



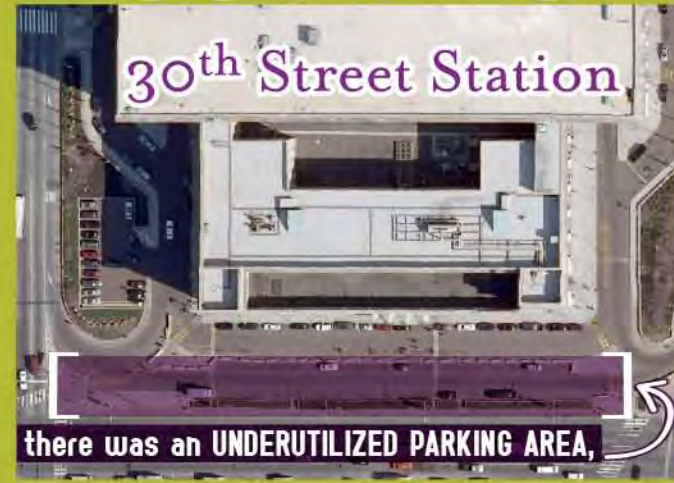
The Porch

at 30th Street Station

LESSONS FROM A SUMMER OF DATA COLLECTION
ON PHILADELPHIA'S LARGEST STOOP

a brief history of how **THE PORCH** came to be

South of



right at the **front door** to the city

spotted an **opportunity**
[PennDOT's rehabilitation of six bridges adjacent to the station]



university city district

clean & safe
marketing
commercial vitality
destination events
business partnerships
in 2.4 square mile-area
of University City



so **PennDOT** laid the foundation [55' x 500']
and **UCD** layered on top, creating **MASSIVE**
improvements with **MODEST** investments [\$275k]

INVENTING a public space, **INCREMENTALLY**

THE PORCH:

a gateway to the city...



MORE THAN

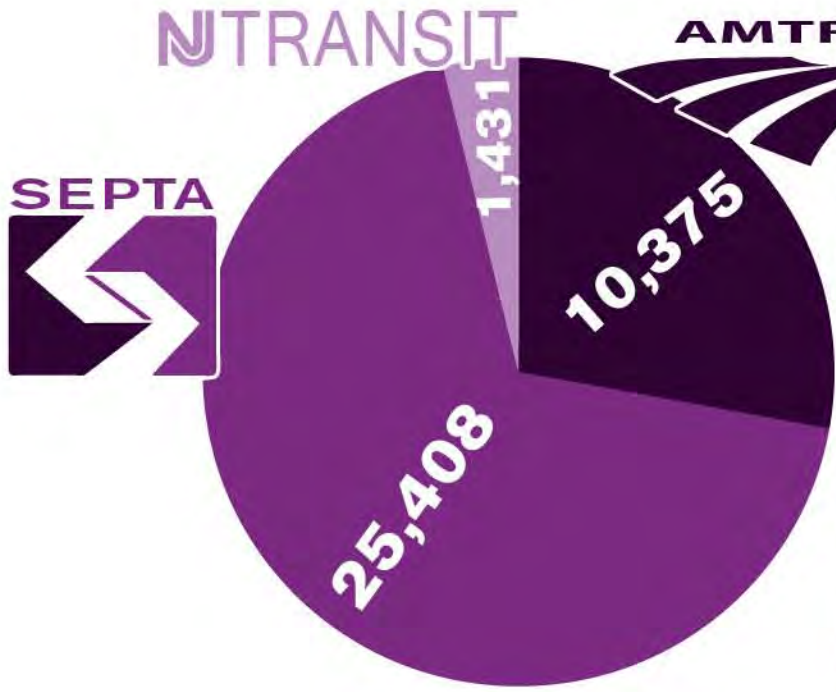
3,787,000 passengers / year
10,375 passengers / day



THE PORCH: *a gateway to the city...*



MORE THAN
37,000
passengers / day



servicing

EMPLOYMENT BY BLOCK



17,000 employees
within a 5 minute walk
and
850-2,500 pedestrians per hour

plus future populations...

30TH ST

1.67 million SF

1.87 million SF

1.34 million SF

1.19 million SF

1.6 million SF

30th Street Station

1/4 mile

JFK BLVD

MARKET ST

CHESTNUT ST

WALNUT ST

24TH ST

23RD ST

22ND ST

7.67 million square feet proposed
by Drexel University & Brandywine Realty

featuring a few basic elements

UMBRELLAS

PEOPLE!

PLANTERS

MOVABLE TABLES + CHAIRS

for SHADE



and making additions,
as necessary

ADDITIONAL
PLANTERS

TEMPORARY
ART

LOUNGERS





add a mix of programming







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University of Sciences University of the Sciences
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WXPn

1802

SOB SPEED

64





THE ACADEMY OF NATURAL SCIENCES
THE ACADEMY AT 200
THE NATURE DISCOVERY
RESEARCH AND EDUCATION CENTER

SHOULDER
WORK

Red Diamond







Data collection



UCD Porch Ambassador + Planning Staff

OBSERVATION + QUESTIONNAIRES

stationary behavior mapping, pedestrian tracking, pedestrian counts, intercept surveys

6 MONTHS April – Sept 2012, 8AM – 6PM

Who is using The Porch? How old are they? How do people use the space? How are different behaviors distributed at The Porch? How many people spend time at The Porch? How many people pass through? Where do people spend time on The Porch? What type of furniture do people select? How does use compare to capacity? How do people get to and move through The Porch? Where are people coming from? What do people like about the recent improvements? What changes would they like to see? What are they eating? How long do people linger?

data collected



CONDITIONS
TIME + WEATHER

12:00

USERS

INDIVIDUAL or GROUP
SEX AGE TRAVELER

USERS

SHADE or SUN

USERS

SITTING or STANDING

CHAIR BENCH LOUNGER PLANTER

CONDITIONS

TIME OF DAY
WEATHER

USERS

GROUP
INDIVIDUAL
STANDING - SITTING
SUN - SHADE

ACTIVITY

SPECIFIC

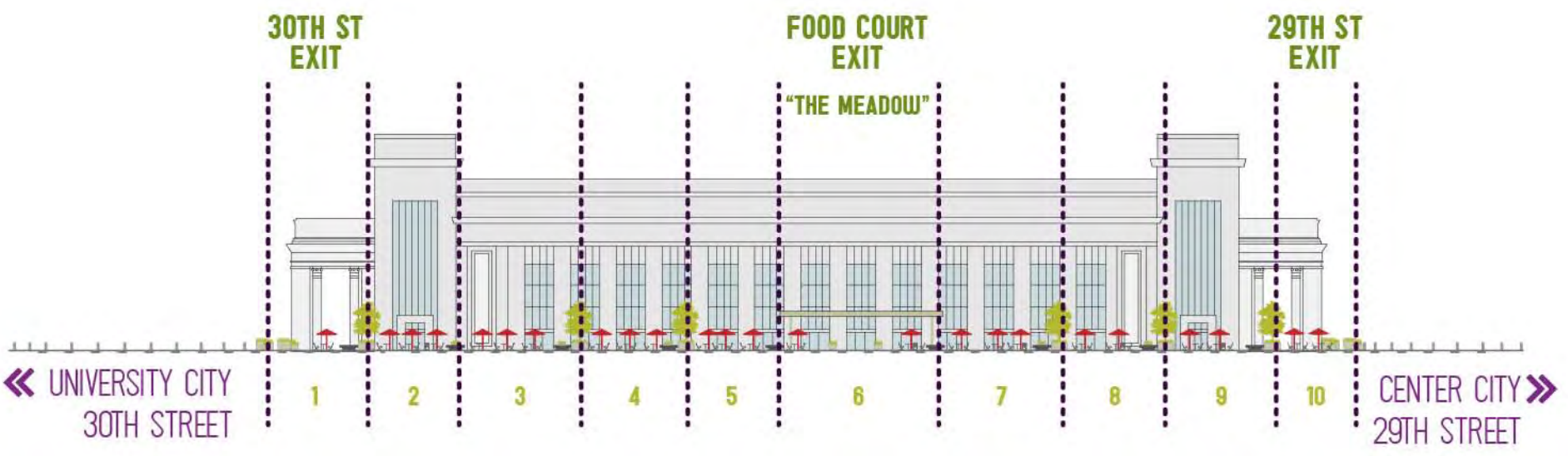
-  EATING / DRINKING
-  CHATTING
-  READING / WRITING
-  SMOKING
-  USING CELL PHONE / ELECTRONICS
-  TAKING PICTURES
-  SURVEYING / CANVASSING / FLYERING
-  PANHANDLING
-  PLAYING
-  READING INFO SIGN
-  PARTICIPATING IN ACTIVITY
-  SHOPPING AT VENDOR
-  WORKING PERFORMER - VENDOR - POLICE - UCD

NON-SPECIFIC

-  HANGING OUT

space over time at **THE PORCH**

10 rooms
10,231 visitors in **90** days





PEOPLE WATCHING ON THE PORCH
THE PEOPLE

what we **LEARNED** about the

population of **THE PORCH**

WOMEN and **MEN** visited in almost equal numbers

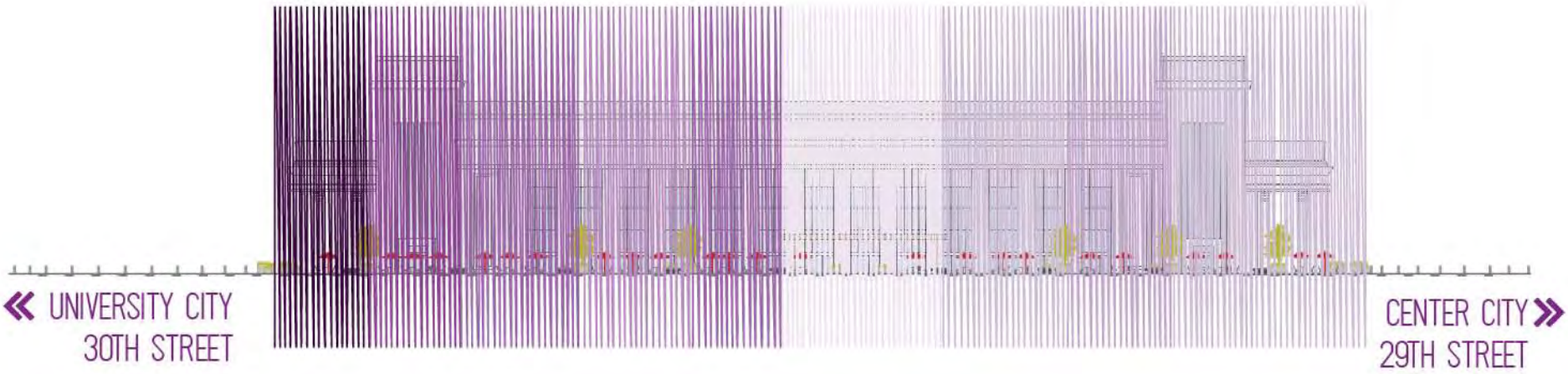


what we **LEARNED** about the

population of **THE PORCH**

... and the ways people **INHABIT THE SPACE**

overall, visitors **FAVORED** the **WEST SIDE**

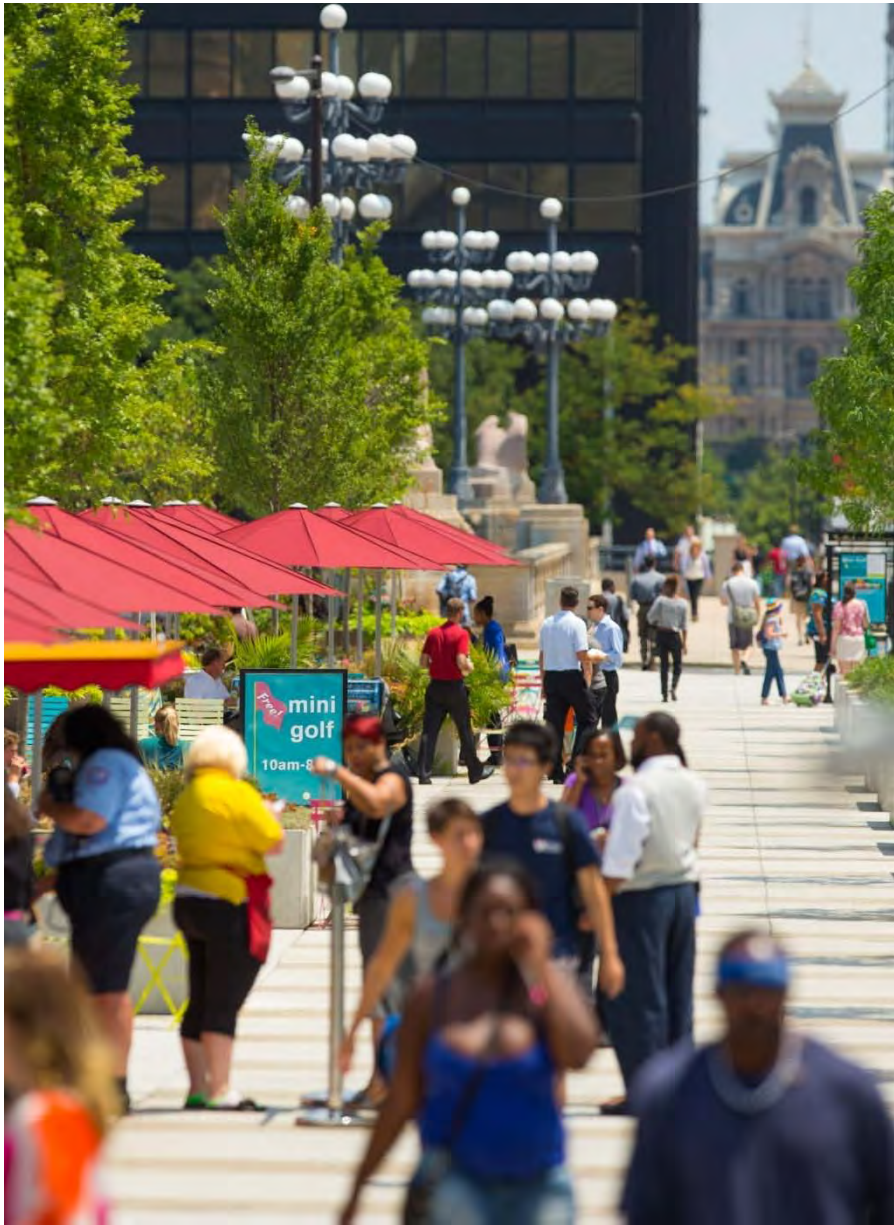
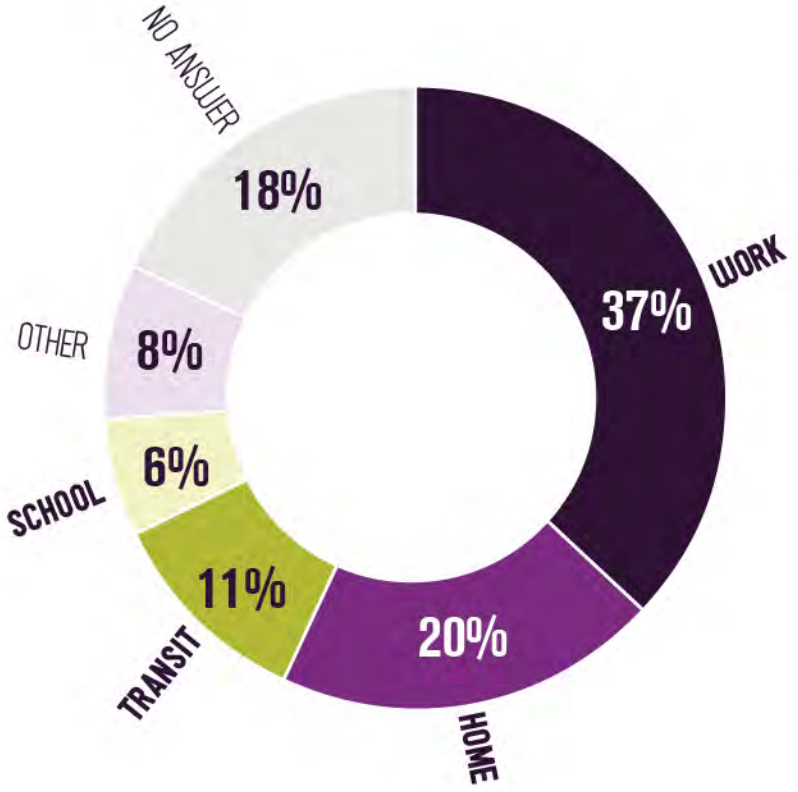


what we **LEARNED** about the

population of **THE PORCH**

MOST visitors were **LOCAL**

SURVEY QUESTION:
WHERE WERE YOU COMING FROM ON YOUR WAY TO THE PORCH?

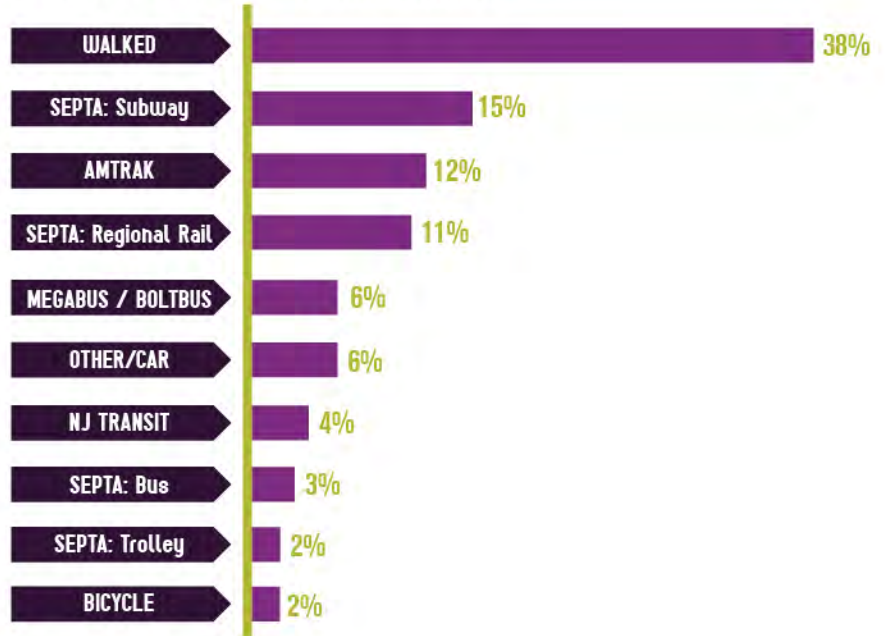


what we **LEARNED** about the

population of **THE PORCH**



AND: HOW DID YOU GET TO THE PORCH?



what we **LEARNED** about the

population of **THE PORCH**



5% of people at **THE PORCH** had luggage





PEOPLE WATCHING ON THE PORCH
PATTERNS OF BEHAVIOR

what we **LEARNED** about the

population of **THE PORCH**

... and the ways people **INHABIT THE SPACE**



56% chose the **SHADE**



what we **LEARNED** about the

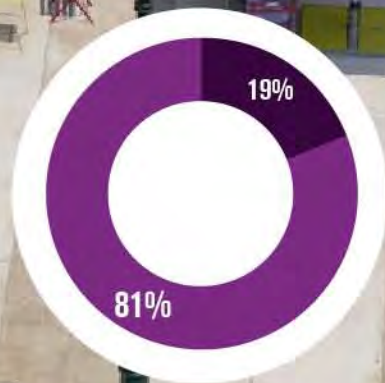
population of **THE PORCH**

... and the ways people **INHABIT THE SPACE**

81% of people at **THE PORCH** chose to **SIT**



SITTING



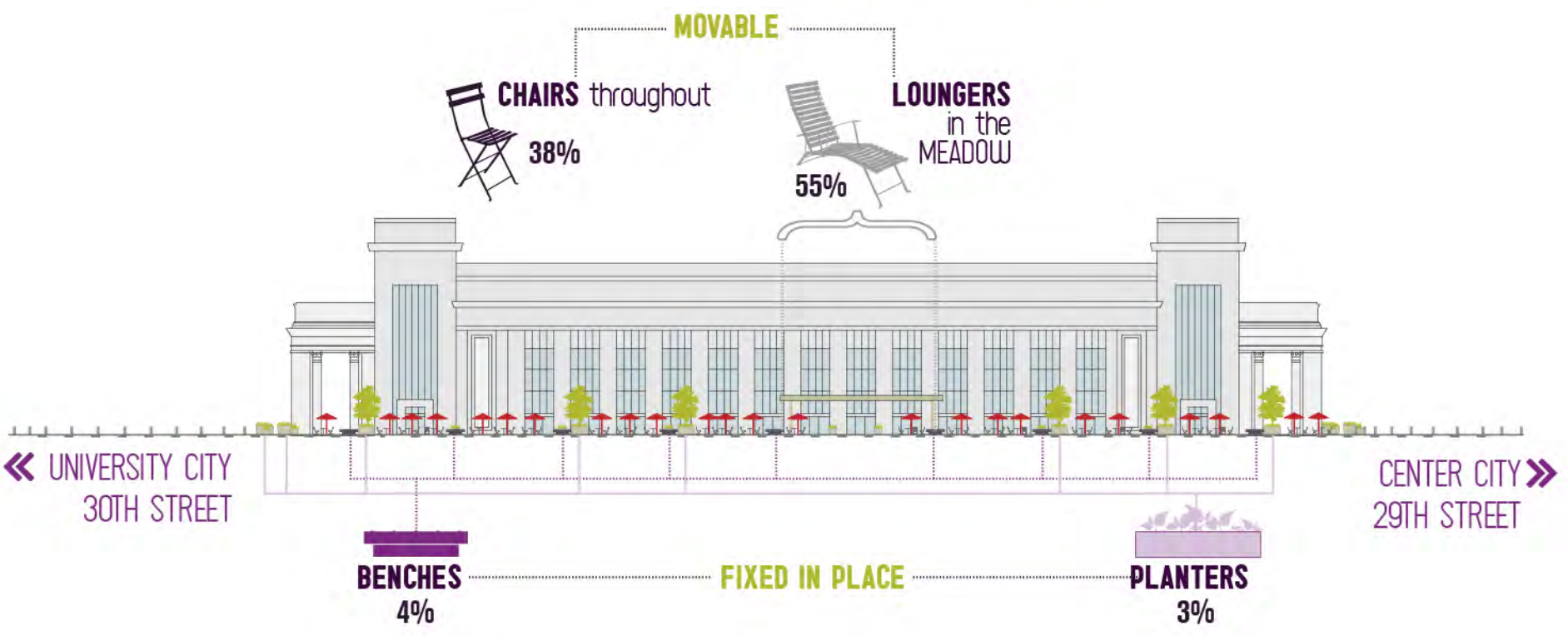
STANDING

what we **LEARNED** about the

population of **THE PORCH**

... and the ways people **INHABIT THE SPACE**

where they **SAT** depended on **FURNITURE**
normalized by seating capacity: people **LOVE** the **LOUNGERS**



THE PORCH WORKS as a

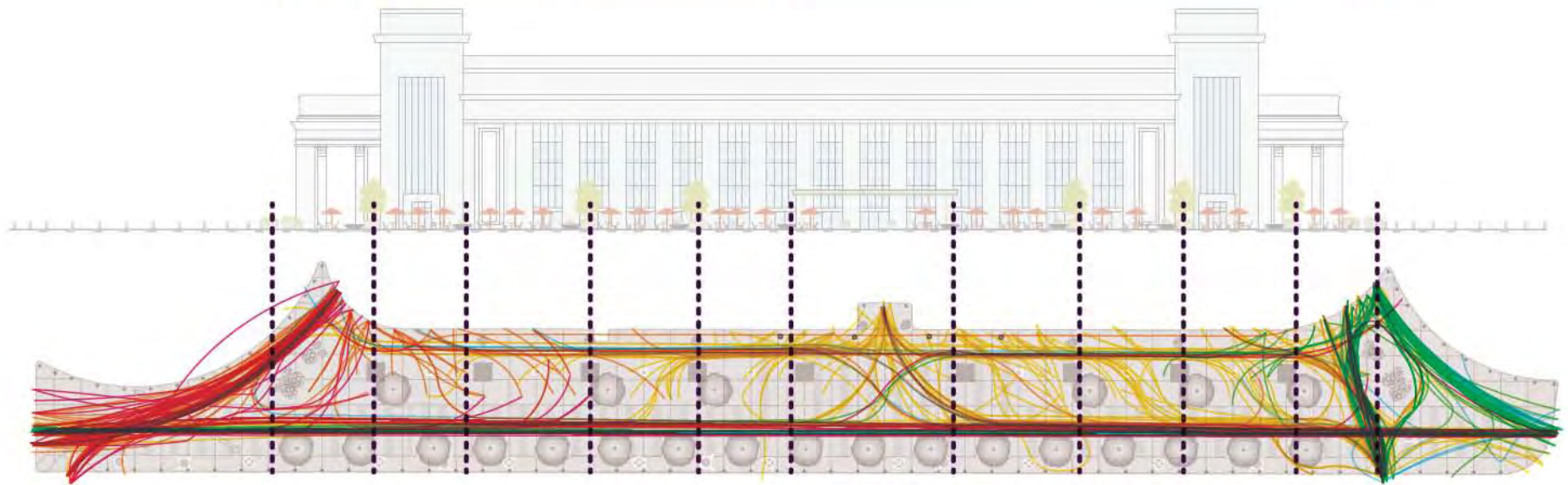
social space

other PLACE-SPECIFIC behavior



THE PORCH WORKS as a

social space



"THE MEADOW"

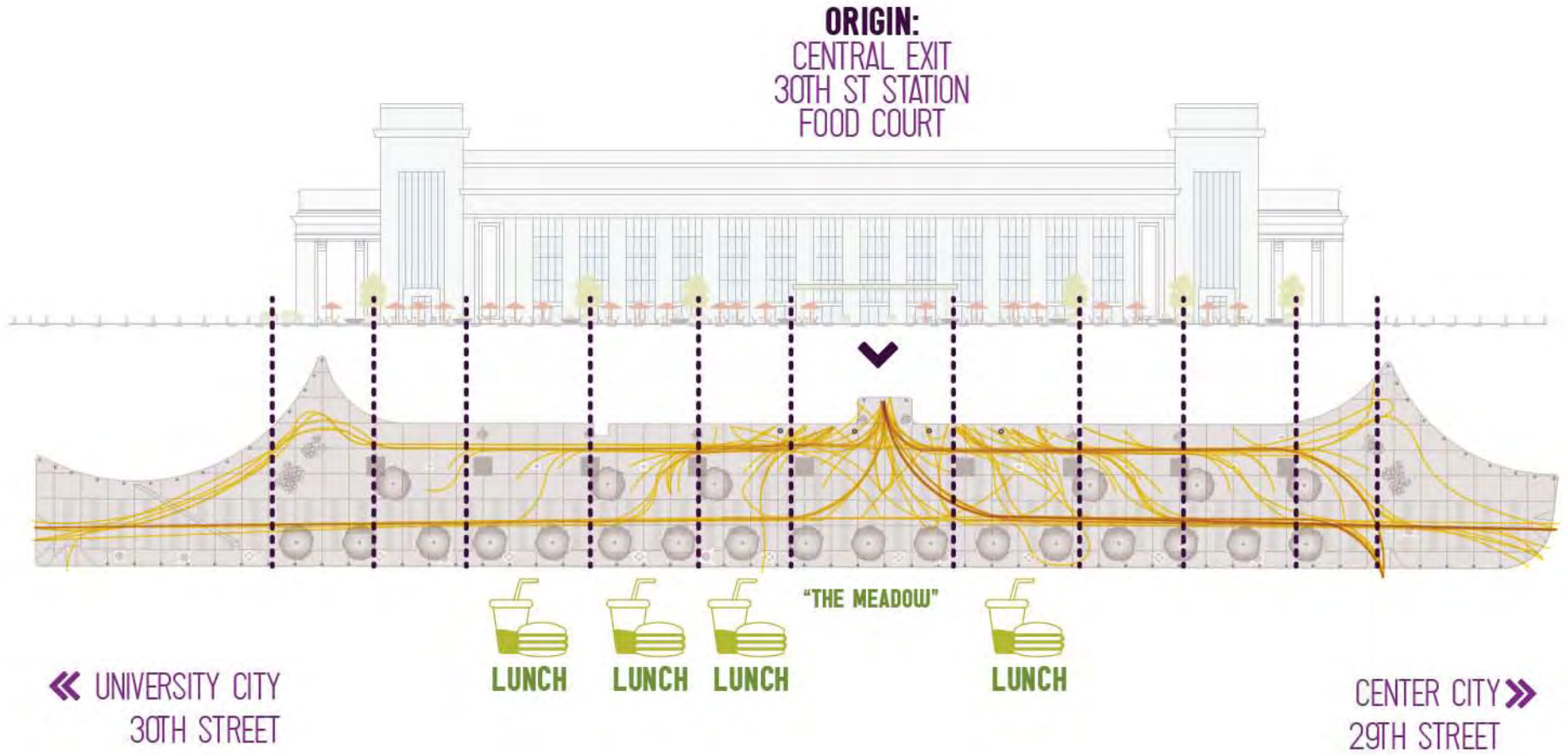
« UNIVERSITY CITY
30TH STREET

CENTER CITY »
29TH STREET

THE PORCH WORKS as a

social space

HUBS of activity are influenced by the **FLOW OF PEOPLE...**



THE PORCH WORKS as a

social space

TRAFFIC is highest in THE PORCH'S **OUTER LANE**
LITTLE MARKET STREET is **UNDERUTILIZED**

1 HOUR:

PEDESTRIANS AND CARS PER LINEAR FOOT



30th Street Station

LITTLE MARKET STREET

The Porch

MARKET STREET



PEOPLE WATCHING ON THE PORCH
TEMPORAL VARIABLES

time of day GREATLY affects usage of THE PORCH

the **CORNERS** are **HIGHWAYS** at rush hour



« UNIVERSITY CITY
30TH STREET ... AND MARKET-FRANKFORD 30TH STREET SEPTA STATION

CENTER CITY »
29TH STREET

time of day GREATLY affects usage of THE PORCH

the **CORNERS** are **HIGHWAYS** at rush hour
(and **LUNCH** hour!)



« UNIVERSITY CITY
30TH STREET ... AND MARKET-FRANKFORD 30TH STREET SEPTA STATION

CENTER CITY »
29TH STREET

time of day GREATLY affects usage of THE PORCH

the **CORNERS** are **HIGHWAYS** at rush hour



« UNIVERSITY CITY
30TH STREET ... AND MARKET-FRANKFORD 30TH STREET SEPTA STATION

CENTER CITY »
29TH STREET

time of day GREATLY affects usage of THE PORCH

visitors tend to **SPREAD OUT** among the tables
TABLES approach **FULL CAPACITY** at lunch
and **ROOMS** repopulate **AFTER WORK**...

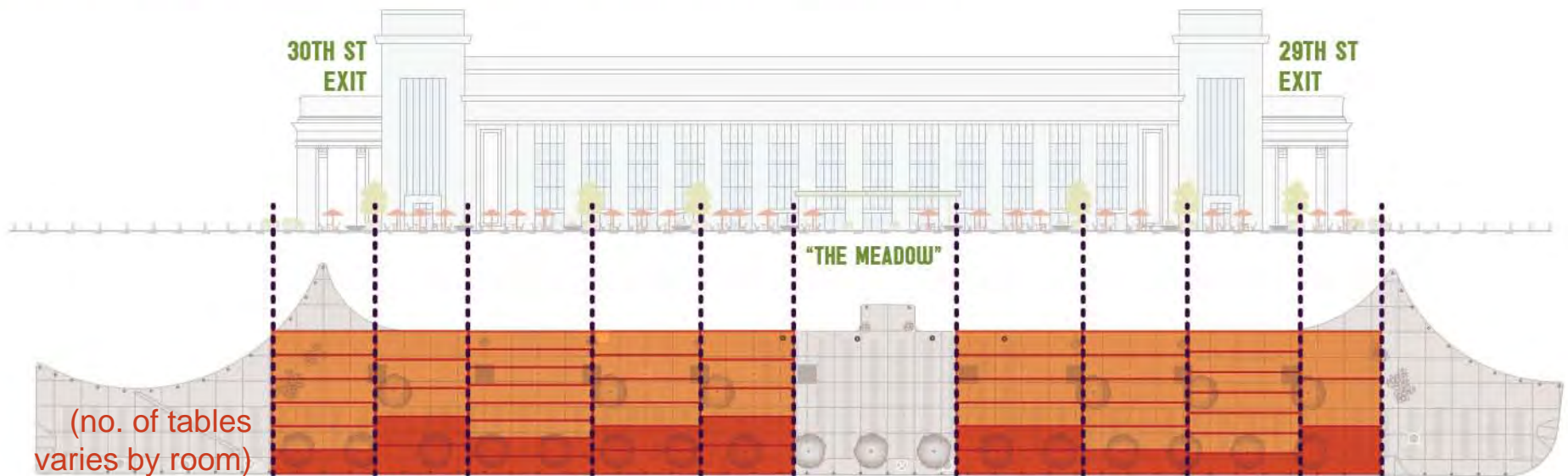


TABLE OCCUPANCY on a **TYPICAL FRIDAY**

6:00 PM

(sunny, 80°-85°)

« UNIVERSITY CITY
30TH STREET

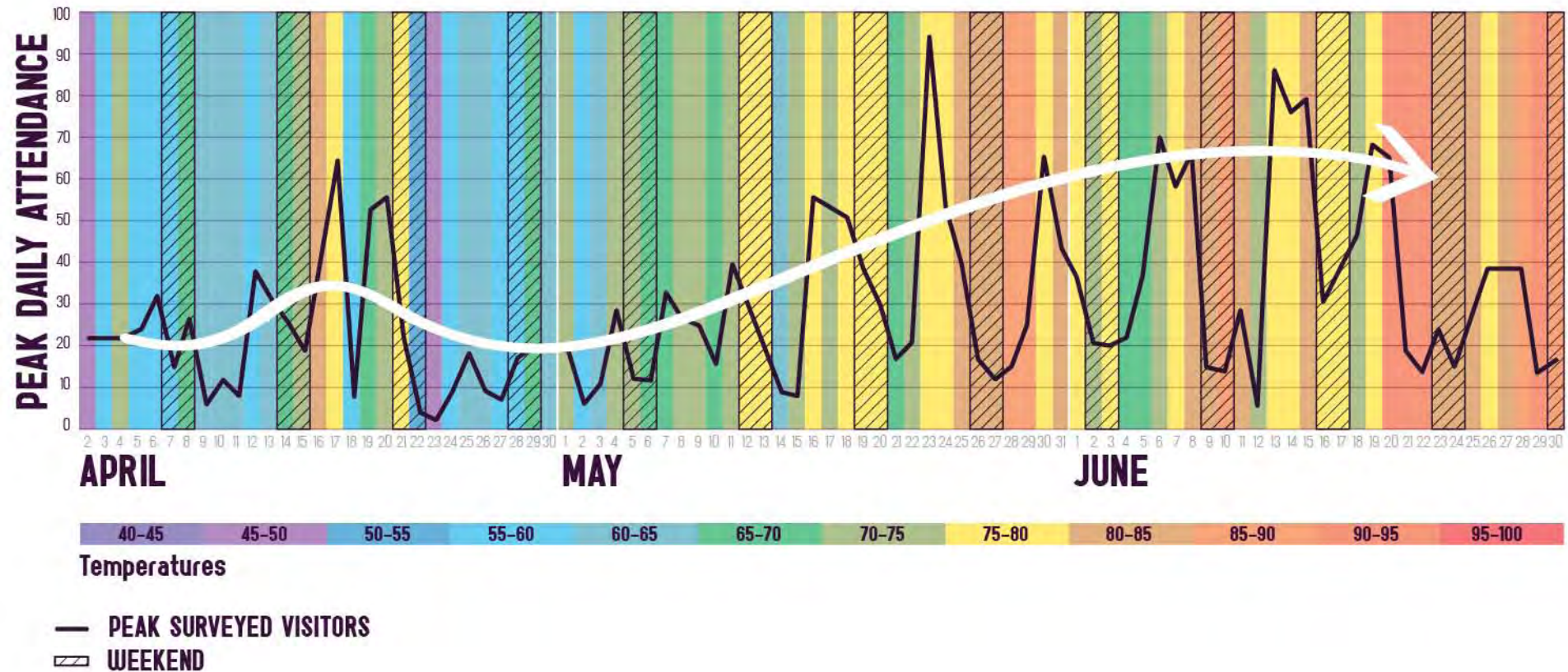
CENTER CITY »
29TH STREET



... but **THE PORCH** feels “FULL”
even if there are many free tables and chairs

the weather GREATLY affects usage of THE PORCH

but **IN GENERAL**, THE PORCH grew in popularity & usage over the course of the summer

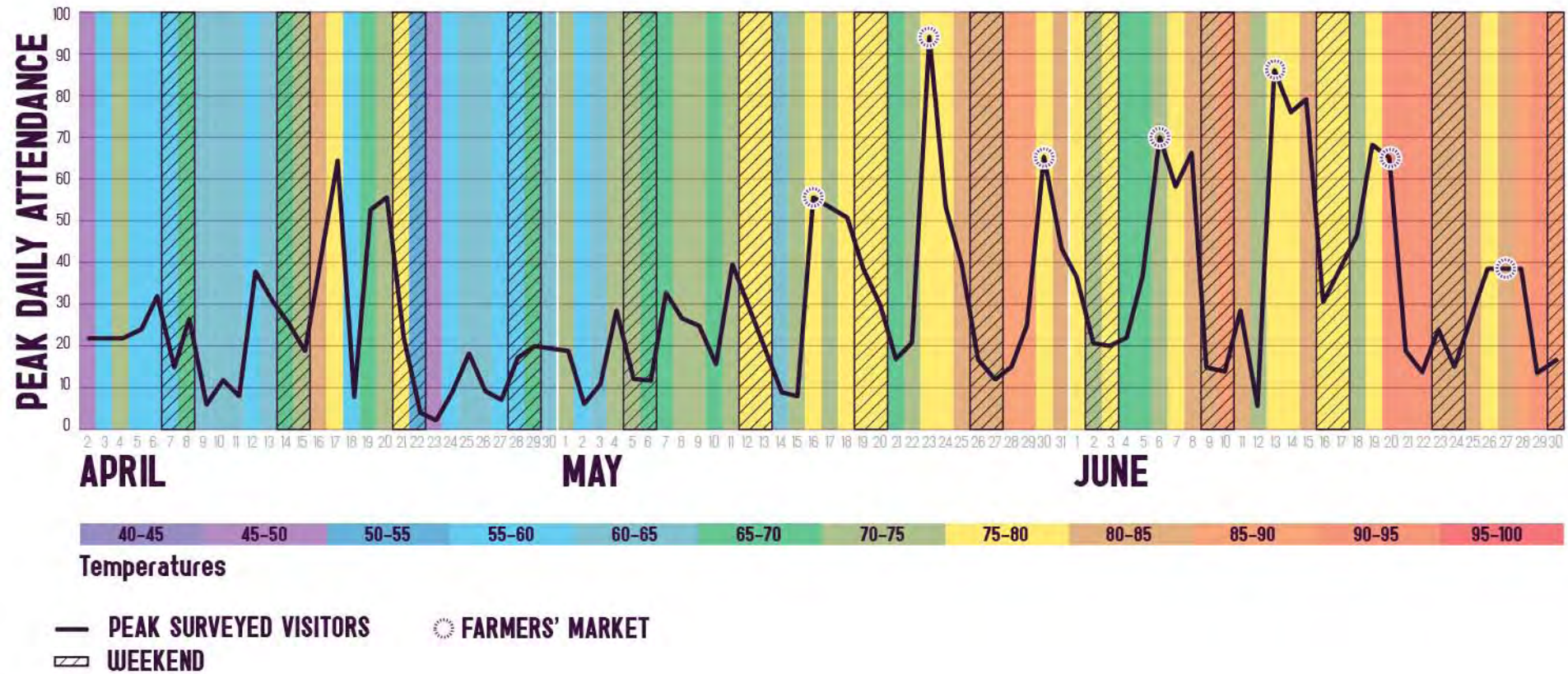




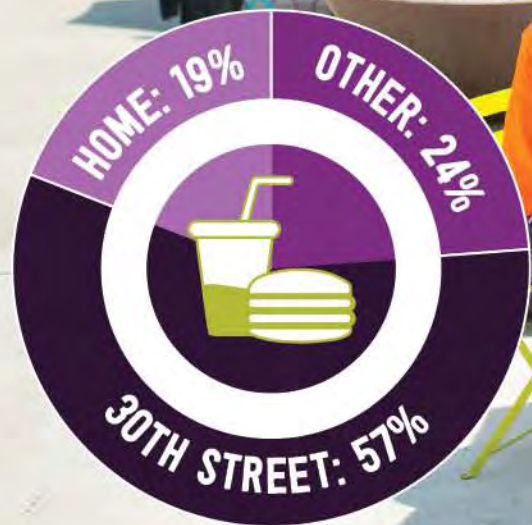
PEOPLE WATCHING ON THE PORCH
THE POWER OF PROGRAMMING

program ALSO affects usage of **THE PORCH**

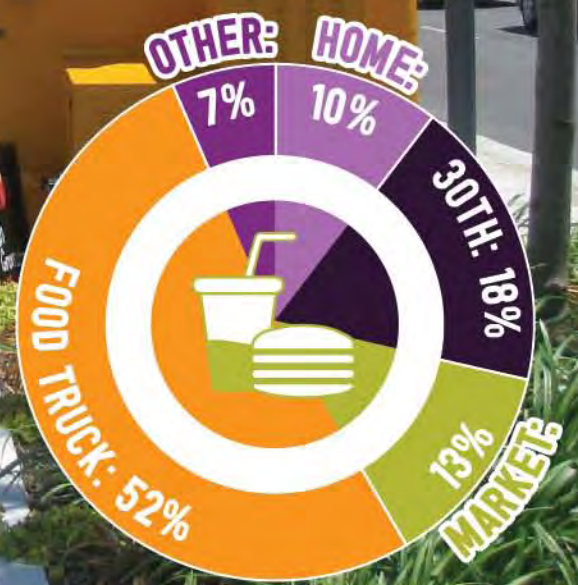
the **FARMERS' MARKET** was a huge success



on a TYPICAL DAY at THE PORCH LUNCHES COME FROM:



on a FARMERS' MARKET DAY at #PORCH LUNCHES COME FROM:





PEOPLE WATCHING ON THE PORCH
TAKING STOCK + NEXT STEPS

what we **HEARD** from the

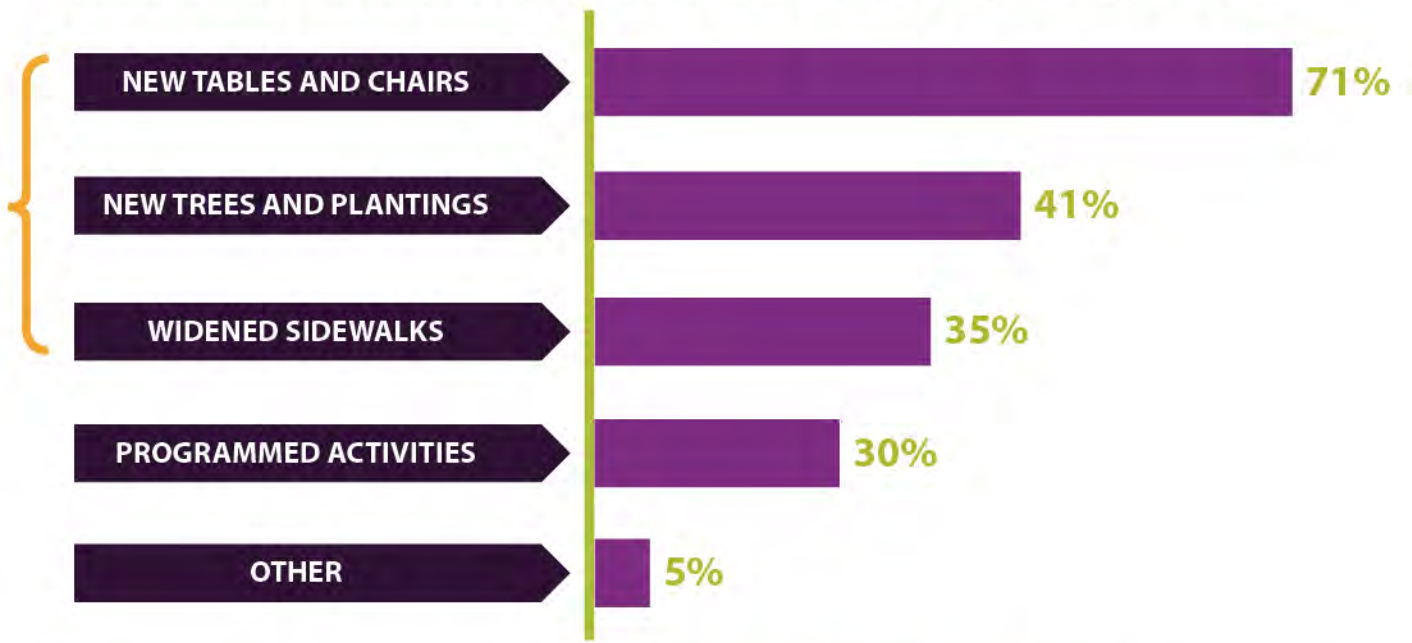
visitors of **THE PORCH**

so far, the response has been **VERY FAVORABLE**

SURVEY QUESTION:

WHICH RECENT IMPROVEMENTS AT THE PORCH ARE MOST IMPORTANT TO YOU?

physical improvements are the most popular



95% of visitors said the **IMPROVEMENTS** make them **MORE LIKELY** to spend time at THE PORCH!

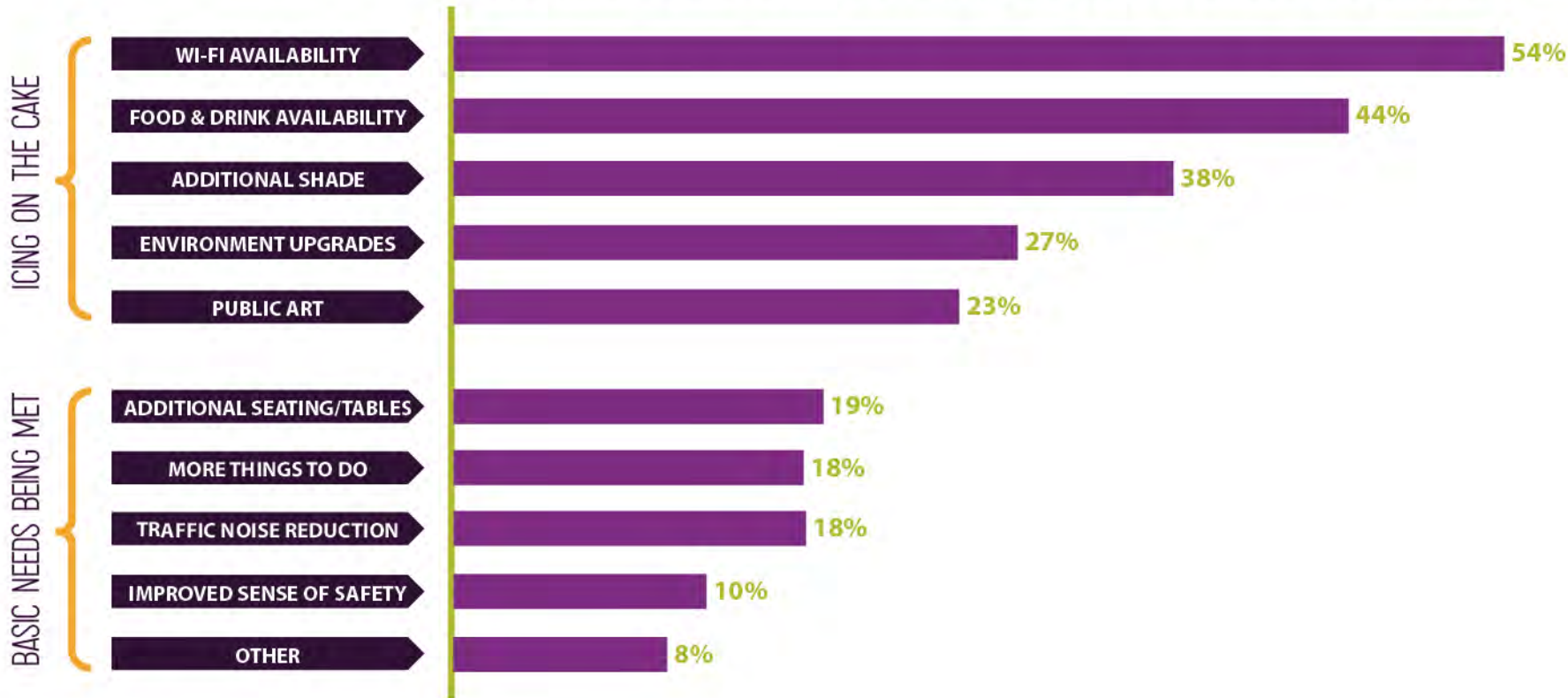
what we **HEARD** from the

visitors of **THE PORCH**

but people have **IDEAS** for new improvements...

SURVEY QUESTION:

WHAT CHANGES WOULD MAKE YOU MORE LIKELY TO SPEND TIME AT THE PORCH?



thank you!



The Porch at 30th Street Station

THE PORCH
at 30th Street Station

SPECIAL EVENTS

BEER GARDEN AT THE PORCH
12th - 14th Ave
12th - 14th Ave
12th - 14th Ave

FRESH LOCAL FOOD

LIVE MUSIC