

PHILADELPHIA
30TH STREET STATION
DISTRICT PLAN

APA PA Conference

October 2016



The Opportunity

AMTRAK MAJOR STATIONS PLANNING AND DEVELOPMENT

A PLACEMAKING MISSION

- **Make the station an integral part of the city fabric**
Stations are not islands.
Stations are gateways into their cities.
- **Truly visionary plans are also executable plans**
Design matters and dollars matter.
Balance aspiration with function.

THE STRATEGY

- Self-fund improvements through asset monetization
- Drive value for Amtrak
- Create strong partnerships
- Design a great project
- Provide significant customer amenities



A ONCE-IN-A-GENERATION OPPORTUNITY



Busy and growing intermodal transit hub



Diverse and growing job and residential markets



Growing Philadelphia and strong Center City



Investment in significant urban park networks



Robust development pipeline driven by a growing 'eds and meds' sector



Diverse neighborhoods with uniquely 'Philadelphia' scale and character



One of the largest land assemblages on the Northeast Corridor



Alignment of key stakeholders to deliver District change

Getting to a Shared Vision

The Engagement Process

THE PARTNERSHIP
ORGANIZATIONAL PARTNERS

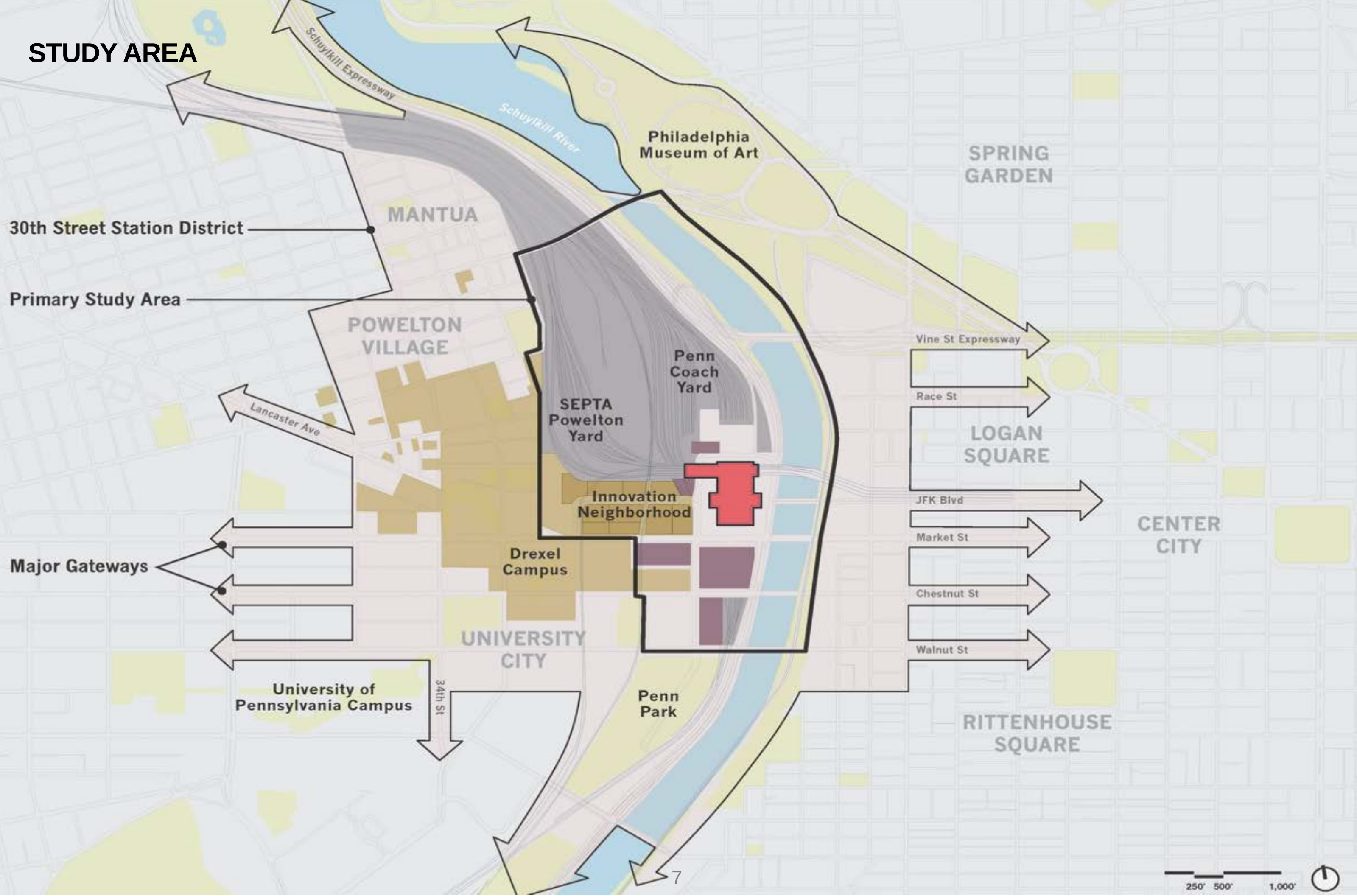
Project
Principals



Coordinating &
Technical
Committees



STUDY AREA



PROJECT BACKGROUND

DISTRICT PLAN GOALS



COMMUNITY

Build a vibrant community full of opportunities to live, 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.

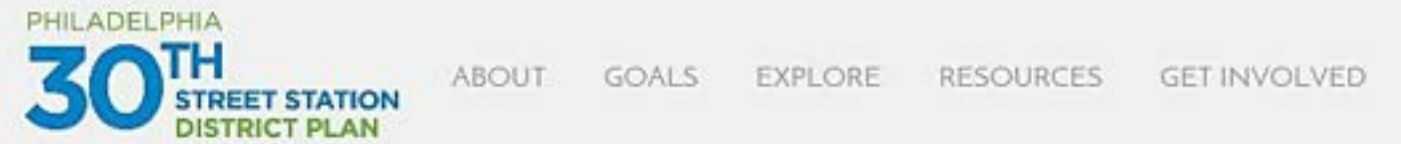
PUBLIC ENGAGEMENT

Open Houses,
Civic Advisory Group & Business Roundtables



5 public open houses
4,130 total public comments
1,375 project e-mail subscribers
19,515 e-mails sent
15,685 website visits
45 stakeholder meetings

Project Website: PhillyDistrict30.com



The Philadelphia 30th Street Station District Plan represents one of the best opportunities in the region for re-envisioning rail and transit services and supporting transportation oriented development for urban transformation.

Philadelphia is undergoing a new era of growth and opportunity, largely fueled by the continued growth of Center City and University City. There are also efforts to expand transportation capacity and service in the City and the region. Because of these forces, the area around 30th Street Station has the opportunity to leverage this activity to become a more vibrant, connected, inviting Philadelphia neighborhood.

The Philadelphia 30th Street Station District Plan, led by Amtrak, Brandywine Realty Trust, Drexel University and the Southeastern Pennsylvania Transportation Authority (SEPTA) and guided by a host of public and private stakeholders will create a single, integrated vision for the Philadelphia 30th Street Station District. A vision full of opportunities for community development, economic growth and improved transportation connections.

The planning effort is expected to take approximately two years.

District Plan Development

THE 2050 VISION

THE PLAN ENVISIONS:

- Expansion of 30th St Station passenger facilities to handle double the volume of trips (± 11 million annually in FY14)
- 18 million SF of new private development
- 40 acres of new parks and civic spaces
- New roads and bridges

THE PLAN REQUIRES:

- \$2 billion in infrastructure cost
- \$4.5 billion in associated private investment activity

THE PLAN PRODUCES:

- \$3.8 billion in city and state fiscal benefits
- 40,000 new jobs at full build



ILLUSTRATIVE SITE PLAN

THE PLAN SUPPORTS:

- 20-25 million passenger trips per year within an expanded 30th Street Station
- 18 million SF of new private development
- 8,000 to 10,000 new residents
- 40 acres of new parks and civic spaces
- New roads and bridges



A STATION-ANCHORED NEIGHBORHOOD

READYING THE STATION FOR THE 21ST CENTURY

- Expanded, modern concourses
- Retail refresh

RECONNECTING THE STATION

- Underground SEPTA MFL Concourse Connection
- New North Concourse at Arch Street to serve Amtrak, NJ TRANSIT and SEPTA
- Arch Street Transportation Center with intercity rail and bus service
- Improved I-76 Access
- New transit extending from 30th Street Station to Philadelphia Zoo



UNDERGROUND RETAIL CONCOURSE

DEVELOP AN UNDERGROUND PUBLIC CONCOURSE FILLED WITH SUNLIGHT AND LINED WITH RETAIL



NORTH CONCOURSE

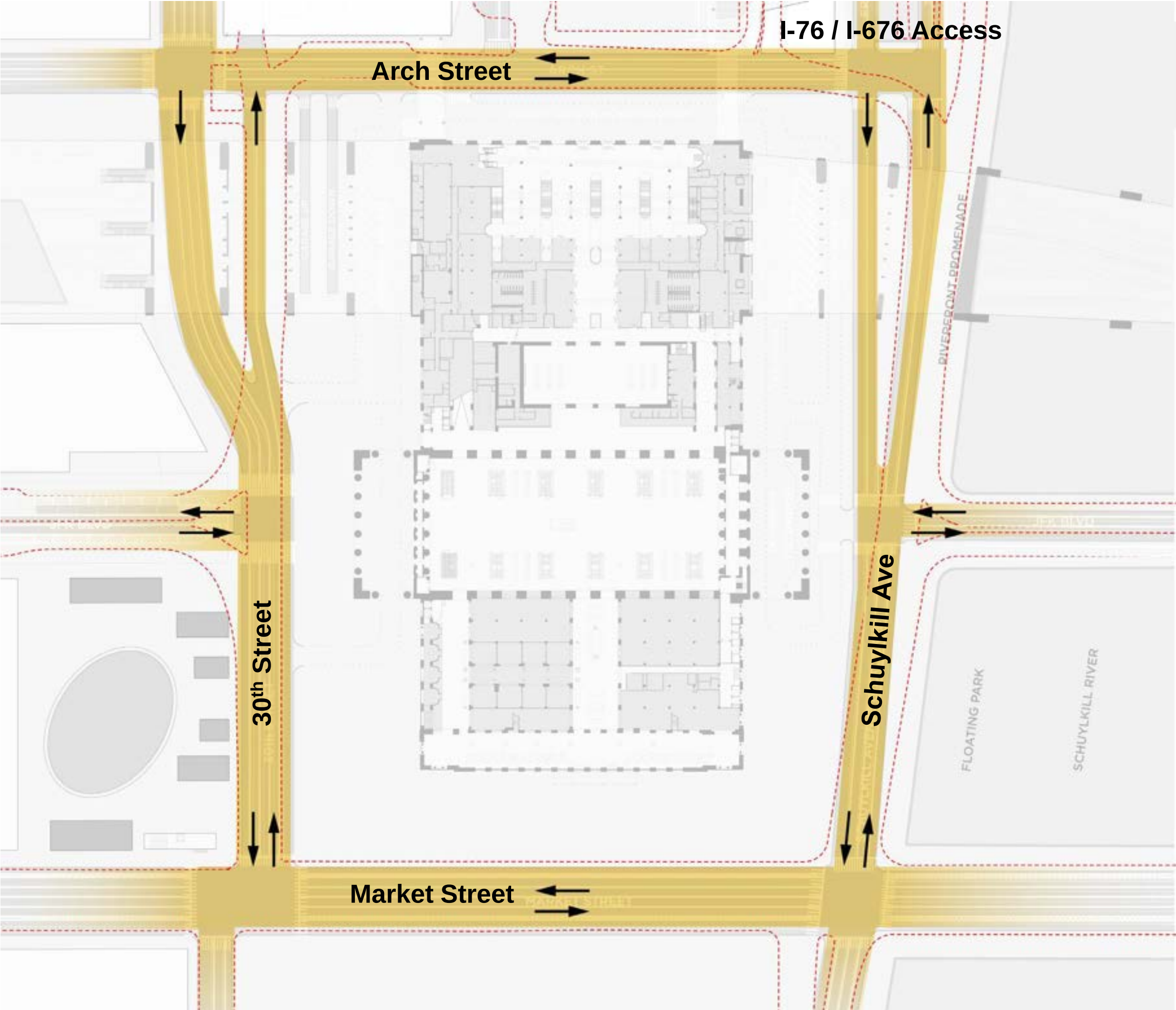
NEW TRANSPORTATION OFFERINGS TO REANIMATE ARCH STREET AND ANCHOR FUTURE DEVELOPMENT



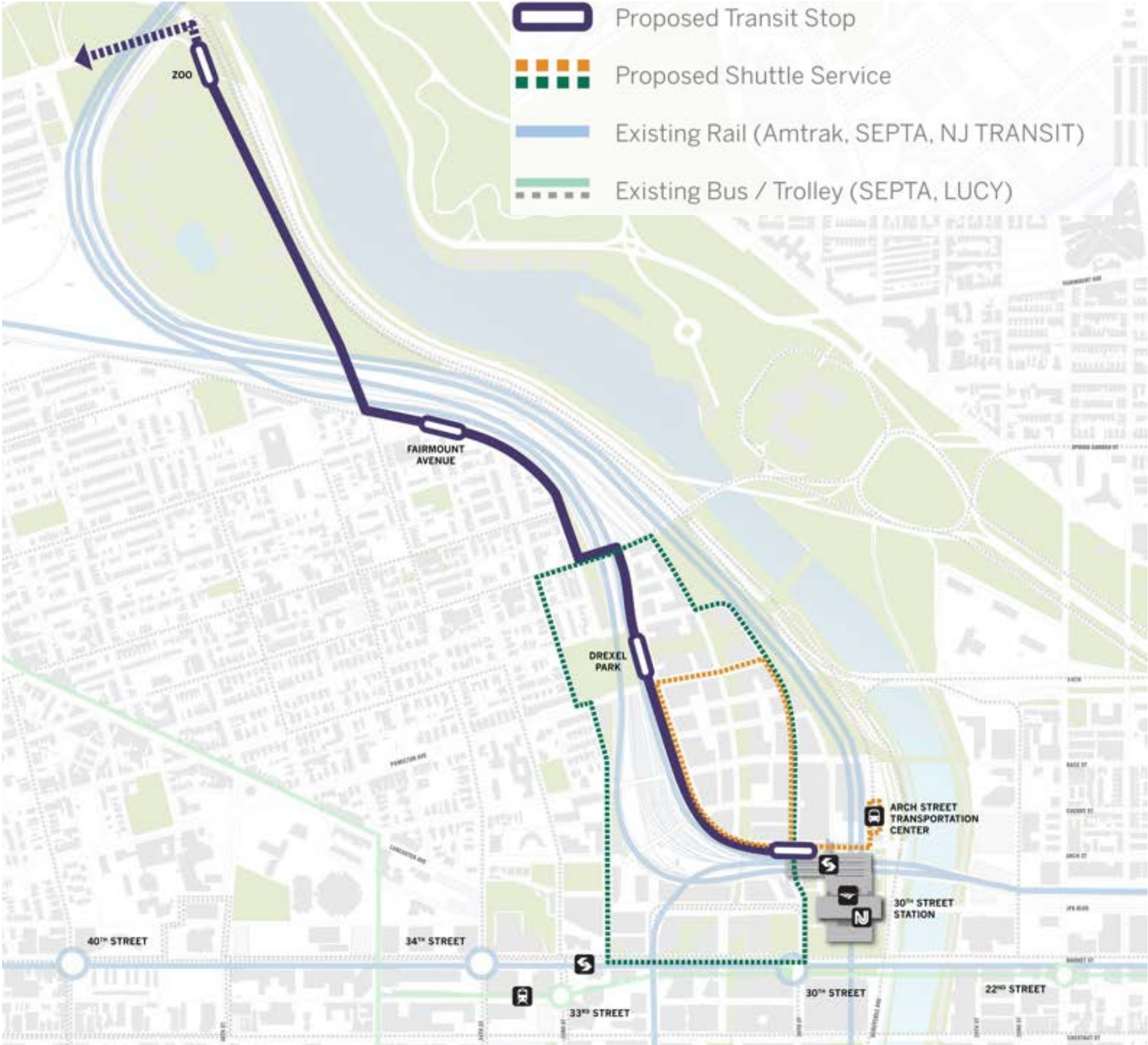
ARCH STREET TRANSPORTATION CENTER
DELIVER A NEW INTERCITY BUS TERMINAL, PUBLIC SPACE + FUTURE NEC TOWER



IMPROVED TRAFFIC
CIRCULATION



POTENTIAL FOR NEW TRANSIT SERVICE



LIGHT RAIL (Seattle Link)



MONORAIL (Las Vegas)



BRT (Mexico City Metrobus)

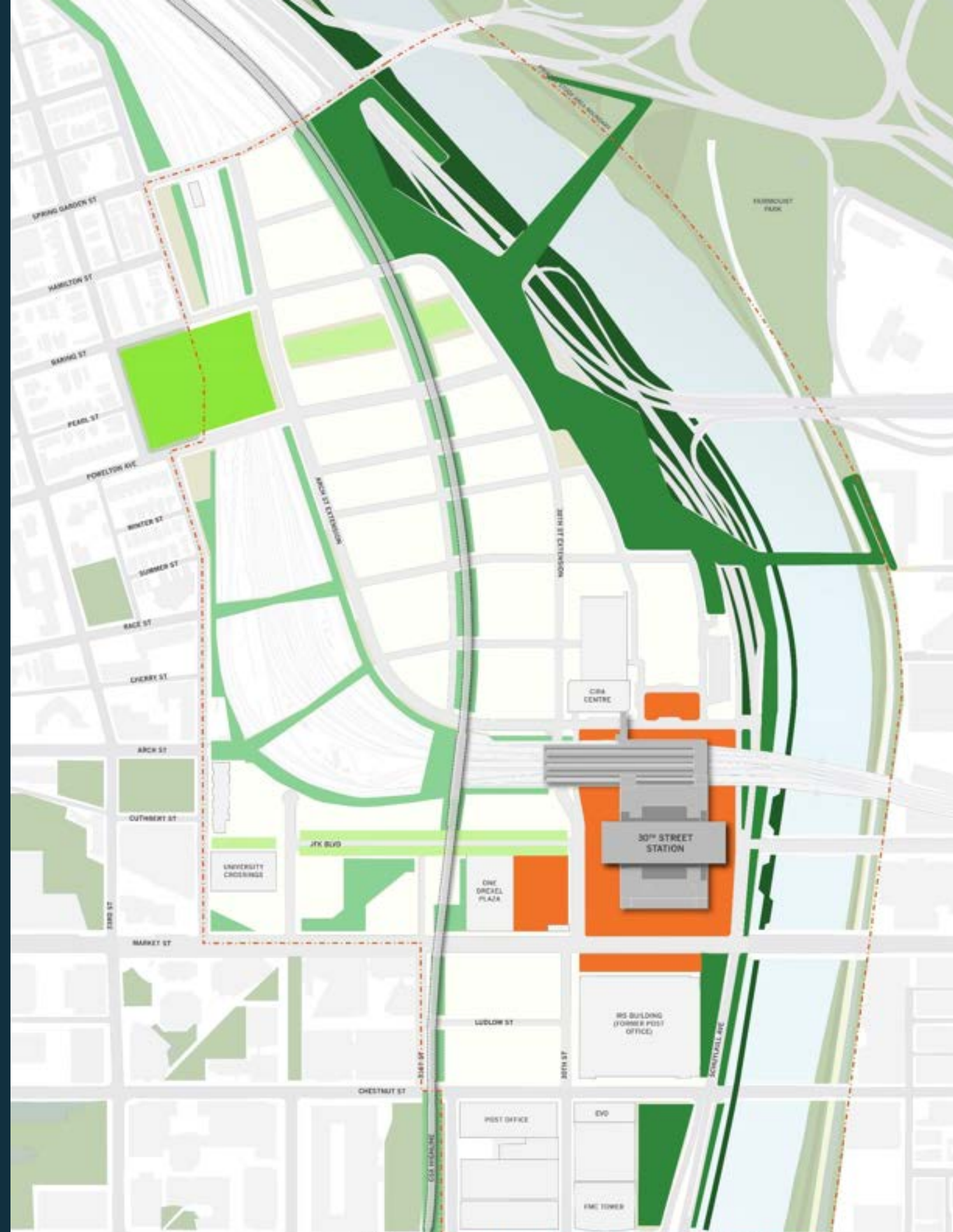


GONDOLA (Portland Aerial Tram)

PRIORITIZING THE PUBLIC REALM

CRITICAL INGREDIENT OF VALUE CREATION:

- 40 acres of new parks and civic spaces proposed
- 5 miles greenways and trails
- Represents $\pm$ 25% of district land area



- Civic Plaza
- Urban Campus
- Riverfront Trail
- Upland Park
- Urban Greenway
- Neighborhood Park
- Pedestrian Mall

STATION PLAZA
THE CITY'S NEXT GREAT CIVIC PLACE



STATION PLAZA
ACCESS TO THE RIVER



PUBLIC SPACE OVER THE RAIL YARDS

BRIDGING INFRASTRUCTURE TO CONNECT TO THE RIVER



View along the “Schuylkill Bluffs” riverfront promenade, looking south from Spring Garden

PUBLIC SPACE OVER THE RAIL YARDS
IMPROVING THE POWELTON YARD EDGE



View of a renewed West Bank Trail along 32nd Street, looking south towards the Innovation Neighborhood/Schuylkill Yards

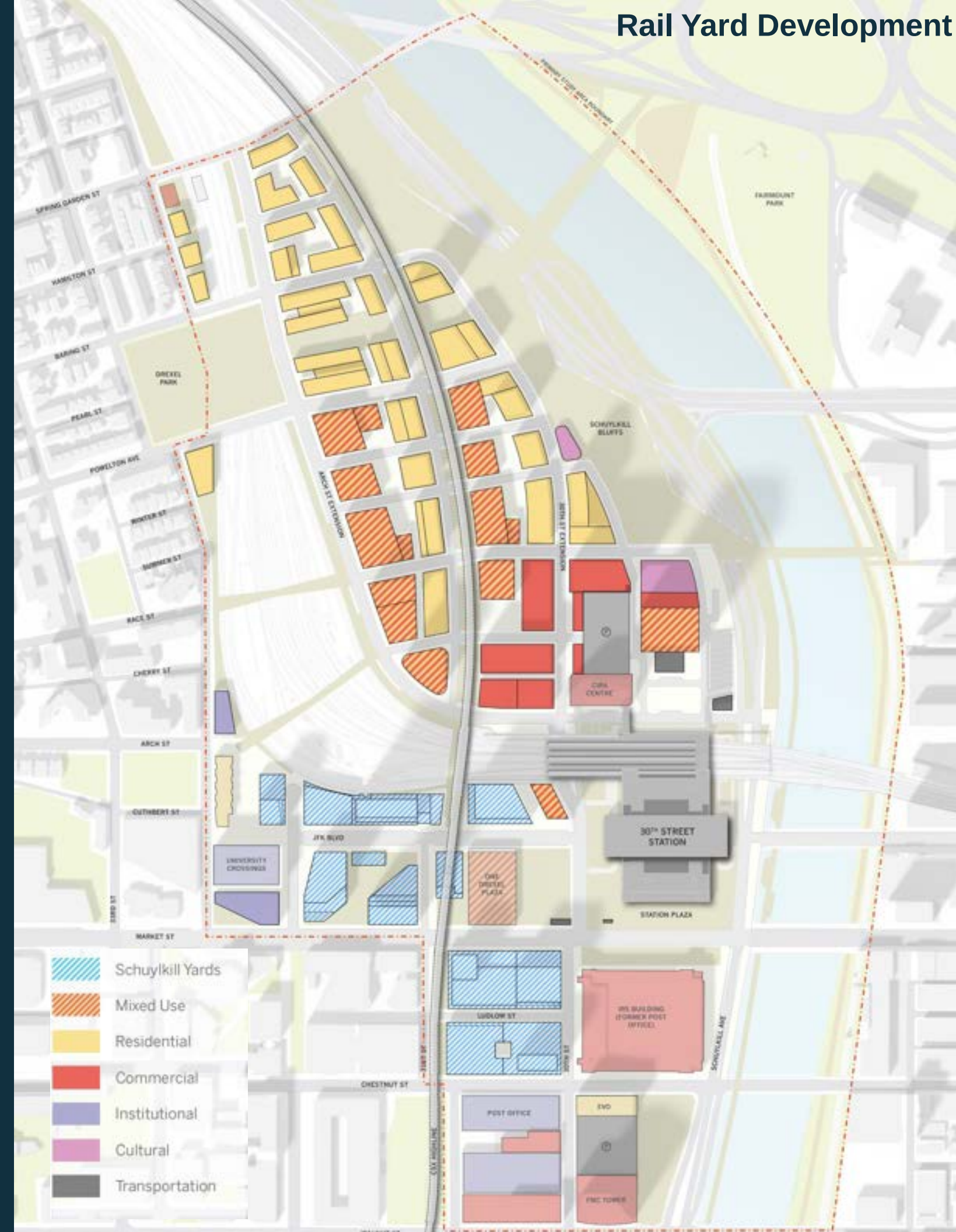
BRINGING THE CITY TO THE STATION

SCHUYLKILL YARDS:

- 8 MSF of development on 14 acres of prime real estate adjacent to 30th Street Station
- 15-year development timeline

RAIL YARD DEVELOPMENT

- 10 MSF of development on 70 acres of raised platform (deck) construction above Amtrak and SEPTA yards
- Incremental decking over the rail yards can be undertaken as individual building sites are developed



SCHUYLKILL YARDS



Image credit: Drexel University

View of Drexel Square and Schuylkill Yards, looking west from 30th Street Station

RAIL YARD DEVELOPMENT

CONNECTING CENTER CITY AND UNIVERSITY CITY



View of the District from the East

District Plan Implementation

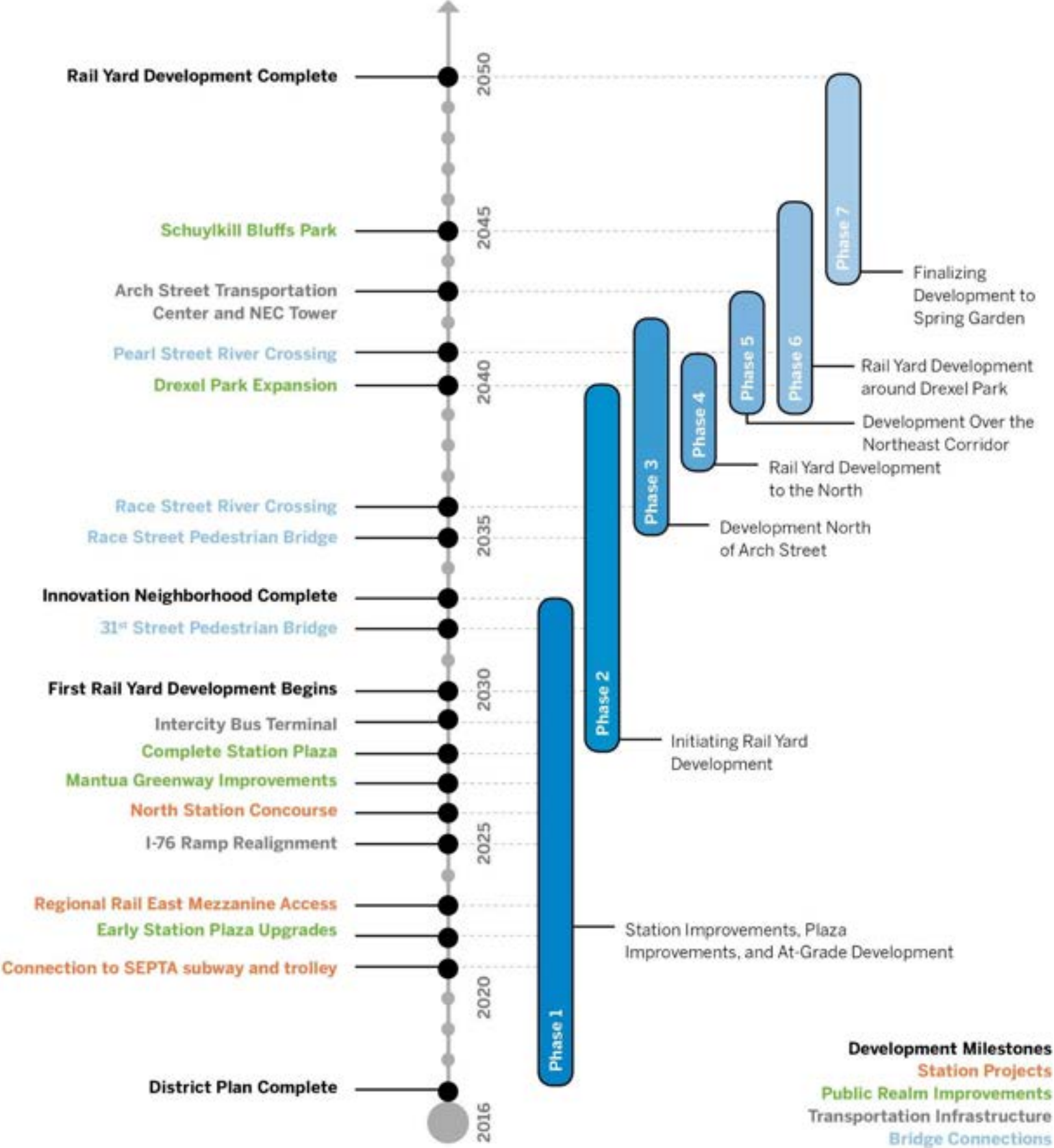
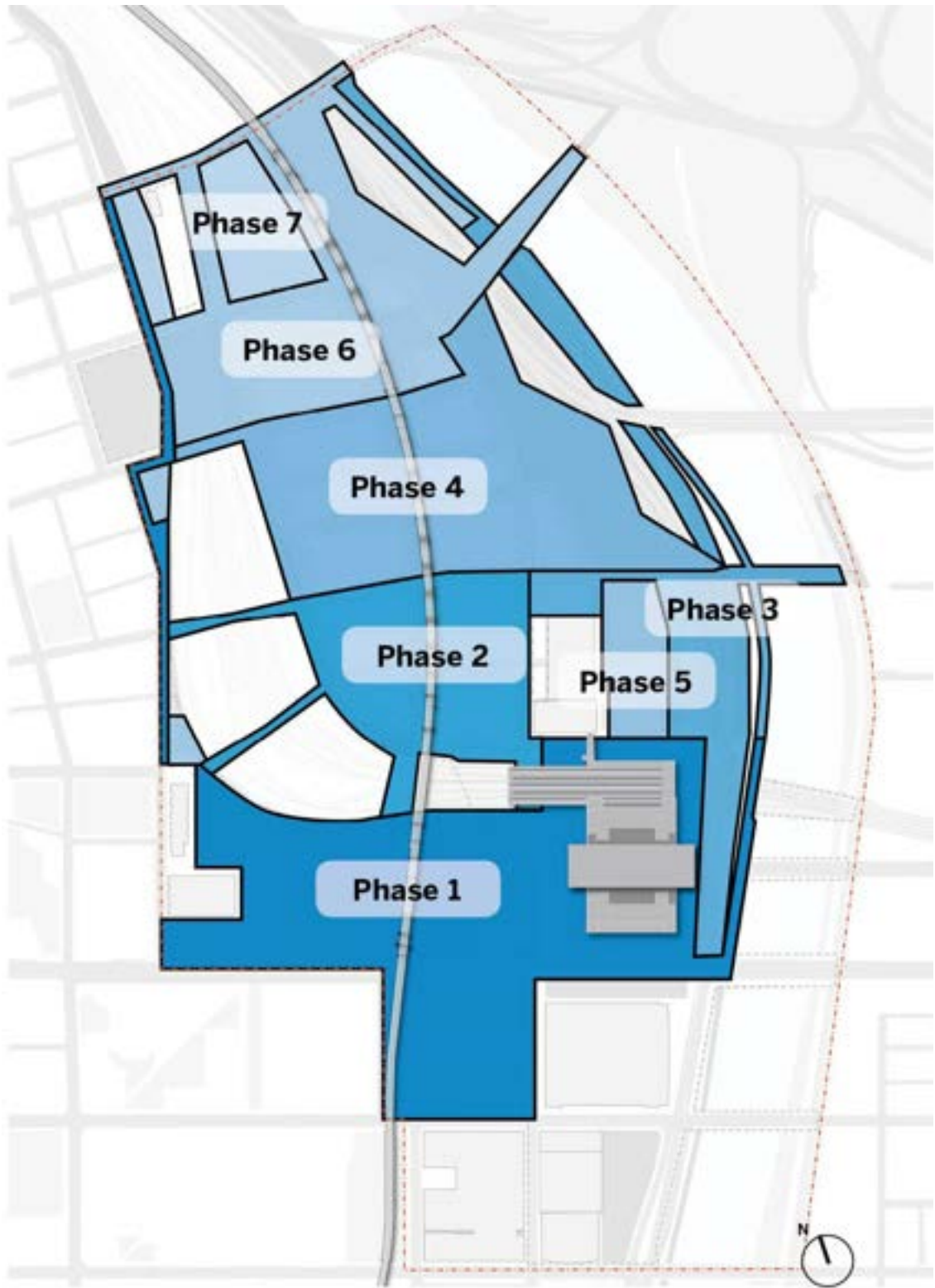
THE PARTNERSHIP

NEW ORGANIZATIONAL PARTNERS

Project
Principals



DISTRICT PLAN PHASING



EARLY PROJECTS
THE FIRST 15 YEARS

Station Retail



2017-2019

Subway Connection



2017-2021

Station Plaza



2017-2025 (multiple phases)

North Concourse / Mezzanine Connection



2017-2026

Intercity Bus Terminal at the Arch Street Transportation Center



2018-2026

Schuylkill Yards



2016-2033

Questions

