PUBLIC MEETING | MARCH 24, 2015

JFK PLAZA/LOVE PARK IMPROVEMENT PROJECT

PHILADELPHIA PARKS & RECREATION / INTERPARK

HARGREAVES ASSOCIATES

KIERAN TIMBERLAKE

JMT

HUNT ENGINEERING

CARL WALKER

COMMERCIAL AQUATIC

JENKINS & HUNTINGTON

PENTAGRAM

THE LIGHTING PRACTICE

VJ ASSOCIATES

NORTHERN DESIGNS

AGENDA

CITIZEN DEFINED GOALS

PRINCIPLES OF REDEVELOPMENT

SITE CONTEXT

WELCOME CENTER

APPROACHES

NEXT STEPS

QUESTIONS & COMMENTS

JFK PLAZA/LOVE PARK: Bigger Words = More We Heard it



ENGAGEMENT PROCESS

PRIORITIES

CIVIC GOALS

JFK Plaza/LOVE Park: Priorities to Civic Goals

GO GREEN

FACILITATE GATHERING

CONNECT TO THE PARKWAY

Flowers
More Green
Trees
Lawn

Food Truck Area
Performance Space
Restrooms
Seating Tables
Game Tables
Play Fountains
Playground
Restaurant

Pedestrian Connectivity
Programmable Space
Public Art

ENGAGEMENT PROCESS

PRIORITIES

CIVIC GOALS

JFK Plaza/LOVE Park: Priorities to Civic Goals

ENABLE FLEXIBILITY

MAKE ROOM
FOR
DEMOCRACY

TAKE THE
SPACESHIP
SERIOUSLY

ELEVATE
MAINTENANCE
& SECURITY

More Open Programmable Space Celebrate Love Free Speech Peaceful Save the Saucer
Tear Down the Building

Cleaner Security Nightlights No Skating

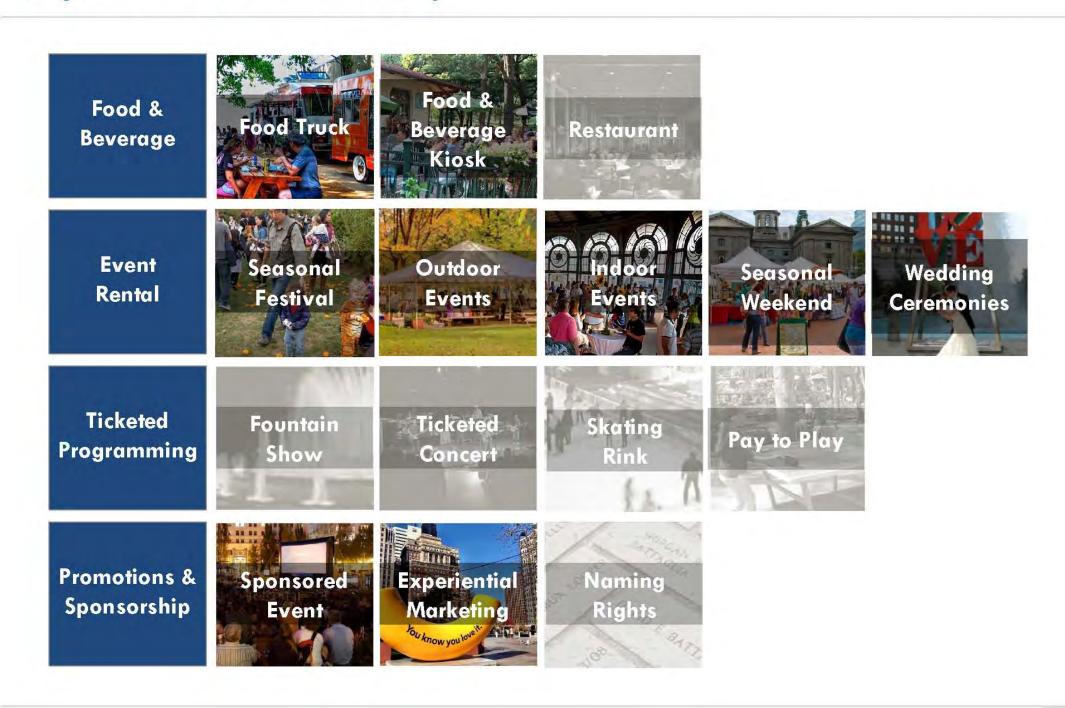
ENGAGEMENT PROCESS

PRIORITIES

CIVIC GOALS

BUSINESS PLANNING FRAMEWORK STUDY

HR&A selected opportunities that reinforce the park's mission and have the greatest market feasibility.



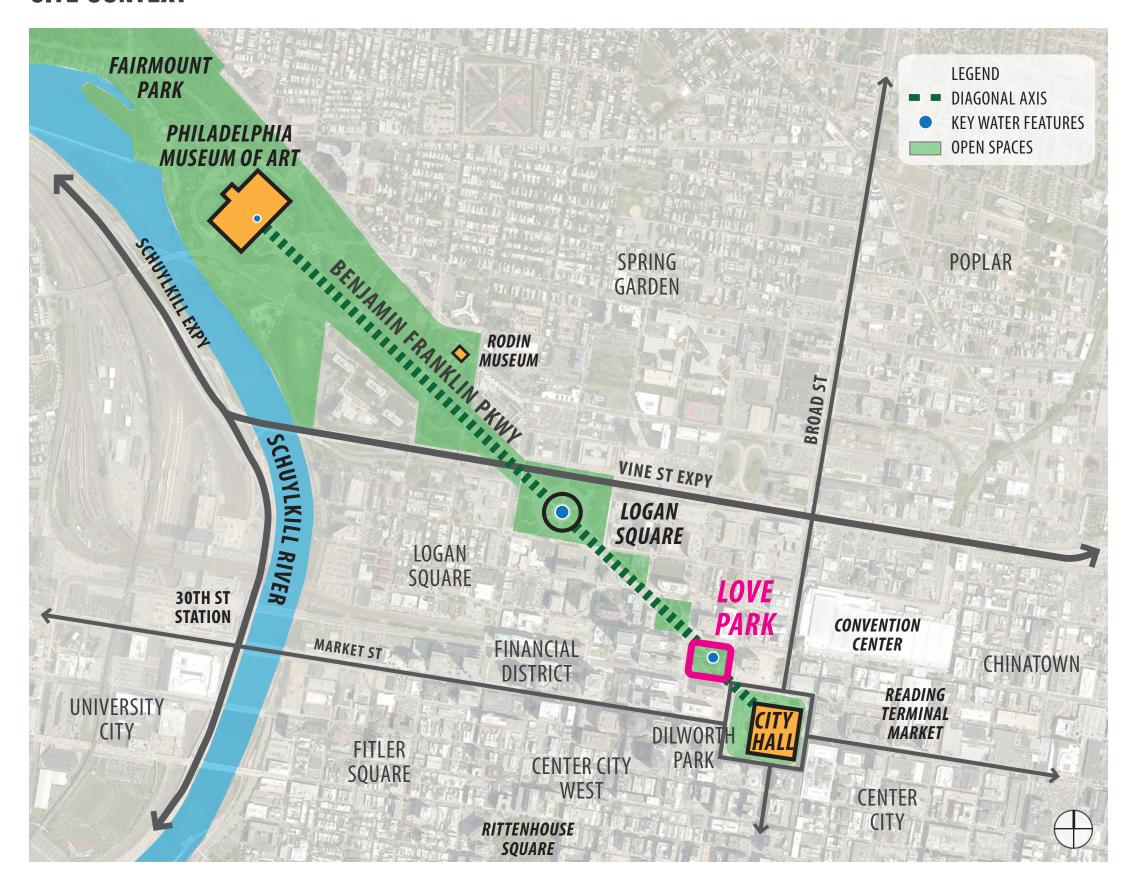
PRINCIPLES OF REDEVELOPMENT

As drawn from the City's JFK Plaza/LOVE Park redesign principles:

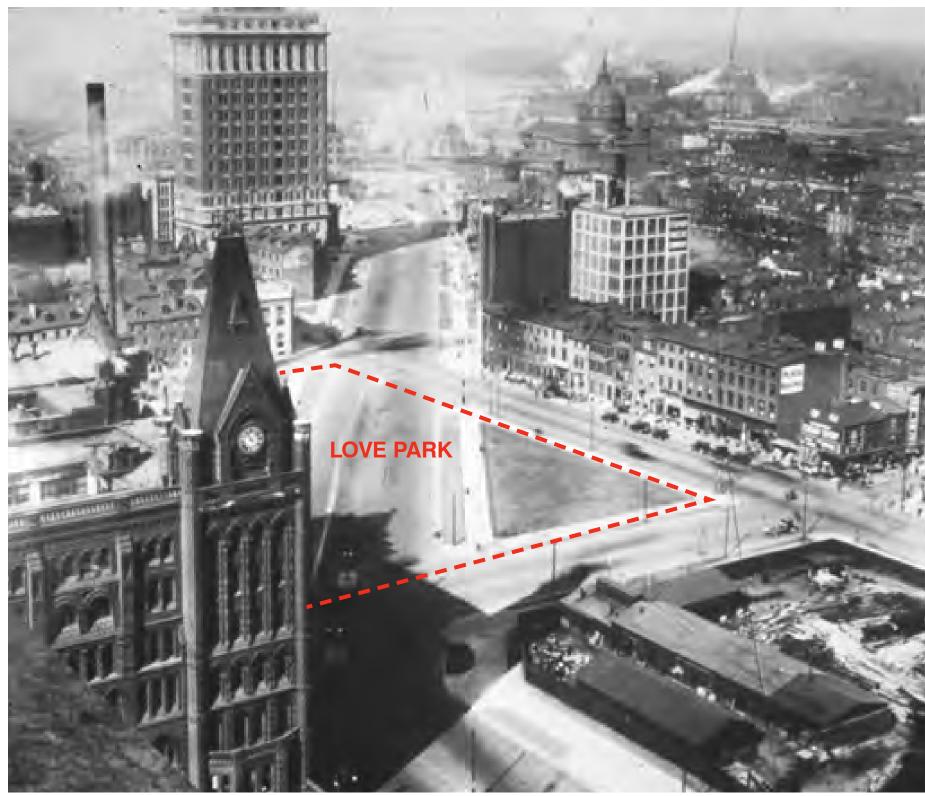
- Reimagine a significant urban public space
- Create Iconic and Memorable places in the context of Complex Technical constraints
- Respond to the Diagonal Axis of the Benjamin Franklin Parkway
- Work with Existing Site Assets
- Improve Connections along park edges
- Integrate Public Art into the design
- Provide Multiple Destinations and Diverse Experiences throughout the year
- Integrate Environmentally Sustainable strategies
- Create a World Class Park that is Uniquely Philadelphia

SITE CONTEXT

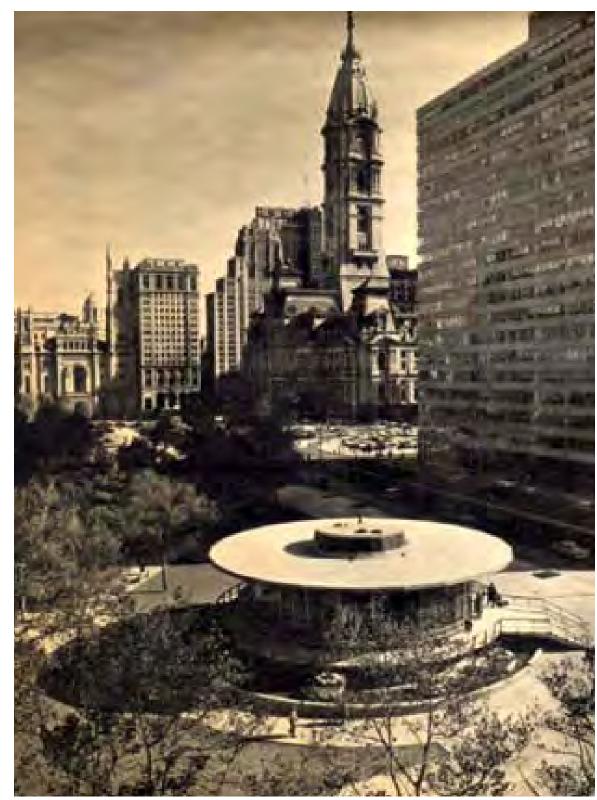
SITE CONTEXT



HISTORY

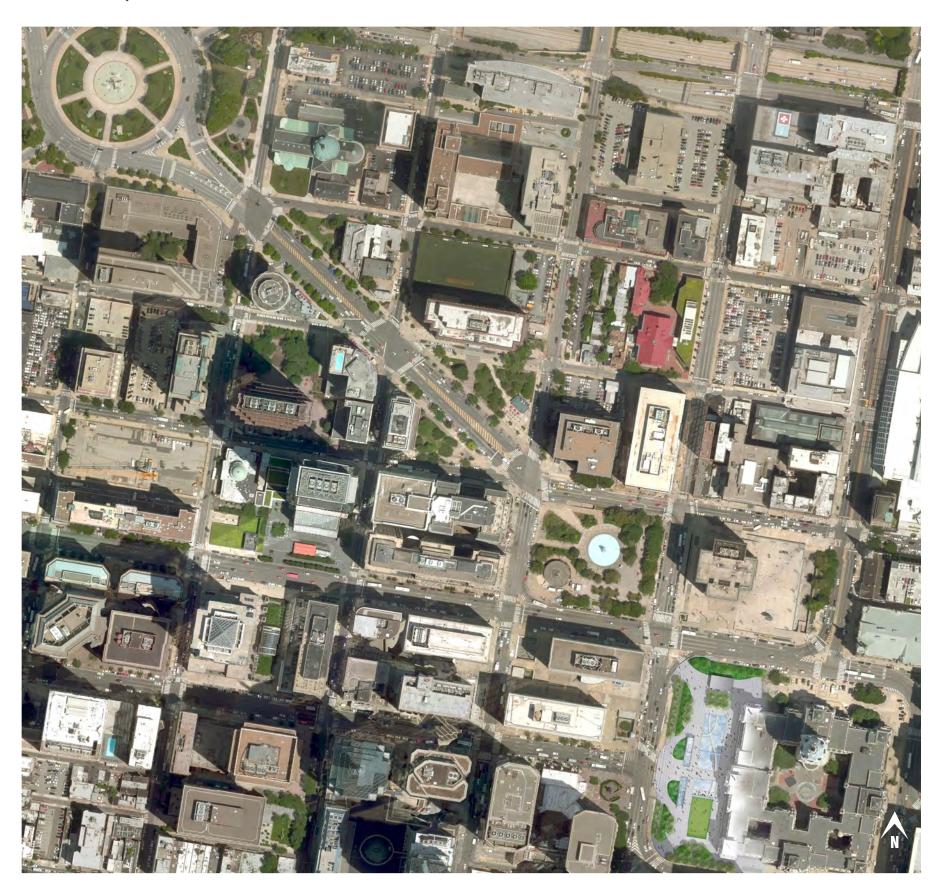


Looking from City Hall toward Art Museum

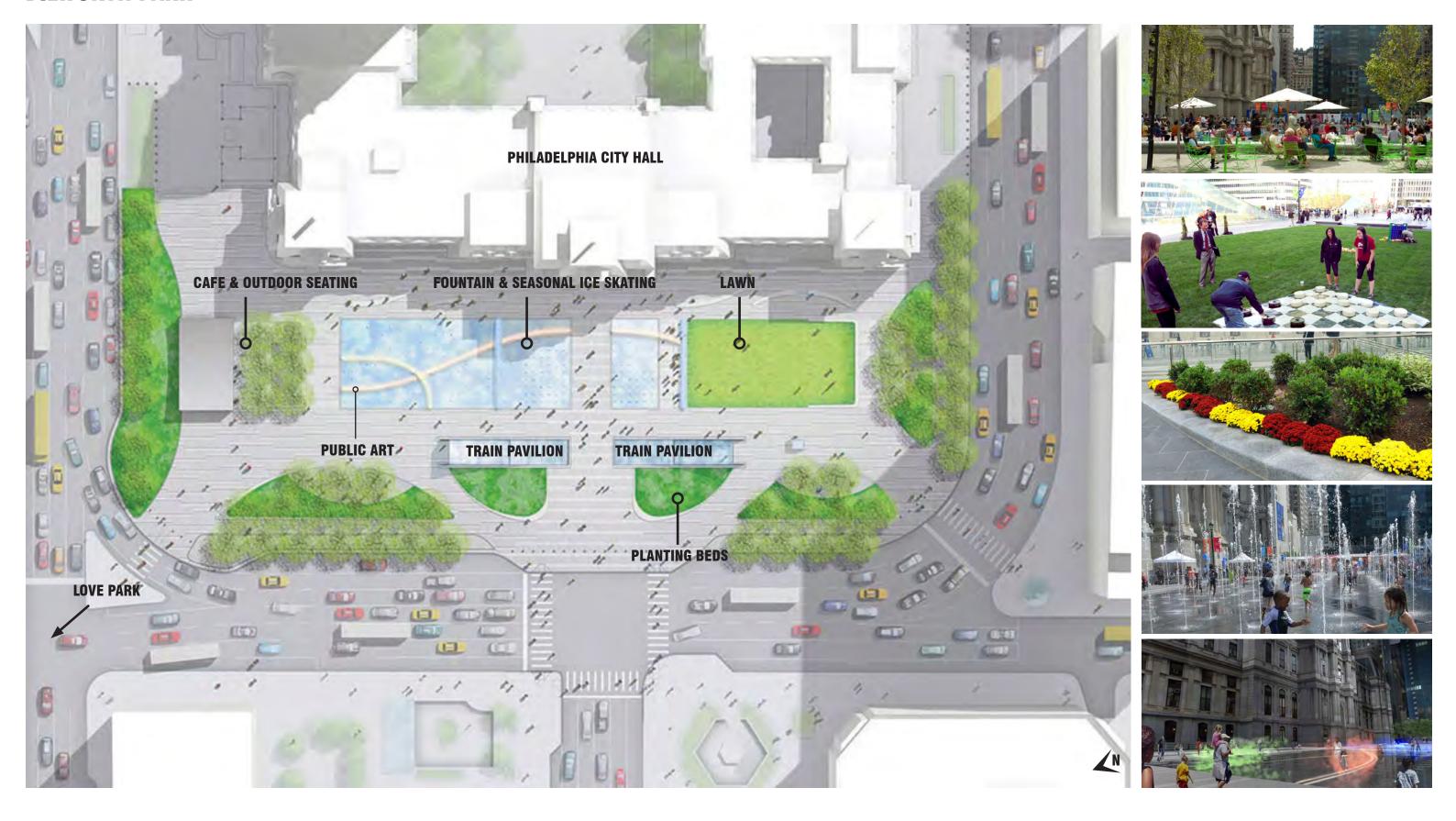


Welcome Center 1965

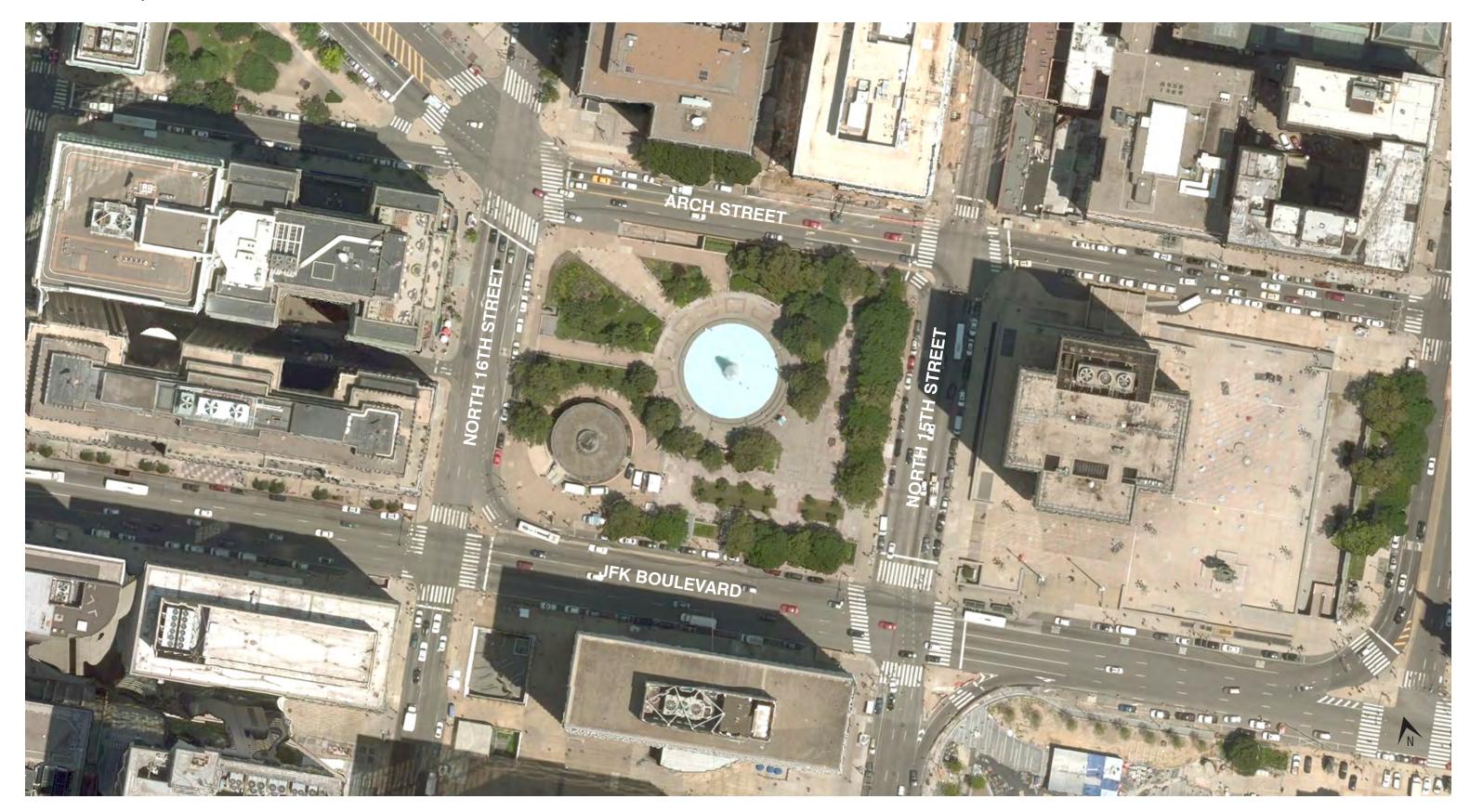
LOGAN SQUARE & DILWORTH PARK CONTEXT



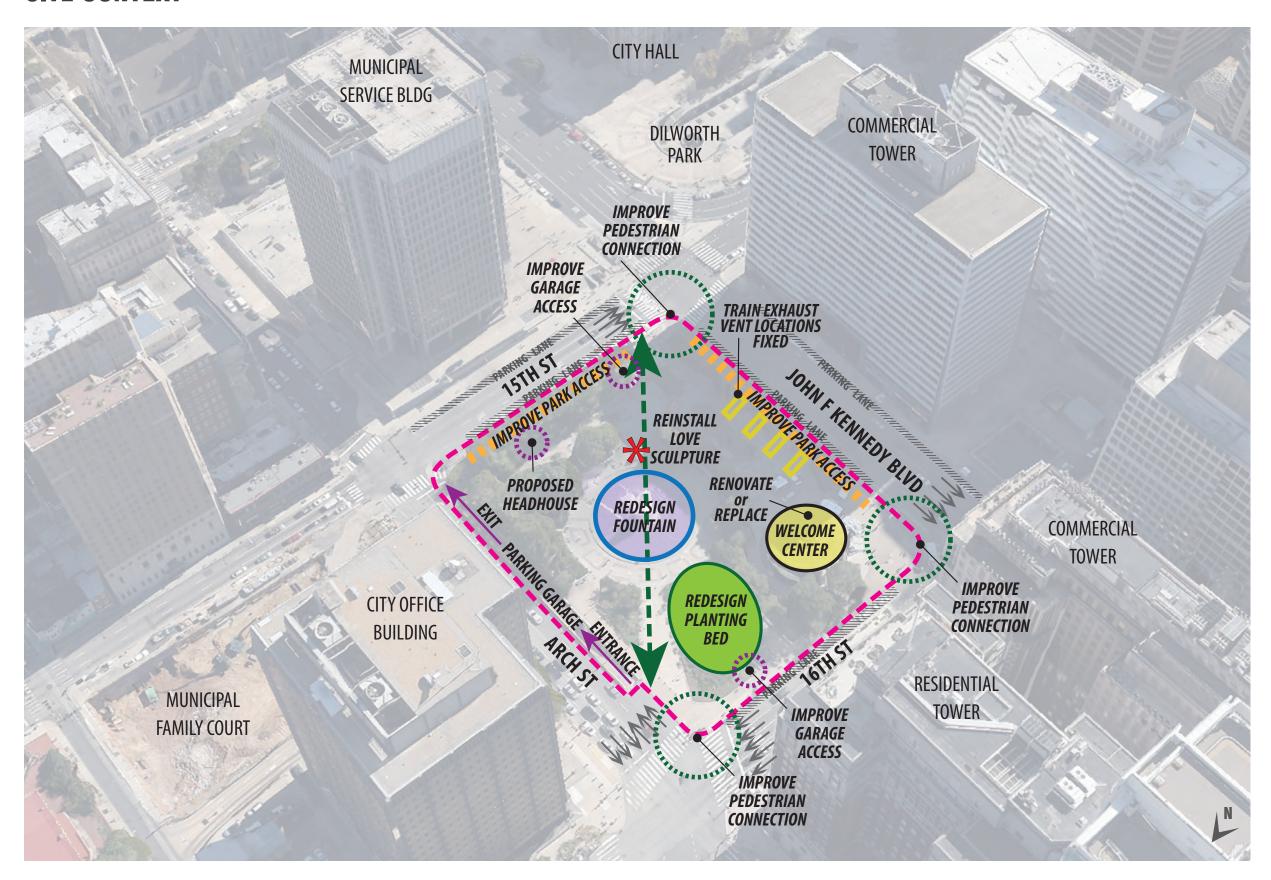
DILWORTH PARK



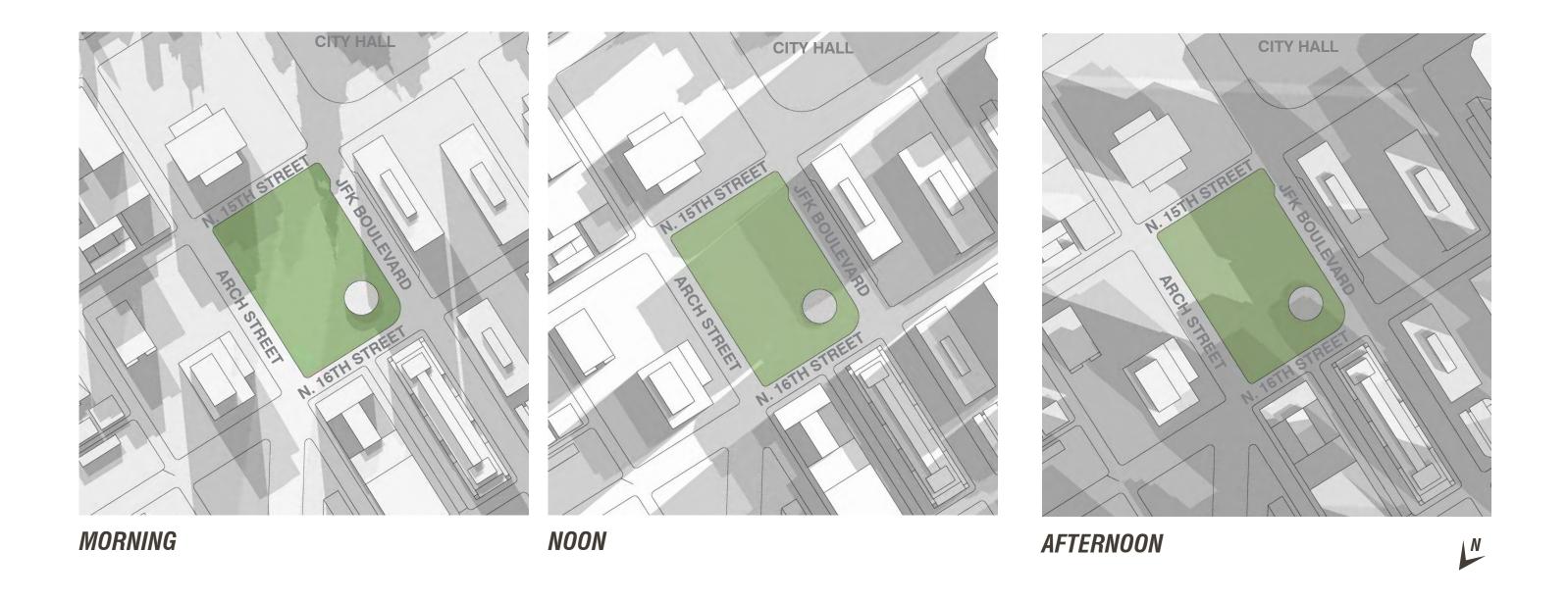
JFK PLAZA / LOVE PARK



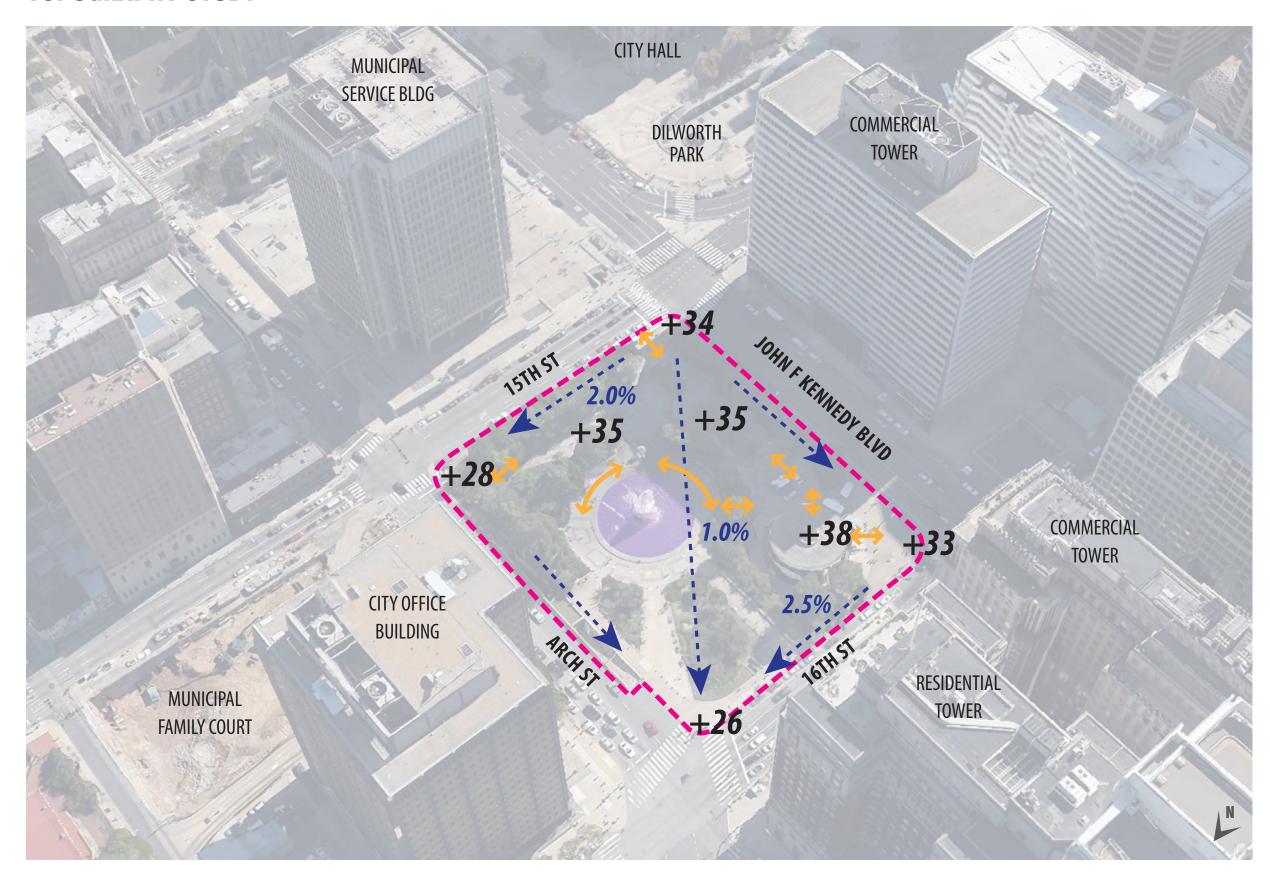
SITE CONTEXT



COMPOSITE SUN/SHADOW STUDIES

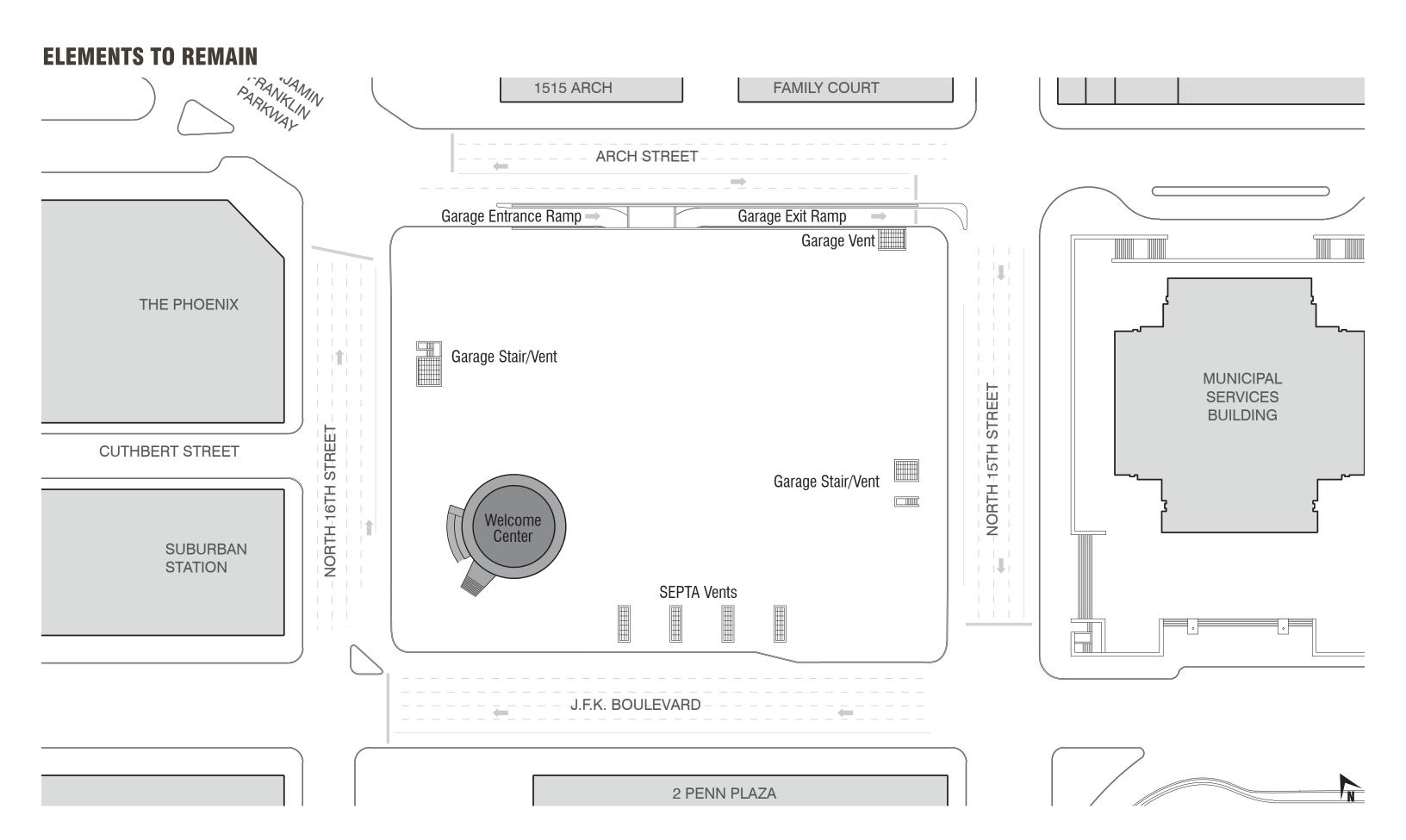


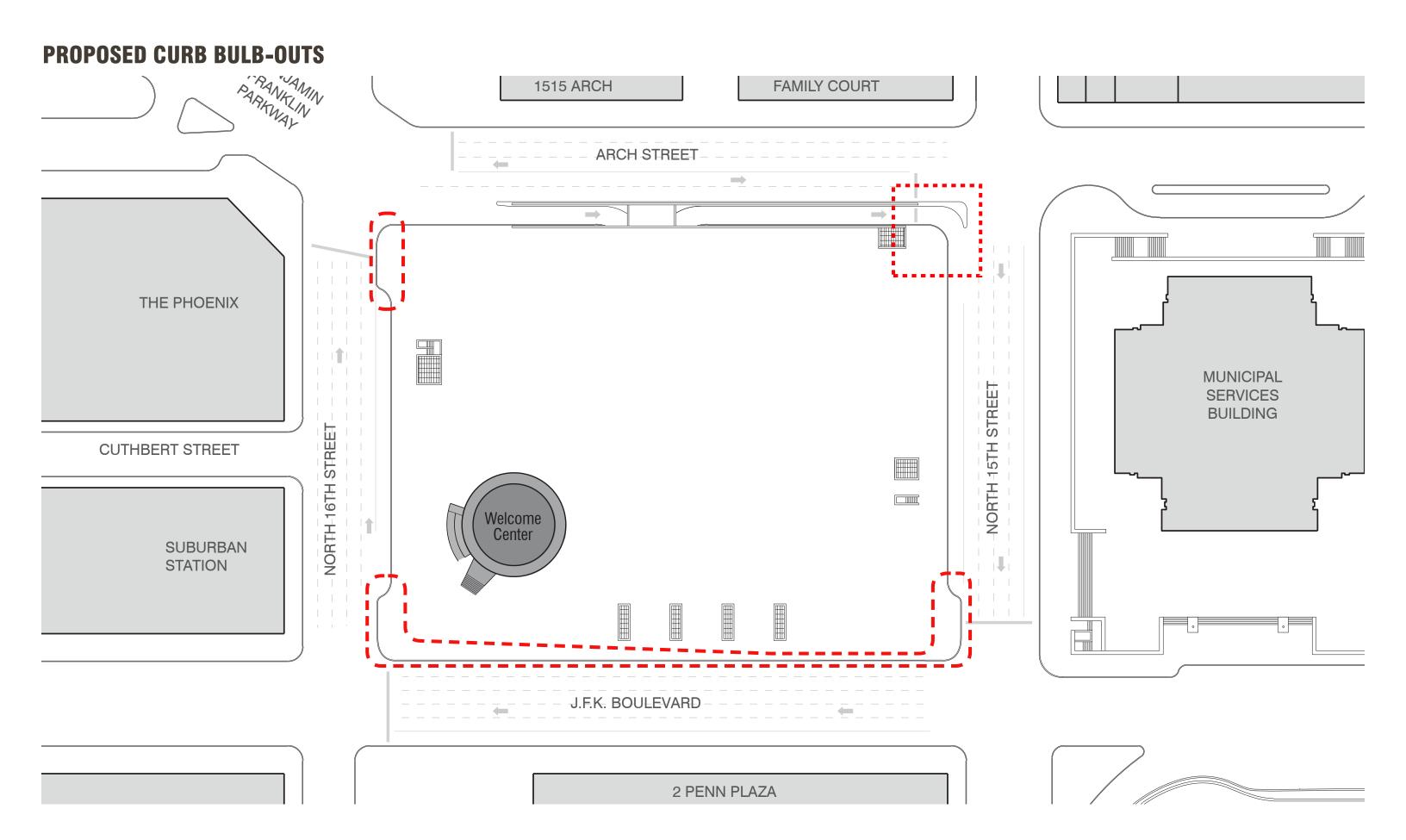
TOPOGRAPHY STUDY



EXISTING PLAN PARKUALIN 1515 ARCH **FAMILY COURT ARCH STREET** THE PHOENIX Garden MUNICIPAL Fountain STREET **SERVICES** BUILDING NORTH-16TH STREET LOVE NORTH 15TH **CUTHBERT STREET** Sculpture Welcome Center SUBURBAN Plaza STATION J.F.K. BOULEVARD 2 PENN PLAZA

EXISTING PLAN PERIMETER CONDITIONS PARKUANIN ARKWAY **FAMILY COURT** 1515 ARCH **ARCH STREET** 7'6" Wall THE PHOENIX Garden MUNICIPAL Fountain STREET **SERVICES** 2'8" Wall BUILDING - NORTH-16TH STREET 15TH **CUTHBERT STREET** LOVE Sculpture 5'6" Wall NO Welcome Center **SUBURBAN** Plaza STATION 2'8" Wall 3' Wall 3'6" Wall J.F.K. BOULEVARD 2 PENN PLAZA



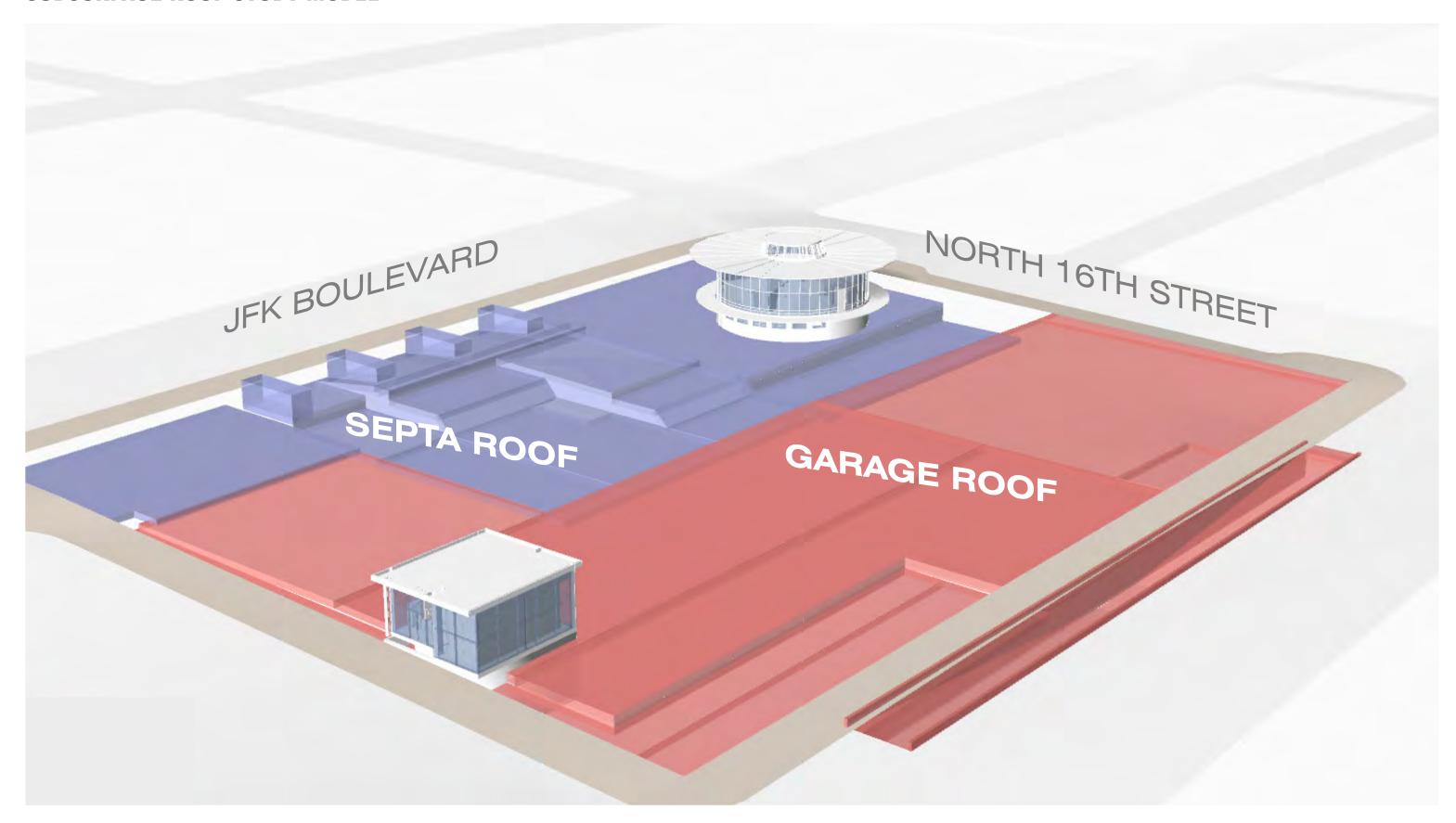


WELCOME CENTER RAMP & GARAGE HEADHOUSE ARANAMIN ARANALIN **FAMILY COURT** 1515 ARCH **ARCH STREET** THE PHOENIX Garage Headhouse MUNICIPAL STREET **SERVICES** BUILDING - NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** Welcome Center **SUBURBAN STATION** Access to Public Restrooms J.F.K. BOULEVARD 2 PENN PLAZA

TECHNICAL CHALLENGES 1515 ARCH **FAMILY COURT** THE PHOENIX Garage MUNICIPAL STREET **SERVICES** BUILDING STREET CUTHBERT STREET NORTH 15TH NORTH-16TH Welcome Center SUBURBAN STATION SEPTA Concourse & Tracks J.F.K. BOULEVARD 2 PENN PLAZA

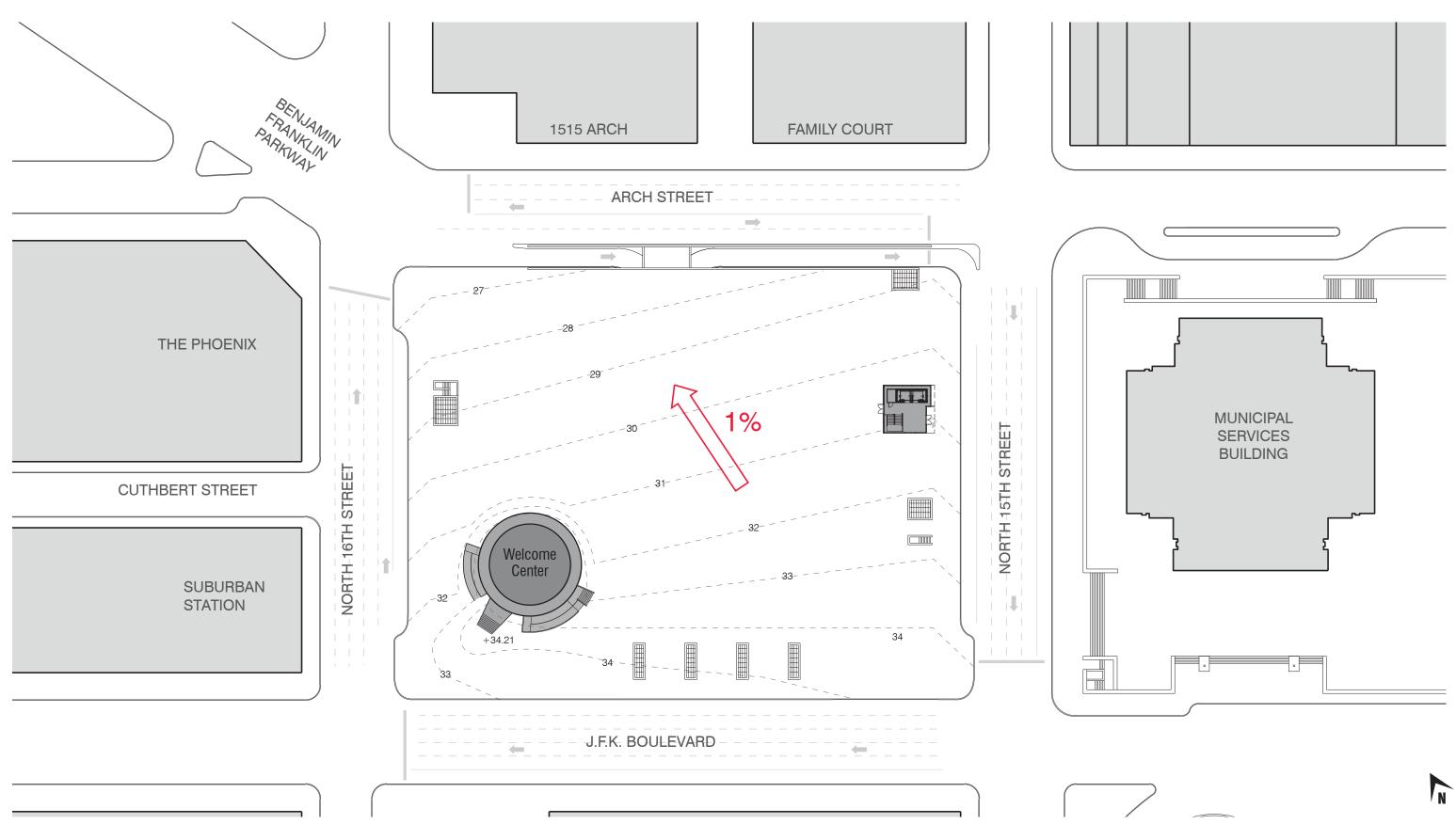
SUBSURFACE ROOF STUDY 1515 ARCH **FAMILY COURT** Garage Roof Based on 1962 -**ARCH STREET** Drawings R 23.92 R 22.83 R 21.50 R 21.50 R 28.00 R 24.96 4% 1% R 25.18 THE PHOENIX R 28.00 3% R 28.00 MUNICIPAL **SERVICES** BUILDING R 24.00 R 28.89 R 28.50 NORTH 16TH STRE **CUTHBERT STREET** R 28.89 R 21.58 R 23.97 R 26.86 R 28.67 **1**1% □ Welcome Center R 27.61 R 26 58 2% **SUBURBAN** R 30.04 **STATION** R 29.33 R 31.67 R 24.50 R 32.72 R 30.04 R 30.36 SEPTA Roof Based on 1965 J.F.K. BOULEVARD Drawings 2 PENN PLAZA

SUBSURFACE ROOF STUDY MODEL

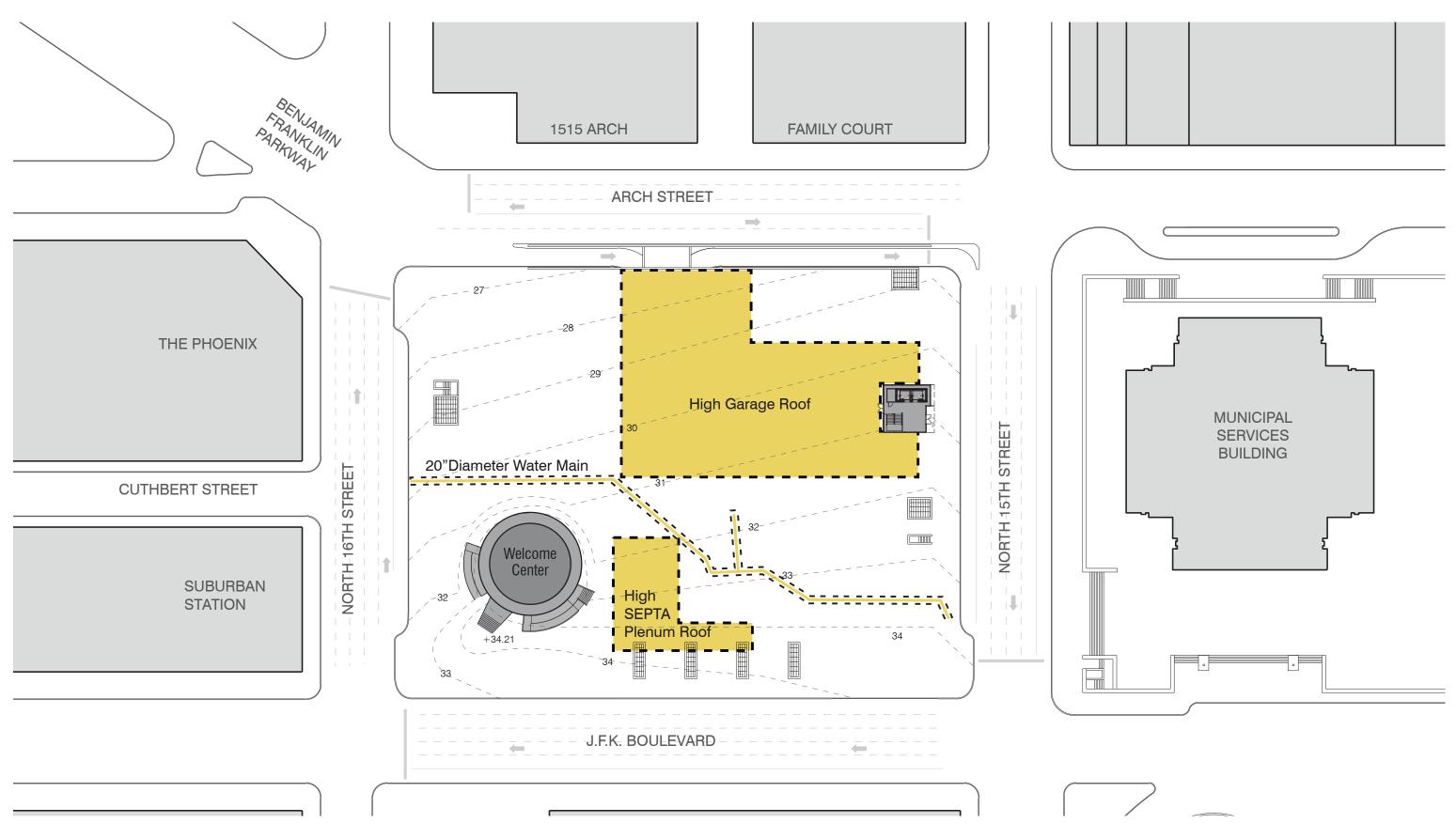


SUBSURFACE ANALYSIS 1515 ARCH **FAMILY COURT ARCH STREET** THE PHOENIX High Garage Roof MUNICIPAL STREET **SERVICES** BUILDING 20"Diameter Water Main - NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** Welcome Center SUBURBAN High STATION J.F.K. BOULEVARD 2 PENN PLAZA

GRADING STUDY



GRADING STUDY



WELCOME CENTER

FAIRMOUNT PARK WELCOME CENTER



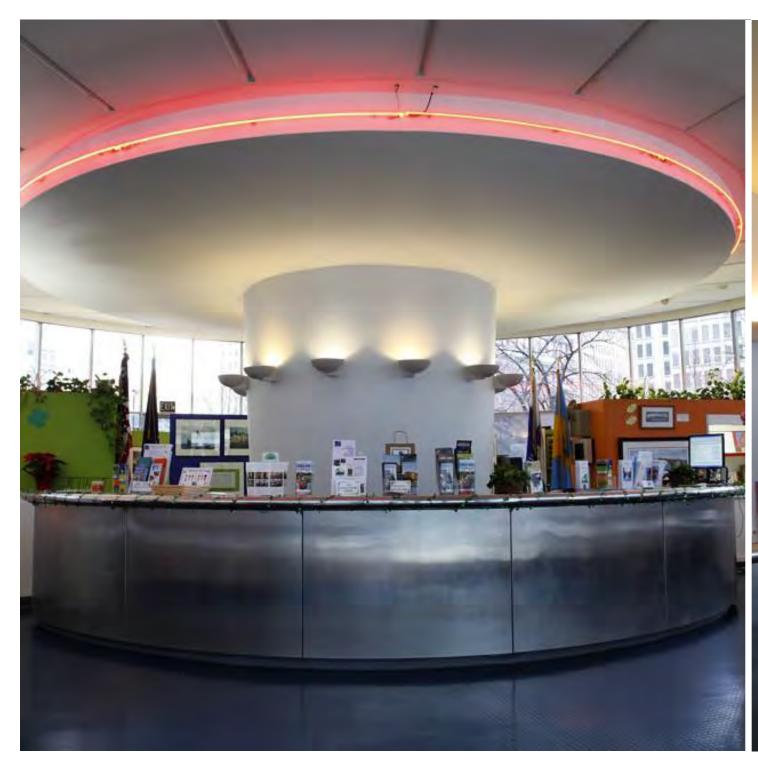


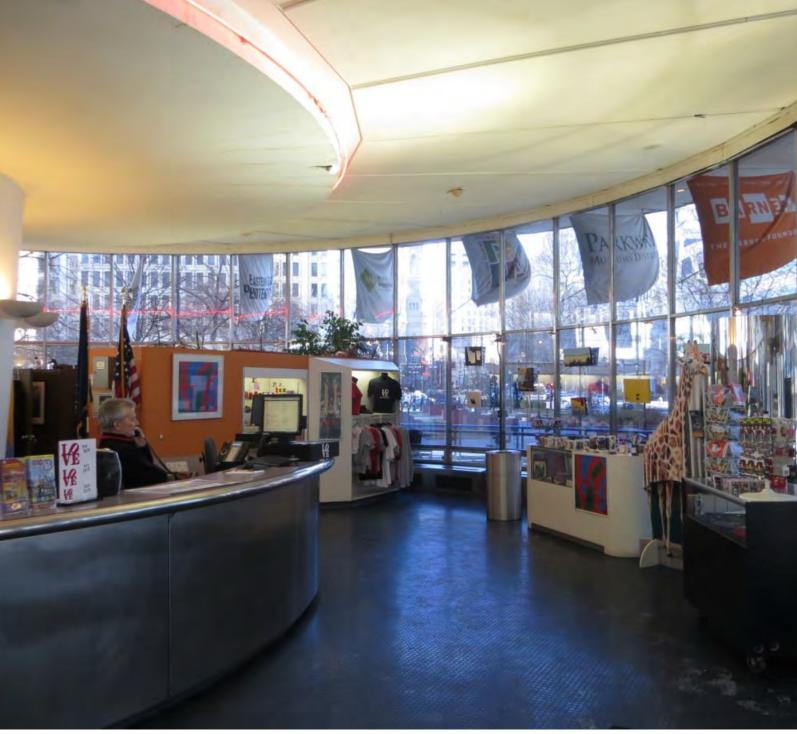
FAIRMOUNT PARK WELCOME CENTER - CURRENT CONDITION



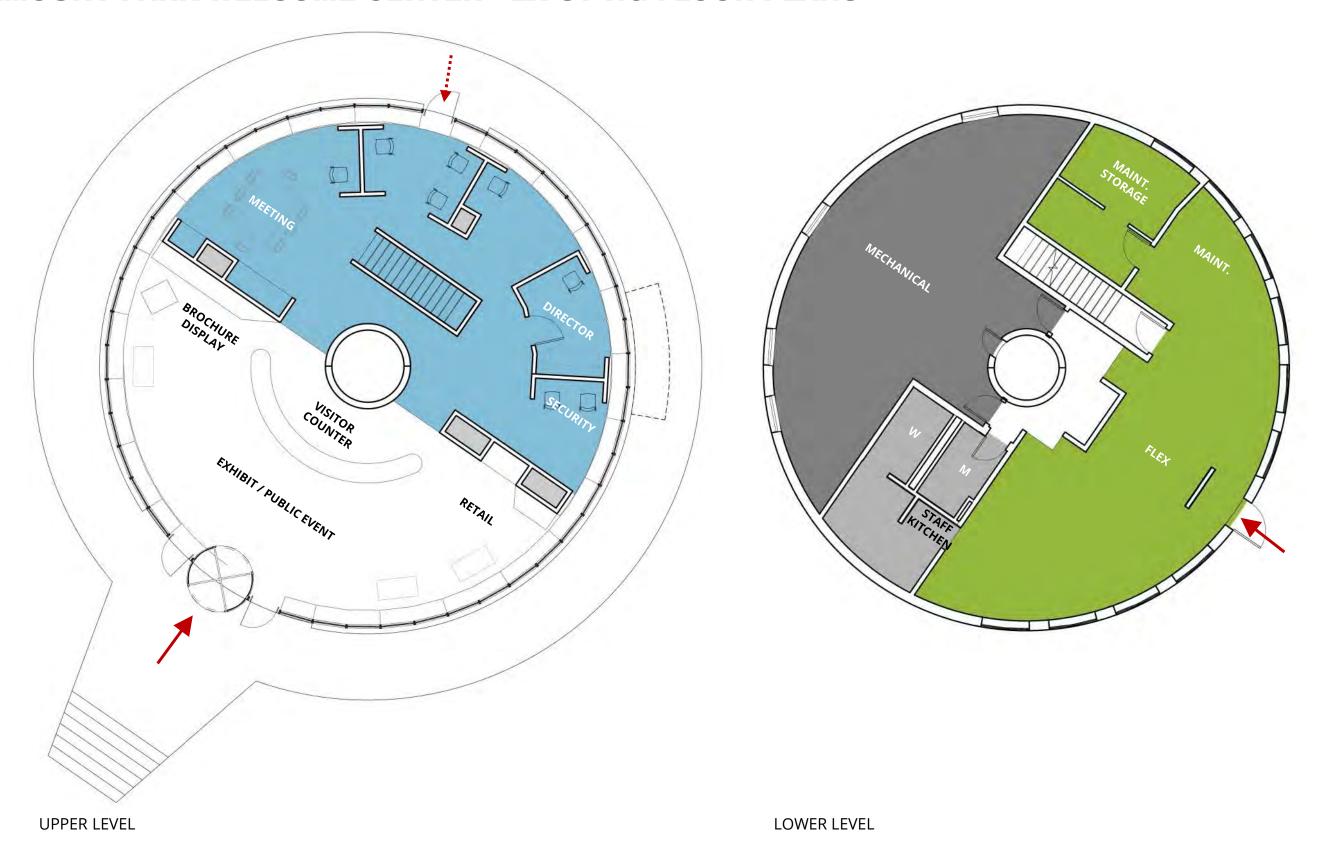


FAIRMOUNT PARK WELCOME CENTER - CURRENT CONDITION





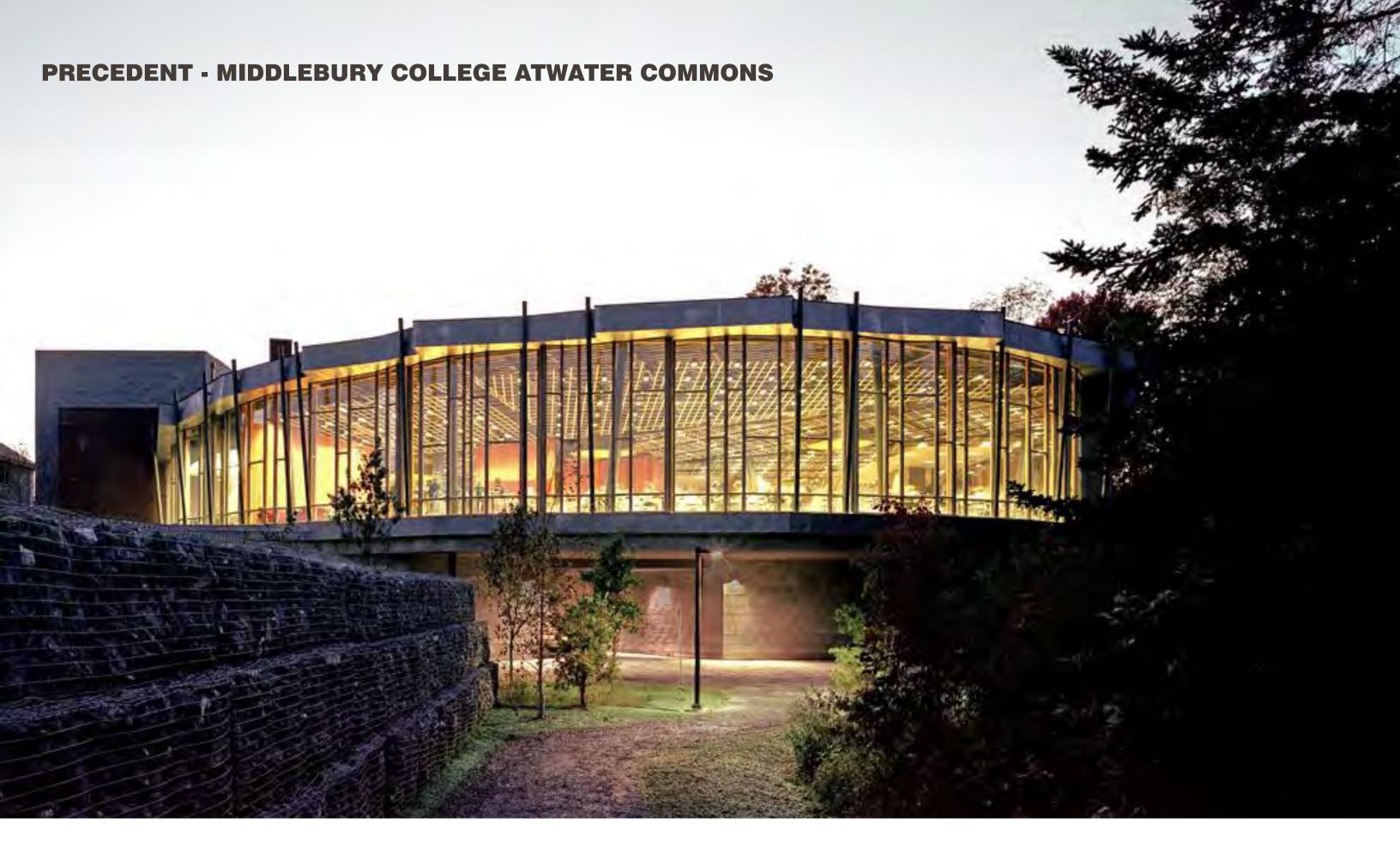
FAIRMOUNT PARK WELCOME CENTER - EXISTING FLOOR PLANS



FAIRMOUNT PARK WELCOME CENTER - PROGRAM

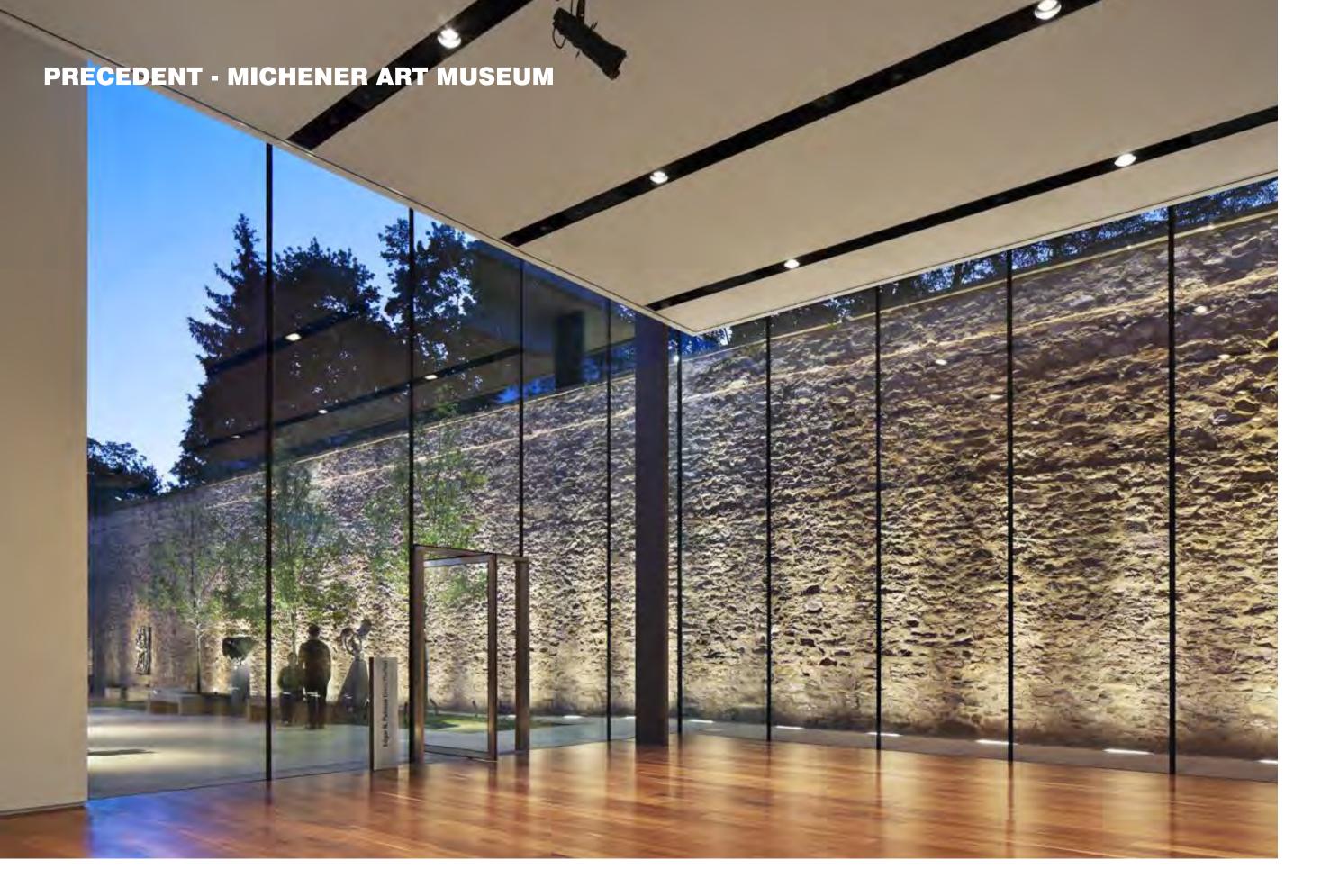


RENOVATION OR NEW CONSTRUCTION		
PROGRAM	EXISTING	TARGET
PUBLIC FUNCTIONS	960 SF	895 SF
FOOD & BEVERAGE	0 SF	390 SF
SITE/PROGRAM MANAGEMENT	475 SF	610 SF
SECURITY	50 SF	80 SF
MAINTENANCE	515 SF	1430 SF
RESTROOMS	100 SF	240 SF
MECHANICAL	700SF	500 SF







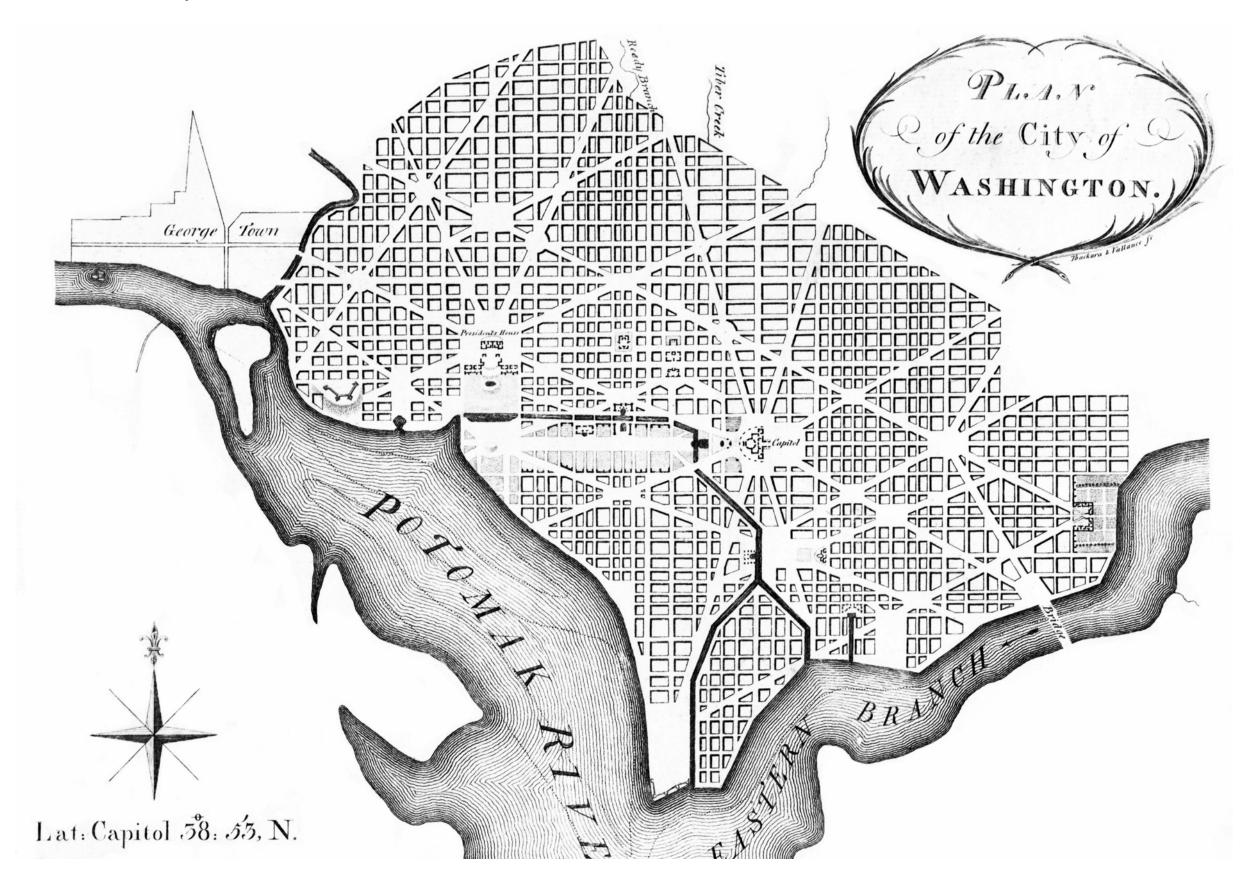




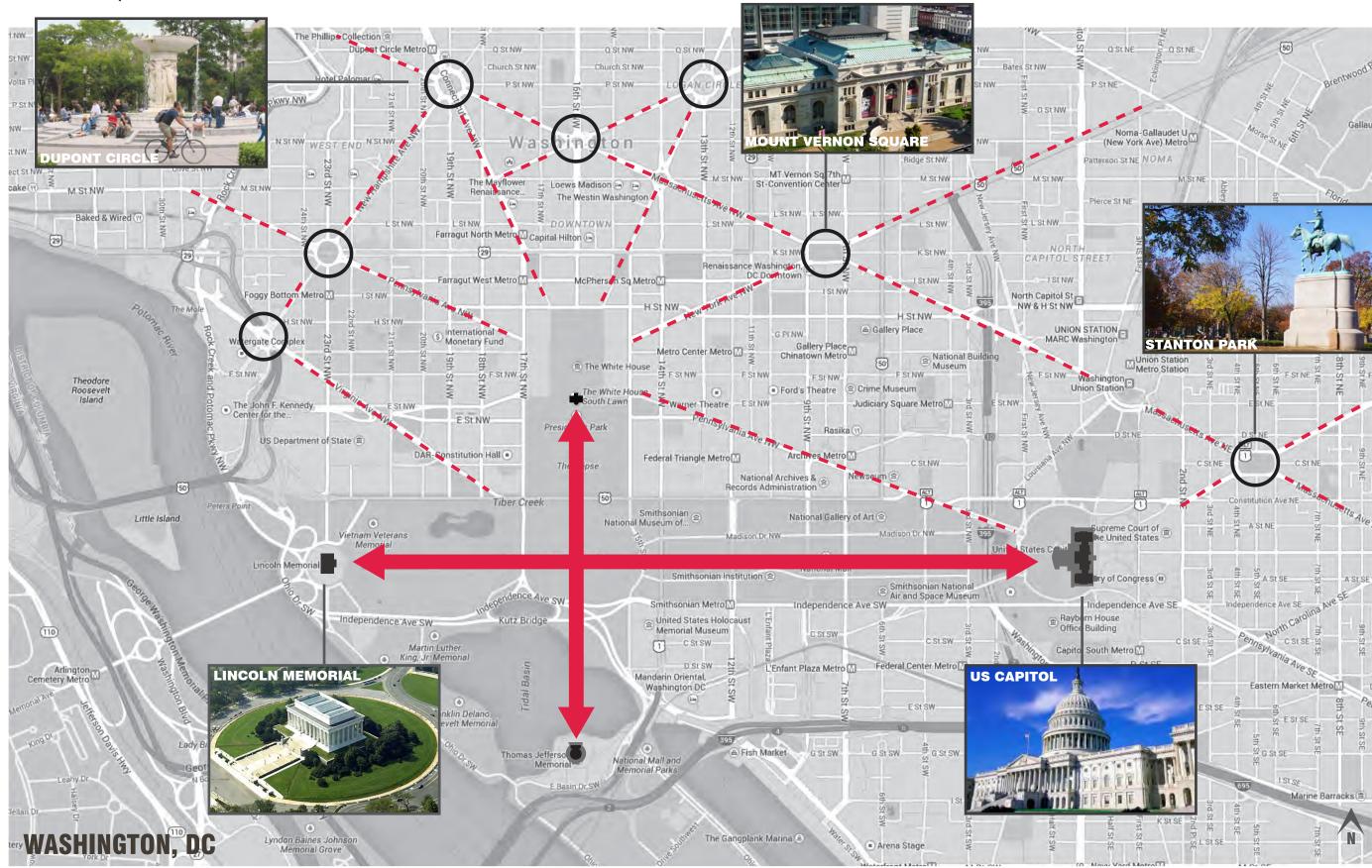


APPROACHES

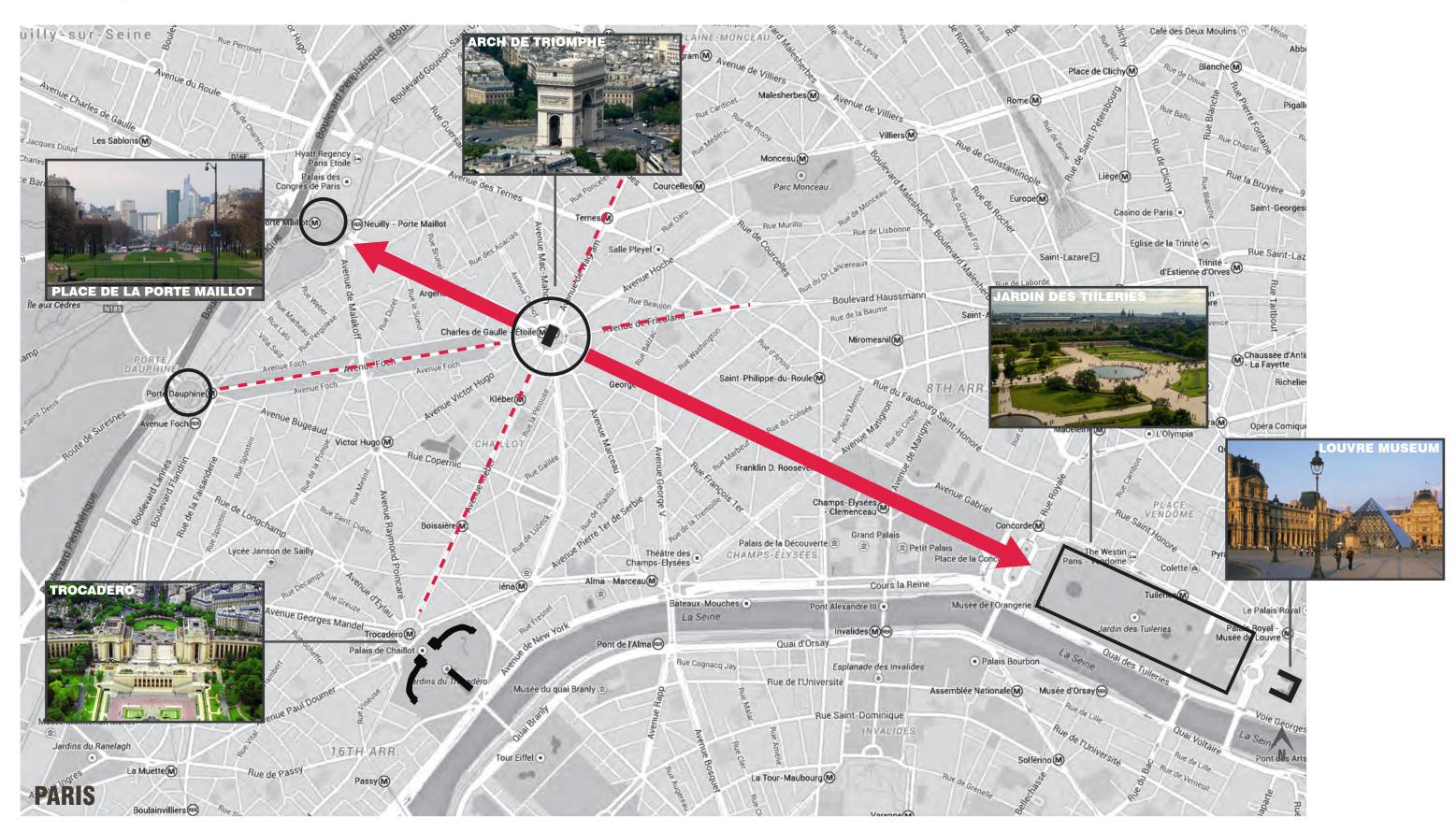
L'ENFANT PLAN, WASHINGTON DC



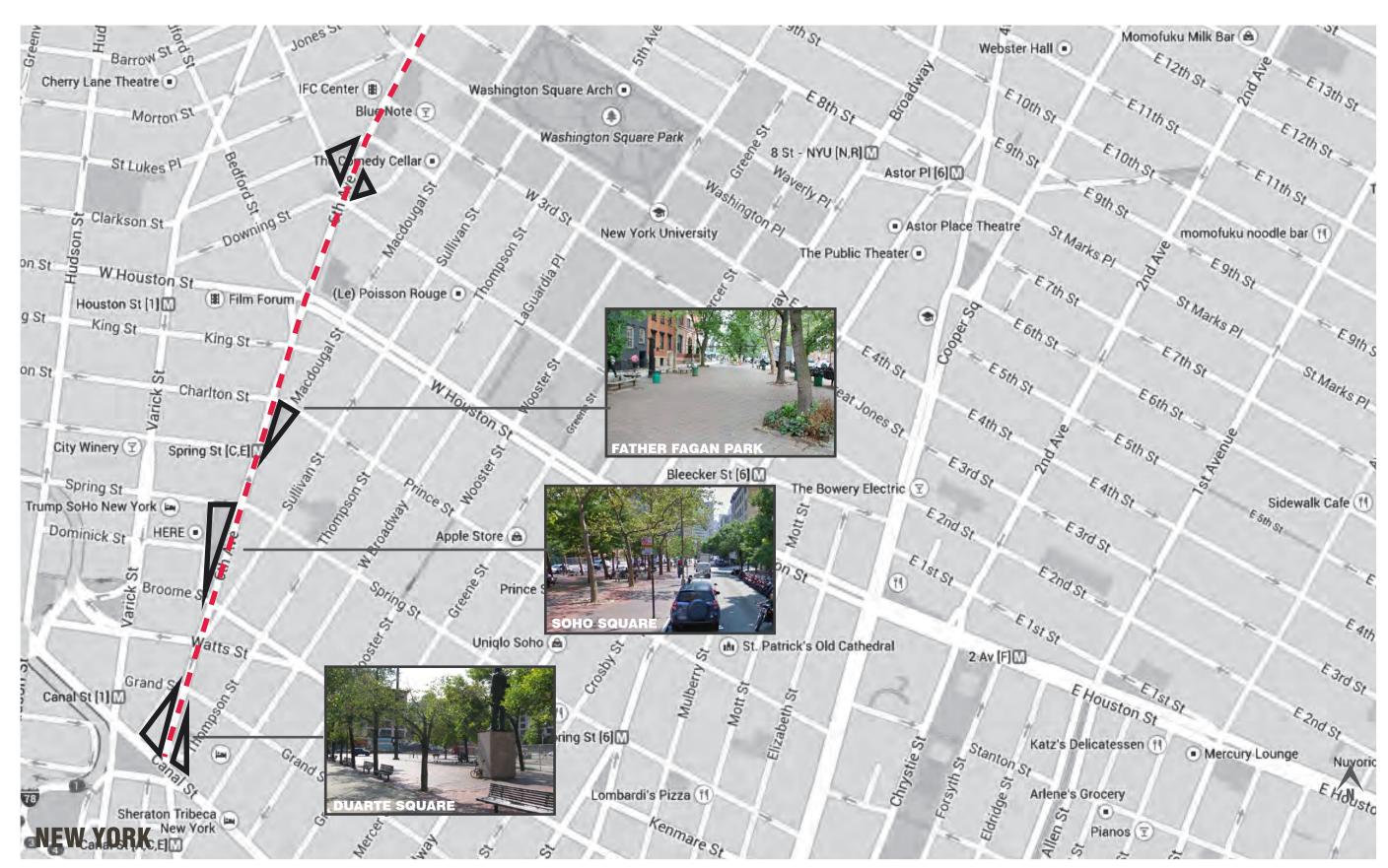
DIAGONAL/ROND POINT PRECEDENTS

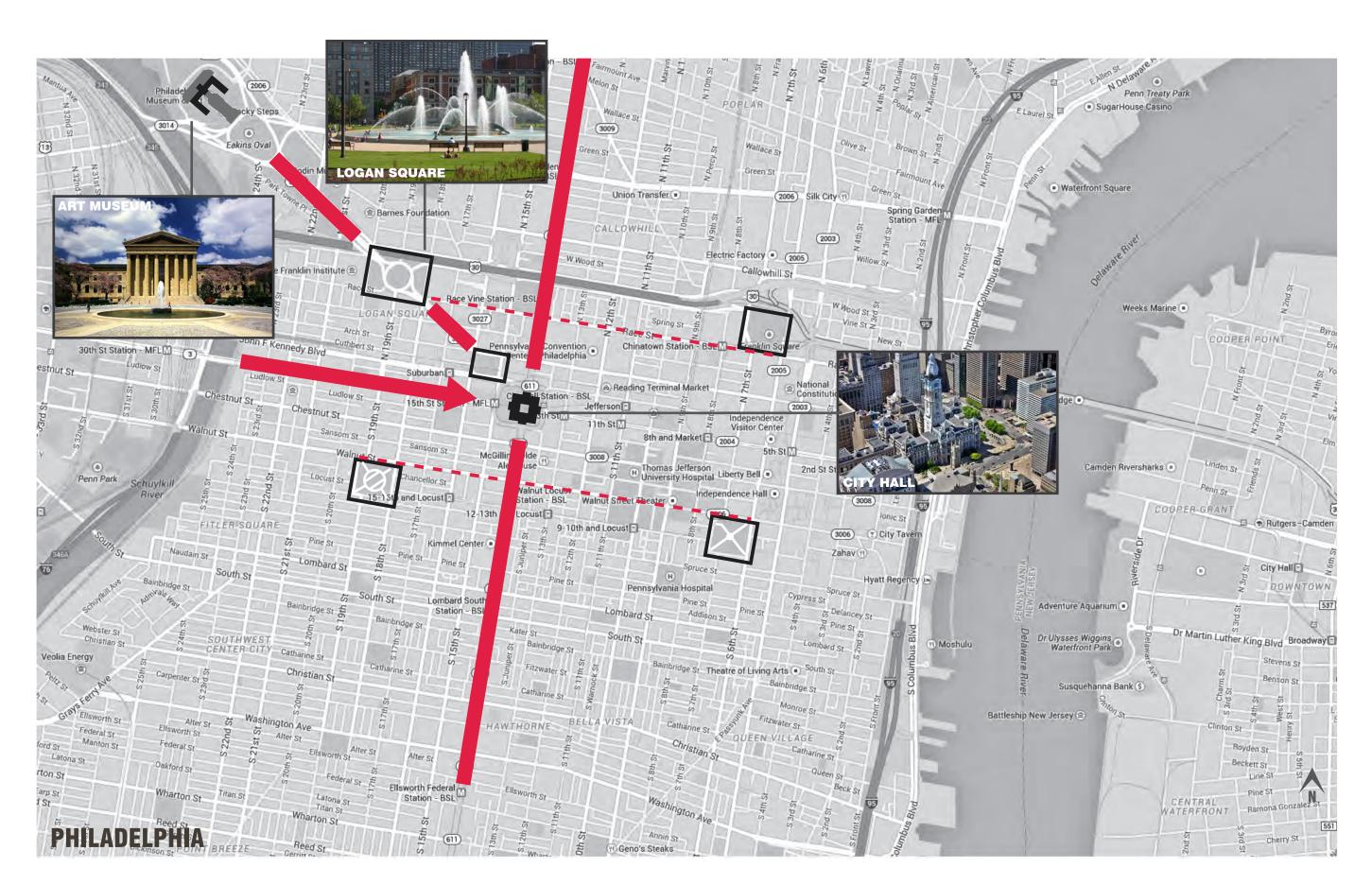


DIAGONAL/ROND POINT PRECEDENTS

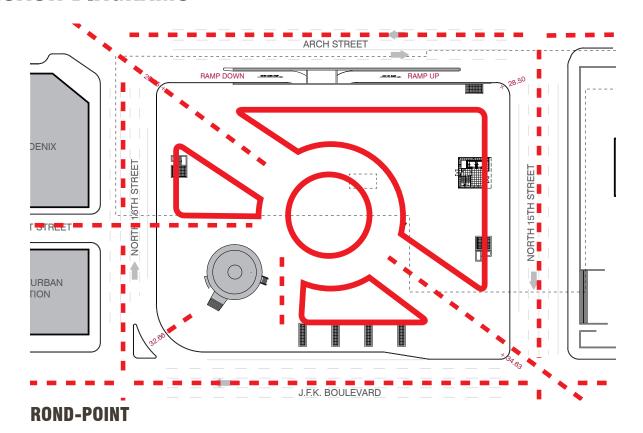


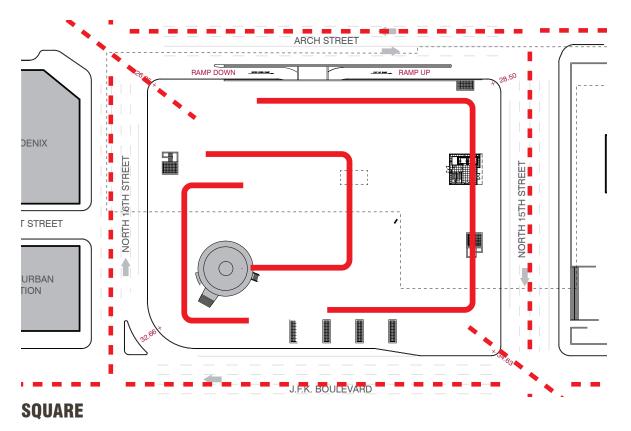
DIAGONAL/BOW TIE PRECEDENTS

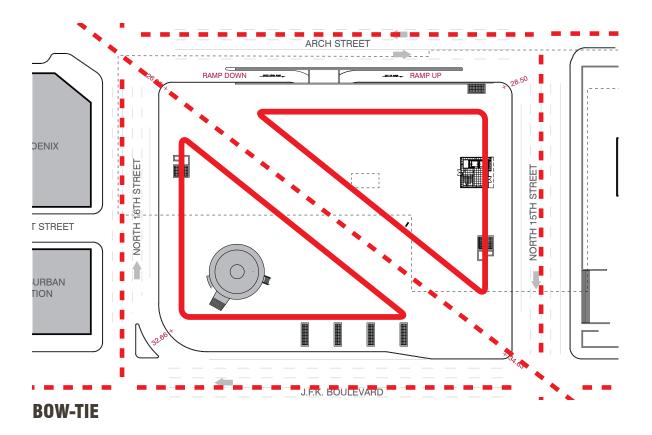




APPROACH DIAGRAMS







SQUARE 1 PLAN 1515 ARCH **FAMILY COURT ARCH STREET** Diagonal Sightline **STEPS** THE PHOENIX MUNICIPAL STREET **SERVICES FOUNTAIN** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** LOVE **LAWN** SCULPTURE Welcome Center **SUBURBAN** STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

SQUARE 1 MODEL



SQUARE 1 MODEL



SQUARE 1 PRECEDENT IMAGES









SQUARE 1 FOOD TRUCK PARKING & SEATING PARKUANIN WALIN 1515 ARCH **FAMILY COURT** ARCH STREET Diagonal Sightline THE PHOENIX MUNICIPAL \odot STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** Welcome Center **SUBURBAN** STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

SQUARE 1 "LUNCH IN LOVE" EVENT AL. PARANKUM NAY **FAMILY COURT** 1515 ARCH **ARCH STREET** Diagonal Sightline THE PHOENIX MUNICIPAL \odot STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** Welcome Center 200 **SUBURBAN** STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

SQUARE 1 PERFORMANCE EVENT PARAVANIN PARAVALIN **FAMILY COURT** 1515 ARCH ARCH STREET Diagonal Sightline THE PHOENIX \odot MUNICIPAL STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** TEMPORARY STAGE Welcome Center 1,750 PEOPLE **SUBURBAN** STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

SQUARE 1 SEASONAL VILLAGES PARINAMIN 1515 ARCH **FAMILY COURT ARCH STREET** Diagonal Sightline THE PHOENIX MUNICIPAL STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** Welcome Center **SUBURBAN** STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

SQUARE 2 PLAN 1515 ARCH **FAMILY COURT ARCH STREET** Diagonal Sightline **STEPS FOUNTAIN** THE PHOENIX **GARDEN** MUNICIPAL STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET LAWN** LOVE SCULPTURE Welcome Center **SUBURBAN** STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

SQUARE 2 MODEL



SQUARE 2 MODEL



SQUARE 2 PRECEDENT IMAGES









SQUARE 2 FOOD TRUCK PARKING & SEATING PARKUANIN 1515 ARCH **FAMILY COURT** ARCH STREET Diagonal Sightline THE PHOENIX MUNICIPAL STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** Welcome Center **SUBURBAN** STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

"LUNCH IN LOVE" EVENT **SQUARE 2** PARKUANIN **FAMILY COURT** 1515 ARCH ARCH STREET Diagonal Sightline THE PHOENIX 0 MUNICIPAL STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** Welcome Center 200 **SUBURBAN** STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

SQUARE 2 PERFORMANCE EVENT PARKUAN NAVANIN **FAMILY COURT** 1515 ARCH ARCH STREET Diagonal Sightline THE PHOENIX MUNICIPAL STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** 1,400 **PEOPLE** Welcome Center **SUBURBAN** STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

SQUARE 2 SEASONAL VILLAGES PARKUANIN 1515 ARCH **FAMILY COURT** ARCH STREET Diagonal Sightline THE PHOENIX MUNICIPAL STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** Welcome Center **SUBURBAN** STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

BOW-TIE 1 PLAN 1515 ARCH **FAMILY COURT ARCH STREET** Diagonal Sightline -**FOUNTAIN GARDEN STEPS** THE PHOENIX MUNICIPAL STREET **SERVICES** \odot BUILDING NORTH-16TH STREET \odot NORTH 15TH **CUTHBERT STREET LAWN** Welcome Center LOVE SUBURBAN SCULPTURE STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

BOW-TIE 1 MODEL



BOW-TIE 1 MODEL



BOW-TIE 1 PRECEDENT IMAGES









FOOD TRUCK PARKING & SEATING BOW-TIE 1 PARKUANIN 1515 ARCH **FAMILY COURT** ARCH STREET Diagonal Sightline -THE PHOENIX 0 \odot MUNICIPAL STREET **SERVICES** \odot BUILDING NORTH-16TH STREET \odot NORTH 15TH **CUTHBERT STREET** Welcome Center **SUBURBAN** STATION \odot Rest Rooms Lower Level J.F.K. BOULEVARD

BOW-TIE 1 "LUNCH IN LOVE" EVENT PARKUNIN PARKUNIN **FAMILY COURT** 1515 ARCH ARCH STREET Diagonal Sightline -THE PHOENIX 250 MUNICIPAL STREET PEOPLE **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** Welcome Center **SUBURBAN** STATION \odot Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

BOW-TIE 1 PERFORMANCE EVENT PARKUN PARKUN **FAMILY COURT** 1515 ARCH ARCH STREET Diagonal Sightline -THE PHOENIX 0 MUNICIPAL STREET **SERVICES** BUILDING 1,400 NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET PEOPLE** Welcome Center **SUBURBAN** STATION \odot Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

SEASONAL VILLAGES BOW-TIE 1 PARKUNIN PARKUNIN 1515 ARCH **FAMILY COURT** ARCH STREET Diagonal Sightline -THE PHOENIX MUNICIPAL STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** Welcome Center SUBURBAN STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

BOW-TIE 2 PLAN 1515 ARCH **FAMILY COURT ARCH STREET** Diagonal Sightline -**STEPS GARDEN** THE PHOENIX **FOUNTAIN** MUNICIPAL STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET LAWN** LOVE Welcome Center SCULPTURE **SUBURBAN** STATION Rest Rooms J.F.K. BOULEVARD 2 PENN PLAZA

BOW-TIE 2 MODEL



BOW-TIE 2 MODEL



BOW-TIE 2 PRECEDENT IMAGES









FOOD TRUCK PARKING & SEATING BOW-TIE 2 PARKUANIN 1515 ARCH



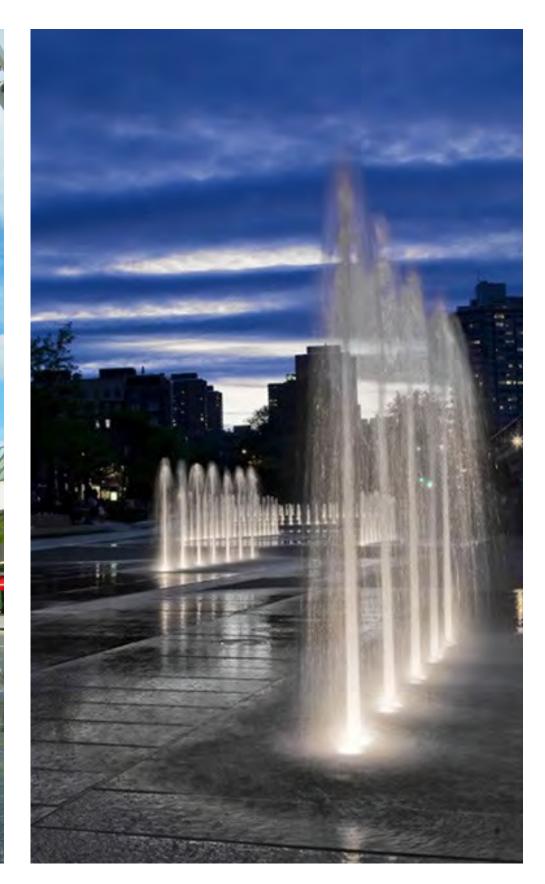
BOW-TIE 2 "LUNCH IN LOVE" EVENT PARKUNIN PARKUNIN **FAMILY COURT** 1515 ARCH ARCH STREET Diagonal Sightline -THE PHOENIX MUNICIPAL STREET **SERVICES** PEOPLE// BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** Welcome Center **SUBURBAN** STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

BOW-TIE 2 PERFORMANCE EVENT PARKUN PARKUN **FAMILY COURT** 1515 ARCH ARCH STREET Diagonal Sightline -THE PHOENIX MUNICIPAL STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** 1,400 PEOPLE Welcome Center **SUBURBAN** STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

BOW-TIE 2 SEASONAL VILLAGES PARKUANIN PARKUAN 1515 ARCH **FAMILY COURT** ARCH STREET Diagonal Sightline -THE PHOENIX MUNICIPAL STREET **SERVICES** BUILDING NORTH-16TH STREET NORTH 15TH **CUTHBERT STREET** Welcome Center SUBURBAN STATION Rest Rooms Lower Level J.F.K. BOULEVARD 2 PENN PLAZA

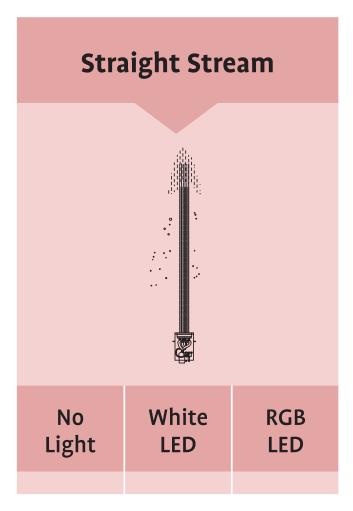


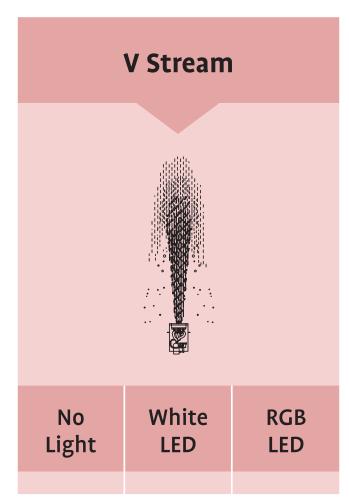


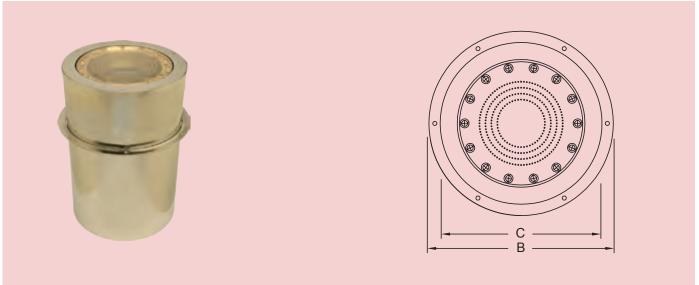


FOUNTAIN JET DETAIL





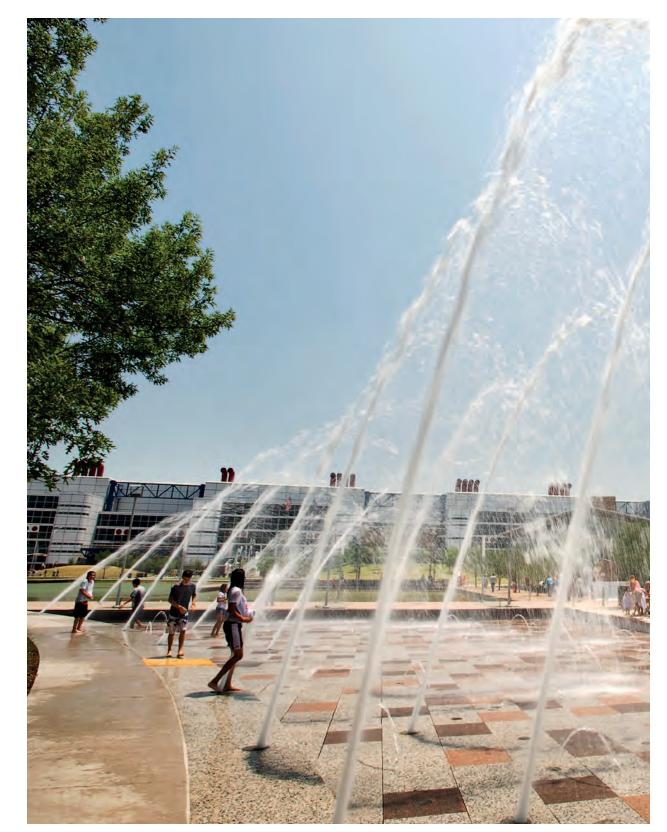




FOUNTAIN JET INTERACTIVE



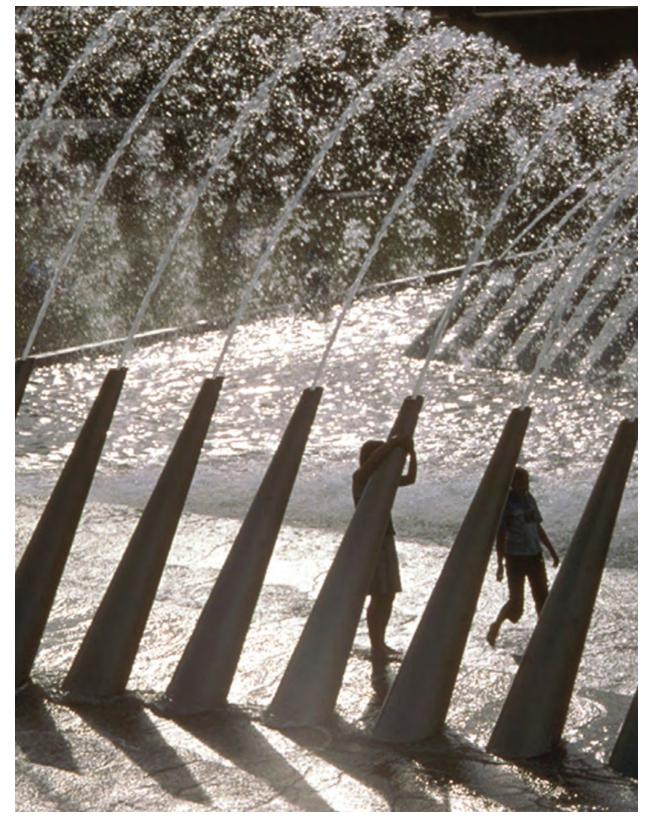






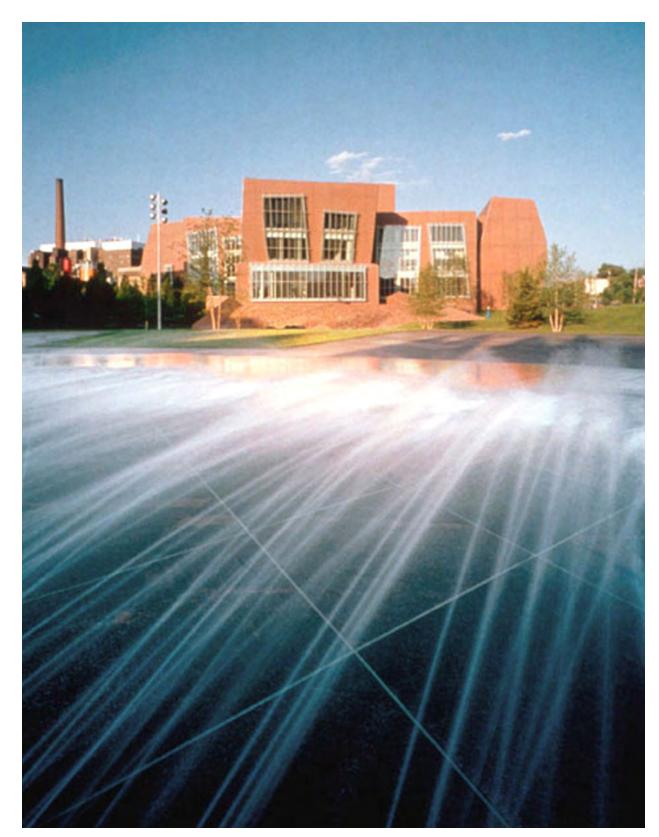


Discovery Green





Sydney Olympics







University of Cincinnati - University Commons

NEXT STEPS

NEXT STEPS

MARCH 24 PUBLIC MEETING

APRIL 30 PUBLIC MEETING

MAY 6 ART COMMISSION PRESENTATION - CONCEPTUAL

LATE MAY ARTIST SELECTED

JUNE 30+/- PUBLIC MEETING

JULY 30 DESIGN DEVELOPMENT

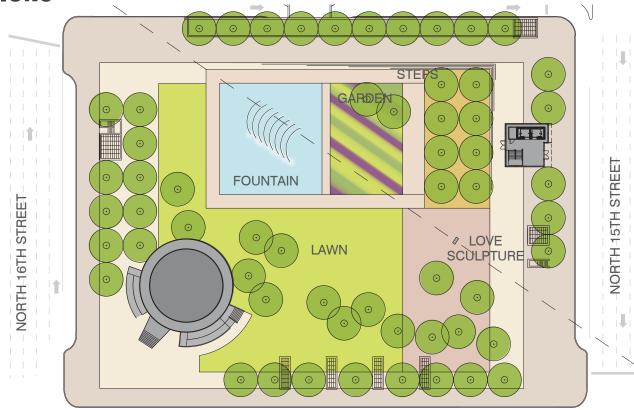
SEPTEMBER 2 ART COMMISSION PRESENTATION - FINAL

DECEMBER 28 CONSTRUCTION DOCUMENTS

WINTER 2015-16 CONSTRUCTION BIDDING

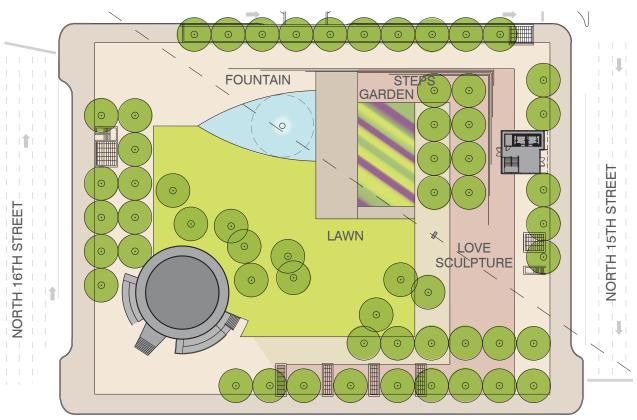
SPRING 2016 BEGIN CONSTRUCTION

OPTIONS

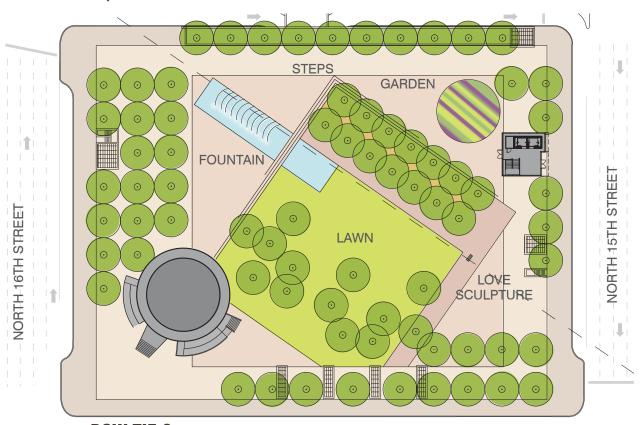


SQUARE 1





SQUARE 2



BOW-TIE 2