



**FOR IMMEDIATE RELEASE**

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**SEPTA's 69<sup>th</sup> Street Transportation Center Explores Improvements to Become Stronger Community Anchor and Gateway**

***ULI Philadelphia's Technical Assistance Panel Report provides recommendations on programming, design and connections at the 69<sup>th</sup> Street Transportation Center***

Upper Darby, PA – July 29, 2019 - Urban Land Institute (ULI) Philadelphia released its Technical Assistance Panel (TAP) Report today, summarizing recommendations to enhance the 69<sup>th</sup> Street Transportation Center's user experience, wayfinding and identity, retail offerings, physical configuration and programming. The report concludes a study comprised of a two-day convening of real estate professionals, urban planners and other experts, as well as interviews with key stakeholders.

The interdisciplinary panel of volunteer experts, at the request of SEPTA, explored how programming and communication can improve the customer experience, thereby enhancing connections to the Upper Darby Community. The report identifies both short-term and long-term recommendations, that include:

- Positioning the building as a positive customer service experience that will promote SEPTA ridership as other transit modes emerge;
- Improving wayfinding, communications and identity of transportation center;
- Reconfiguring space and exploring strategies to enhance the retail and amenity mix;
- Building better connections to surrounding community through physical and programmatic initiatives.

The Transportation Center is currently SEPTA's largest multi-modal facility, serving 35,000 users each weekday and its relevance will continue to grow as other key SEPTA projects are realized. Located in Delaware County, the center is a gateway to Upper Darby's dense and walkable central business district that includes multiple large retailers and entertainment options such as the Tower Theater. Having continuously operated since the opening of Great Hall in 1907, SEPTA hopes to position itself as a competitive mode of choice to customers and act as an important economic development tool for Upper Darby and the region.

The report concludes that the center has potential to become an appealing 21<sup>st</sup> century transportation hub as well as an anchor for downtown in Upper Darby, provided a mix of short-term and long-term actions. **To view the full report, visit [philadelphia.uli.org](http://philadelphia.uli.org).**

Patty Elkis, Director of Planning at Delaware Valley Regional Planning Commission and Chair of this TAP added "As someone who commutes through 69th Street Transportation Center every



day, along with so many others, I am excited about SEPTA's engagement in the TAP process with our talented team of ULI real estate professionals, and so grateful to the many stakeholders who generously shared their knowledge with us. The Transportation Center is an important community asset that serves as a vital anchor and gateway to Upper Darby."

**ULI Expert Volunteer Panel:**

- Julie Donofrio (TAP Co-Chair), Managing Director, PennPraxis
- Patty Elkis (TAP Co-Chair), Director of Planning, DVRPC
- Corinne Packard Beasley, Professor, NYU Schack Institute of Real Estate / University of Pennsylvania
- Peter Angelides, Principal, Econsult Solutions
- James Ettelson, Senior Counsel, Royer Cooper Cohen Braunfeld LLC
- Matthew Ezold, Principal, Cerami & Associates
- Eric Goldstein, Executive Director, King of Prussia District
- Telsa Love, Director of Design – Interiors, Coscia Moos Architecture
- Carrie Sauer, Director, Safe Mobility Lab
- David Urffer, Principal, JKRP Architects
- Philip Voutsakis, Project Manager, AthenianRazak

**Study Stakeholders:**

- Trenton Banks, Manager, Tower Theater
- Gino Benedetti, General Counsel, SEPTA
- Salim Bengazi, Station Manager (69th Street), SEPTA
- William Bisirri, Director, Engineering/Design - Facilities Engineering, SEPTA
- Steve Bowman, Owner, Five Points Coffee Owner
- Liz Bradford, Director, Marketing and Advertisement, SEPTA
- Leo Byrne, Manager, Real Estate Operations, SEPTA
- Mario Carchi, Manager, Hmart
- Mark Cassel, Director, Suburban Service Planning & Schedules, SEPTA
- Michael Chitwood, Police Superintendent, Upper Darby Police
- Tamara Crump, Administrator, Office of Community Development, Upper Darby Township
- Meghan Curran, Community Relations Coordinator, SEPTA
- Jonna DiStefano, County Human Service Administrator for Behavioral Health, Del Co Office of Behavioral Health
- David Doler, Supervisor, Property Development, SEPTA
- Justin Dula, Ex- Delco Planning Dept Community Planner, Delaware County Planning Dept.
- Keith Ellis, General Manager, Studio Movie Grill
- Kim Heinle, AGM, Customer Service, SEPTA
- Garrett Hincken, Director of Research and Transportation Policy, Center City District
- Joe Houston, Ashkenazy Real Estate



- Ryan Judge, Senior Long Range Planner, SEPTA
- Tom Judge, Chief Administrative Officer, Upper Darby Township
- Portia Kamara, Executive Director, Multicultural Community Family Services
- Mike Liberi, Chief Surface Transportation Officer, SEPTA
- Bob Lund, AGM, Engineering, Maintenance, and Construction, SEPTA
- Kirsten Mailler, Community and Regional Planning, Delaware County Planning Dept.
- Betsy Mastaglio, Manager of the Office of Transit, Bicycle and Pedestrian Planning, DVRPC
- Elizabeth Mintz, Director, Communications, SEPTA
- Kate O'Connor, Chief Engineer, SEPTA
- Thomas Shaffer, Manager, Transportation Planning, Delaware County Planning Dept.
- Liz Smith, Director of Strategic Planning and Analysis, SEPTA
- Andrew Stober, Vice President of Planning and Economic Development, University City District
- Andrew Svekla, Associate Manager, Office of Smart Growth, DVRPC
- Terry Tracy, Upper Darby Economic Development Committee
- Darryl Wade, Senior Director of Station Operations (69th Street), SEPTA
- Chris Witz, Manager, Consumer Research, SEPTA

### **About ULI Philadelphia**

The Urban Land Institute is a nonprofit education and research institute whose mission is to provide responsible leadership in the use of land and in creating and sustaining thriving communities worldwide. Established in 1936, ULI today has more than 40,000 members around the globe, representing the entire spectrum of land use and development disciplines including developers, builders, property owners, investors, architects, public officials, planners, attorneys, engineers, academics and others engaged in the land use field. The Philadelphia District Council encompasses about 1,000 members throughout Eastern and Central Pennsylvania, the southern half of New Jersey and the State of Delaware. For more information visit [philadelphia.uli.org](http://philadelphia.uli.org).

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