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

Growing Philadelphia and strong Center City

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

One of the largest land assemblages on the Northeast Corridor

Diverse and growing job and residential markets

Investment in significant urban park networks

Diverse neighborhoods with uniquely 'Philadelphia' scale and character

Alignment of key stakeholders to deliver District change
Getting to a Shared Vision
The Engagement Process
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

Arch Street

I-76 / I-676 Access

30th Street

Schuylkill Ave

Market Street
POTENTIAL FOR NEW TRANSIT SERVICE

- Proposed Transit Stop
- Proposed Shuttle Service
- Existing Rail (Amtrak, SEPTA, NJ TRANSIT)
- Existing Bus / Trolley (SEPTA, LUCY)

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 ± 25% of district land area
STATION PLAZA
THE CITY’S NEXT GREAT CIVIC PLACE
STATION PLAZA
ACCESS TO THE RIVER

View along the "Schuylkill Bluffs" riverfront promenade, looking south from Spring Garden.
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
View of Drexel Square and Schuylkill Yards, looking west from 30th Street Station

Image credit: Drexel University
RAIL YARD DEVELOPMENT
CONNECTING CENTER CITY AND UNIVERSITY CITY

View of the District from the East
District Plan Implementation
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