



PHILADELPHIA
30TH STREET STATION
DISTRICT PLAN

An Overview of the
Draft Vision

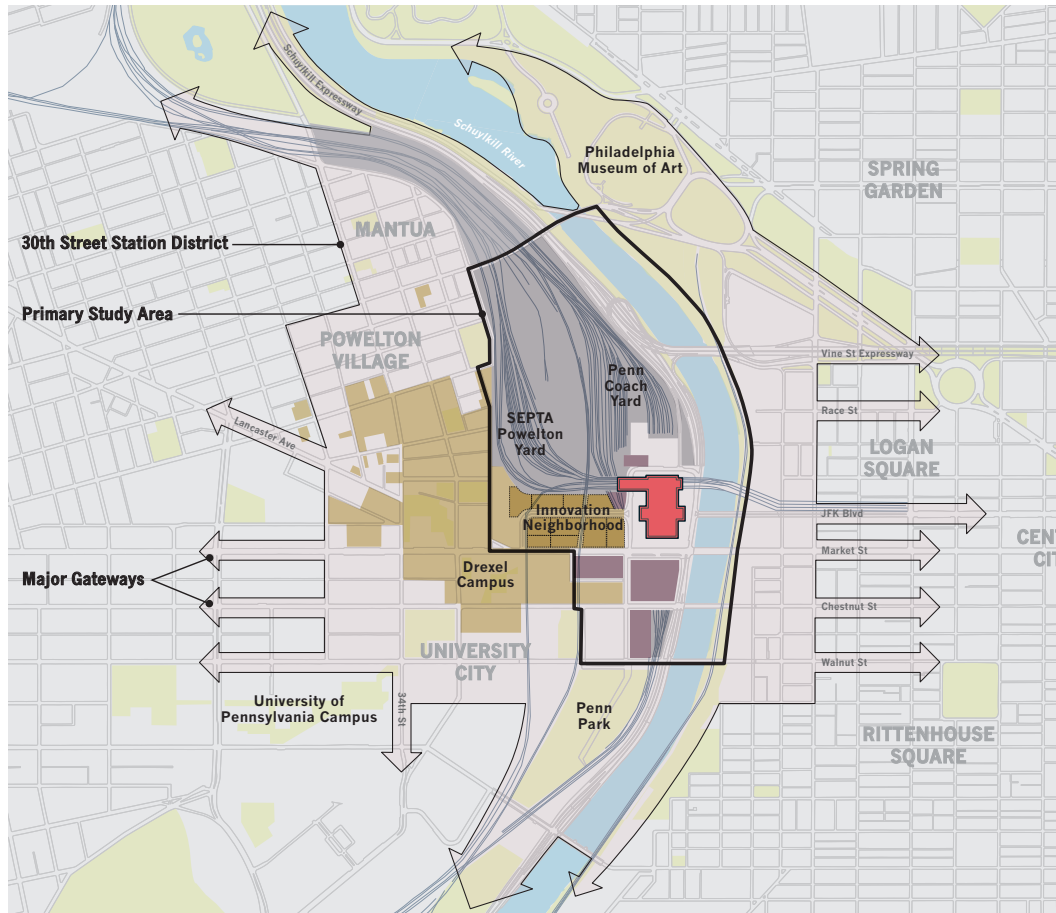
March, 2016

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

About the 30th Street Station District Plan

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 Pennsylvania Department of Transportation, and the Southeastern Pennsylvania Transportation Authority (“Principals”) to develop a comprehensive vision for the future of the 30th Street Station District in the year 2040 and beyond. 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.

District Plan Study Area



Cover Image: Philadelphia Downtown Aerial

Source: Brandywine Realty Trust

Ø

*

1.1	Introduction	2
1.2	Context	4
1.3	The Vision	8
1.4	District Plan Recommendations	10
1.5	District Planning Process	20
1.6	Implementing the Plan	22

1.1 INTRODUCTION

THE OPPORTUNITY

Philadelphia is undergoing a new era of growth and opportunity, and the district around 30th Street Station is at the forefront of this renaissance.

30th Street Station is the third-busiest Amtrak station in the country, houses direct connections to SEPTA and NJ TRANSIT, and is a nexus for dozens of local and regional bus, subway, and trolley routes, which bring tens of thousands of people to University City and Center City every day. Over the next three decades, renewed interest in rail travel will bring twice as many people and increased activity to this already bustling transportation hub. Interest and development around the station is increasing in parallel to the station's growth. Few districts around the world offer the characteristics of the 30th Street Station District – a location adjacent to premier healthcare and education institutions, close proximity to Center City, access to the Schuylkill River, large assemblages of land, and connectivity to one of the most important intermodal hubs on the Northeast Corridor.

The vibrancy found within the walls of 30th Street Station is not presently matched in the rest of the 175-acre District, much of which is open, active rail yards and parking lots and which lacks the accessibility, pedestrian-friendly environment, and urban amenities that make other Philadelphia neighborhoods exciting places. However, the momentum around the station presents an opportune moment in Philadelphia's history to build a fully-integrated, transportation-centered, mixed-use district that finally brings the city to the station.

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.

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.

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 multi-modal transportation hub where people can seamlessly connect to resources and attractions in the local community, the city, and the region.

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

Design Objectives

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

The Station as a 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.



Overall Aerial View of the District

1.2 CONTEXT

A CRITICAL LINK ON THE NORTHEAST CORRIDOR

Access to the Country's Largest and Most Dynamic Regional Economy

The station sits at the nexus of the country's most important intercity rail corridor and one of its most expansive regional commuter rail systems. It is among the busiest stations on the Northeast Corridor (NEC), a spine of rail connecting Washington, D.C. and Boston that services more than 750,000 riders each day – a workforce that contributes a combined \$50 billion annually to the American economy.

The NEC anchors a region of over 50 million people across eight states and the District of Columbia. Taken together, this region accounts for 20% of the country's GDP; on its own, it would be the world's fifth largest economy. The NEC is the critical piece of infrastructure tying the region together, and Philadelphia occupies a central location on the corridor. At just over an hour from New York and under two hours from Washington, D.C., Philadelphia is positioned perfectly to share in both regional economies and take advantage of residents and businesses seeking access to them – while still living in a remarkable and dynamic city.

The station also connects to SEPTA's Regional Rail system, which serves 13 branch lines across the city and suburbs, transporting over 36 million annual riders. SEPTA's Market-Frankford Line Subway and trolley service at 30th Street is proximate to the station and provides extensive connectivity to Center City and beyond.

Future of Rail Service on the NEC

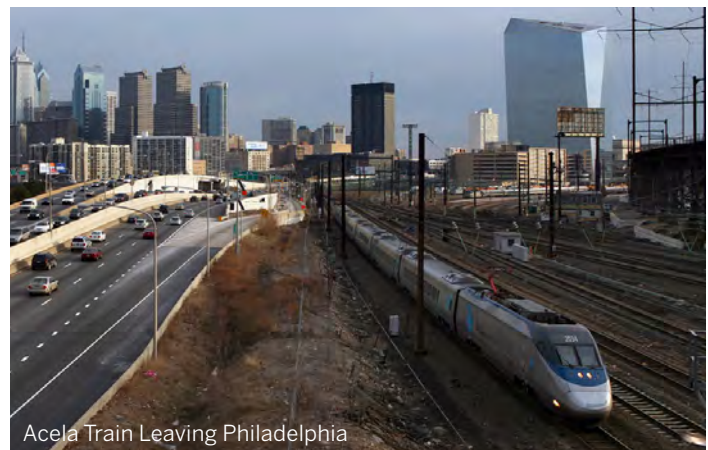
The Federal Railroad Administration (FRA) is working with NEC stakeholders to develop a long-range, integrated investment plan. This planning effort, called NEC FUTURE, was initiated in early 2012 and is expected to be concluded in late 2016. The purpose of NEC FUTURE is to define a program to upgrade aging infrastructure and to improve the reliability, capacity, connectivity, performance, and resiliency of passenger rail service on the NEC for both intercity and regional trips, within a multi-modal network, while promoting environmental sustainability and economic growth.

For the NEC FUTURE program, FRA is currently considering three Action Alternatives that are representative of a range of possible visions for passenger rail in the Northeast. All of the Action Alternatives include a significant increase in intercity and regional rail service and investment at 30th Street Station. In addition, one alternative explores supplemental service to a new Philadelphia Airport Station, while another alternative includes a Center City station serving trains operating on a proposed second NEC spine. The FRA will select a Preferred Alternative upon completion of the Tier 1 Final EIS in 2016. For more information, visit www.NECFUTURE.com.

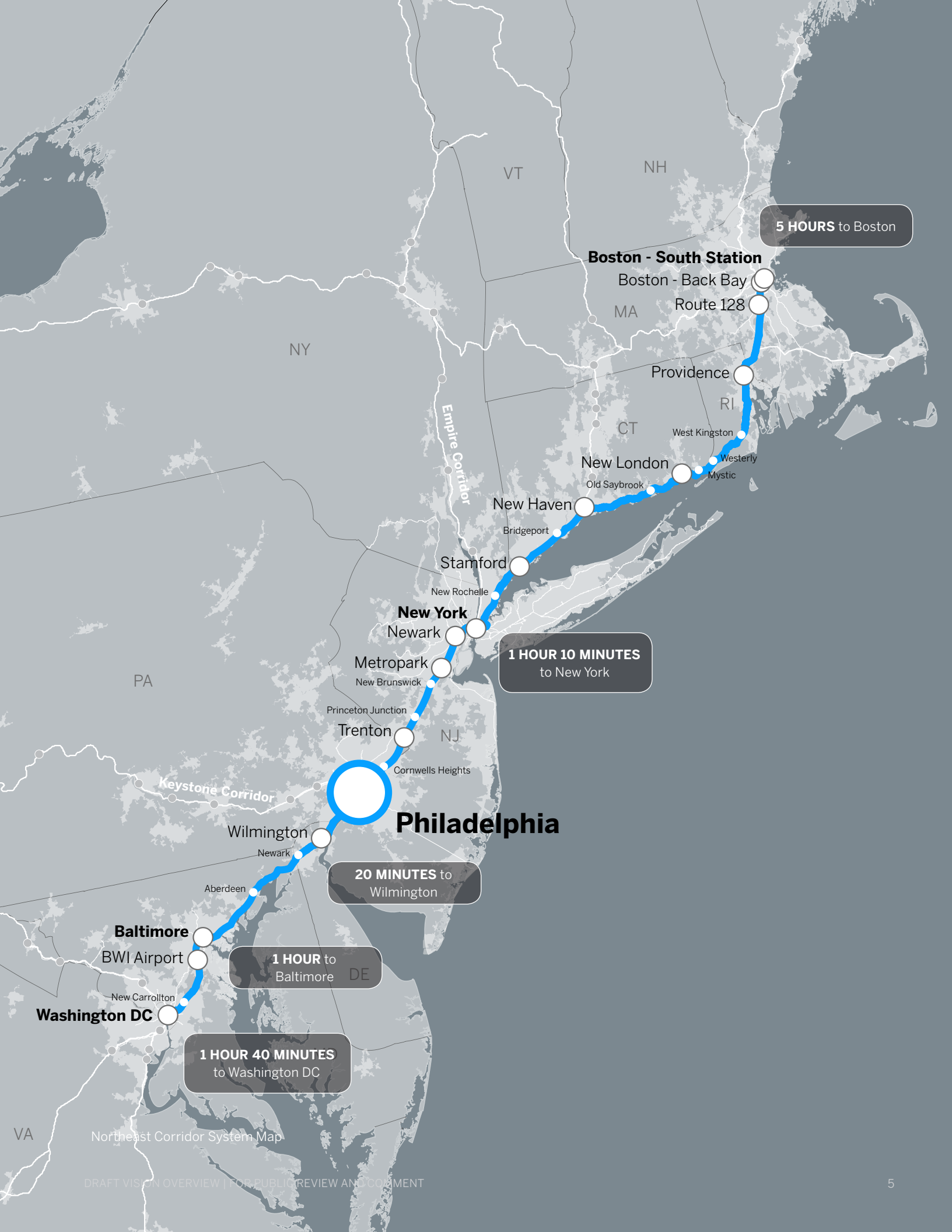
The 30th Street Station District Plan will be able to accommodate any of the alignment alternatives being considered by NEC FUTURE.



30th Street Station Today



Acela Train Leaving Philadelphia



5 HOURS to Boston

Boston - South Station

Boston - Back Bay

Route 128

Providence

West Kingston

New London

Old Saybrook

Westerly

Mystic

New Haven

Bridgeport

Stamford

New Rochelle

New York

Newark

1 HOUR 10 MINUTES
to New York

Metropark

New Brunswick

Princeton Junction

Trenton

Cornwells Heights

Philadelphia

Wilmington

Newark

20 MINUTES to
Wilmington

Baltimore

BWI Airport

1 HOUR to
Baltimore

New Carrollton

Washington DC

1 HOUR 40 MINUTES
to Washington DC

A DISTRICT PRIMED FOR TRANSFORMATION

New Momentum in and around University City

Upward population, transportation, and real estate trends converging around 30th Street Station set a compelling stage and opportunity for a grand transformation of the District.



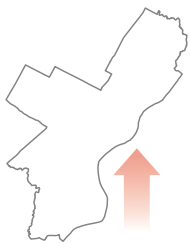
A busy and growing intermodal transit hub

30th Street Station welcomed 11 million passengers in 2014 and is expected to double its ridership by 2040 due to transportation improvements planned by Amtrak and SEPTA.



A diverse and growing job and residential market

The District's prime location between Center City and University City, two of the metropolitan region's largest employment centers, gives direct access to 375,000 workers.



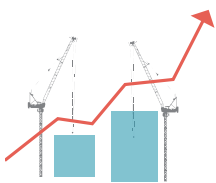
A growing Philadelphia and strong Center City

Philadelphia reversed its decades-long trend of population decline in 2010. Since then, the City has grown each year and has one of the highest growth rates of millennials among US cities.



Investment in significant urban park networks

New recreational amenities centered on the Schuylkill River watershed build on a vast network of parks and trails that have made the area highly desirable.



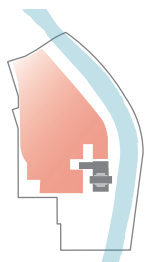
A robust development pipeline in University City driven by a growing "eds and meds" sector.

In 2014, 32 new development projects were advance or completed in University City alone, representing 6.9 million square feet of new office, research, residential, academic, and medical facilities in addition to nearly 2.2 acres of new public space.



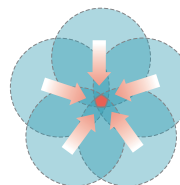
Diverse neighborhoods with a character and scale unique to Philadelphia

From the great urban universities of Drexel and Penn to the rowhouse blocks of Powelton Village and Mantua, the District adjoins dynamic neighborhoods that are attracting both residents and workers.



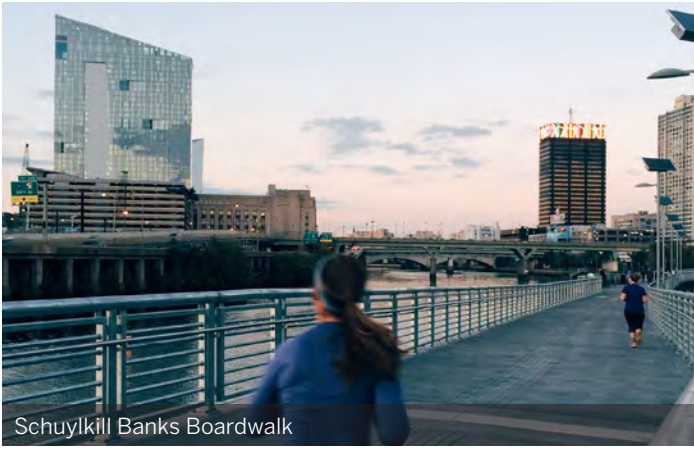
One of the largest land assemblages on the Northeast Corridor

There are roughly 12 acres of underbuilt lots that could easily accommodate new development just outside the station. To the north, the roughly 88 acres of rail yards offer an unprecedented opportunity for redevelopment.



Alignment of key stakeholders to deliver district change

For the first time ever, all land owners and major stakeholders in the district are planning for a shared, cooperative future.



Schuylkill Banks Boardwalk



Food Trucks at The Porch



Melon Street, Mantua



The Station and Market Street Bridge



Drexel University Campus



New, Protected Bicycle Lanes on Pine Street



Schuylkill River Trail



Temporary Events in Front of the Station

1.3 THE VISION

A STATION-ANCHORED URBAN NEIGHBORHOOD

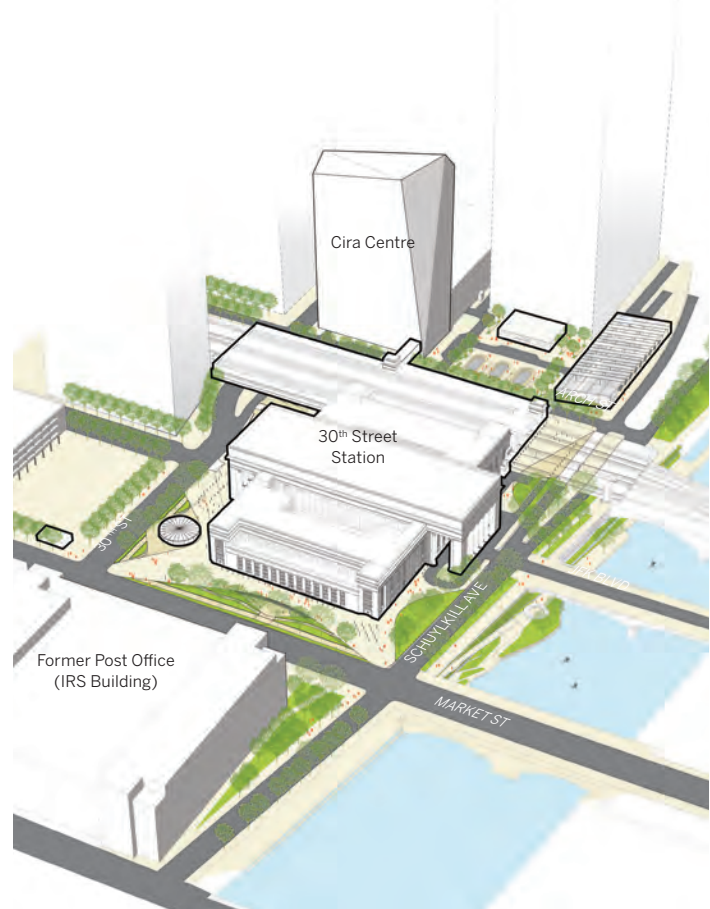
The vision reflects a shared conviction that the fortunes of Philadelphia and the opportunities of the Northeast Corridor have aligned to warrant transformational growth in this urban area. The opportunity presented by the District allows for a plan that is simultaneously visionary and authentically Philadelphia, building on the city's rich tradition of neighborhoods characterized by pedestrian-scaled streets, parks, and memorable cultural and natural amenities.

This plan calls for a new urban neighborhood at the front door of a renewed 30th Street Station with a healthy balance of residential buildings, station-anchored commercial office towers, and retail, recreational, and cultural amenities to sustain a 24/7 environment. At the heart of the District, enhancements to the station's waiting and boarding areas, customer amenities, and customer services will provide passengers with a comfortable, seamless experience both within the station and extending out to the District. The District neighborhood emerges with the redevelopment of the blocks west and south of the station along JFK Boulevard, Market Street, and 30th Street, including the 10-acre site of Drexel University's future Innovation Neighborhood, a hub where its education and research institutions can facilitate innovation by the business community to spur economic growth. As the neighborhood matures, it grows northward over the rail yards with commercial office development focused closest to 30th Street Station and gracefully transitioning to a vibrant, urban residential community towards Spring Garden Street. The District and its neighboring communities are woven together by an integrated and inviting network of streets and public spaces, providing the connectivity and quality of place needed to make the District thrive.

The plan brings value to its numerous diverse user groups. For **daily transit commuters**, the plan improves circulation and flow through 30th Street Station and its immediate urban edges, improving the everyday experience of the space as a multimodal hub. For **long-distance travelers**, it offers a compelling gateway to Philadelphia with world-class amenities, connections to the city, and new retail offerings. For **workers in the district**, it creates an accessible, attractive, and active workplace with opportunities for business collaborations over coffee, lunch, or outdoors. For **residents of the district and neighboring communities**, the plan offers opportunities for housing and employment in close proximity to work and transit, as well as incredible new natural and recreational amenities and shopping conveniences. For **students and faculty** at nearby universities, the plan calls for investment in a world-class public realm and a seamlessly integrated place

– connecting back to the station via improved transit offerings, local trails, and greenways. For **visitors**, the plan helps advance a more legible experience of the city and its myriad cultural and historic assets. And for **all citizens of Philadelphia** interested in an enduring civic legacy, the plan offers a compelling vision of a new urban place anchored by the historic station – a point of pride for citizens all over the city.

The station district will become Philadelphia's next great neighborhood, a place to live, work, learn, and play proximate to one of the nation's busiest and most important transportation hubs and accessible to one-of-a-kind urban and natural amenities.





New **BRIDGE CONNECTIONS** to Center City

Upper and lower level **RIVERFRONT PROMENADES**

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

Expanded **DREXEL PARK** as community amenity

PEDESTRIAN CONNECTIONS over Powelton Yard

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

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

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

STATION PLAZA as a great new public space

1.4 DISTRICT PLAN RECOMMENDATIONS

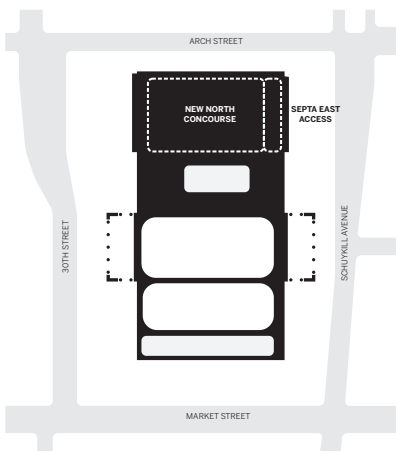
READY THE STATION FOR THE 21ST CENTURY

New Intercity and Regional Rail Concourses

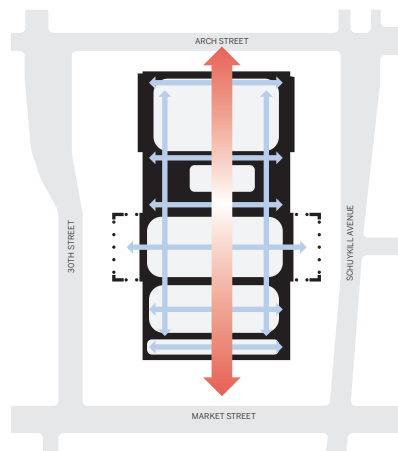
Driven by projected growth in all modes serving the station, passenger volume at 30th Street Station could more than double over the next 25 years and beyond, posing new challenges for circulation, waiting, and boarding at the station. Serendipitously, the original station was designed to handle this 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.

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.

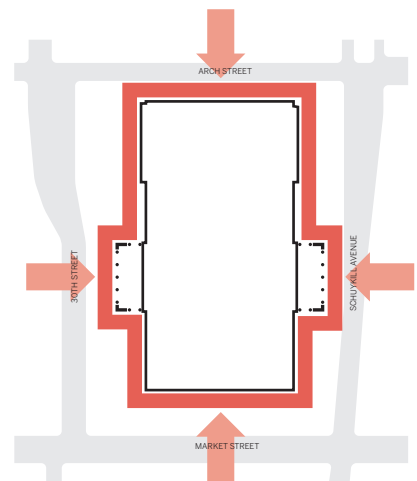
Station improvements that prioritize the passenger experience will be the early-win projects in the plan. They are achievable in the near term and can have district-wide benefits.



Expand Passenger Space



Restore the Primary Axis



Access All Four Sides



RECONNECT THE STATION

New Intermodal Connections within an Expanded Station

Travel to the District is easily achieved by a number of modes, with nearly 100,000 trips made daily by train, subway, bus, trolley, car, bicycle, or on foot. However, the modes do not clearly connect, creating a confusing and sometimes precarious experience for visitors. The plan envisions a fully-integrated multi-modal system where passengers can travel by the modes of their choice with ease and comfort.

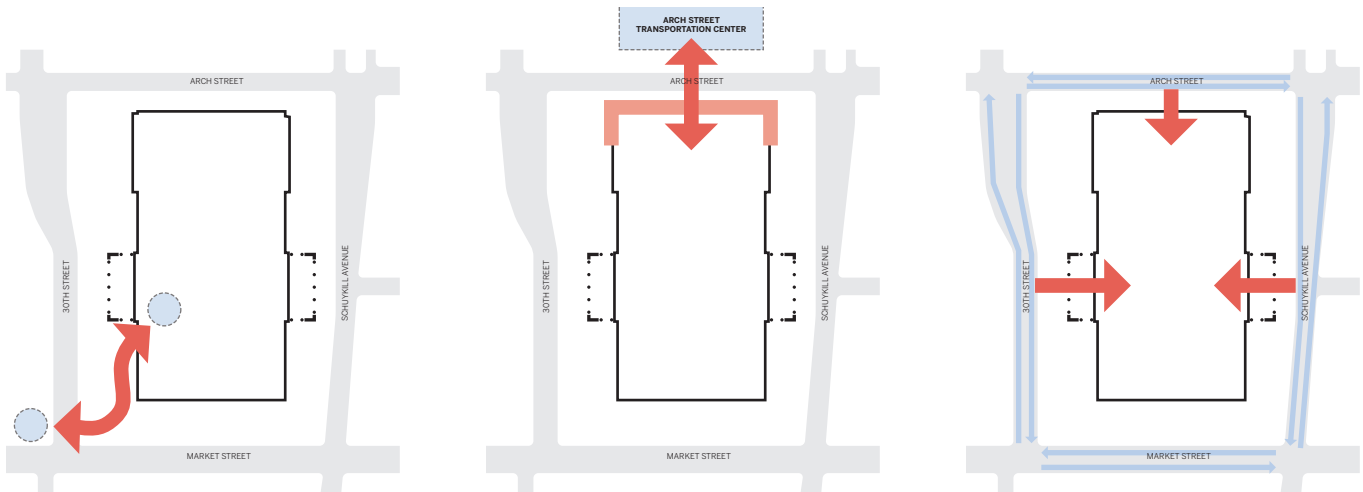
For almost 30 years, passengers transferring between 30th Street Station and the trolley and subway lines below Market Street have lacked a covered, climate-controlled route, forced instead to leave the Station and cross a busy 30th Street. The plan proposes rectifying this situation by re-establishing a convenient and safe connection between these stations – 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.

Elsewhere, passengers traveling on intercity buses (BoltBus and Megabus) board on the sidewalk along JFK Boulevard, an ad hoc location that lacks even a covered waiting area. The plan envisions

a permanent home for these buses on the north side of Arch Street as part of an integrated multimodal transportation facility. The new intercity bus terminal directly connects via pedestrian bridge to 30th Street Station and provides an indoor waiting area along with bus queuing. In the long-term, an additional Amtrak concourse could anchor this Arch Street Transportation Center.

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. This two way system feeds into adjusted highway ramps Arch Street, simplifying access to and travel from I-76.

The cumulative effect of these and other station interventions is to make intermodal connections simple, efficient, and even pleasant, prioritizing the passenger experience.



Reconnect the Subway

Expand Multimodal Offerings

Simplify Vehicle Access



Skylight Above New Underground Connection between the Station and Subway



Restored North Facade and New Arch Street Entry, Looking East from Cira Centre

RENEW STATION PLAZA

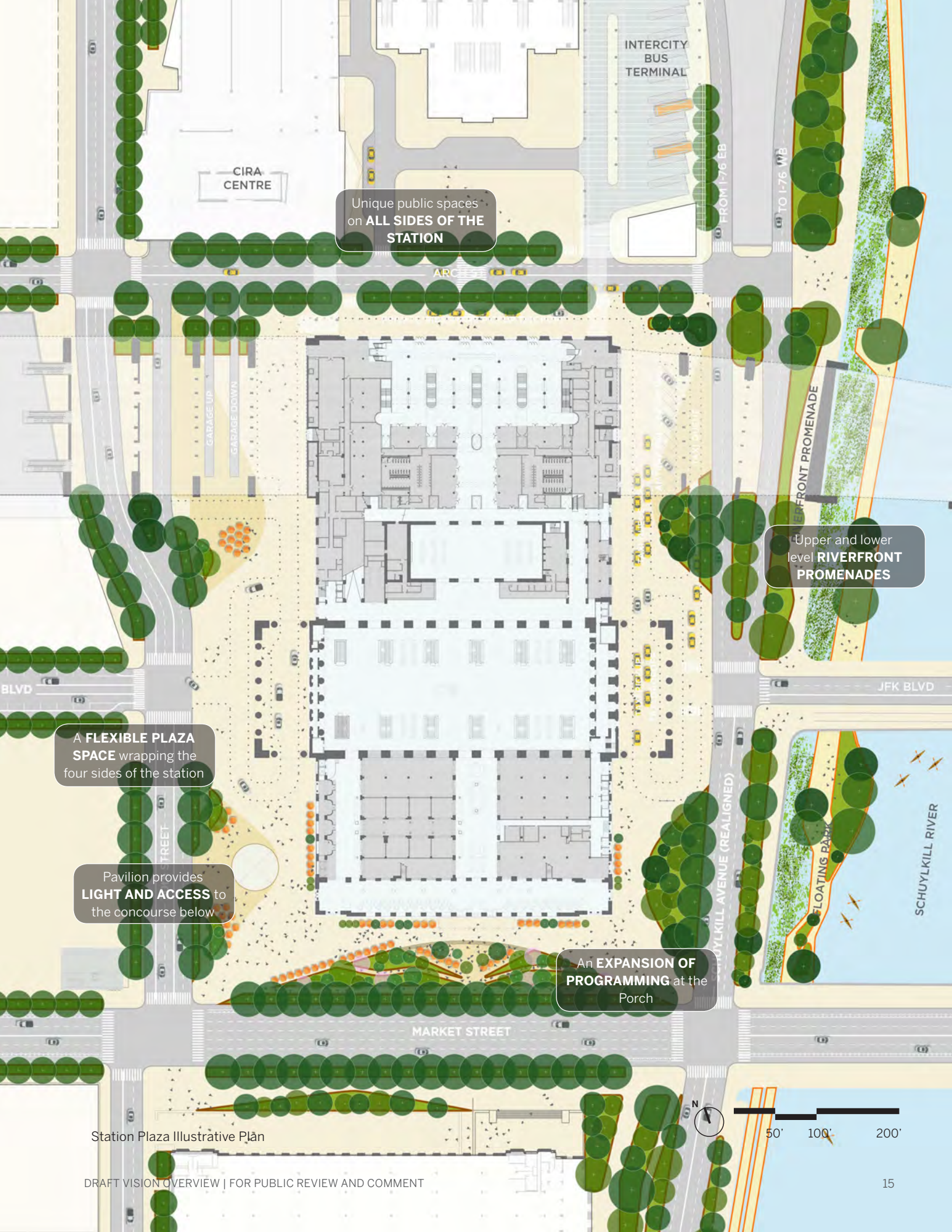
The City's Next Great Civic Space

Station Plaza is a vitally important civic space framing all four sides of the station to create the first and lasting impression of 30th Street Station and the District. The plaza must create a welcoming experience for all station visitors, whether they arrive by car, transit, bicycle, or on foot. Like Dilworth Plaza at City Hall, Station Plaza can be a central civic space that seamlessly integrates everyday passenger access needs with opportunities for social interaction and recreation.

Great urban district transformations across the nation and world lead with the public realm to catalyze private development. This was the case with Philadelphia's original squares, and continues to be the case today with projects like the Delaware River Waterfront and Denver's Union Station neighborhood. Activating Station Plaza as a dynamic public space will provide an anchor for the District and true gateway for University City. It will help catalyze development of Drexel University's Innovation Neighborhood, parcels tied directly to the station, and future rail yard development within easy walking distance. Prioritizing the plaza will leave the customer with positive memorable impressions, infuse civic pride, and help to stimulate the development of the district to the west, south, and north.



The Porch as a Seamless Civic Space from Market Street to the Station, Looking East Near 30th Street



Unique public spaces
on **ALL SIDES OF THE STATION**

Upper and lower
level **RIVERFRONT PROMENADES**

A **FLEXIBLE PLAZA SPACE** wrapping the four sides of the station

Pavilion provides **LIGHT AND ACCESS** to the concourse below

An **EXPANSION OF PROGRAMMING** at the Porch

Station Plaza Illustrative Plan

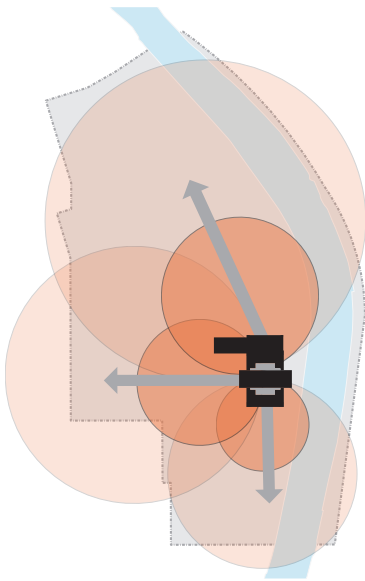
BRING THE CITY TO THE STATION

A New Transit-Oriented Urban Neighborhood

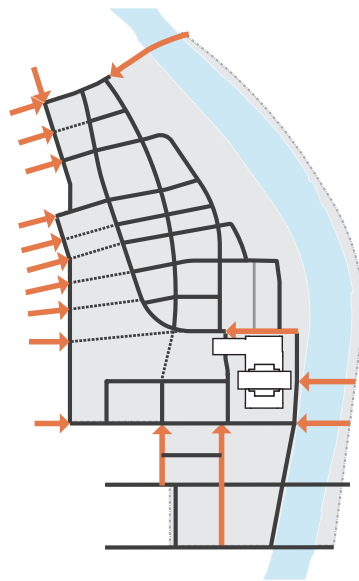
The 88-acre rail yards north of 30th Street Station represent an unprecedented opportunity to create a new urban neighborhood from the ground up by leveraging connections to the station and investing in world class amenities. This plan envisions an opportunity for up to 10 million square feet of new development above the rail yards and 8 million square feet of development adjacent to 30th Street Station, with program and massing strategies tailored to a site's proximity to the station and sensitive to existing context.

This new neighborhood will become a living, breathing part of West Philadelphia. Its heart is the station. Its lungs, the great park spaces overlooking the river and the intimate pedestrian greenways woven throughout. Its backbone, the historic city grid extended out from Powelton Village towards the river. And its soul is the people – residents, students, workers, and visitors – who will one day call it home.

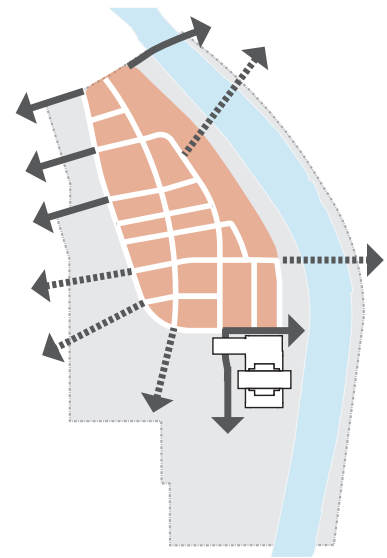
The plan envisions a type of urban development that is only possible through major new connections from the district to the rest of the city. To the east, the plan proposes two new pedestrian and bicycle bridges across the river to destinations in Center City, prioritizing direct connections to Fairmount 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



"Schuylkill Bluffs" Park Over the Northeast Corridor, Looking South from Spring Garden Street



New Pedestrian Bridge at Race Street Connecting Logan Square to the District, Looking West from Center City

LEAD WITH THE PUBLIC REALM

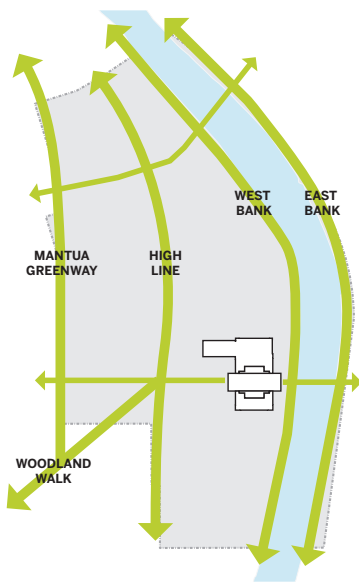
Great Places to Live, Work, Learn, and Play

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.

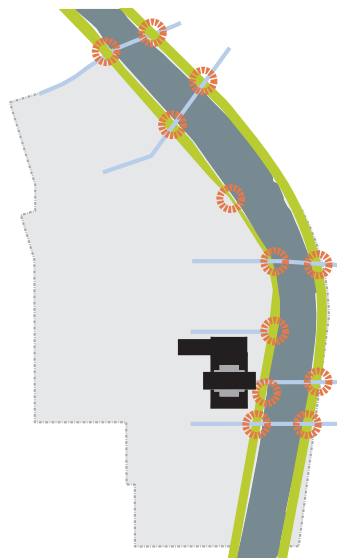
At the edges of the existing community, the plan proposes a physical and programmatic expansion of Drexel Park as neighborhood anchor as well as improvements to the Mantua Greenway / West Bank Trail as part of a larger strategy to connect greenways to and through the district, including a prominent trail under the High Line that connects south to Penn Park. At the eastern edge of the rail yards, the plan proposes an expansive

park – the Schuylkill Bluffs – above the Northeast Corridor tracks. This park is intended to provide recreational and cultural amenities for new and existing neighborhoods, create a dramatic Center City overlook, and facilitate new physical and visual connections to the river.

From these larger interventions to small, pocket parks that create a real sense of place or connections down to the riverfront, the plan aims for world-class amenities that can define the essential character of this neighborhood and help propel development.



Link and Lengthen Greenways



Bring People to the Riverfront



Expansion of Drexel Park as a Neighborhood Amenity, Looking West Towards Powelton Village



A Central Greenway along the High Line and New 31st Street above the Rail Yards, Looking South

1.5 DISTRICT PLANNING PROCESS

A PLAN FOR PHILADELPHIA, BY PHILADELPHIANS

Unlocking potential development in the district will require building broad stakeholder consensus and a shared commitment to one vision, which will be jointly implemented and whose benefits will be widely shared.

Institutional Partners

Five Principal partners, each with significant investments in the district, are leading creation of the vision for the 30th Street Station District: Amtrak, Brandywine Realty Trust, Drexel University, the Pennsylvania Department of Transportation (PennDOT), and the Southeastern Pennsylvania Transportation Authority (SEPTA). A Coordinating Committee of institutional partners are also guiding the planning effort. In addition to the Principals, its members include the City of Philadelphia, New Jersey Transit, CSX Corporation, University of Pennsylvania, Philadelphia Industrial Development Corporation, Schuylkill River Development Corporation, University City District, and the Delaware Valley Regional Planning Commission.

Stakeholder Engagement

The vision harmonizes the ideas from a diverse and highly-engaged set of stakeholders, including elected officials, community organizations, business, trade and advocacy organizations, anchor institutions and major employers, transportation passengers, citizens who comprise the District, and the general public. The stakeholder discourse has yielded an understanding of the goals and objectives that are shared in common.

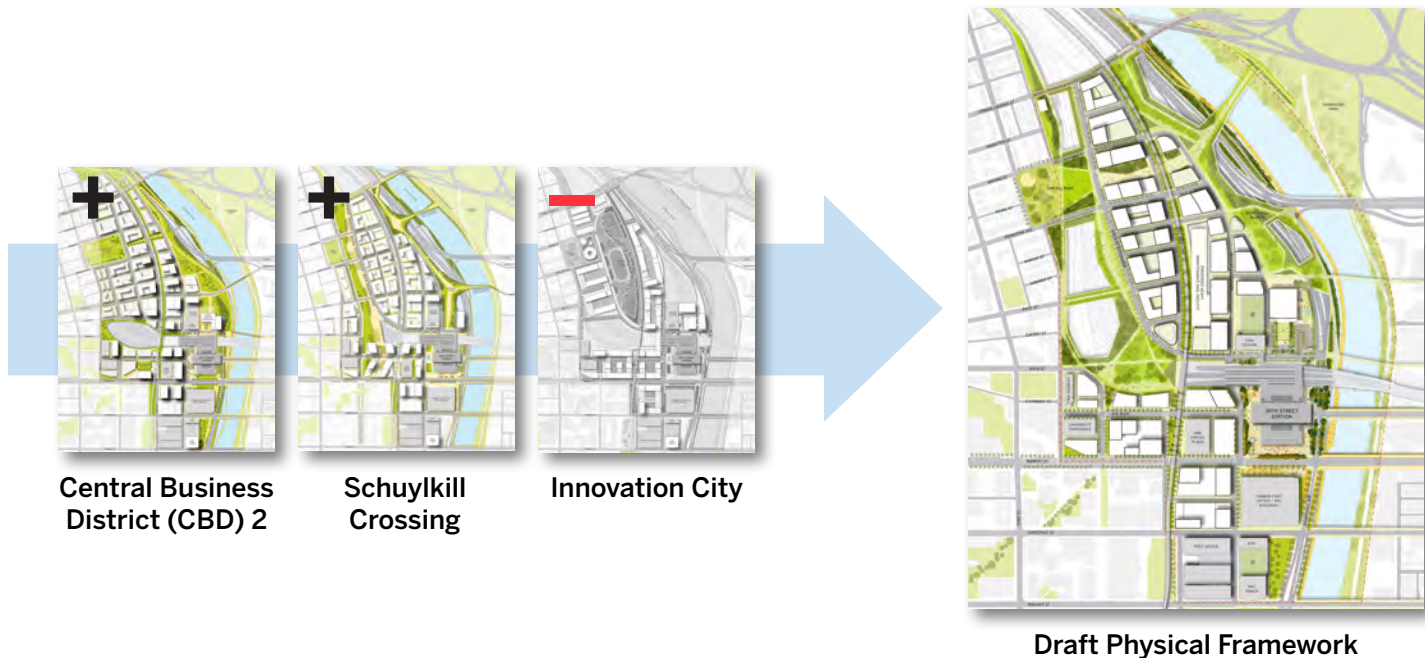
Visioning Process

In June of 2015, three different conceptual alternatives were developed to establish different stories about what the future 30th Street Station District could be. These three “What If” alternatives were meant to inspire dialog and elicit feedback from the many unique points of view regarding need, desire, benefit, and ambition.

The three conceptual alternatives were evaluated by the District Plan institutional partners and stakeholder groups, who provided valuable guidance on the elements to be carried into a preferred direction for the District Plan.

Two of the conceptual alternatives, CBD2 and Schuylkill Crossing, emerged as the most promising elements for further study, while the Innovation City concept was found to be the least promising. Strong support was given for the following specific ideas:

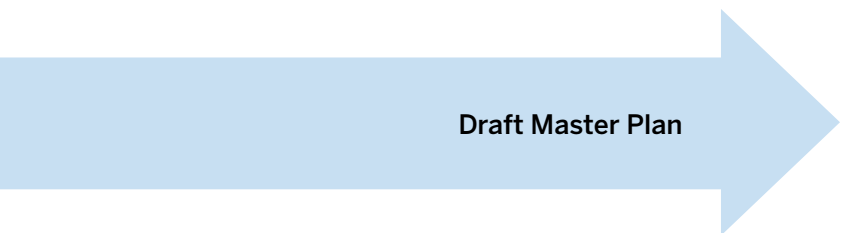
- A great, pedestrian friendly public space
- Improved connection to the SEPTA Market-Frankford Line
- A covered intercity bus facility
- Improved connectivity with Center City and West Philadelphia
- One or more new pedestrian bridges
- Direct waterfront access
- New, mixed-use neighborhoods above the rail yards
- An extension of the city grid into the rail yards



In November of 2015, an interim Draft Physical Framework report was released to document the merging of these elements into a single, cohesive concept and affirm stakeholder physical planning goals and objectives. This engagement has helped refine the vision for the District and emphasized the following overarching themes:

- The historic station is sacrosanct: look to history when planning for expansion.
- An intermodal connection between 30th Street Station and SEPTA's Market-Frankford and trolley lines at 30th Street must be a priority project.
- Station Plaza should strike a balance between functionality and civic space, focusing on flexibility.
- The Philadelphia street grid is foundational to any new neighborhood in the rail yards.

- The amount of open space within the new neighborhood should be calibrated to the needs of the district, sensitive to the realities of cost.
- Pedestrian connections to Center City should be focused in areas of greatest utility.
- Strategies for accommodating increased parking and traffic should be clearly articulated.
- Life safety considerations must underlie all plans for rail yard development.
- Designs should engender a high-quality user experience at the station and within the larger neighborhood.



1.6 IMPLEMENTING THE PLAN

STRATEGY TO STIMULATE AND ACCELERATE DISTRICT GROWTH

The 30th Street District Plan is a collection of projects that will be constructed over a 35-year time line. The implementation road map for the District Plan strategically advances investments in the transportation services, public spaces, and retail amenities at and near the station in the early phases to create value and positive conditions for successful development of a new District neighborhood in the later phases.

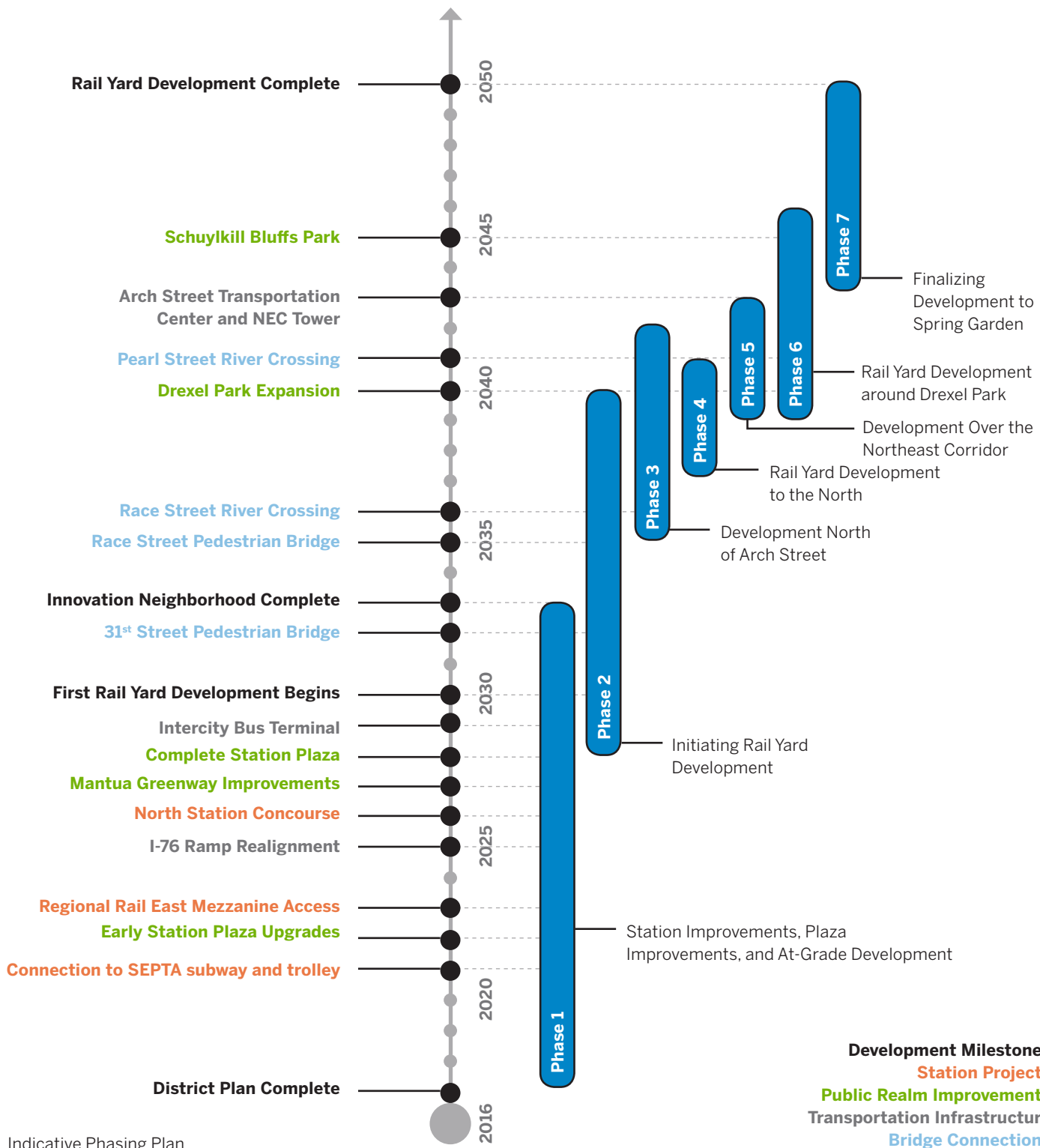
Near-term projects set the stage for growth by enhancing 30th Street Station's physical condition and accessibility and helping advance Drexel's Innovation Neighborhood, 14 acres of land immediately west of the station that could, along with properties south of Market Street, realize up to 8 million square feet of new development on land around the station.

As near-term projects are advancing, planning, design, and funding for the rail yards development will occur on a parallel track. Key early projects in the rail yards include the Arch Street Transportation Center just north of the station as well as new connections to both Center City and Powelton Village. Building on the success of this and other early projects, which create district momentum and raise land values, the rail yard development can begin in earnest. Development over the yards is envisioned as a piecemeal collection of projects that emanate out from the station, building farther from south to north with each phase.

Collaboration and partnerships among a multitude of public and private entities will be required to ensure commitment to the long-term vision, present a unified team in making the case for outside investment and support, and fund projects through reinvestment in the District. Through these cooperative efforts, the station district can become Philadelphia's next great neighborhood.



Overall Aerial View above Center City



HISTORY OF LONG-TERM VISIONS

Thinking Big Is Part of Philadelphia's DNA

The plan for development around 30th Street Station is a vision that will take decades to complete. Outside of early wins at and around the station, this plan will require patient, multi-generational commitment to a new future, one built around a shared vision and updated periodically as circumstances change.

Planning this far into the future is nothing new to Philadelphia. Big ideas are part of the city's nature, and often these ideas take decades to be fully realized. William Penn's iconic four-square grid, laid out in 1682, took hundreds of years to take shape, and even today is being realized with new development and more modern plans, like the Parkway or the Vine Street Expressway. The city's invaluable watershed park system, with Fairmount Park as its crown jewel, was originally planned for the Centennial Exposition of 1876 and has been realized in phases since then; big plans for the Delaware River Waterfront and smaller projects like the Schuylkill River Trail are, in a way, a continuation of this original vision, bringing to life an idea that has endured for almost 150 years. Time and again, from ideas like the Market-Frankford elevated line and its reimagining as an underground subway to the Commuter

Rail Tunnel uniting the Reading and Pennsylvania Railroads below Center City, Philadelphia has shown that long-term city-building ideas are achievable and have the power to shape the future – even in their formative stages.

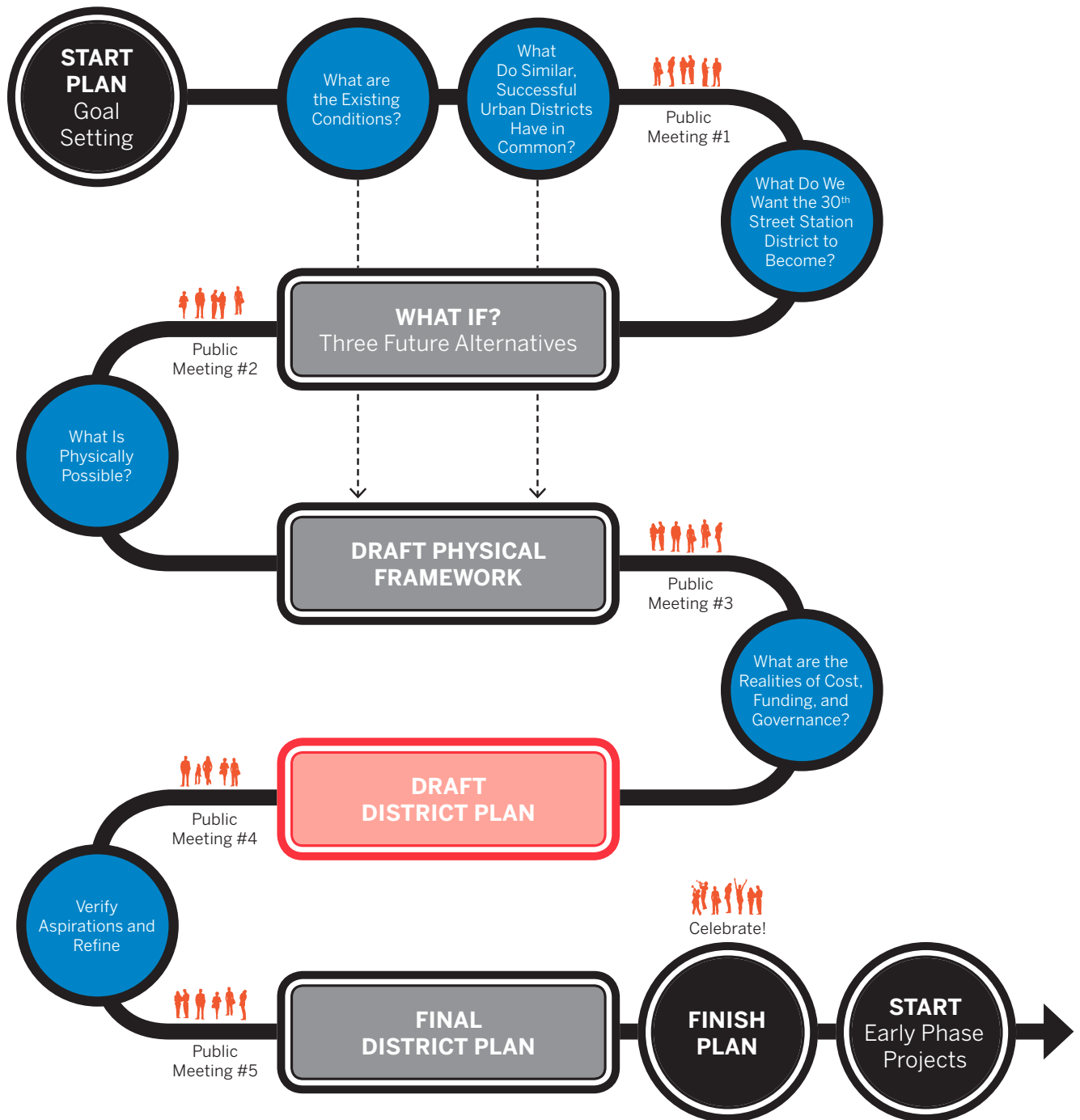
No fewer than five plans and dozens of smaller studies dating back to 1933 have laid out visions for rail yard development at 30th Street Station. Each of these efforts was a serious undertaking, by planners and developers of good will and considerable talent. But each, for reasons of time, place, and circumstance, fell short of their target. Something today is different, however: the economic, institutional, and civic realities in University City suggest a realistic and compelling path forward. This plan is as an implementation-focused, incentives-driven collection of component projects that builds toward common goals and success for principals and stakeholders. It is a ground-up plan that will deliver real, transformational physical and economic benefits to the station and district. It will become one in a long line of bold ideas that make Philadelphia a more competitive, livable, and sustainable city and place to call home.



Overall Aerial View from Northeast

WHERE WE GO FROM HERE

An Important Step in a Two-Year Planning Process





ACKNOWLEDGMENTS

Project Principals

Amtrak
Brandywine Realty Trust
Drexel University
Pennsylvania Department of Transportation (PennDOT)
Southeastern Pennsylvania Transportation Authority (SEPTA)

Coordinating Parties

Amtrak
Brandywine Realty Trust
City of Philadelphia
CSX
Delaware Valley Regional Planning Commission
Drexel University
NJ TRANSIT
Philadelphia Industrial Development Corporation
PennDOT
Schuylkill River Development Corporation
SEPTA
University City District
University of Pennsylvania

Civic Advisory Group

Drexel Area Property Association
Lancaster Avenue Business Association
Mantua Civic Association
Mantua Community Improvement Committee
Mount Vernon Manor
People's Emergency Center
Powelton Village Civic Association
West Powelton Concerned Community Council
West Powelton/Saunders Park RCO

Special Thanks

Bicycle Coalition of Philadelphia
Center City District
Children's Hospital
PECO
Philadelphia LISC
PHLCVB
The Enterprise Center
University City Science Center
Visit Philly

Professional Contributors

Skidmore, Owings & Merrill LLP
WSP Parsons Brinckerhoff
OLIN
HR&A Advisors, Inc.
Building Conservation Associates Inc.
Burns Engineering, Inc.
CHANCE Management Advisors, Inc.
Envision Consultants, Ltd.
Faithful+Gould
GTS Consultants, Inc.
KMJ Consulting, Inc.
Williams Jackson Ewing

