood full of opportunities for community development, economic growth and improved transportation connections.

The Principals invited a panel of outside experts to participate in a two-part peer review process to evaluate and offer constructive critique of the District Plan. The first Peer Review Session occurred on June 10, 2015 to assess three concept alternatives for the District, developed by a Design Team led by Skidmore, Owings and Merrill in association with Parsons Brinckerhoff, HR&A Advisors and OLIN Studio. The second Peer Review session occurred on February 19, 2016 and focused on the evaluation of a comprehensive draft vision.

At Peer Review Session II, the Panel learned about the District, through a walking tour and presentation by the Design Team, the draft vision, phasing strategy, and various governance options for implementation:



- **The Draft Vision** depicts a future which doubles the capacity of the station and enhances passenger amenities for a sustainable transportation future, accommodates a projected 20 to 25 million passenger trips per year, builds 18 million square feet of new development, and creates 40 acres of new open space for the city, including a phenomenal new civic space – Station Plaza – at the station’s front door.
- **The Phasing Strategy** sets forth a 35-year implementation road map for the District Plan which strategically advances investments in the transportation services, public spaces, retail amenities, and commercial development at and near the station in the early phases to create value and positive conditions for successful development of a new District neighborhood over the rail yards in the later phases.
- **Governance** options involve varying degrees of collaboration and partnerships among a multitude of public and private entities to implement the vision. Governance models evaluated by the Design Team include the Principals acting individually while also coordinating with others through an umbrella advisory committee, public-private partnerships such as master developer agreements, and establishment of special purpose entities.

The panelists, Design Team, and project Principals engaged in a general discussion about the presentation. Subsequently, the panelists evaluated several key questions concerning the vision, phasing, and governance that the Design Team has been challenged to address in the District Plan. Their discussion points are numbered and keyed to the corresponding elements on the maps provided in the following pages.



# THE VISION

*DOES THE VISION INCLUDE THE AMENITIES NEEDED TO MAKE DEVELOPMENT OF THE RAIL YARDS AN ATTRACTIVE AND FEASIBLE PROPOSITION?*

*DO THE VISIONS FOR THE STATION AND DREXEL'S SCHUYLKILL YARDS COMPLEMENT ONE ANOTHER AND SET THE RIGHT TONE FOR THE ENSUING DEVELOPMENT OF THE RAIL YARDS?*

## STATION AND DISTRICT ACCESS

- 1** With regard to Station Plaza and access to 30th Street Station, the panelists agreed that it was unnecessary to maintain vehicular access to the station on the west side and all vehicular traffic should rather be contained to the east side portico and Arch Street in the future. The consensus was that the development of Drexel Square will be the greatest opportunity for near-term value creation, and as such, keeping the west portico car-free and pedestrian friendly will alleviate some barriers that might deter pedestrians from approaching the station from the west side.
- 2** With Drexel Square's retail district poised to create an enjoyable pedestrian realm, the team agreed that Station Plaza and the west portico are critical east-west links between the station, Drexel Square, and beyond. With the improvements to Drexel and Station Square, however, there was some discussion that this might negate the need for an underground tunnel to be built between the station and the subway, as the above-ground path might become the preferred pathway for pedestrians.



Rendering of Drexel Plaza at Schuylkill Yards, looking southwest from the top of 30th Street Station. SHoP Architects.



# DRAFT VISION ILLUSTRATIVE PLAN

REFERENCE MAP FOR  
'THE VISION' QUESTIONS



- 3 The panelists agreed that the inclusion of on- and off-street bicycle infrastructure throughout the district will help bolster the attractiveness of the district’s residential components, considering the close proximity to University City and Center City. Additionally, these bicycle facilities can become a crucial transportation link between the district and the neighboring Powelton and Mantua neighborhoods.



*[The Complete Business Case for Converting Street Parking Into Bike Lanes, Eric Jaffe, Citylab](#)*

*[How Bike Lanes & Shared Streets Pay for Themselves, and Then Some, Malcolm Burnley, Philadelphia Magazine](#)*

*[Safer Streets, Stronger Economies: Complete Streets project outcomes from across the country, Geoff Anderson and Laura Searfoss, Smart Growth America and the National Complete Streets Coalition](#)*

*[Pedaling the Economy: Bike Lanes Offer Growth to Businesses, Safety & Savings to Consumers, Movability Austin](#)*

- 4 It was suggested that the project team consider extending 30th Street up to Spring Garden Street and realigning the highway ramps at Spring Garden Street to facilitate easier traffic flow. It was rationalized that this additional exit from the Schuylkill Expressway could help alleviate traffic around the station itself and better compliment the pedestrian-oriented improvements the plan calls for.

## IMPACTS

- 5 There was some discussion of the impacts the High Line might have on adjacent buildings and public space improvements, particularly in regards to noise. The panelists suggested that sound-proofing and use allotment strategies in the areas most affected might help mitigate the sound issues. The panelists also voiced concern over the long-term maintenance and rebuilding of the High Line’s tracks, as any developed parcels directly adjacent to these operations may be affected in some way by future construction. The panelists encouraged the project team to consider mitigation strategies for whatever negative impacts of this construction might be.
- 6 It was noted that the intersection of Arch Street and 30th Street should be considered as a prime spot for some kind of eye-catching design feature, considering its role as an ‘entrance’ to the district from Market Street to the south.





## BARRIERS

- 7** In the absence of development over much of Powelton Yard even in the long term, the panelists urged the design team to consider creative installations or approaches to lessen the impact of such a wide gap between the development to the east and neighborhoods to the west. Recommendations included light installations, flower and plant landscaping (potentially in partnership with the Philadelphia Horticultural Society), and outfitting the pedestrian bridges with interactive components to make them, and the district, more approachable by the adjacent communities.



From left to right: Dos Lagos, Corona, CA. Retrieved from <http://ranchoreubidoux.com/2010/11/10/linear-movement/>;  
The High Line, NYC. Retrieved from <https://www.inthenewyork.com/de/nyc-parks>;  
Slinky Springs Bridge, Oberhausen, Germany. Retrieved from <https://de.pinterest.com/pin/477803841686405744/>;  
Southbank Arbour, Brisbane, Australia. Retrieved from <http://www.ronstantensilearch.com/southbank-arbour-greening-system/>.

## AMTRAK HSR MAINTENANCE FACILITY

- 8** Panelists felt unequivocally that the building of the Amtrak HSR Maintenance Facility within the district would sacrifice the development viability of the entire yard and be a real loss of opportunity for asset monetization, for several reasons:

- It was pointed out that the facility would be a detriment to the public realm in the form of inactive street frontages, and by reducing east-west pedestrian and vehicular paths across the site.
- It was assumed that maintenance on the facility would be far more difficult and costly if there was overbuild on top of the structure.
- There was a concern that the facility's purpose might be obsolete in the future, depending on advancements in train technology.
- Panelists discussed if the facility being built in Philadelphia was imperative for the NEC to run through 30th Street Station in the future. The maintenance facility's placement must be along the NEC, but Philadelphia is one of a few candidate locations under evaluation by Amtrak. The panelists questioned whether the Philadelphia location offered substantially more ridership or revenue benefit over other locations; the overarching consensus was that if the answer was 'no,' then the building of such a facility in the rail yards should be avoided and alternative locations encouraged.



# PHASING

## DOES THE PHASING STRATEGY SEQUENCE DISTRICT PLAN PROJECTS APPROPRIATELY OVER THE 35-YEAR DEVELOPMENT HORIZON?

### TIMELINE

- 1 Regarding the first steps that Amtrak should undertake in the plan's implementation, the panelists recommended that the agency work closely with Drexel and Brandywine to accelerate the success of the Schuylkill Yards in order to create a center of real estate value in the district. In particular, focusing and coordinating early improvements along the western portico or along the 30th Street edge fronting Drexel Square would help unify the public realm between the station and the yards.
- 2 Panelists felt that providing some clean-up and beautification along the 32nd Street embankment and fence could improve the aesthetic of the district's edge and providing an early win for the project team in the community.
- 3 The panel generally felt that close attention to the needs of the NEPA process, and indeed any environmental remediation process that might be required, was crucial to prevent any barriers to the plan's phasing and implementation.
- 4 On the topic of equitable development, the panelists recommended that the plan's chief implementers be proactive about engaging the adjacent communities and exercise awareness of their concerns, as there will undoubtedly be fears of gentrification and displacement associated with this plan. The panelists recommended that the team spend some time on considering who will live in both the overbuild and existing neighborhoods in the long run – with current residents ranging from long-time home owners to students—and what their different needs will be.
- 5 Similarly, the panelists discussed whether the Drexel Park expansion and associated residential development should be moved earlier in the phasing schedule to be another early win for the adjacent neighborhoods through expanding a public space and relieving the residential market pressure on nearby neighborhoods. It was agreed that this worthwhile public space could help incentivize the development of neighborhood retail amenities early on and encourage further building efforts.
- 6 The Pearl Street Bridge connecting Drexel Park to the Art Museum was seen as a game changer for the district's success and should be considered for early implementation. Connecting the neighborhood to the upper edge of Center City was viewed as an excellent boon to subsequent residential development projects.
- 7 Because of these discussion points, the panel debated whether phasing the development from both north (around Drexel Park) and south (Schuylkill Yards) ends was preferable to the current phasing strategy of developing purely northward from the station on.
- 8 The panelists viewed the Schuylkill Bluffs portion of the plan as being the most difficult to develop due to the complexity of building over portions of the Schuylkill Expressway, and was therefore recommended to be moved to a later phase.

### FINANCE

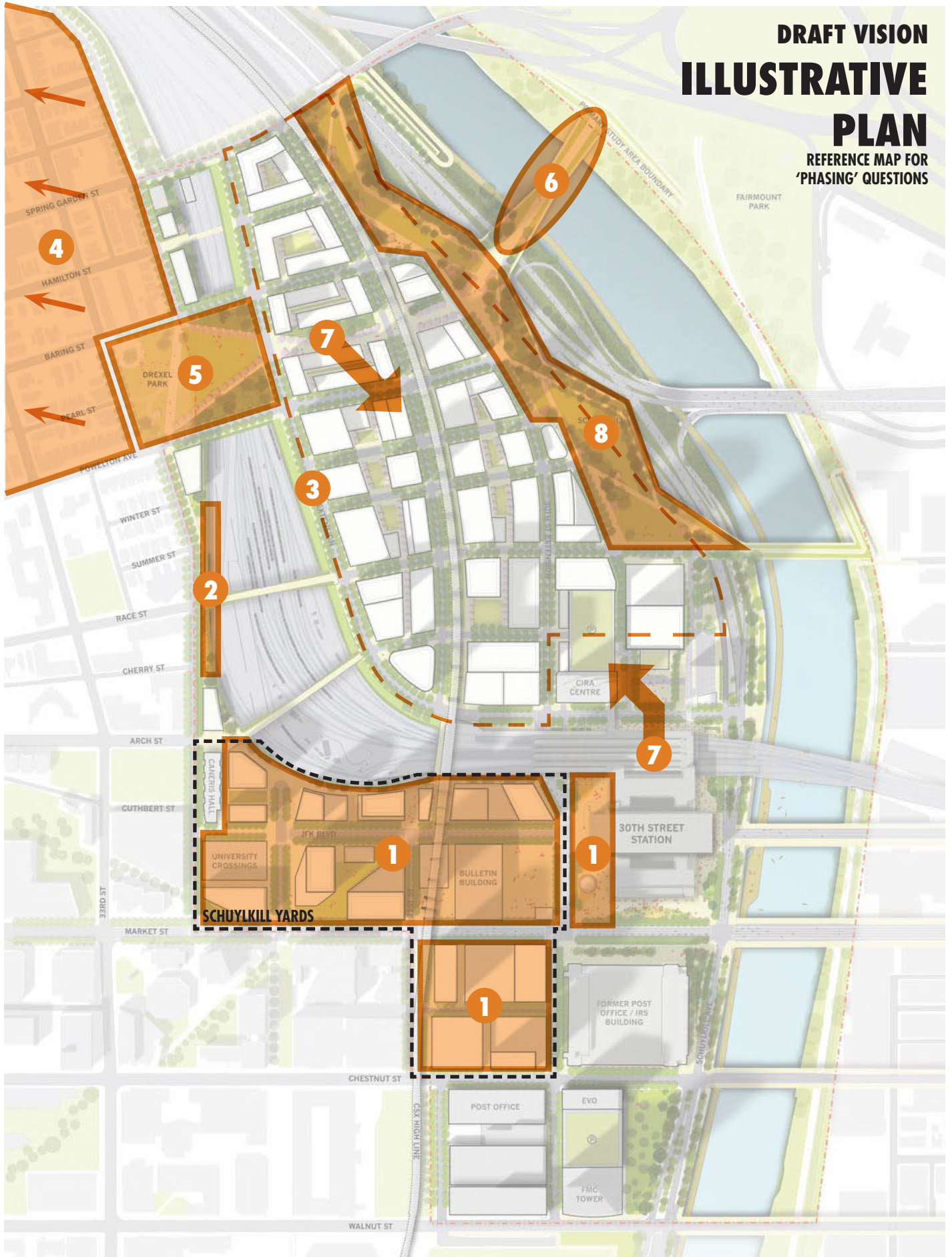
- 9 Financing was central to the panel conversation and Alan Greenberger reminded the group to keep tax abatements and the potential for sovereign wealth interests in mind. Harris Steinberg also noted that philanthropic support, such as the William Penn and Knight Foundations, might have interest in public space projects like the Pearl Street Bridge.

[\*Foreign Buyers of U.S. Assets Show No Signs of Slowing Down\*](#),  
[\*Beth Mattson-Teig, National Real Estate Investor\*](#)

[\*Will International Investment in U.S. Real Estate Continue?\*](#), Susan Persin, URBANLAND  
[\*Reimagining the Civic Commons Press Release\*](#), The Fairmount Park Conservancy

# DRAFT VISION ILLUSTRATIVE PLAN

REFERENCE MAP FOR  
'PHASING' QUESTIONS



# GOVERNANCE

WHICH OF THE GOVERNANCE OPTIONS OFFER THE BEST TOOLS FOR IMPLEMENTING THE VISION OVER MULTIPLE DECADES, AND MULTIPLE ADMINISTRATIONS?

## LEADERSHIP STRUCTURE

**1** The panelists unanimously agreed a special purpose entity was needed to guide the implementation of the Station's improvements and rail yard development projects. The panelists suggested that the implementation team form a 30th Street District Authority, and recommended looking to Denver's multi-agency Authority model for forming the authority. The panelists also agreed that a master developer would be necessary for the project and that the Authority would facilitate all agreements between the master developer and subsequent parties involved.

*[Denver Union Station Presentation at the 2014 Transportation Research Board Annual Meeting, Marla Lien](#)*

## RETAIL STRATEGY

**2** Discussion of the retail strategy within the Station, around Station Plaza, and throughout the District was a major focal point of conversation, especially the nature of its relationship to Drexel's Schuylkill Yards and the rest of the District.

The panelists agreed that Amtrak should not aim to realize substantial revenue from retail options in the Station, but rather focus on determining the ideal mix of retailers and setting rents accordingly to cultivate an inviting retail experience. The general consensus was that at existing rent levels, the only retailers that can afford the rent inside the station are national chains, which is largely the case today. The panelists encouraged prioritizing a more locally- or regionally-focused retail strategy, particularly for dining establishments, to make the station a microcosm of Philadelphia's burgeoning food scene and to encourage additional time and money spent in the space.

- The panelists concurred that these types of improvements to the retail selection would enhance Amtrak's overall brand and customer experience at the station itself.
- It was rationalized that lost revenues in retail rent could be recouped by increased ridership that will result from the Schuylkill Yards development in the short term and the rest of the District in the long term.
- To enact this, the panelists proposed that the implementation team must find an experienced retail management firm to obtain the right retail mix in the station. Furthermore, they suggested that this manager also manage the retail within the Schuylkill Yards as well in order to create a cohesive retail strategy across the heart of the District.

Grand Central Terminal in New York was cited as model of a train station that has a carefully curated retail mix, and acts as a draw for users who are not purely commuters. Newmark Grubb Knight Frank, a real estate advisory firm, was selected by the MTA to lead the retail leasing at Grand Central in October of 2014. Arguably, the station's retail success dynamic has shifted in the opposite direction, and many smaller retailers are struggling to afford the rising rents in the station due to the increased desirability of space at the terminal.

[NGKF to Lead Retail Leasing at Grand Central Terminal, Newmark Grubb Knight Frank](#)

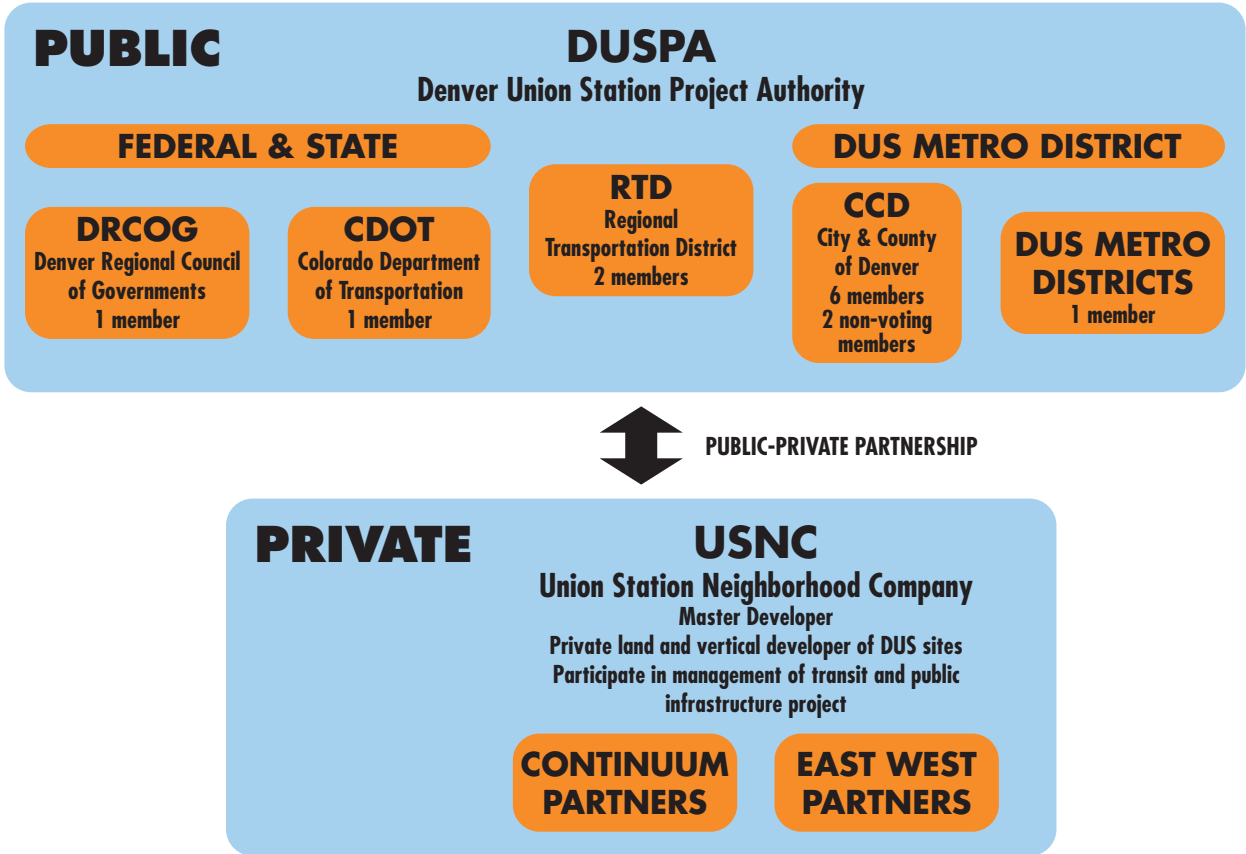
[NGKF's Retail Brochure of Grand Central Terminal](#)

[As Grand Central Changes, Longtime Tenants Are Left Behind, Christine Haughney, New York Times](#)

[Midtown's Transit Hubs Revamp Retail on Grand Central Model, Tobias Salinger, Commercial Observer](#)

[Grand Central's rising rents spark eatery turnover, Lisa Fickenscher, New York Post](#)





Leadership structure of Denver’s Union Station project. Adapted from Marla Lien’s Denver Union Station Presentation at TRB’s 2014 Annual Meeting



Genius Bar, Apple Store, Grand Central Terminal, NYC. Photo by Jeffrey Zeldman. Retrieved from <https://www.flickr.com/photos/zeldman/15075334739/>









Philadelphia 30th Street Station. Photo by Dan Gaken. Retrieved from <https://www.flickr.com/photos/dgaken/6809221037>



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

SOM in association with  
Parsons Brinckerhoff, OLIN, and HR&A

PEER REVIEW PANEL

February, 2016





**APPENDIX B**      **COMMUNITY ADVISORY GROUP** MARCH 2016

Minutes from CAG Meeting #3

**B-2**

**MEETING RECORD**

MEETING DATE:	March 9, 2016	SUBJECT:	Civic Advisory Group Meeting #3
LOCATION:	Metropolitan Baptist Church		
TIME:	6:00 pm – 8:00 pm		
PREPARED BY:	Kevin Narvaez (Envision)		

ATTENDEES (\* Project Team)

<b>Name</b>	<b>Organization</b>
*Natalie Shieh	Amtrak
*Danelle Hunter	Amtrak
*Keith Orris	Drexel
*Daniel O'Shaughnessy	SOM
*Victoria Malaszecki	Envision
*Kevin Narvaez	Envision
*Nicole Johnson	Envision
*Jeffrey Weinstein	Brandywine
*Peter Denitz	WSP Parsons Brinckerhoff
Chuck Bode	West Powelton/Saunders Park RCO
Lucia Esther	West Powelton/Saunders Park RCO
Jenny Chen	Mount Vernon Manor
Michael Thorpe	Mount Vernon Manor
Danielle Kalish	Powelton Village Civic Association
Helma Weeks	Powelton Village Civic Association
John Phillips	Powelton Village Civic Association
Kevin Musselman	People's Emergency Center
Meg Lemieur	People's Emergency Center
John Leatherberry	West Powelton Concerned Community Council
Jabari Jones	Lancaster Avenue Business Association
De'Wayne Drummond	Mantua Civic Association

The following constitutes our understanding of items discussed and decisions reached. If you have any questions, please address them to the author. The minutes will stand as a record of the meeting unless corrections are received within **Seven (7) Days** after receipt.

**Scheduled Agenda:**

6:00pm – 6:10pm: Introductions  
6:10pm – 6:40pm: Overview of Draft District Plan  
6:40pm – 6:55pm: Q&A  
6:55pm – 7:05pm: Short Break  
7:05pm – 7:45pm: Break Out Session/Activity  
7:45pm – 8:00pm: Recap / Wrap-Up

1. 6:10pm – 6:15pm: Introductions
  - a. Nicole Johnson (Envision) started off the meeting with a brief introduction regarding the purpose of the meeting, followed up by asking each individual in attendance to introduce themselves and the organization they are representing.
  - b. Nicole Johnson (Envision) handed the introductions off to Natalie Shieh (Amtrak) to provide an overview of the Draft District Plan.
2. 6:15pm – 6:45pm: Overview of Draft District Plan
  - a. Natalie Shieh (Amtrak) walked the group through a 54-slide PowerPoint presentation covering the Draft District Plan. Emphasis was placed on the plan's Vision and steps needed to implement the Vision.
  - b. After the presentation, the floor was opened up for questions to the group about the Draft Plan.
3. 6:45pm – 7:00pm: Questions & Answers
  - a. Helma Weeks questioned about access to the Schuylkill River. From one of the renderings presented, it did not look like there would be access.
    - i. Daniel O'Shaughnessy (SOM) described how this could be achieved, using the Open Space rendering illustration to point out potential river access locations.
  - b. John Phillips had a question of what "Institutional" meant from some of the land use descriptions on the renderings.
    - i. Natalie Shieh (Amtrak) said that the term does not solely represent an academic institution. It could be a larger corporation (such as Google for example).
  - c. John Leatherberry asked if there is an estimate of what this project would cost.
    - i. Natalie Shieh (Amtrak) stated that initial estimates range between \$5-10 Billion. Daniel O'Shaughnessy also commented that 60% of the costs could be paid from private investment. However, both were clear that costs are still being determined and hope to have more refined numbers in the future.
  - d. John Leatherberry asked "Who is this package for?" He asked if there was any money for public schools since this impacts the neighborhoods, especially with public funds going towards this.
    - i. Keith Orris (Drexel) spoke up and described that every building built would produce additional business and real estate taxes – which would alternatively help schools.
  - e. A question was asked to the project team about how there is no evacuation plan. An example was provided about the skylight rendering, inquiring about the weight in tonnage of the glass.



- i. Natalie Shieh (Amtrak) said that those type of things are life safety considerations, of which life safety considerations must underlie all plans for overbuild development.
        - f. John Phillips asked how many residents would be on the “new” property. John went on to describe how there would be a lot of new people, many of whom could be families with children. This then becomes a school issue, so the schools should be looked into.
        - g. Meg Lemieur questioned about the railyards in Powelton Yards, and why it was okay to build on one side of the track and not the other.
          - i. Natalie Shieh (Amtrak) commented on how the topography of the land was better suited for overbuild to the north.
        - h. Meg Lemieur asked if there is a comprehensive evacuation plan.
          - i. Natalie Shieh (Amtrak) said that there is not a current plan. However, as the project advances there are regulations that will factor into designs at which safety would be addressed.
        - i. Chuck Bode commented on how he was concerned with the view near Drexel Park. Specifically, why is a tall building there blocking the view. He suggested that the building be moved. Helma Weeks added that shade and shadow would be an issue.
          - i. Natalie Shieh (Amtrak) asked Daniel O’Shaughnessy (SOM) if he had any input. Daniel generally agreed with the comment and that the buildings in question were by no means finalized. He also informed the group that there are additional enhancements that could be done to buildings near the park, such as constructing buildings in certain directional facings to maximize the sun.
        - j. The Q & A session ended.
4. 7:00pm – 7:05pm: Short Break
5. 7:05pm – 7:45pm: Break Out Session/Activity
- a. The project team provided details on an exercise for the group to participate in. Each represented organization was provided with raffle tickets to vote on the phasing plan priorities. Each organization took ten (10) tickets and voted on what phases have 1st thru 5th importance to their community. Each organization could spend up to five (5) tickets on the phase they believe is their top priority. The remaining tickets were to be distributed towards other phases as deemed appropriate by the organization member(s).
    - i. After instructions were provided, group members went up to the activity station and placed tickets in the box marked with the associated phase. Group members finished and returned to their seats.
    - ii. The project team counted the votes and presented the findings to the group. Results of the 1<sup>st</sup> vote can be seen in the following table.

VOTE 1					
ORGANIZATION	Phase 1	Phase 2	Phases 3 & 5	Phase 4	Phases 6 & 7
West Powelton Saunders Park		2	2	3	3
Mount Vernon Manor	1	2	2	2	2
Mantua Civic Association	4	2	2	2	
Powelton Village Civic Association	5	1	3		1
Lancaster Ave. Business Association	4			3	3
<b>TOTAL</b>	<b>14</b>	<b>7</b>	<b>9</b>	<b>10</b>	<b>9</b>

- b. Nicole Johnson (Envision) provided the Phase voting results to the group. Nicole asked the group why Phase 1 was the highest vote. And if anyone chose Phase 1 for their top priority if they would share.
- i. Michael Thorpe said that he voted for Phase 1 because in order to advance the idea of his project, especially Innovation Neighborhood, it starts around the station. This could lead to an opportunity to create jobs. Michael Thorpe went on to describe Mount Vernon Manor as an affordable housing provider and how these phases impact their organization.
  - ii. Chuck Bode said he did not vote for Phase 1 because it's independently funded. His organization voted for residential to bring in families.
  - iii. Danielle Kalish asked for a recap of what the station improvements were again. Natalie Shieh (Amtrak) provided a general overview, such as new concourse, connection to subway, and retail.
  - iv. Jabari Jones said that they voted for Phase 1 because they believe retail is important and that it falls in line with their organization's business plan. Jabari Jones emphasized that station development is key to business coming to their corridor.
  - v. Chuck Bode said that they want the communities to be included not just now as this CAG meeting is being conducted, but also in 20 years.
  - vi. De'Wayne Drummond said that he was a visual person, and that when seeing Phase 7, he had an issue with it. Specifically with final development heading all the way up to Spring Garden Street. He informed the group that Mantua starts at Spring Garden Street. He emphasized that he does not want Phase 7 at all.
    - Natalie Shieh (Amtrak) responded and asked about it not being residential, but instead being commercial development – would that change his viewpoint? De'Wayne still said no. When Natalie asked where Mantua Civic Association would want to stop development, De'Wayne said Arch or Race Streets.
  - vii. John Phillips asked if there was a phasing model. He said that having the phases starting south to north seems to make economic sense, but does it make social sense.

- Both Natalie Shieh (Amtrak) and Daniel O’Shaughnessy (SOM) reiterated the goal of the exercise in that although the project team has laid out 7 phases that progress south to north, which is not to say that phasing projects can’t change. Depending on feedback, it may make sense to focus on lower cost amenities from later phases to earlier on in the phasing schedule.

6. 7:55pm – 8:00pm: Recap / Wrap-Up

- a. The group discussion session ended at 7:55pm. Organizations were once again asked to revote for a second time on their phasing priorities before heading out. The goal was to see if the voting results changed after initial questions were discussed with the project team. Below is a table of the 2<sup>nd</sup> vote results.

- i. Clear support was found with Phase 1, gaining the largest percentage of votes compared to the earlier voting exercise.

VOTE 2					
ORGANIZATION	Phase 1	Phase 2	Phases 3 & 5	Phase 4	Phases 6 & 7
West Powelton Saunders Park	5		1	1	3
Mount Vernon Manor	10				
Mantua Civic Association	10				
Powelton Village Civic Association	4	2	2		2
Lancaster Ave. Business Association	5			3	2
<b>TOTAL</b>	<b>34</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>7</b>

7. 8:00pm: End of Meeting

- a. Participants were thanked for their attendance and were encouraged to attend the public open house on March 16, 2016.



## **APPENDIX C PUBLIC OPEN HOUSE IV+ ONLINE SURVEY** MARCH 2016

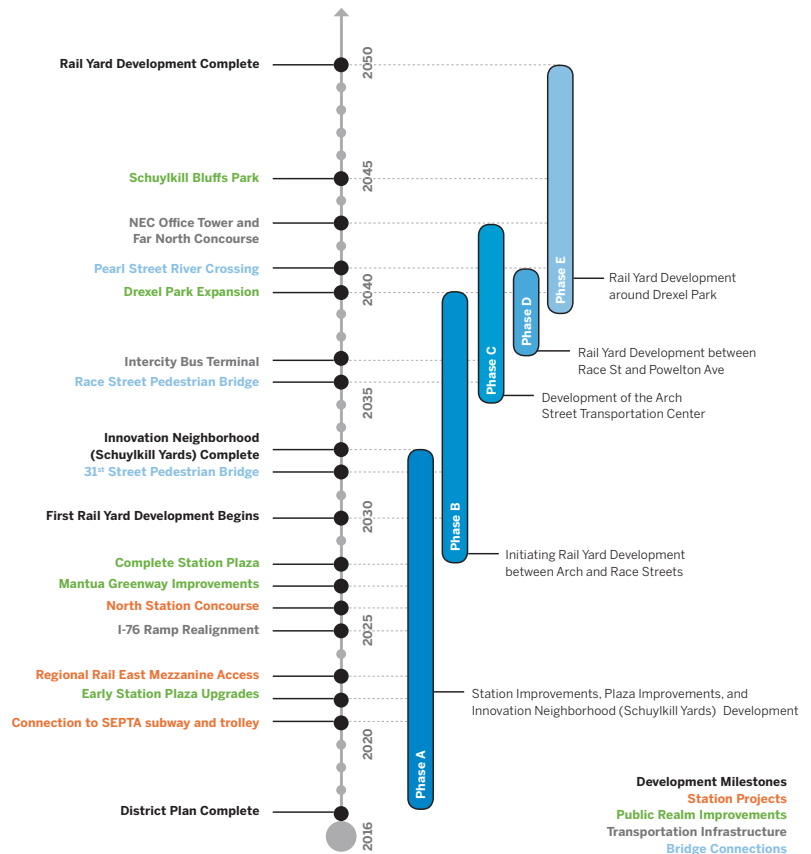
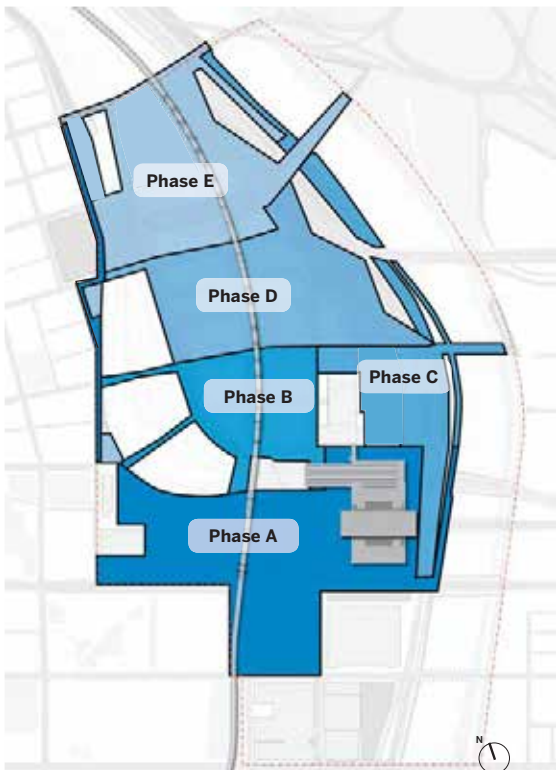
Survey Questions	C-2
Raw Survey Results + Comments	C-10

## 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.



ID#	DATE	STAKEHOLDER	PHASE	PHASE PRIORITY	PHASE D PRIORITY	PHASE C PRIORITY	PHASE B PRIORITY	PHASE A PRIORITY	PHASE E COMMENTS	PHASE D COMMENTS	PHASE C COMMENTS	PHASE B COMMENTS	PHASE A COMMENTS
1	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Most easily accomplished, it seems to me, and will be a great success.				
2	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	It's important but will be somewhat disruptive to see the station connection to SEPTA market-Frankford line and trolley as soon as possible				
3	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Believe economic development would be necessary in order to jumpstart and move project along. Access is also a factor				
4	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Start now. Beautiful seems like this is doable now				
5	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
6	4/7/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
7	4/7/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
8	4/8/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	It's important, but will be disruptive and messy. I'd like to see the bus terminal changes first.				
9	4/8/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Very desirable.				
10	4/7/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Improves what I use everyday				
11	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Improves too				
12	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	This sets the neighborhood for being improved and will provide the foundation for future transportation systems will keep use of public transportation				
13	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	The connection of public transportation systems will keep use of public transportation				
14	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	I would like to see this moved up to run parallel w/ Phase A. This development of the region for stage A would put a lot of pressure on the area of stage B				
15	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Generate buzz + momentum. Immediate benefit. Wait for more.				
16	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Cheapest & easiest to do				
17	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	What happens to buses w/ new plan for west side of Station?				
18	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Important upgrades				
19	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Realignment of roads would cause a bit of traffic. This should happen first.				
20	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	An impact study has not been done to determine the effects on the surrounding neighborhoods. It's important to look at the change the neighborhood and affordability based on development pressure				
21	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	It addresses immediate concerns and seems feasible				
22	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Requires less infrastructure over the rail yard on available land				
23	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Need provide study				
24	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	This option appears to provide the most change and "bang for buck" and encompasses many areas				
25	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Need more study				
26	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Streets and public transportation connections come first				
27	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Immediate impact				
28	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Basic infrastructure. Make friends with local residents. Street level intersection is a hazard. If it connects subway + trolley to improve existing station. It will take separate longer to get tenants for official retail uses.				
29	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Focus of plan centers on 30th Street Station as present and future national transportation hub. Project delineates from the station an area for potential transit and economic opportunities for additional project support at this highest location for transit.				
30	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	Economically appropriate first step. Station improvements pave the way for future expansion and make the area more desirable to locate in.				
31	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	The conditions around the station are pretty good, do not need all of the proposed changes at this time, maybe in the future.				
32	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	I'm very interested in the underground connection with SEPTA				
33	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
34	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
35	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
36	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
37	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
38	3/16/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
39	3/22/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
40	3/22/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
41	3/22/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
42	3/22/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
43	4/2/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
44	4/2/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
45	4/2/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
46	4/7/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
47	4/7/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
48	4/7/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					
49	4/7/2016	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C	PHASE C					



SUMMARY REPORT: STAKEHOLDER REVIEW OF THE DRAFT DISTRICT PLAN

ID#	Date	1ST PRIO#	2ND PRIO#	3RD PRIO#	4TH PRIO#	5TH PRIO#	Phase A - Comments	Phase B - Comments	Phase C - Comments	Phase D - Comments	Phase E - Comments	
50	4/7/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Why wouldn't phase A = 1st priority, and B, 2nd, etc? Each phase supports / rationalizes development of the next.					
51	4/7/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	I LOVE the Phase A, B and C developments, especially if the high rises currently being built along the river. However I think these phases might be integrated with the inclusion of the Drexel Park connection pedestrian bridge early because all the construction in this area will make the neighborhood feel even more cut off - this is something that one little part gets done the more friendly connection with the pedestrian bridge from Drexel park will allow citizens to avoid the heavy construction and make lots of people happy sooner more than later. Notes on Phases D and E below.	See above				
52	4/7/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
53	4/7/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Political solution.	No known source of funding, both to not re-dedicate.	Not critical.			
54	4/7/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
55	4/7/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
56	4/7/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
57	4/7/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
58	4/7/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
59	4/7/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
60	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	The basic commuter and pedestrian improvements that are most important	3/4/5 nice to have after basics	3/4/5 nice to have after basics	3/4/5 nice to have after basics	3/4/5 nice to have after basics	
61	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Address the station area and foundation to expand	Commercial Expansion	Expands commercial and river connection	Expands commercial and river connection	Expands commercial and river connection	
62	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Connects SEPTA to station most important					
63	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Center of project, must start here logistically and politically and symbolically	While 1 and 2 are very important and are adjacent to station, the intercity bus terminal is an important point in the transportation network of the region	Need bus station to be a world class city and not giving them up @ sidewalk bus stop	Buils on Phase 4		
64	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Very important to connect people to places as efficiently as possible and usually as close as possible to their destinations	Once people and places have been connected and safety of goods achieved, an immediately to "you build it, they will come"	Moving further away from station, only makes sense			
65	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Request improvements for public spaces - improves quality of life for greatest number of people		Connecting the people to place efficiently			
66	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	These are high impact to existing utilization + activation of underutilized property (parking lot)		Misses development along river - connecting it to phase A			
67	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Paths for the way for the rest of the project	With the various model capacity building can then better support additional commercial need + further capacity building for pedestrians				
68	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Available open sites ready for development	Final Touches				
69	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Most important to improve user experience of station + neighborhood + transit street crossing cheap pedestrian connection over river					
70	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Clearly some immediate/useful projects/needs	logical out growth of priorities 1 + 2	Dispersely need this terminal	These are too expensive to even entertain after everything else done		
71	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Will affect the largest amount of people, image of city and transportation facility, will have positive impact and encourage future development.	Some elements of this phase could be traded. I think with the important development of Schuykill yards - a bus terminal should move up the list	Bus terminal sooner! Race street bridge, when there is something or enough to connect to.	It is now time to go BIG.		
72	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	It is important that there's increased connection between the Schuykill yards and the University City area					
73	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	I may have a personal bias against Drexel developing the "Schuykill yards" out right now, they don't need it. Not priority for the university, neighborhood, yes, university, no.					
74	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	With the district centered on transportation, improvements to the Schuykill yards will have positive impact and encourage future development.					
75	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Improving the heart of the development is most important phase to start					
76	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	The station is the centerpiece of the area					
77	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Will do most to increase intercity in immediate proximity to 30th Street Station					
78	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Immediate commercial transportation impact					
79	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	Connection between station + subway is specially important					
80	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E	This area already needs and deserves more building over the rail yard. Also JFK Blvd. should be extended to 32nd St. + road going back towards Market Street					
81	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
82	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
83	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
84	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
85	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
86	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
87	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
88	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
89	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
90	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
91	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
92	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						
93	3/16/2016	PHASE A	PHASE B	PHASE C	PHASE D	PHASE E						

ID#	Date	STPHO#	RND PRIORITY	RND PRIORITY	4TH PRIORITY	5TH PRIORITY	Phase A - Comments	Phase B - Comments	Phase C - Comments	Phase D - Comments	Phase E - Comments	
94	3/27/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D	The most realistic and logical to start the district. Having existing developments and to demonstrate a market for additional development. Additionally, the 1.76 rail alignment is necessary in order to build the bus terminal.					Phase D provides a green space that will be undervalued before the area is built out.
95	3/27/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
96	3/27/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
97	3/27/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
98	3/27/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
99	3/27/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
100	3/27/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
101	3/27/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
102	3/27/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
103	3/27/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
104	3/27/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
105	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
106	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
107	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
108	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
109	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
110	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
111	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
112	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
113	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
114	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
115	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
116	4/6/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D	Phase A contains all of the lowest hanging fruit and the improvements can provide the most immediate and obvious benefits to the public for the whole project.					Phase D provides a green space that will be undervalued before the area is built out.
117	4/6/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D	The major emphasis needs to be on making a more efficient transportation facility.					Phase D provides a green space that will be undervalued before the area is built out.
118	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D	Connection to SEPTA subway and trolley is one of the most important goals.					Phase D provides a green space that will be undervalued before the area is built out.
119	4/12/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
120	4/12/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
121	4/12/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
122	4/12/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
123	4/12/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D						Phase D provides a green space that will be undervalued before the area is built out.
124	3/16/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D	Station needs serious improvements					Phase D provides a green space that will be undervalued before the area is built out.
125	3/16/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D	Improved access to new and improved rail station needed before other projects begin.					Phase D provides a green space that will be undervalued before the area is built out.
126	3/16/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D	Looks complicated and costly					Phase D provides a green space that will be undervalued before the area is built out.
127	3/16/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D	You have to consider that realistically, you are asking people to vote but it appears you have already decided how you will move forward with this project!					Phase D provides a green space that will be undervalued before the area is built out.
128	3/17/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D	The construction and completion of this phase will lead to major improvements in the area. It will also lead to a significant increase in the number of jobs and businesses in the area. This phase should be the last phase that is executed.					Phase D provides a green space that will be undervalued before the area is built out.
129	3/27/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D	Economic improvements are a priority. New retail, Schuylkill yards.					Phase D provides a green space that will be undervalued before the area is built out.
130	4/7/2016	PHASE A	PHASE C	PHASE E	PHASE B	PHASE D	Want to see happen soon: 1) connection to SEPTA 2) station upgrades 3) transit-oriented development 4) pedestrian streets					Phase D provides a green space that will be undervalued before the area is built out.
131	3/16/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
132	3/16/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
133	3/16/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
134	3/16/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
135	3/16/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
136	3/16/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
137	3/16/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
138	3/16/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
139	3/16/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
140	3/16/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
141	3/16/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
142	3/22/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
143	3/22/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.
144	3/22/2016	PHASE A	PHASE E	PHASE D	PHASE C	PHASE B	PHASE B in context of 30th St station and functions as a connector to the rest of the district. It is important to have the street fully activated by new development connected to Phase A.					Phase D provides a green space that will be undervalued before the area is built out.

SUMMARY REPORT: STAKEHOLDER REVIEW OF THE DRAFT DISTRICT PLAN

ID#	Date	1ST PRIORITY	2ND PRIORITY	3RD PRIORITY	4TH PRIORITY	5TH PRIORITY	Phase A - Comments	Phase B - Comments	Phase C - Comments	Phase D - Comments	Phase E - Comments
145	4/8/2016	PHASE A	PHASE E	PHASE D	PHASE B	PHASE C	It is really a bit inconsistent with the rest of the project. The infrastructure improvements are critical to this part of the development, or the scale of the proposed development will overwhelm the existing road and bridge networks and increase the need for additional infrastructure. I am in favor of serving to connect West Philadelphia to Center City. I say this because I live in the area and I know that the Spring Garden Street Station and along the Spring Garden Bridge already can make it difficult to get from West Philly to Center City during certain hours.	I found it hard to judge how to prioritize the phases... I don't like this area developing as an island and I don't like that the parts of the greatest Community benefit seem to be phased to come last.			I am really concerned about two aspects of the project as proposed... that the A...> E phasing leaves the aspects of the project with the greatest community benefit to the very last part of the project. The green spaces, Schuykill Banks park/Drewel Park extension and the pedestrian bridge to Center City. With a Phasing A, B, C, D, E, the project also increasingly looks like an island with NO connection to existing neighborhoods. I think this should need to be avoided.
146	4/12/2016	PHASE D	PHASE E	PHASE A	PHASE B	PHASE C	Need to begin phase C to overlap with A rated bus terminal				
147	3/12/2016	PHASE A					I like some of the improvements because they benefit the city as a whole. I'm concerned about Schuykill Yards and its effect on the surrounding area (mainly Mantua). What procedures have been put in place to ensure people aren't pushed out? Will there be any funding for schools and other long term infrastructure? Passenger connectivity between the many modes that intersect at this key location.	Again, like the improvement in transportation. Still concerned about the plan for the long term Mantua residents, many of who rent and can't afford raises in rent or property taxes. Will there be laws passed or subsidies and other resources for lower income Mantua residents?			
148	3/10/2016	PHASE A				PHASE D		Future development dependent			
149	3/16/2016	PHASE B				PHASE B					
150	3/15/2016	PHASE A		PHASE C	PHASE B	PHASE A					
151	3/15/2016					PHASE A					
152	3/16/2016	PHASE A				PHASE B					
153	3/16/2016	PHASE A		PHASE B		PHASE B	Might as well, right? It shows the most projects that meaning upgrades of existing facilities that would be significantly meaningful to regular users. It shows the most priorities that meaning upgrades of existing facilities that would be significantly meaningful to regular users. Station upgrades are an easy win, and never from access is a public amenity that would gain favor.	Jobs 1) seems to not have plans for either affordable housing or jobs that would be for low income, not college educated neighbors, so that seems pretty skewed.			
154	3/16/2016	PHASE A		PHASE B		PHASE B					
155	3/22/2016	PHASE A				PHASE A					
156	3/22/2016	PHASE A				PHASE A					



## **APPENDIX D      TECHNICAL COMMITTEE MEMBER MEETING** APRIL 2016

**Minutes from Technical Committee Member Meeting      D-2**

**MEETING RECORD**

MEETING DATE:	April 21, 2016	SUBJECT:	Joint Stakeholders +
LOCATION:	One Logan Conference Rm		Coordinating Committee
TIME:	10:00 am – 12:00 pm		
PREPARED BY:	Daniel O'Shaughnessy		

ATTENDEES (\* remote participation)

<b>Name</b>	<b>Initials</b>	<b>Affiliation</b>
Ms. Natalie Shieh	NS	Amtrak – Principal Officer, 30 <sup>th</sup> St. Sta. District Plan
Ms. Rina Cutler	RC	Amtrak
Ms. Danelle Hunter	DH	Amtrak
Mr. Adam Krom	AK	Amtrak
Mr. Jeff Weinstein	JW	Brandywine
Mr. Keith Orris	KO	Drexel
Ms. Nancy Rogo Trainer	NRT	Drexel
Mr. Chuck Davies	CD	PennDOT
Ms. Jennifer Barr	JB	SEPTA
Mr. Byron Comati	BC	SEPTA
Mr. Steve D'Antonio	SD	SEPTA
Ms. Victoria Harris	VH	SEPTA
Ms. Emily Silver	ES	SEPTA
Mr. Charlie Webb	CW	SEPTA
Ms. Dawn Summerville	DS	City of Philadelphia – Commerce
Ms. Martine DeCamp	MD	City of Philadelphia – PCPC
Mr. Gary Jastrzab	GJ	City of Philadelphia – PCPC
Mr. Mike Carroll	MC	City of Philadelphia – Streets
Ms. Betsy Mastaglio	BM	DVRPC
Mr. Nate Hommel	NH	University City District
Mr. Paul Sehnert	PS	University of Pennsylvania
Mr. Mark Kocent	MK	University of Pennsylvania
Mr. Kristopher Takacs	KT	Skidmore, Owings & Merrill, LLP
Mr. Daniel O'Shaughnessy	DOS	Skidmore, Owings & Merrill, LLP
Ms. Cindy Sanders	CS	OLIN
Mr. Peter Denitz	PD	WSP Parsons Brinckerhoff
Mr. Eric Rothman	ER	HR&A Advisors

The following constitutes our understanding of items discussed and decisions reached. If you have any questions, please address them to the author. The minutes will stand as a record of the meeting unless corrections are received within **Seven (7) Days** after receipt.

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**BC:**

- SEPTA and Amtrak capital programs are already 5 years out and well established. Allocating funds for this means moving other things out of the program.
- SEPTA's capital philosophy is about state of good repair improvements. Would likely use discretionary funding and external sources for 100% of its contribution to the early projects – which is tricky.
- Need to partner to go after competitive funding
- At the *governance* level, need major agencies together to collectively figure out a direction; then drop down to figure out funding on an agency-by-agency basis; then come back together and create new partnerships for *implementation*.
- The Schuylkill Yards piece must be incorporated into this thinking – SEPTA is already planning headhouse reconstruction to start in Fall 2016 along with Drexel Square

**KT/ER:**

- The city needs to be at the table in these discussions
- A key leader – a Mayor, Governor, or Council Member – needs to take up the vision

**DS:**

- The new Kenney administration needs to be briefed.
- If we make an economic development case, the city is more likely to be a partner

**RC:**

- A briefing has already been set up with the Mayor and with the Governor's office
- Must make the case within both Philadelphia and Pennsylvania – they will both need to back applications for federal funds, and there are many competing projects for limited spots

**MK:**

- Case has to be made within Philadelphia that this is a project of regional importance, because otherwise it is competing with many other important projects for limited money.

**GJ:**

- Need to present this to Philadelphia City Planning Commission and get it adopted as part of the city's official plan. It should become city policy.
- This will have implications for potential city funding.

**NH:**

- Little Market Street seems like a great “early win.” This is low hanging fruit that could build momentum.

**MD:**

- There could be many *private* sources of funding available to supplement public monies
- Knight Foundations, airlines, etc

**AK:**



- A bit out of the box, but the expressway needs a user fee and congestion pricing
- Historically, highway reconstruction has been accompanied by mitigation – consider transit improvements, tolls, etc that could be used temporarily during construction. Sometimes these last beyond the construction phase of projects.

**MC:**

- At what point did Denver's development entity really come together?

**KT:**

- 1 – began with land acquisition in 2001
- 2 – Project Authority established in 2004
- 3 – project delivered in 2014

**MC:**

- Denver's 2001 is our 2014
- With that model, we'd want to have our own Project Authority in place within the year

**KT:**

- Are there other P3 examples in Philadelphia we can learn from?

**RC:**

- There are very quirky PA state laws related to P3 and design/build.
- State, city, and SEPTA don't do design/build. Amtrak is separate and may consider it.

**CD:**

- All PennDOT work is focused on improving deteriorating infrastructure
- Replacing ramps would be the first major economic development effort by PennDOT in the city, because the ramps aren't in need of repair at this time. Could be difficult to get support.
- Need a leader who drives the project every step of the way.

**CS:**

- Breakdown of Dilworth Plaza funding. Paul Levy was there at every stage to be the project's advocate.

**RC:**

- Dilworth is a good model, but some realities are different: TIGER has been cut back significantly, and city financing is limited
- Combining bike infrastructure with subway or bus projects would unlock multi-modal dollars
- Needed broad consensus to put forth Dilworth for TIGER – and it aligned with USDOT's priorities for that year
- City came in with 50% match of federal dollars. Principals and city must establish a voice and a strategy for funding to make federal funding more likely.

**NS:**

- Final press event Thursday, June 16

