

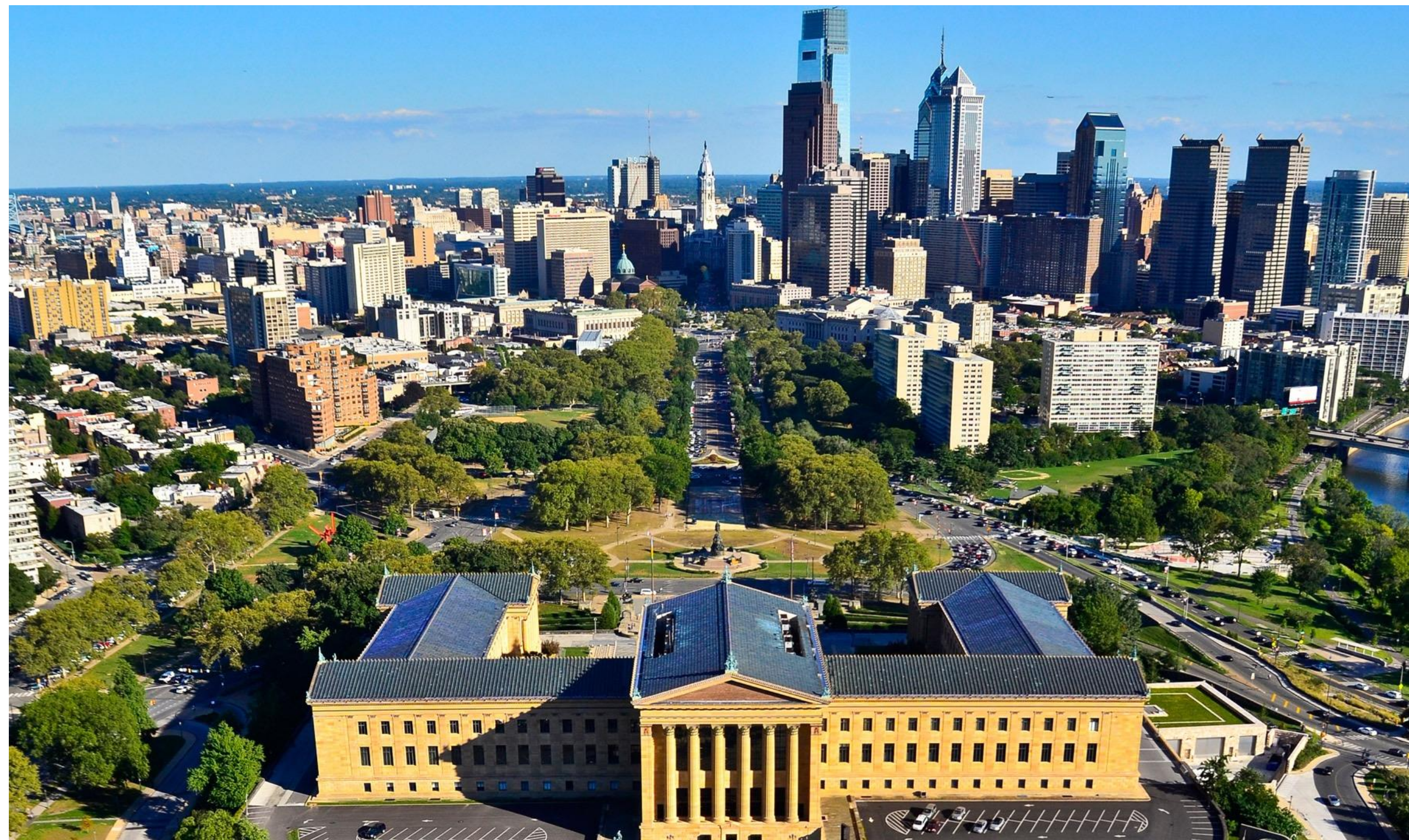
**Transport is not just about getting from point A to point B, it is about providing connectivity between and within communities through integration with land use.**























# **KPI's to Measure Success of Transport Station Area Districts**

## **From Survey of US Municipal Agencies**

- Travel Behaviour -parking and traffic flow
- Economic-public and private investment
- Environmental-air quality and energy use
- Built Environment- design quality,  
pedestrian friendliness and land use
- Social- diversity, safety and affordability

# Philadelphia TOD Incentives

- TOD Zoning Overlays Along EI Stops- developments proposed within a 500-foot radius of a designated train station can be built taller. More bonuses are available to green buildings and projects that include mixed-income housing, public space, underground parking, and certain transit connections.
- Transit Revitalization Investment District- State program -encourage private development at mass transit hubs through establishing value capture areas as a means to reserve and use future, designated incremental tax revenues for public transit capital improvements, related site development improvements and maintenance. TRID Fund
- Federal Opportunity Zones - encourages investors to re-invest previously unrealized capital gains into Opportunity Funds in exchange for a temporary tax deferral, partial tax reduction on the initial capital gain, and elimination of capital gain tax on the new investment. ULI TAP North Station Plan
- Identifying TOD Opportunities at Stations in the Region



# North Station District: Potential for Progress



**Urban Land  
Institute**

**Philadelphia**

Serving Eastern and Central  
Pennsylvania, Southern New  
Jersey, and Delaware

An Urban Land Institute  
Technical Assistance Panel  
January 25 – 26, 2018

On behalf of  
North Station District LLC  
The City of Philadelphia



## PHASE 1 FUTURE CONTEXT



**NORTH STATION DISTRICT** PHILADELPHIA



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# North Philly station developers offer peek at first new building proposed on vacant lot

by [Jacob Adelman](#), Updated: February 21, 2019

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# BUILDING ON OUR STRENGTHS

Evaluating Transit-Oriented Development (TOD) Opportunities in Greater Philadelphia

[Home](#)[TOD in the Region](#)[Map](#)

## Transit-Oriented Development (TOD) is a way of building neighborhoods around high-quality transit stations.

These neighborhoods are characterized by their compact design, higher density, and diversity of uses. They provide a range of transportation options that enable residents and workers to drive their cars less while walking, biking, and taking mass transit more often. DVRPC has developed a rating system that evaluates a number of physical, demographic, and economic characteristics in order to identify TOD opportunities throughout the region. These ratings are designed to provide public officials, planners, transit operators, developers, and citizens with resources that can help guide public and private investment at rail stations.

♥ Why measure TOD potential?

♥ What do the ratings mean?

## Rating TOD Opportunities

DVRPC used 12 individual attributes divided into two categories to evaluate the TOD readiness of station areas throughout the region. To create an easily understood rating system, each factor was rated on a scale of one to four (with four being most supportive of TOD). Composite scores for each category were generated by averaging the scores of individual attributes within each category.

### Existing TOD Orientation

- Transit Service Quality
- Job Access
- Travel Time
- Intensity
- Car Ownership
- Non-Car Commuters
- Walk Score®

### Future TOD Potential

- Development Activity
- Commercial Market
- Residential Market
- Available Land
- Planning Context



### TOD IN THE REGION

Learn more about DVRPC's efforts to promote TOD in the Greater Philadelphia region.



### SEE THE MAP

Learn how stations throughout the region compare on attributes that help support TOD.



# BUILDING ON OUR STRENGTHS

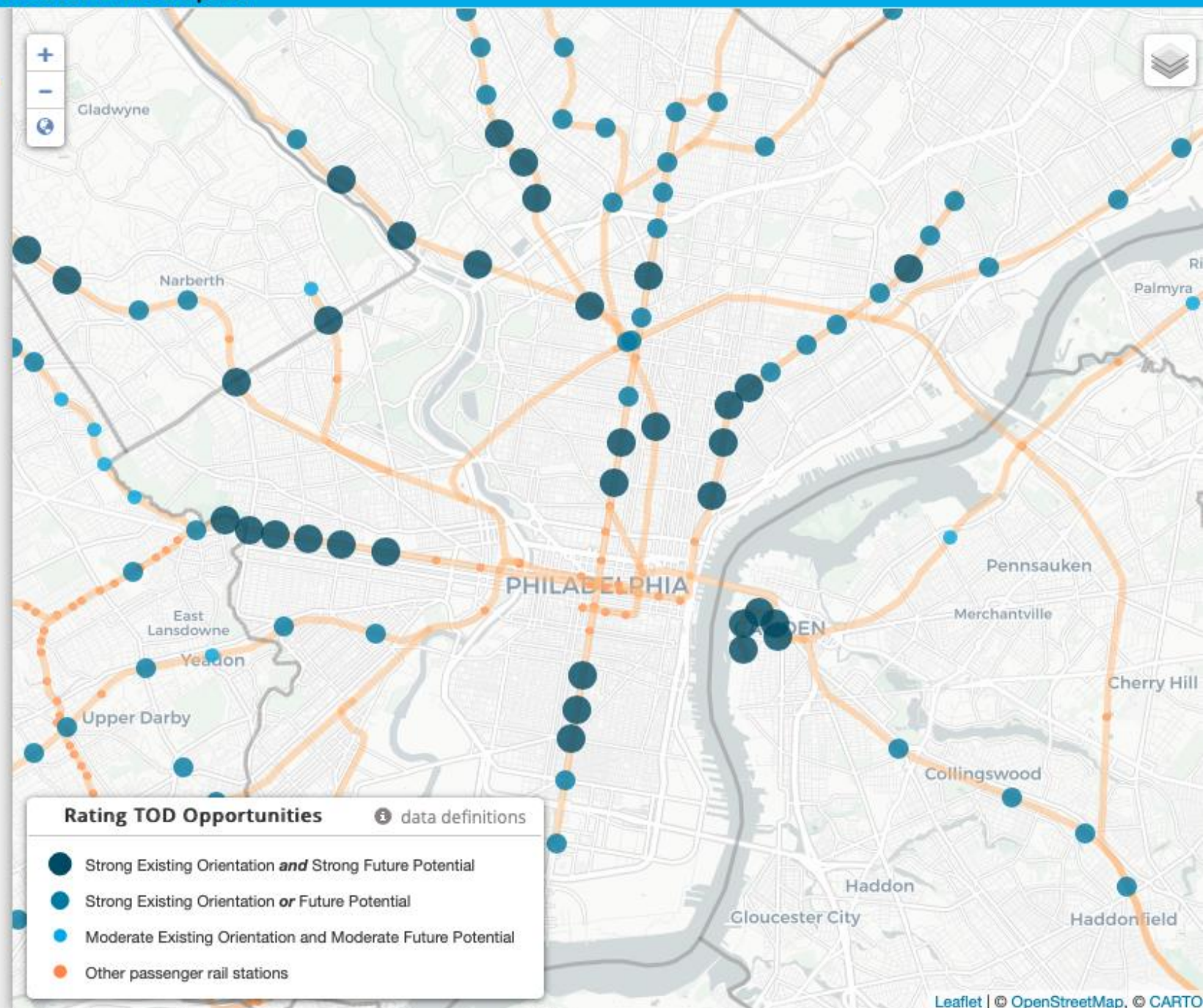
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*Click on a station to learn more about its existing TOD orientation and future potential.*



Leaflet | © OpenStreetMap, © CARTO



# BUILDING ON OUR STRENGTHS

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## Recil B Moore Station - Broad Street Line (SEPTA)

Location: **City of Philadelphia, Philadelphia County**

Station Area Type: **Urban Center**

Planning Area Context: **Core City**

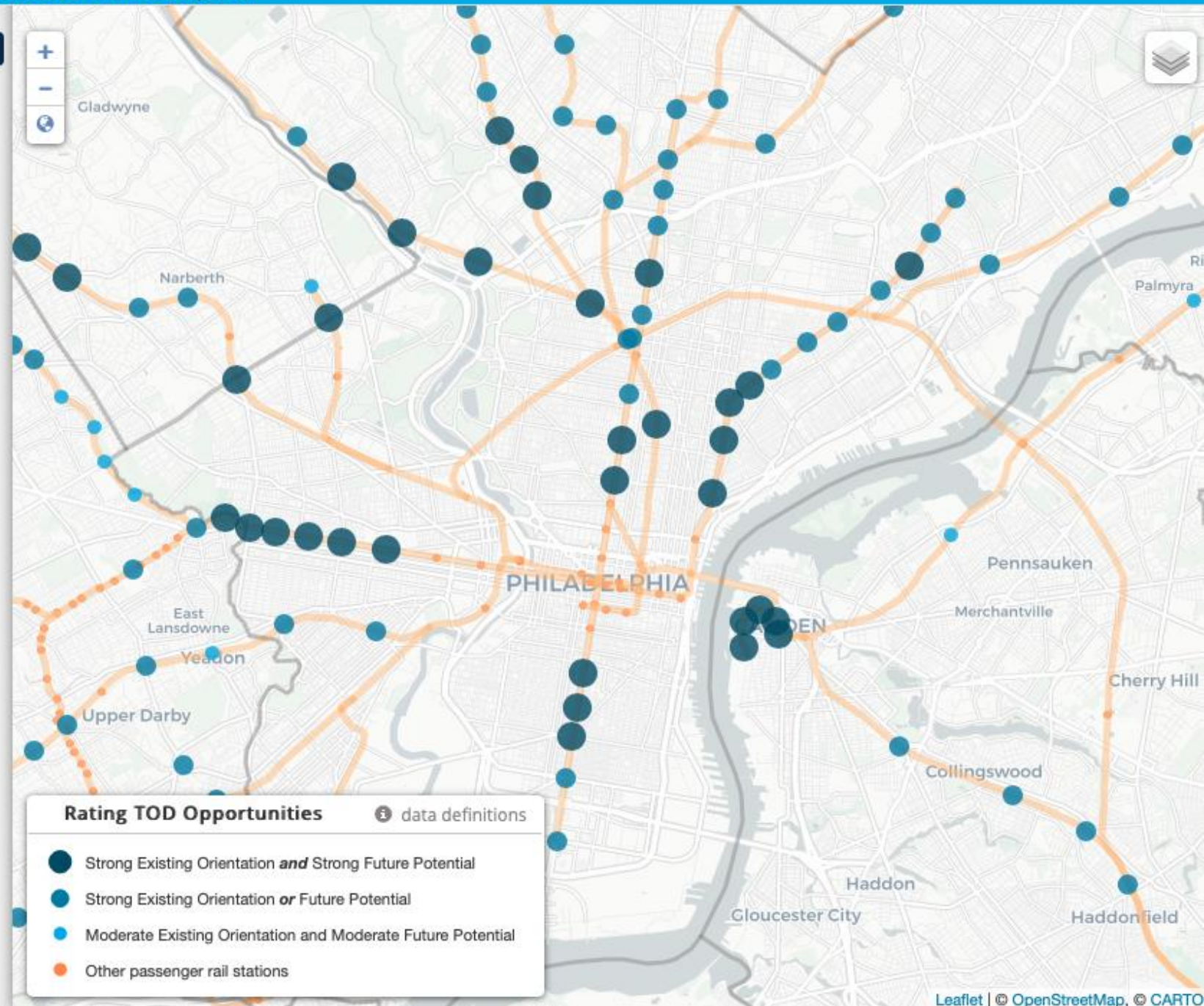
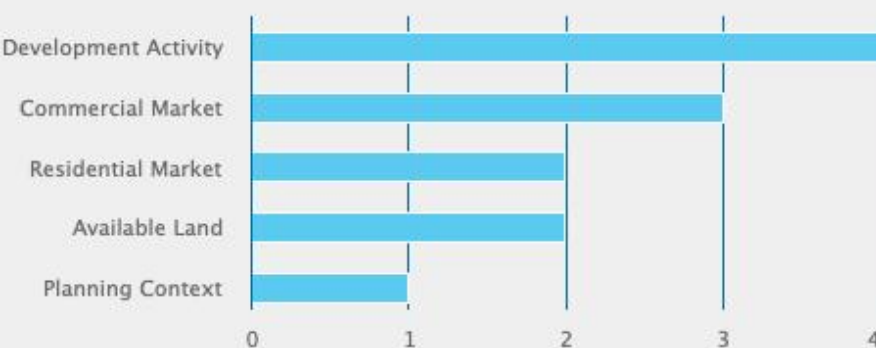
Select a scoring method:

[Category Scoring](#) [Data Measurement](#)

Existing TOD Orientation: **3.71 / 4**



Future TOD Potential: **2.4 / 4**





## Schuykill Yards Plans Move Forward

Two years after Brandywine Realty Trust first sketched out plans for its Schuykill Yards innovation district, the project is taking shape. Four projects are now in the works: 1) Drexel Square park will be completed in June. 2) KieranTimberlake has been hired to give the former Evening Bulletin Building a modern makeover. 3) Brandywine will break ground this winter on a 770,000-square foot office tower designed by PAU Studio. 4) It will also start work next door on a 344-unit apartment building with 200,000 square feet of office space.

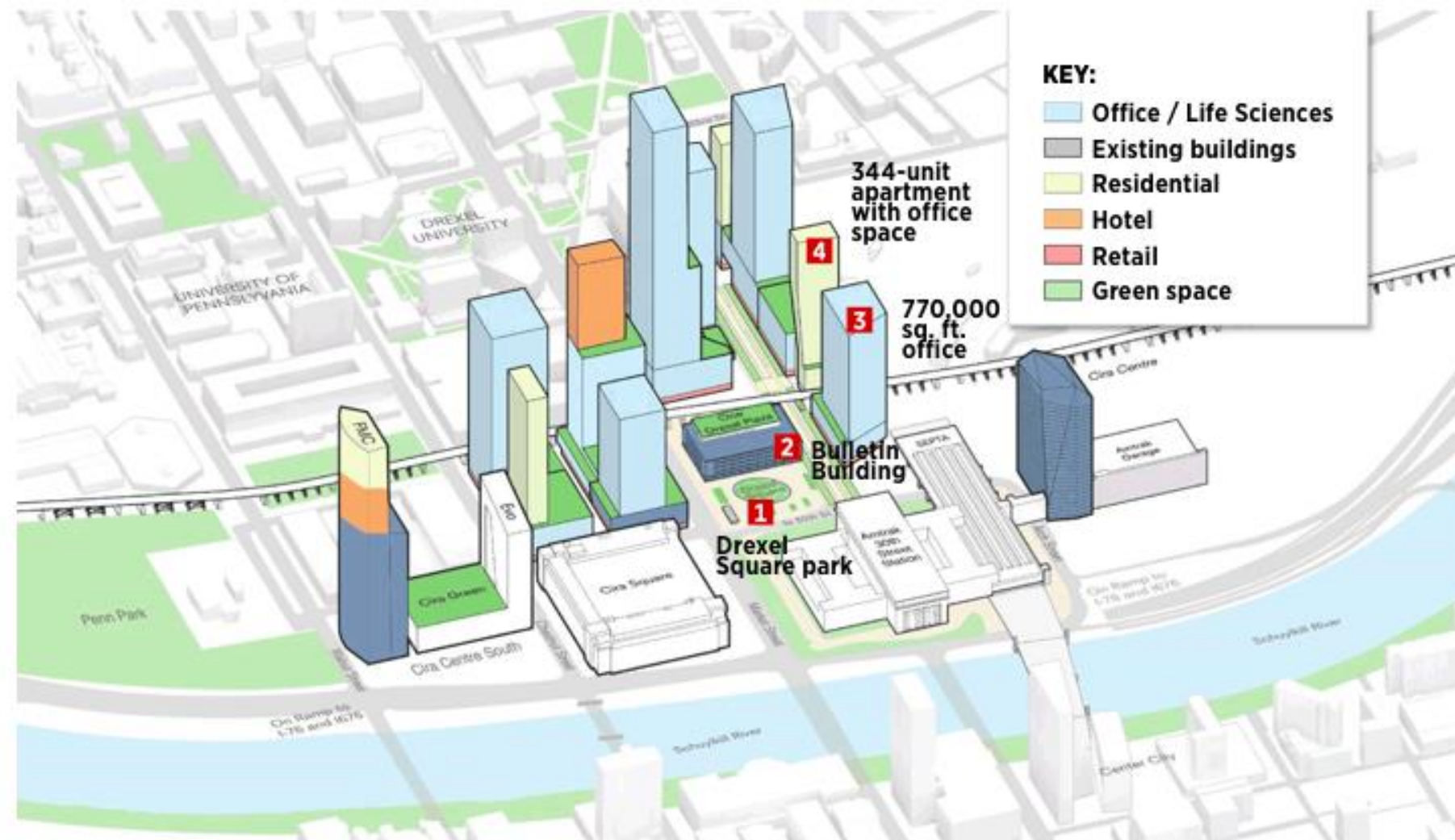
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SOURCE: Brandywine Realty Trust



that Brandywine is planning extensive amounts of public space. Yet Schuylkill Yards lacks a cultural component along the lines of the Shed, even though Brandywine stands to benefit from several public subsidy programs including Pennsylvania's Keystone Opportunity Zone and the city's 10-year property tax abatement. As a private manager of public space, Brandywine will also have to work hard to avoid the kind of [tensions over commercialization](#) that Philadelphia has seen at Dilworth Plaza.



#### SHOP ARCHITECTS

The Schuylkill Yards Innovation District would stretch from 30th Street Station and the Cira towers to Drexel University.

Brandywine's previous experience with its Cira complex demonstrates the difficulties of creating a *tabula rasa* development surrounded by rail yards and highways. Over the last

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