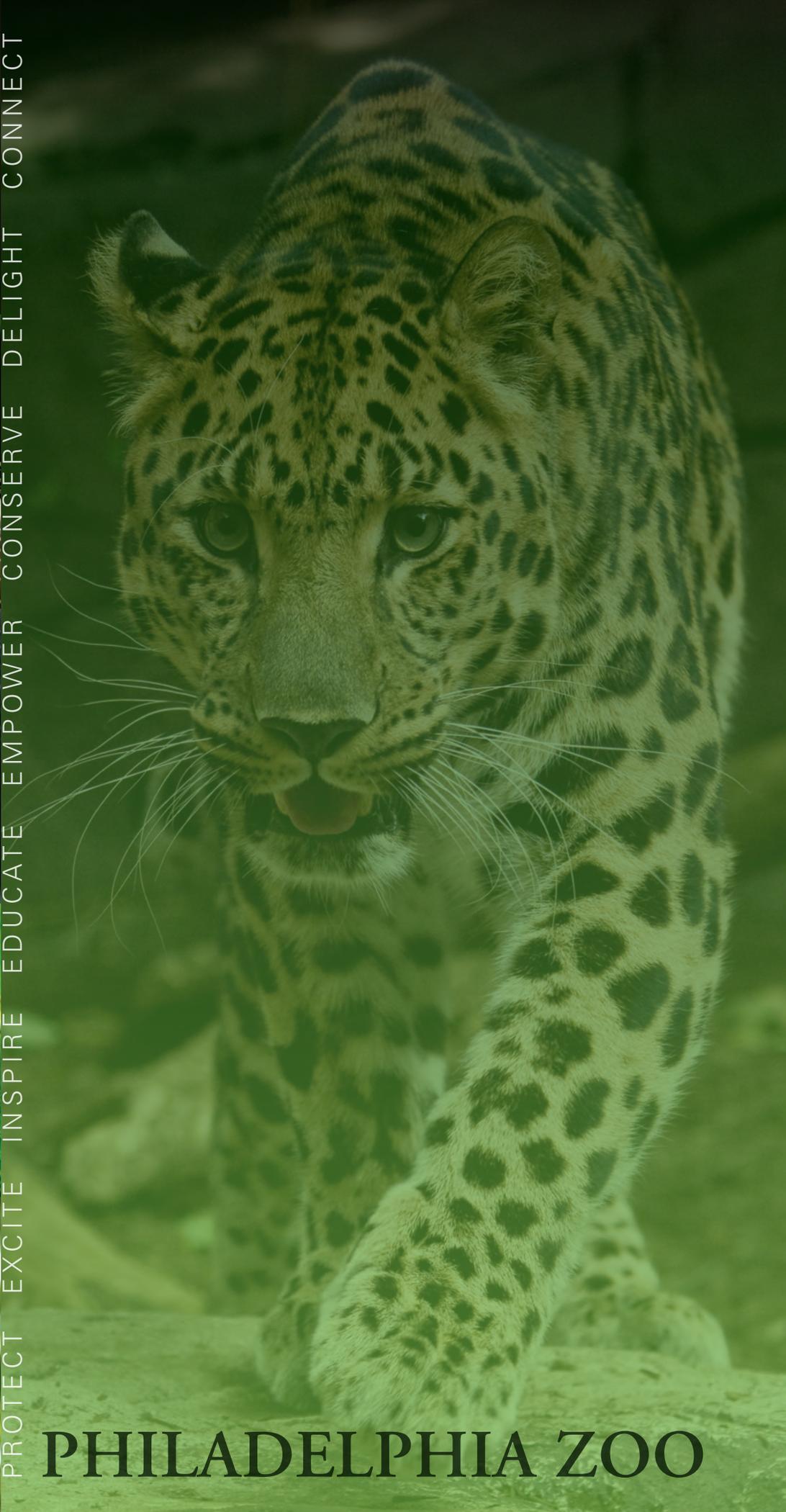




PROTECT EXCITE INSPIRE EDUCATE EMPOWER CONSERVE DELIGHT CONNECT

PHILADELPHIA ZOO



Centennial District Intermodal Transportation Center

The Centennial District Intermodal Transportation Center project, to debut in April 2013, features a four-story, 683-space parking garage, as well as significant functional and aesthetic improvements to traffic flow and pedestrian right of way. The project will benefit visitors, neighboring cultural attractions, and the Centennial and Parkside communities by making the 34th Street, Girard Avenue and Zoological Drive areas near the Zoo safer for pedestrians and vehicles while improving traffic flow and parking.

The garage will be located on the site of the current Zebra surface parking lot at 35th Street and Girard Avenue, one block from the Zoo's main entrance at 34th Street and Girard Avenue. The project also includes lighting, streetscape and sustainable landscaping, and traffic flow enhancements including upgrades to traffic signals and signage that will improve traffic flow at the I-76 off-ramps, facilitate access to parking lots, and improve pedestrian safety. Mass transit improvements include signaled crosswalks and bus pull-offs at existing SEPTA stops. The garage will feature a mural created in partnership with the city's acclaimed Mural Arts Program.

The \$24 million project was financed by federal, state, city and Philadelphia Zoo funds. It is the Zoo's largest single construction/landscaping project to date. Partners in the project include: PennDOT, SEPTA, the City of Philadelphia Streets Department and Department of Parks and Recreation, Fairmount Park, the Philadelphia Water Department, the Philadelphia Industrial Development Corporation, and the Philadelphia Zoo.

The Zoo attracts more than 1.2 million visitors annually, providing exciting programming to a diverse audience and is the largest paid ticketed cultural attraction and conservation organization in the Philadelphia region.



3400 West Girard Avenue • Philadelphia, PA 19104-1196

215-243-1100

philadelphiazoo.org

Centennial District Intermodal Transportation Center

HIGHLIGHTS

- The \$24 million project, financed by federal, state, city and Philadelphia Zoo funds, is the largest single construction landscaping project to date.
- Partners in the project include: PennDOT, SEPTA, the City of Philadelphia Streets Department, the Philadelphia Water Department, Fairmount Park, PIDC, Department of Parks and Recreation, the Philadelphia Zoo.
- Construction on the project began in May 2012.
- In 2012, the Philadelphia Zoo will unveil the design for another streetscape improvement. a mural created in partnership with the Mural Arts Program. It will be located on the parking garage facing the rail tracks, visible to the many passengers that travel that section of the Northeast Corridor each day.
- The Zoo's other parking areas include: the Tiger Parking Lot (entrance on 34th Street), Frog Parking Lot (entrance on 34th Street near the Zoo's South Exit), Giraffe Parking Lot (at 35th Street and Girard Avenue), and along Zoological Drive. Remote parking serviced by shuttles is also available as needed.
- The Philadelphia Zoo is also advocating for a passenger train stop at the Zoo, which would recreate a stop that serviced the Zoo until the 1940's. In addition to being a greener way to travel, access to a Zoo train stop would increase the number of people visiting the Zoo, adding to the Zoo's positive economic impact. The train stop would also provide those living in the area with the ability to travel easily to the outer suburbs and out of the area for work or recreation.
- The Philadelphia Zoo is an economic driver in the region, creating jobs with the financial impact spanning a multitude of business sectors from construction, materials, services and labor to architecture and design, in addition to its full-time and part-time employment.
- With the assistance of Urban Partners, the Zoo recently conducted an economic impact study that evaluated an eleven-year period, starting in 2004 and projecting through 2014, in order to ensure a balance between the Zoo's demonstrated performance and its projected plans and anticipated trends.
- The study estimates that of the 13.4 million people projected to visit the Zoo during this time period, approximately half come from outside of Philadelphia and nearly half will come to the city primarily for the Zoo. The study calculates that the total economic impact of the Zoo's daily operations during the 11-year period will exceed \$1.3 billion, in addition to another \$244 million in activity resulting from the Zoo's construction projects. This financial impact spans a multitude of business sectors from construction materials and services, dining and lodging to architecture, design and retail.
- Each year the Zoo's combined activities support almost 1,800 full-time jobs, and generate approximately \$4.5 million in annual tax revenue for the City of Philadelphia and \$5 million annually for the Commonwealth of Pennsylvania.
- The Zoo attracts more than 1.2 million visitors annually, providing quality programming to a diverse audience. It is the largest paid ticketed cultural attraction and conservation organization in the Philadelphia region.



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