

Centennial District Regional Rail Station Planning Charrette  
Philadelphia Zoo, Drexel University, and Philadelphia Industrial Development Corporation



Presenting an overview of best practices and neighborhood opportunities

We planned and facilitated a half-day planning charrette with a diverse group of more than 50 public and private stakeholders concerning a proposed regional rail station at 34th Street and Mantua Avenue. The purpose of the gathering was two-fold: to garner support for a Centennial District Regional Rail Station that will support the Zoo and District, and to test developer and public sector interest in transit-oriented development opportunities associated with the station.

We developed the meeting structure and designed all content material. Our multi-media presentation encompassed an existing conditions analysis, review of best practices for mixed-income transit-oriented development, and identification of eight potential development sites. We employed individual technology for real-time participant input on hot topics. We then facilitated break-out work groups over table-sized maps with site photos and diagrams. Participants were asked to identify strengths, weaknesses, opportunities, and threats (SWOT) of the potential development sites. Following the charrette, we compiled a report of the research, charrette process and findings, as well as recommended next steps.



Word cloud generated real time and SWOT board registering participant responses



Engaging high-level stakeholders from the City of Philadelphia, nearby institutions, and the neighborhood to discuss pros, cons, issues, and interest for eight potential development sites



Actively engaged participants sharing their knowledge of the development sites



- locations within a 1/2 mile of station
- ① 36th Street and Haverford Ave
  - ② 38th Street and Mantua Ave
  - ③ 31st Street and Spring Garden
  - ④ 39th and Aspen Street
  - ⑤ 38th Street and Girard Ave
  - ⑥ 40th St and Pennsgrove St

Sites were selected based on the following criteria:

- Proximity to station and/or other transit
- Available land due to concentration of vacant and/or tax delinquent
- Proximity to other recent housing developments

\*work completed while principal at Locus Partners