PUBLIC MEETING |
APRIL 30, 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

PUBLIC PROCESS

FALL 2014	COMMUNITY ENGAGEMENT AT JFK PLAZA/LOVE PARK
NOVEMBER 4	STAKEHOLDER MEETING
DECEMBER 10	COMMUNITY ENGAGEMENT FORUM
JANUARY 20	PUBLIC MEETING PRESENTATION
MARCH 24	PUBLIC MEETING PRESENTATION
APRIL 30	PUBLIC MEETING PRESENTATION

Priorities to Civic Goals

Go Green	Facilitate Gathering	Connect to the Parkway	Enable Flexibility	Make Room for Democracy	Take the Spaceship Seriously	Elevate Maintenance & Security
Flowers More Green Trees Lawn	Food Truck Area Performance Space Restrooms Seating Tables Game Tables Beer Garden Play Fountains Café Playground Restaurant	Pedestrian Connectivity Programmable Space Public Art	More Open Programmable Space	Celebrate Love Free Speech Peaceful	Save the Saucer Tear Down the Building	Cleaner Security Nightlights No Skating

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

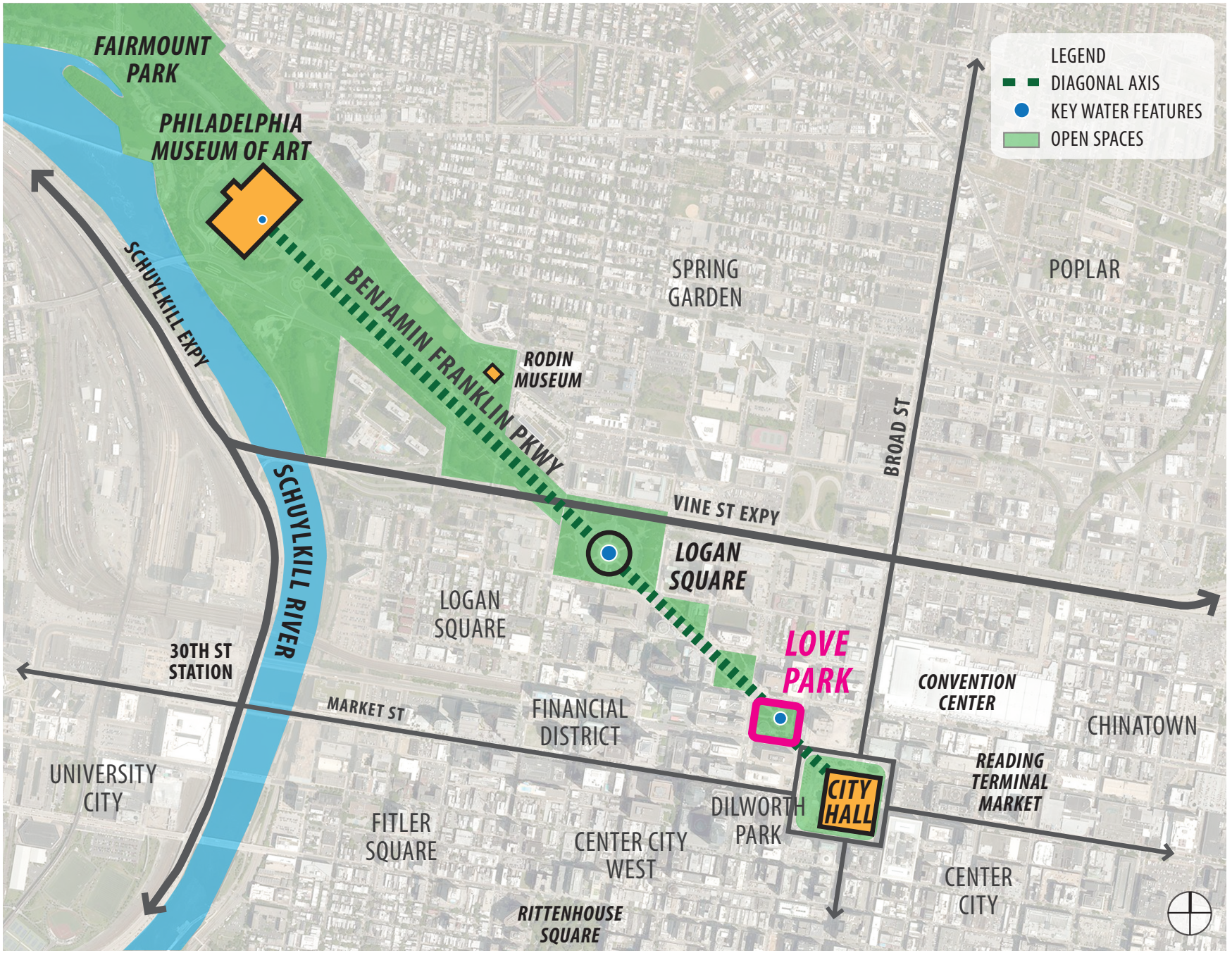
Food & Beverage	Food Truck	Food & Beverage	Restaurant		
Event Rental	Seasonal Festival	Outdoor Events	Indoor Events	Seasonal Weekend	Wedding Ceremonies
Ticketed Programming	Fountain Show	Ticketed Concert	Skating Rink	Pay to Play	
Promotions & Sponsorship	Sponsored Event	Experiential Marketing	Naming Rights		

PRINCIPLES OF REDEVELOPMENT

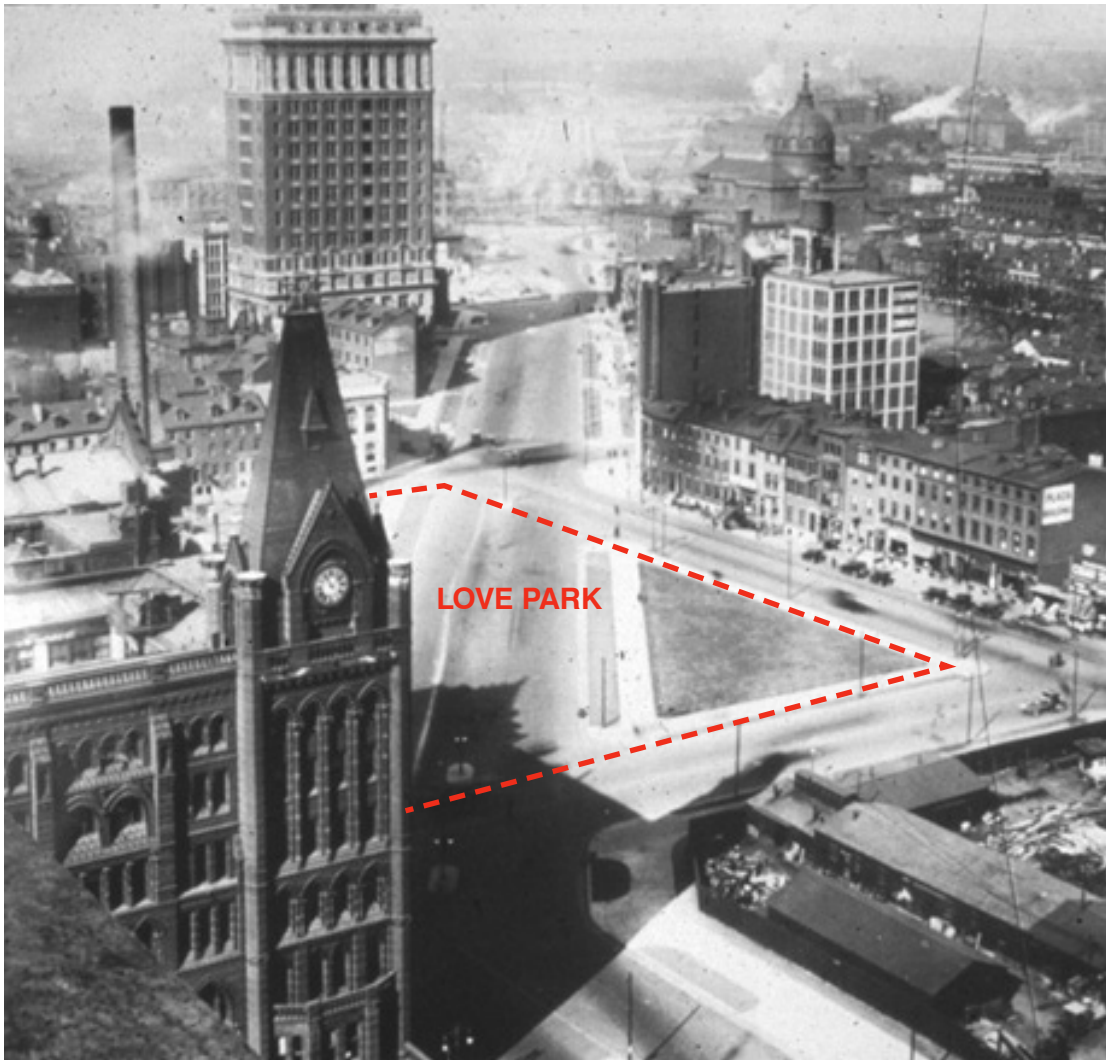
As drawn from the City's JFK Plaza/LOVE Park redesign principles:

- **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



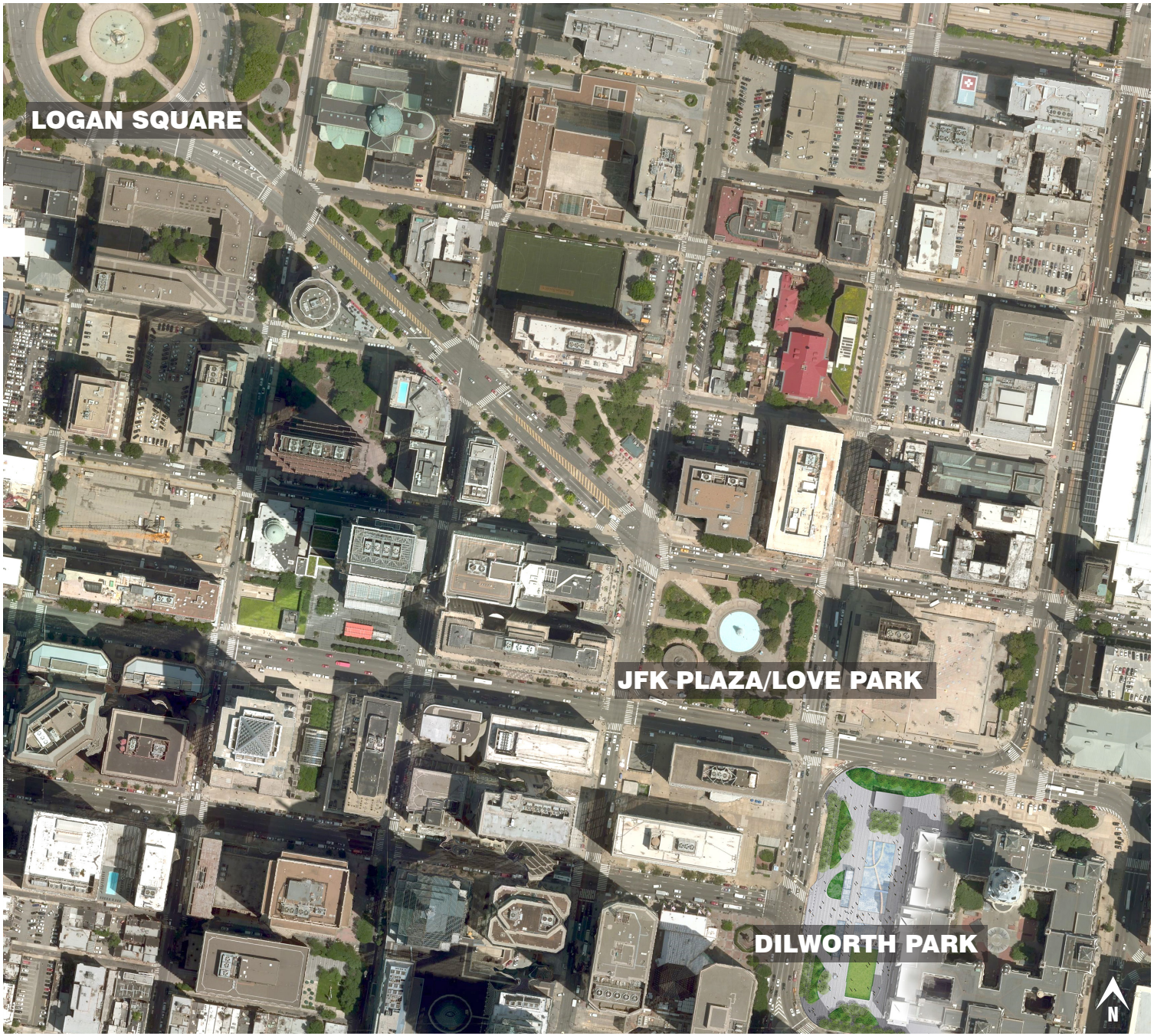
HISTORY



Looking from City Hall toward Art Museum Circa 1930

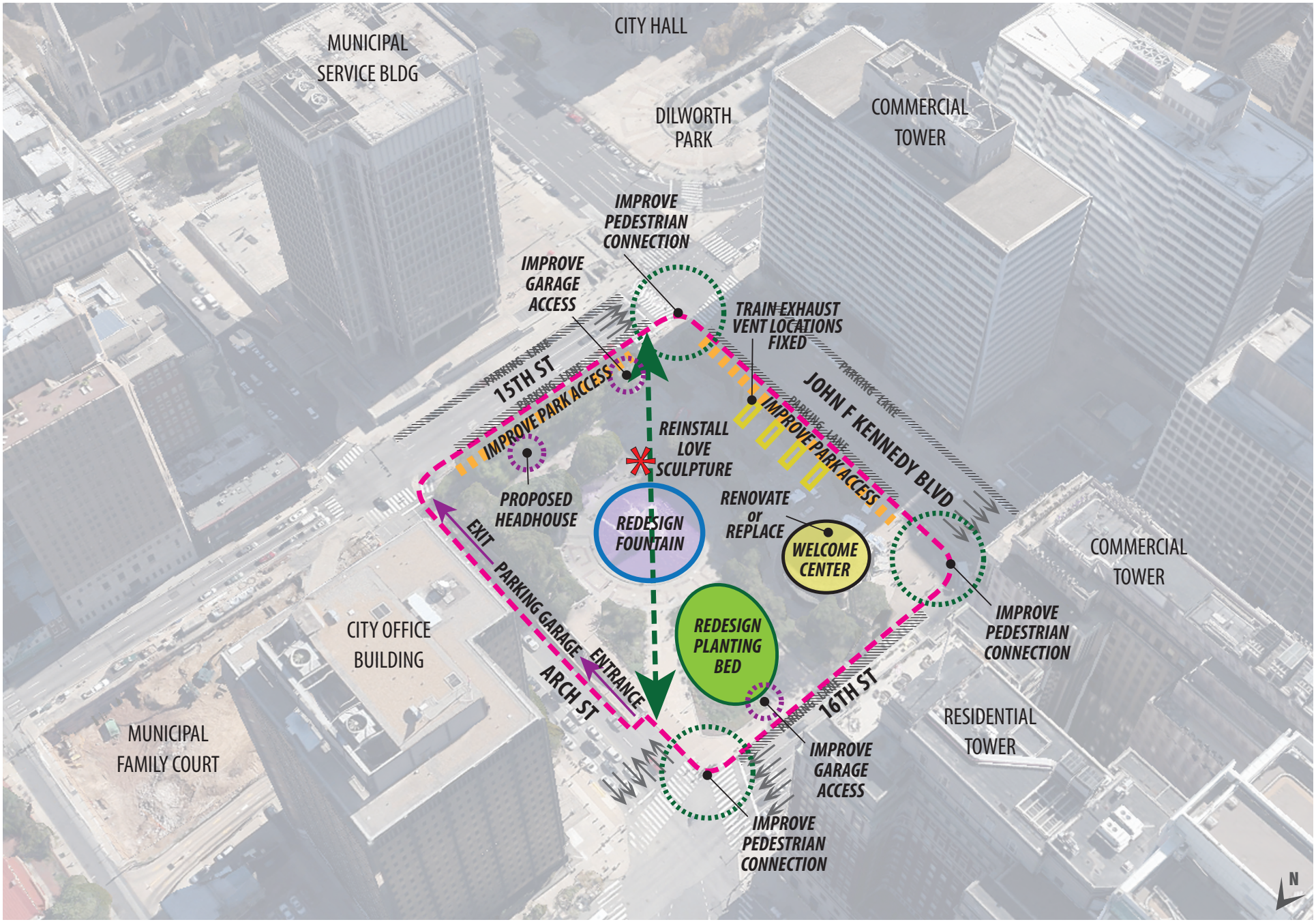
Welcome Center 1965

LOGAN SQUARE & DILWORTH PARK CONTEXT

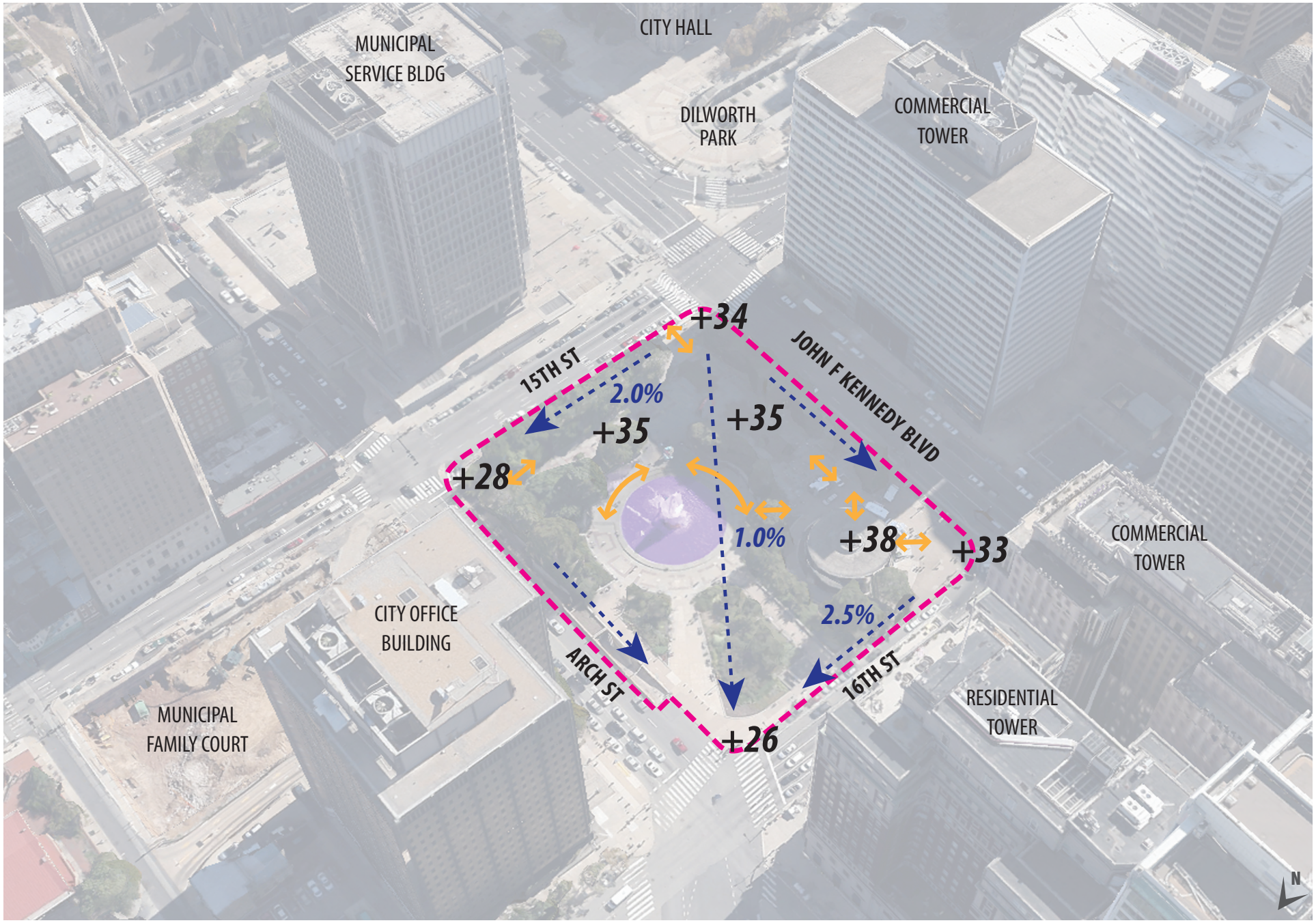


JFK PLAZA/LOVE PARK

SITE ISSUES

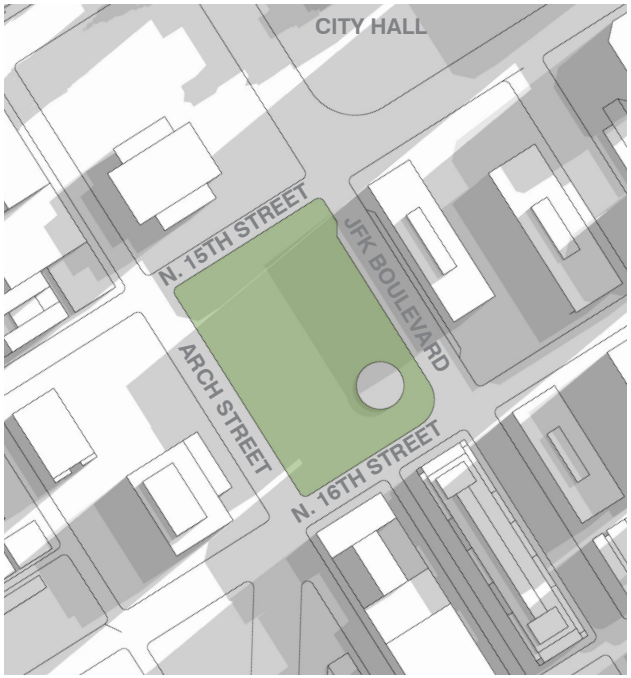

CITY HALL
MUNICIPAL SERVICE BLDG
DILWORTH PARK
COMMERCIAL TOWER
IMPROVE PEDESTRIAN CONNECTION
IMPROVE GARAGE ACCESS
TRAIN EXHAUST VENT LOCATIONS FIXED
15TH ST
PARKING LANE
IMPROVE PARK ACCESS
JOHN F KENNEDY BLVD
REINSTALL LOVE SCULPTURE
PROPOSED HEADHOUSE
REDESIGN FOUNTAIN
RENOVATE or REPLACE
WELCOME CENTER
EXIT
PARKING GARAGE ENTRANCE
ARCH ST
REDESIGN PLANTING BED
16TH ST
CITY OFFICE BUILDING
MUNICIPAL FAMILY COURT
RESIDENTIAL TOWER
IMPROVE GARAGE ACCESS
IMPROVE PEDESTRIAN CONNECTION
N

TOPOGRAPHY STUDY

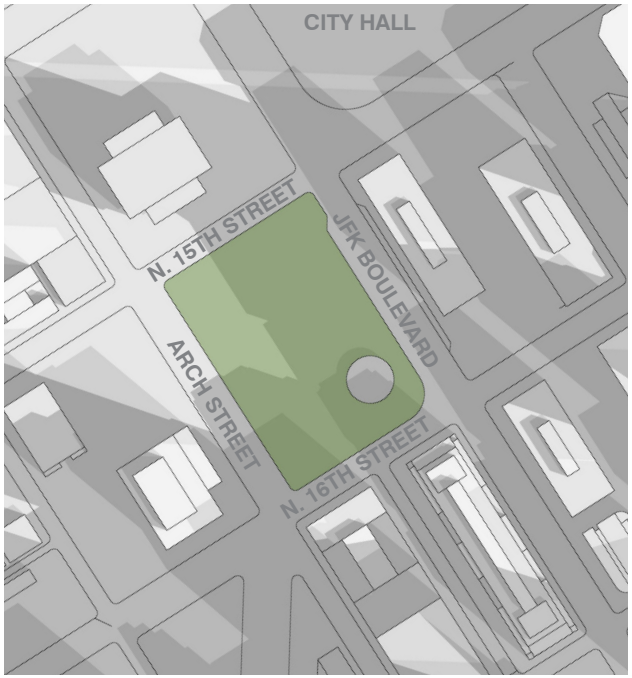


COMPOSITE SUN/SHADOW STUDY

MORNING

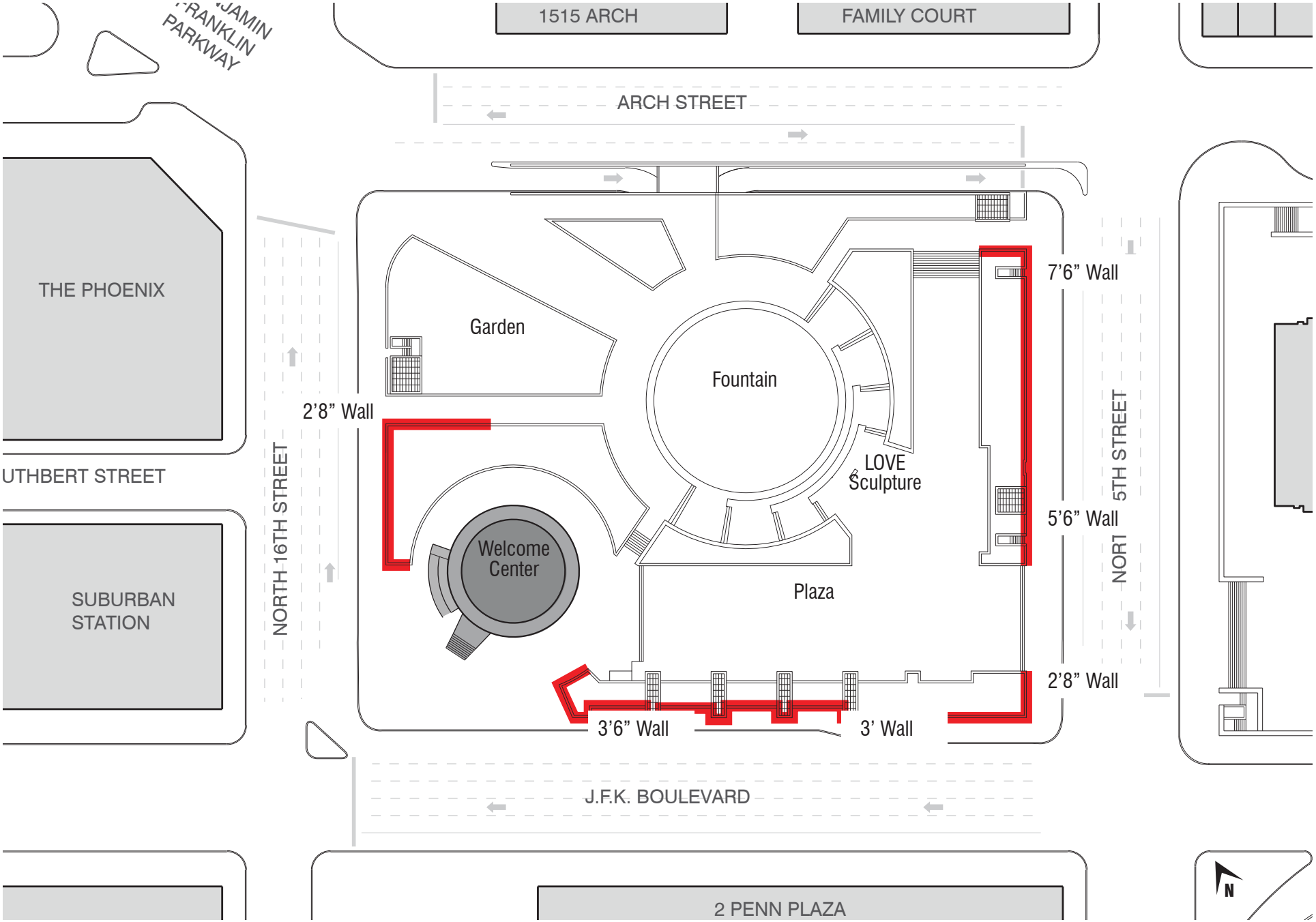


NOON

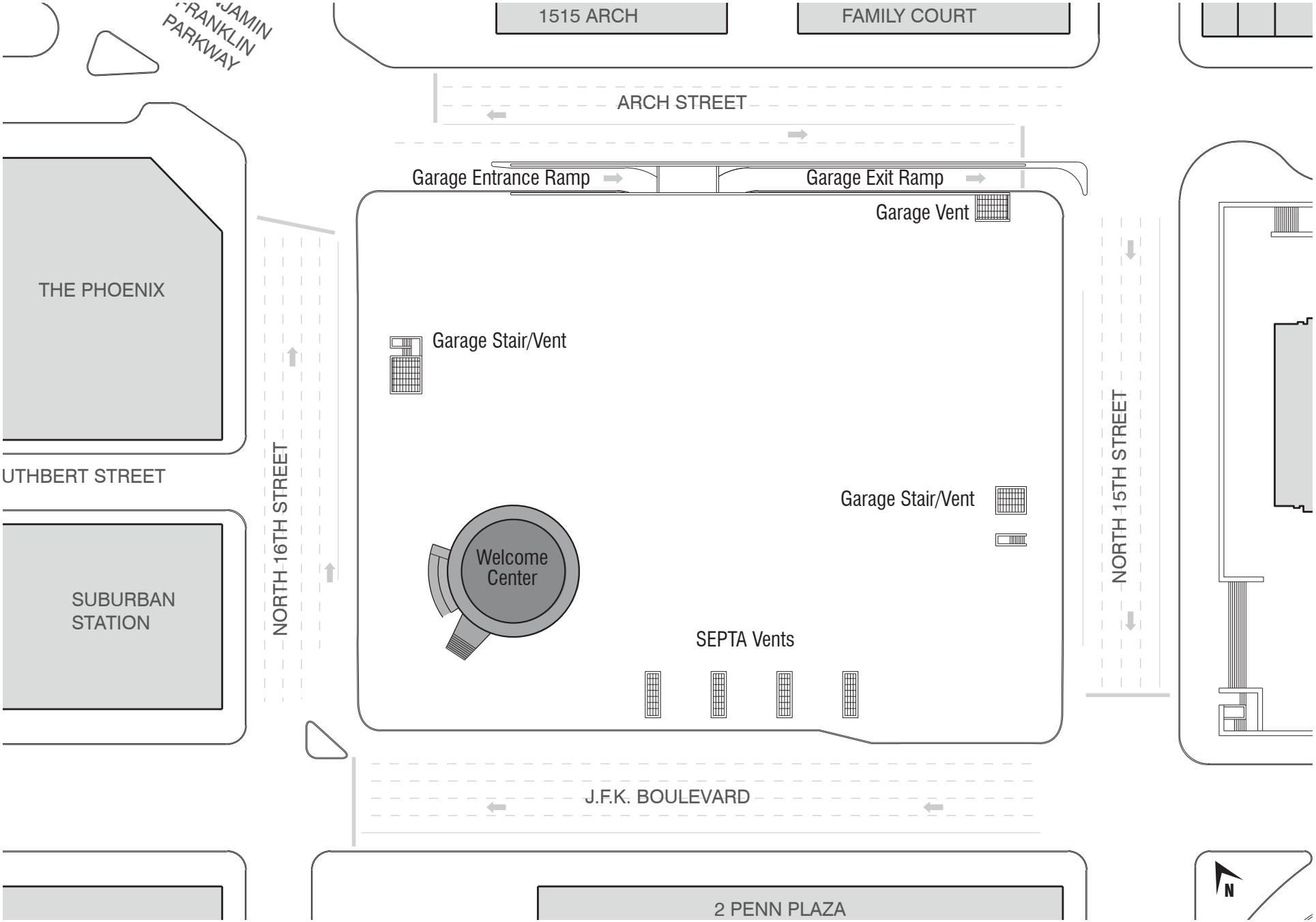


AFTERNOON

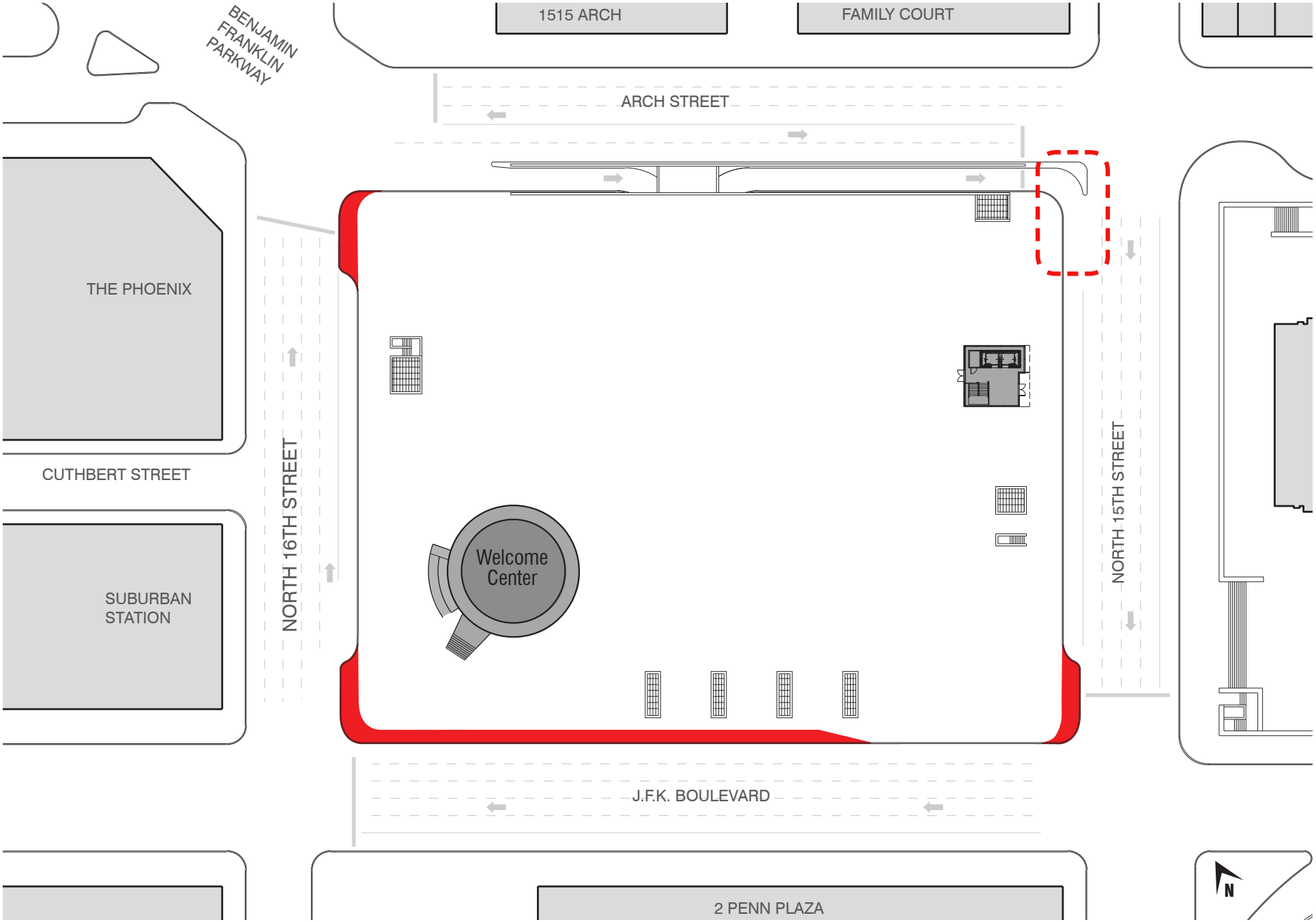
EXISTING PLAN



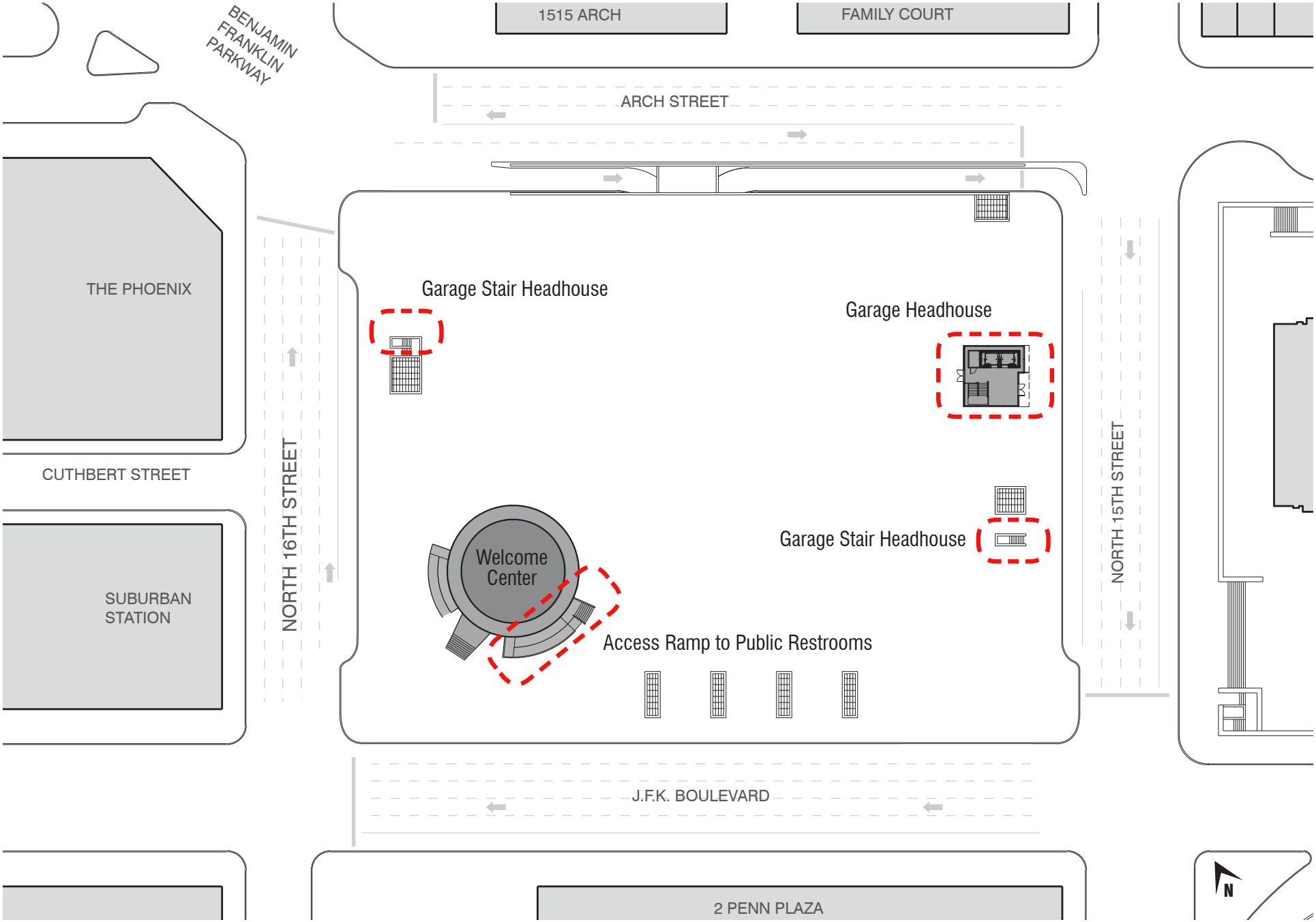
ELEMENTS TO REMAIN



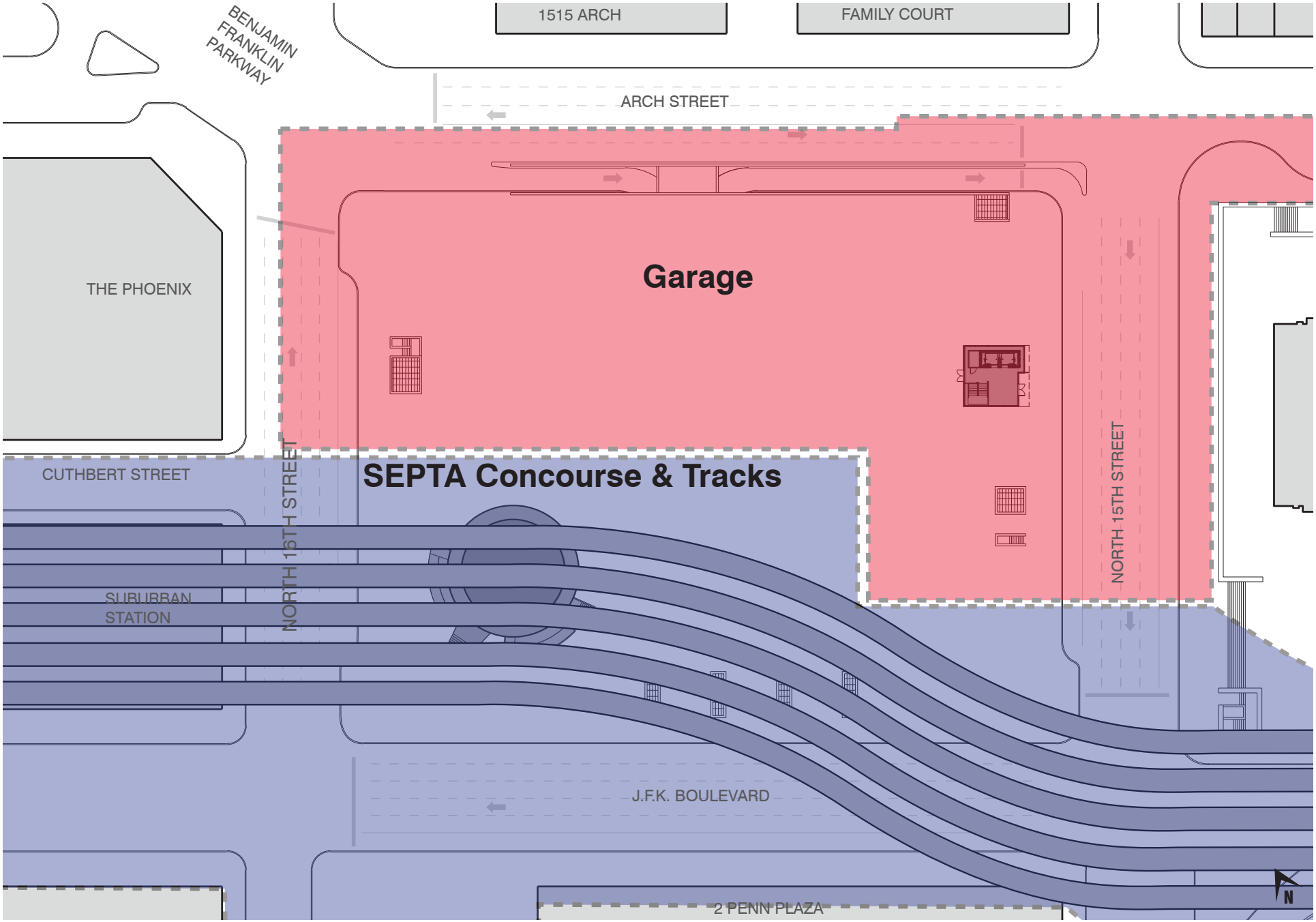
PROPOSED CURB BULB-OUTS & CROSSING IMPROVEMENTS



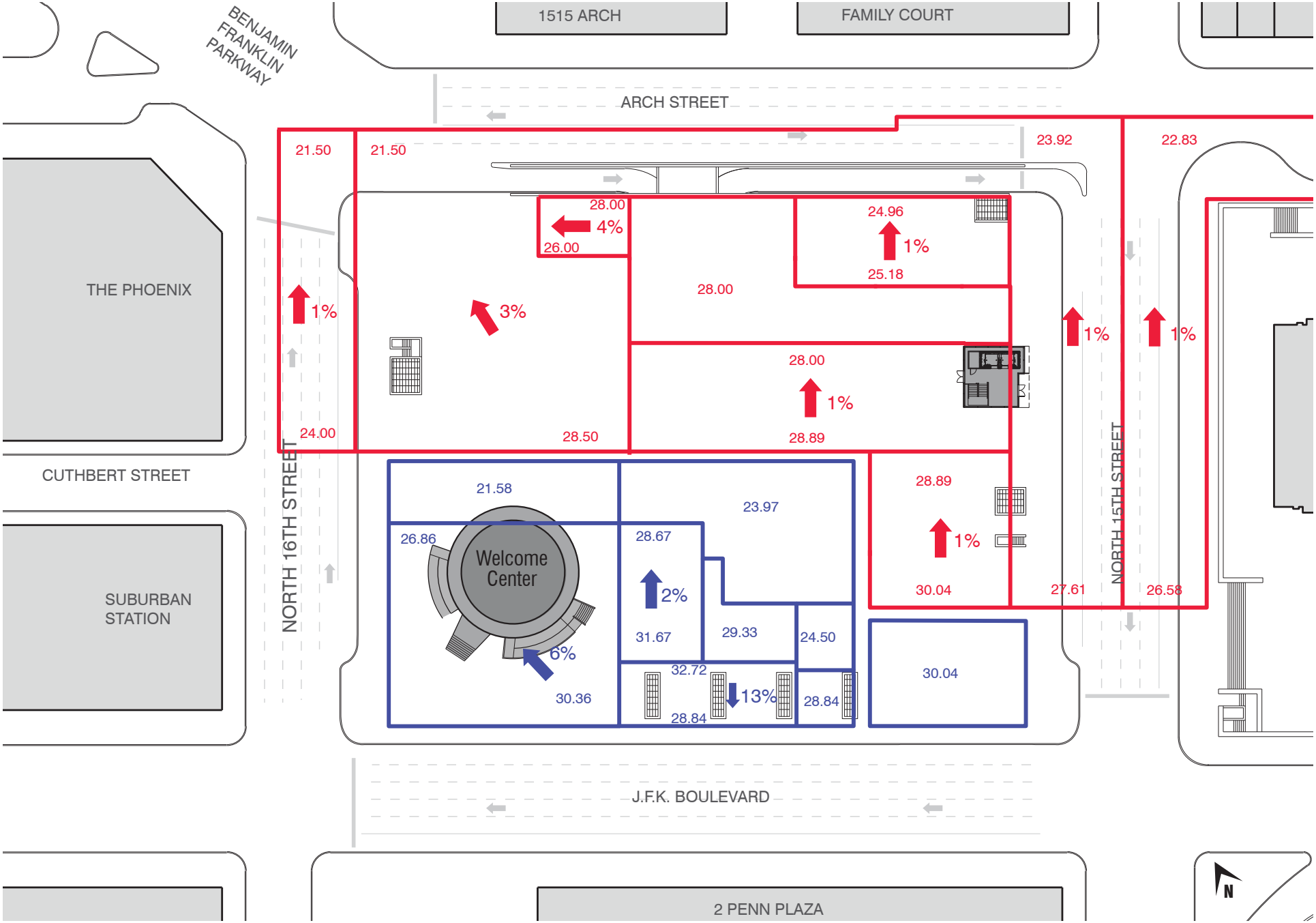
WELCOME CENTER RAMP & GARAGE HEADHOUSES



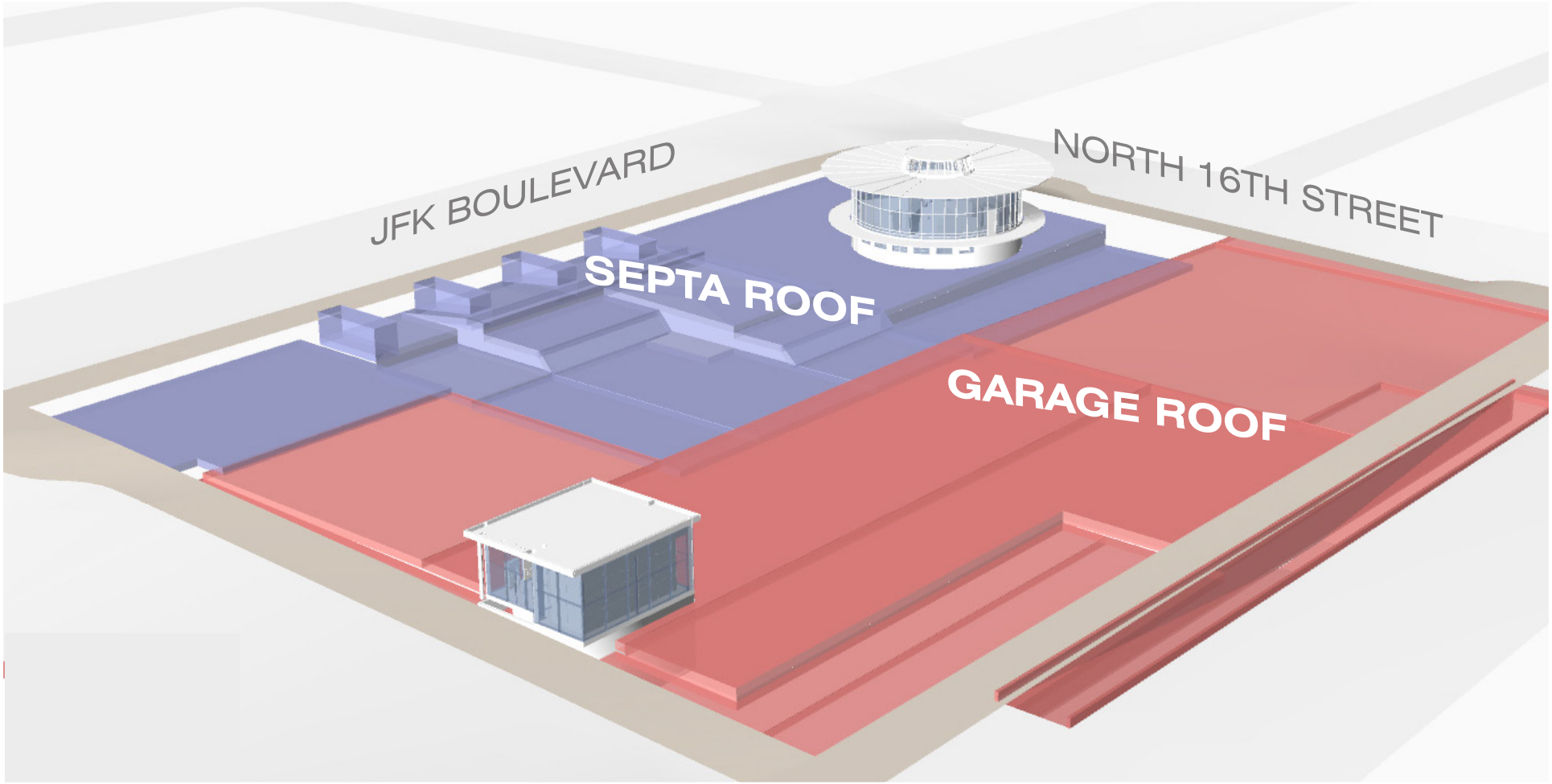
TECHNICAL SUBSURFACE CHALLENGES



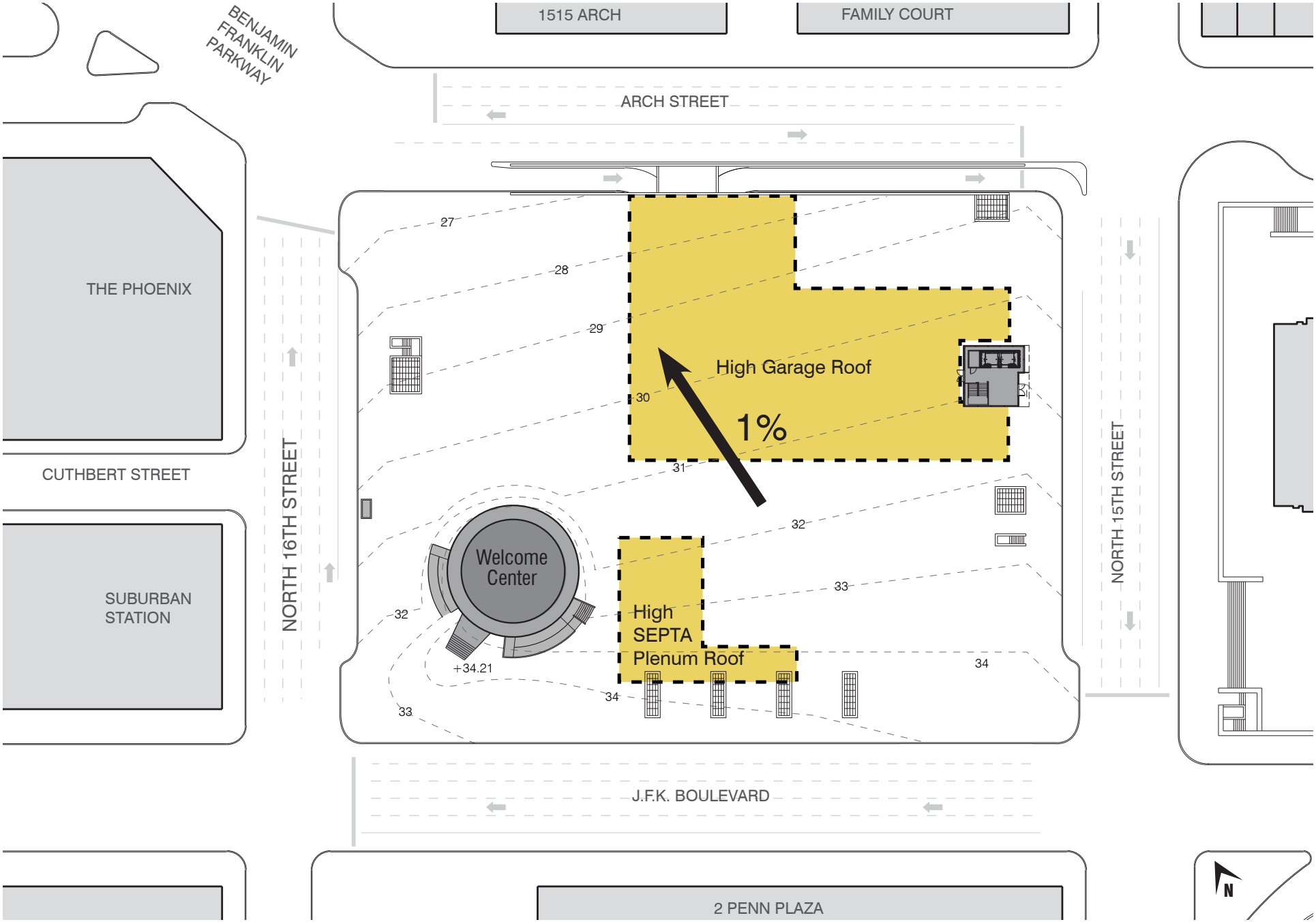
SUBSURFACE ROOF STUDY



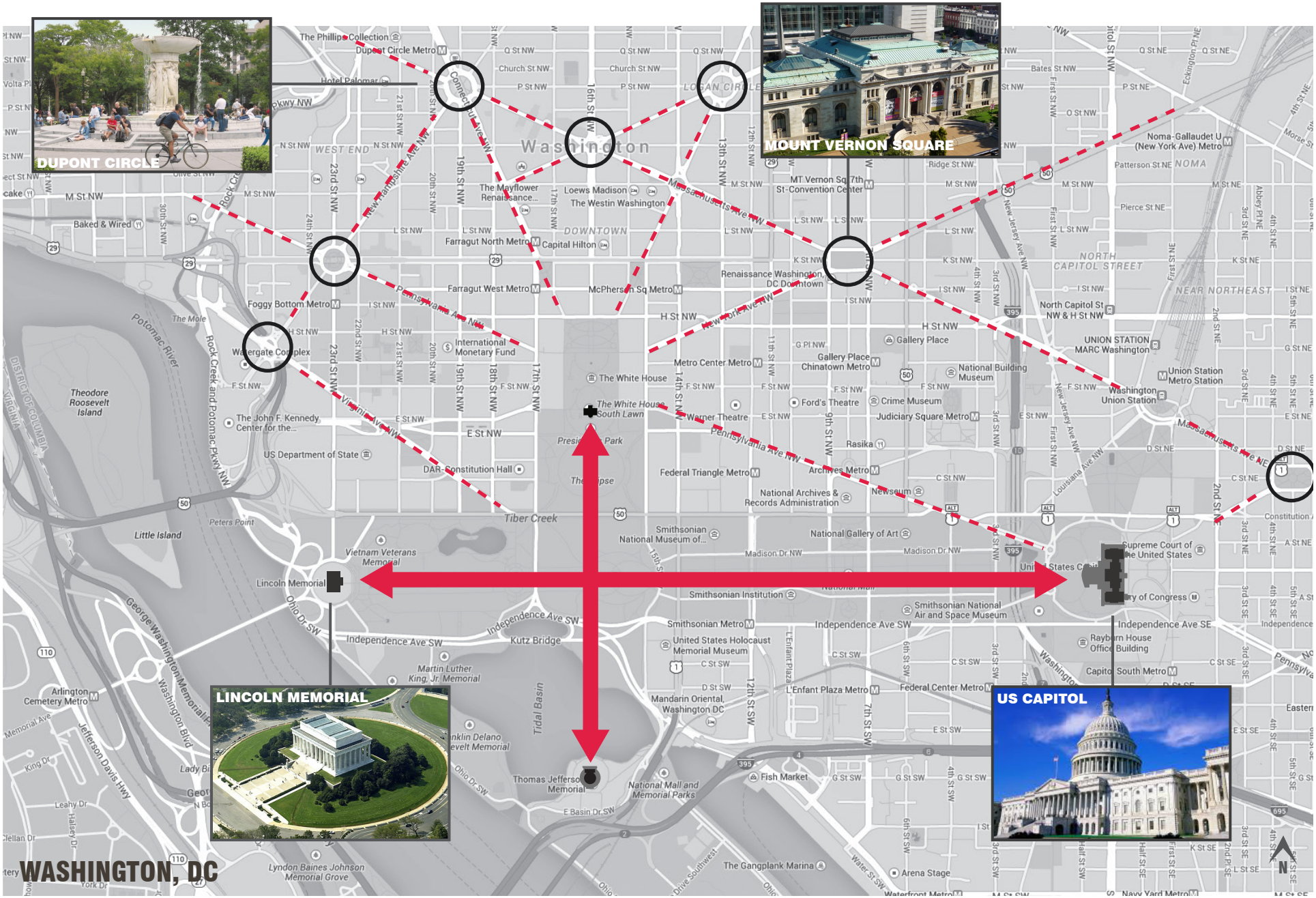
SUBSURFACE ROOF STUDY MODEL



GRADING STUDY & AREAS WITH LIMITED DEPTH FOR TREE PLANTING

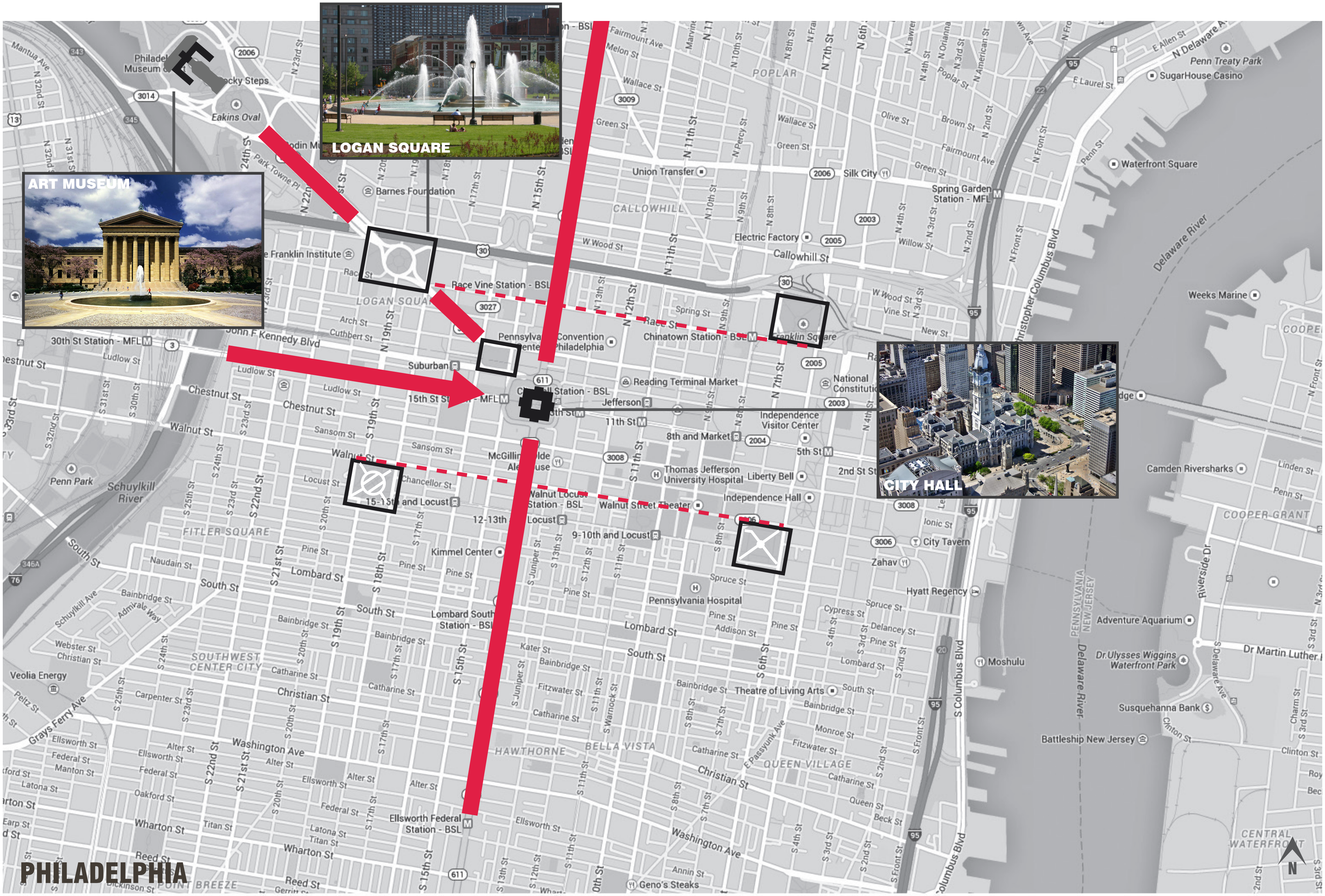


DIAGONAL ROND-POINT PRECEDENT

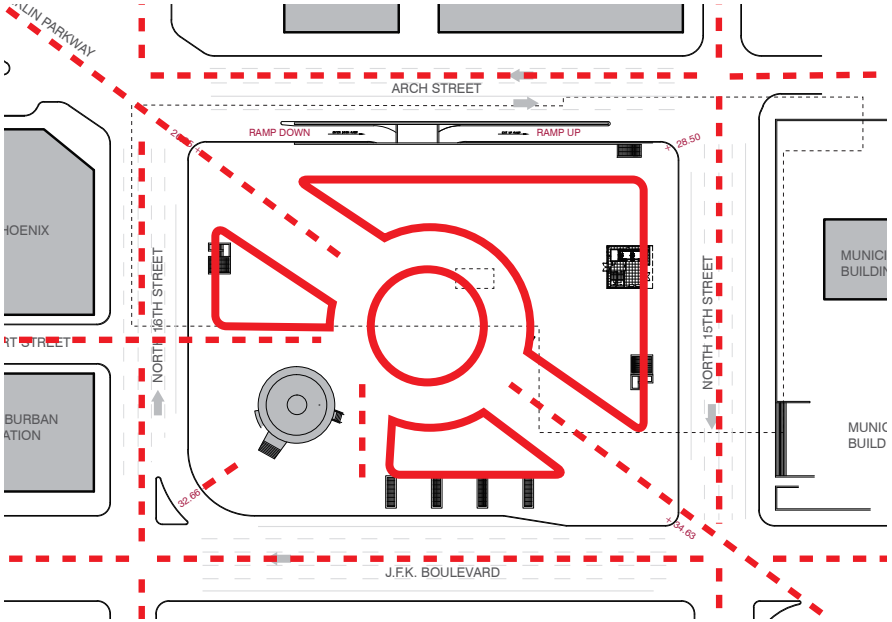


DIAGONAL BOW-TIE PRECEDENT

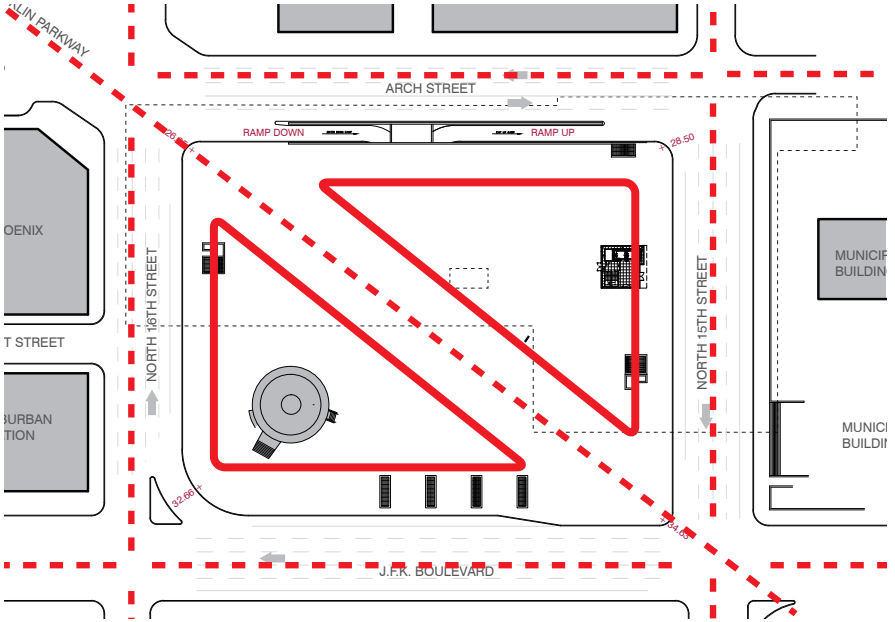
SQUARE PRECEDENT



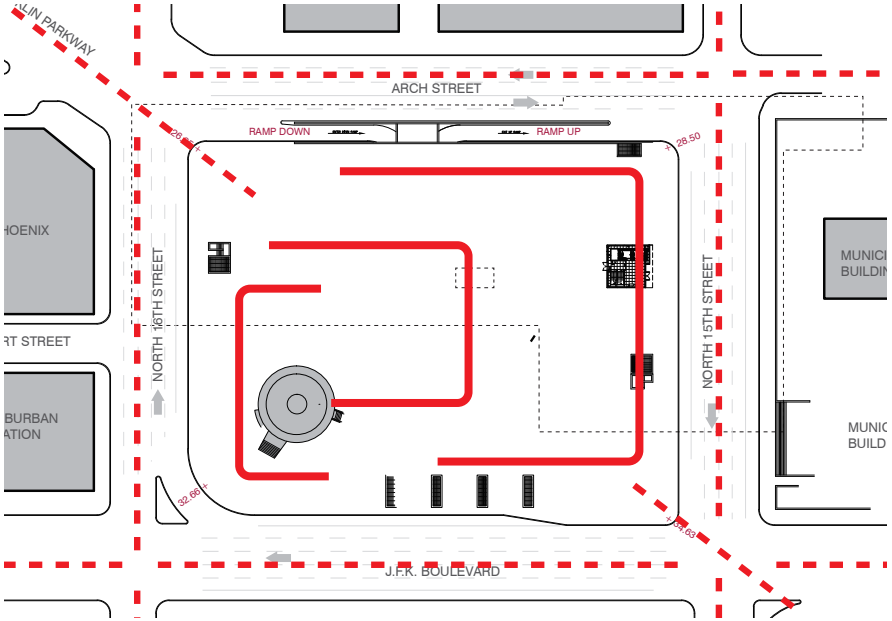
SITE APPROACHES/TYPOLOGICAL PARTIS



ROND-POINT

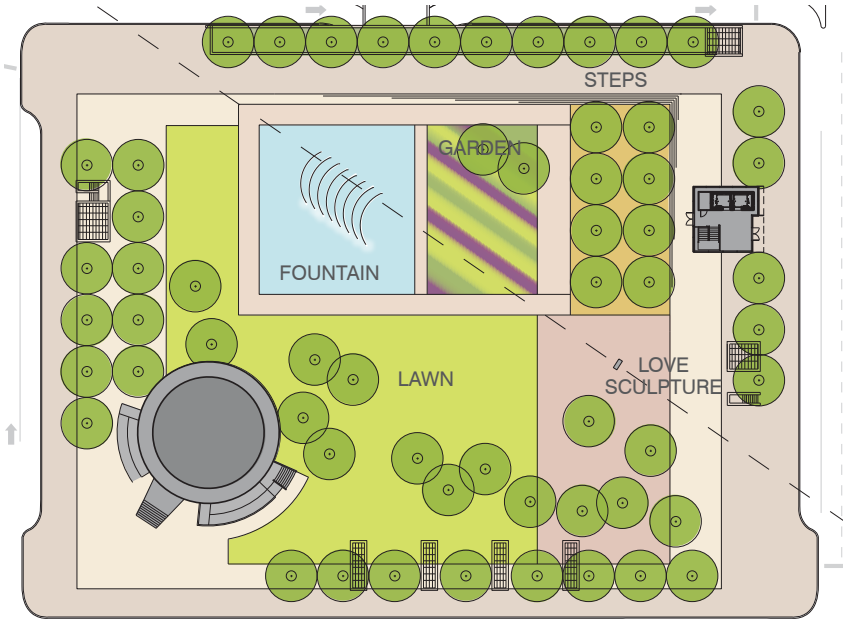


BOW-TIE

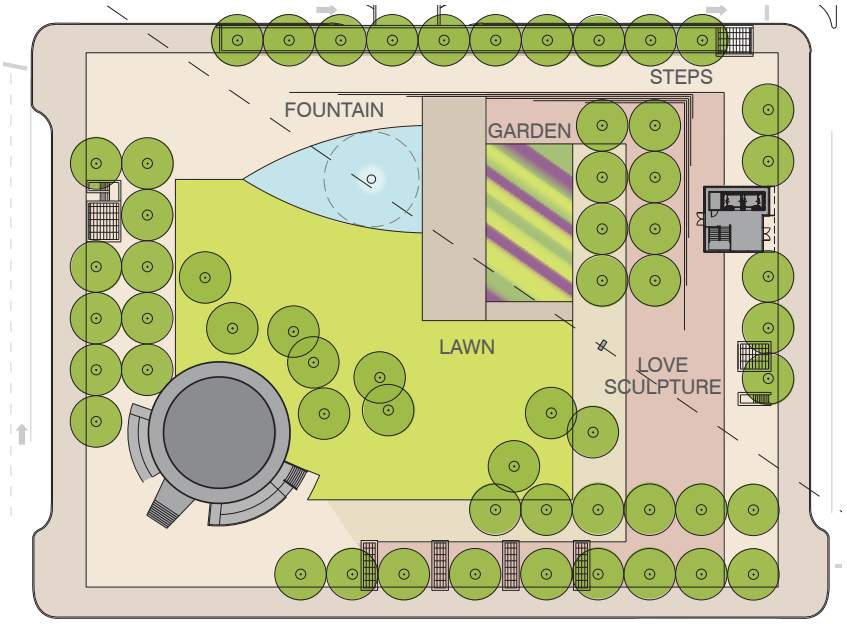


SQUARE

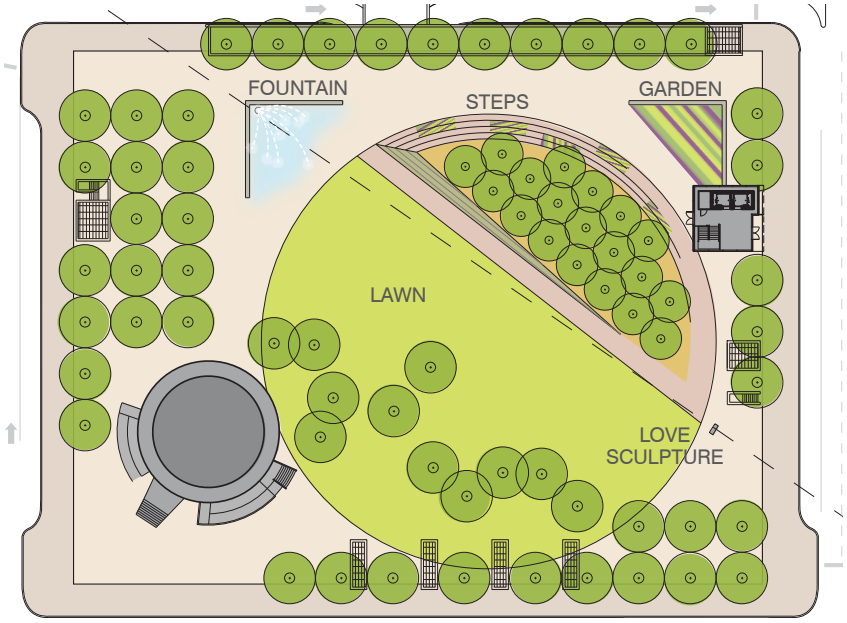
MARCH 24 PUBLIC MEETING OPTIONAL SITE APPROACHES



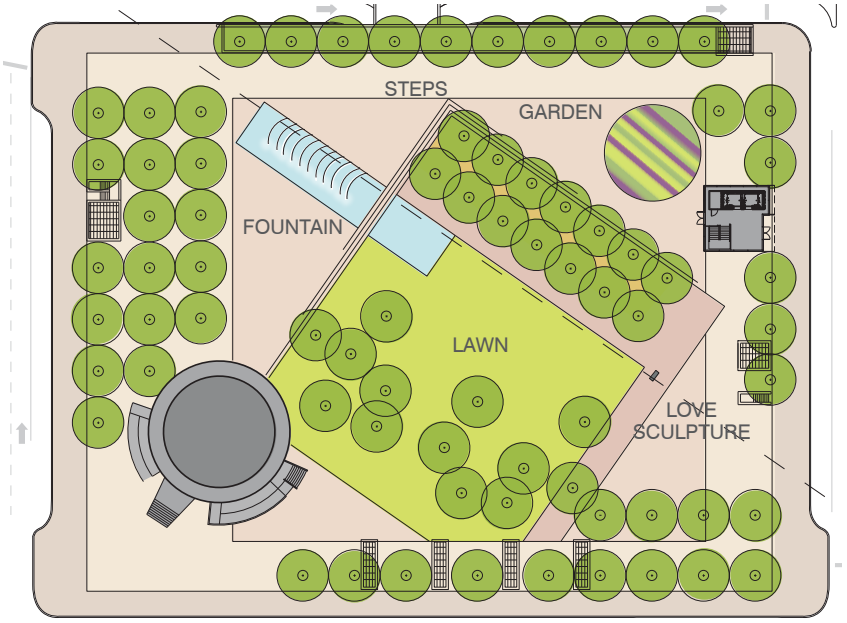
SQUARE 1



SQUARE 2



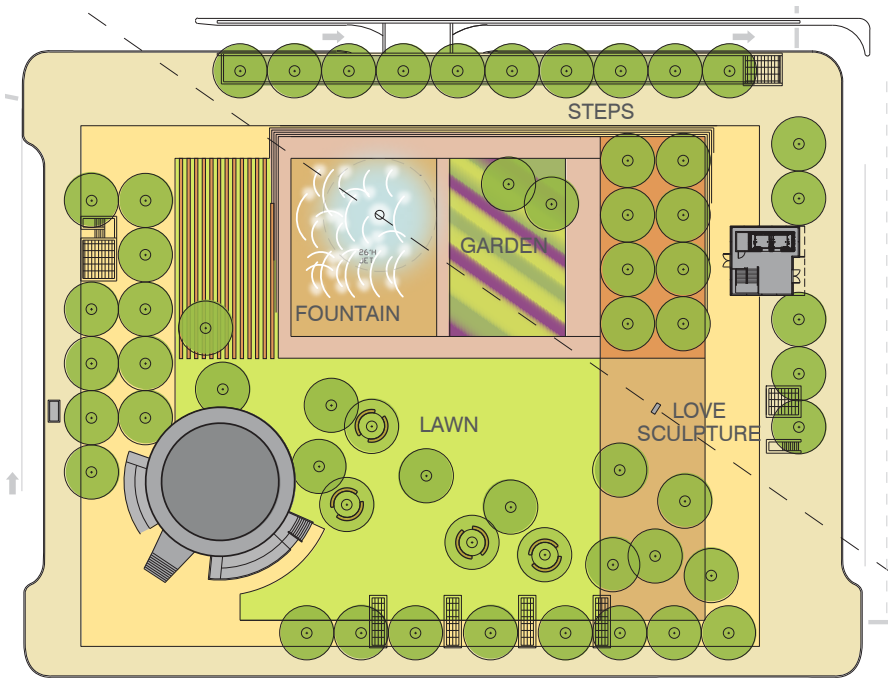
BOW-TIE 1



BOW-TIE 2

RESPONDING TO WHAT WE HEARD

- MAXIMIZE GREEN
- PROVIDE MONUMENTAL FOUNTAIN JET
- RESPECT THE AXIS
- RETAIN WELCOME CENTER



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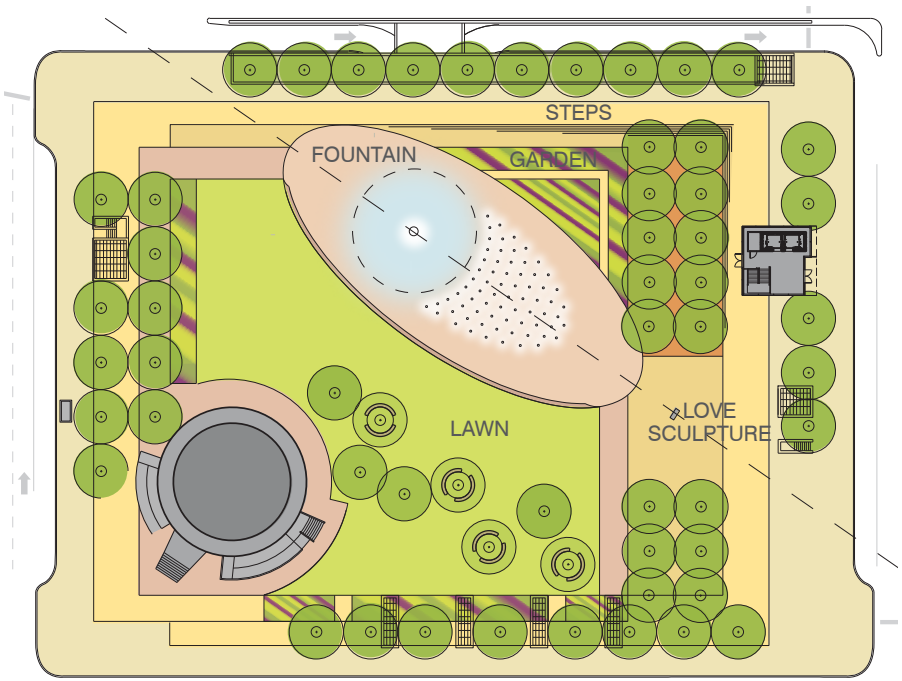
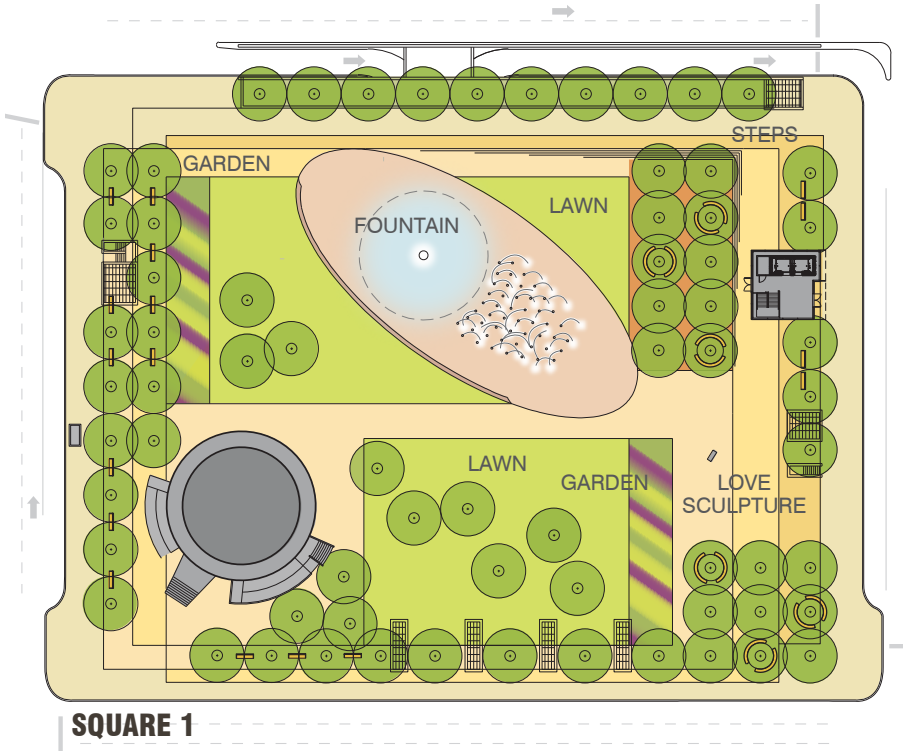


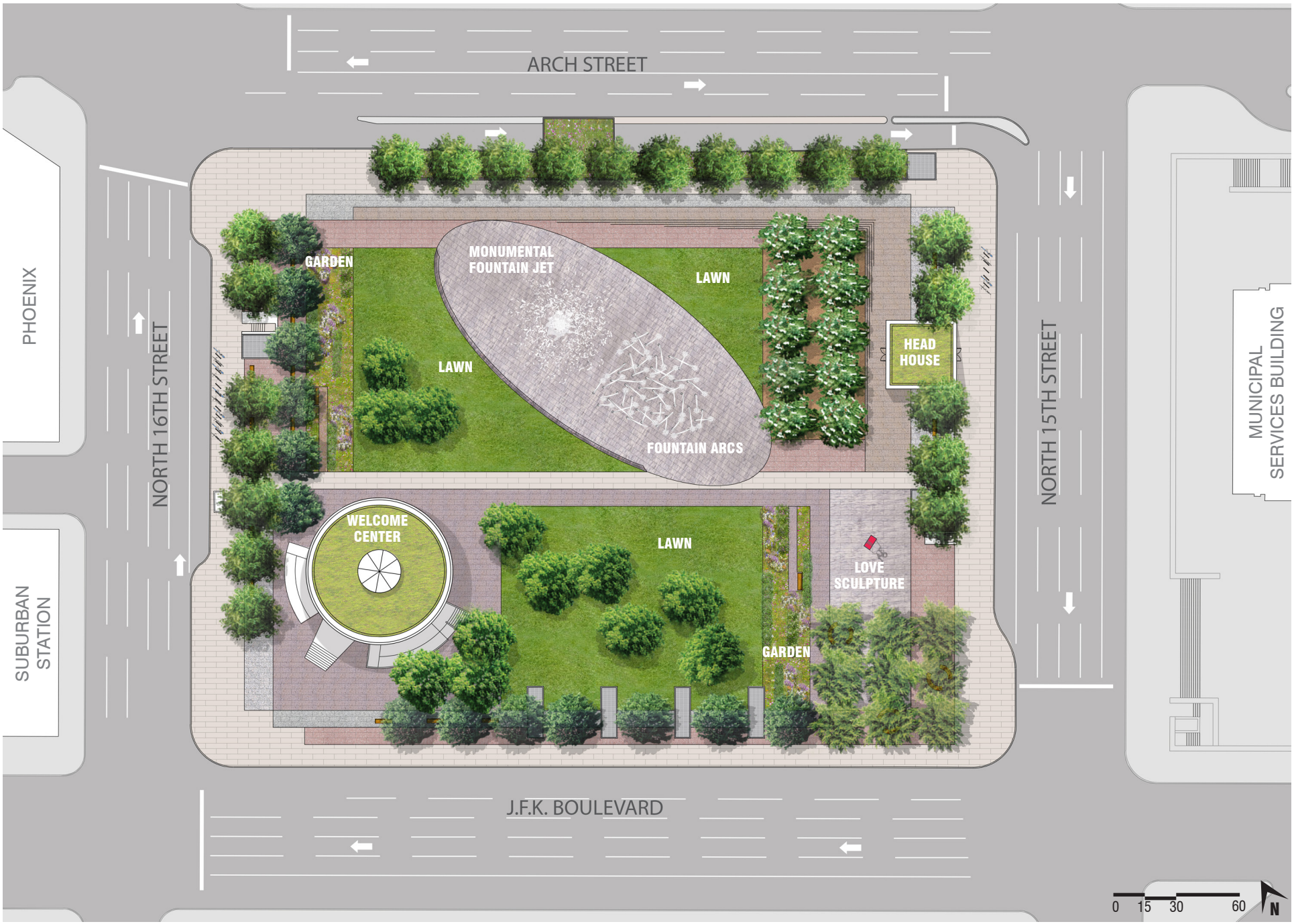
SQUARE 2

CONCEPTUAL PARK DIAGRAM

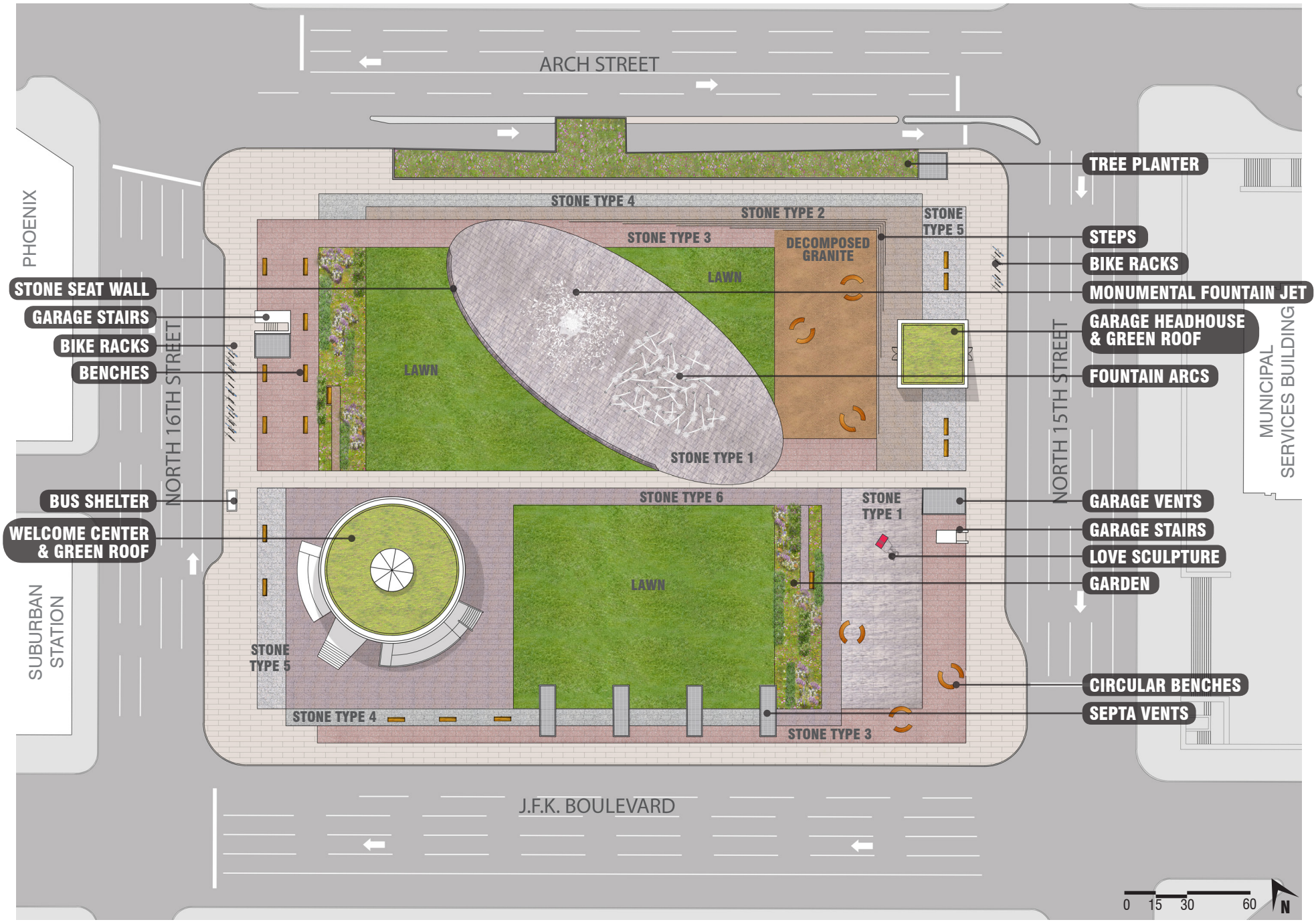
- DIAGONAL VIEWS
- DIAGONAL CIRCULATION
- MAXIMIZES GREEN & HIGHLIGHTS GARDENS
- MONUMENTAL FOUNTAIN JET
- ACCOMMODATES EAST/WEST MOVEMENT
- RETAINS & INTEGRATES WELCOME CENTER



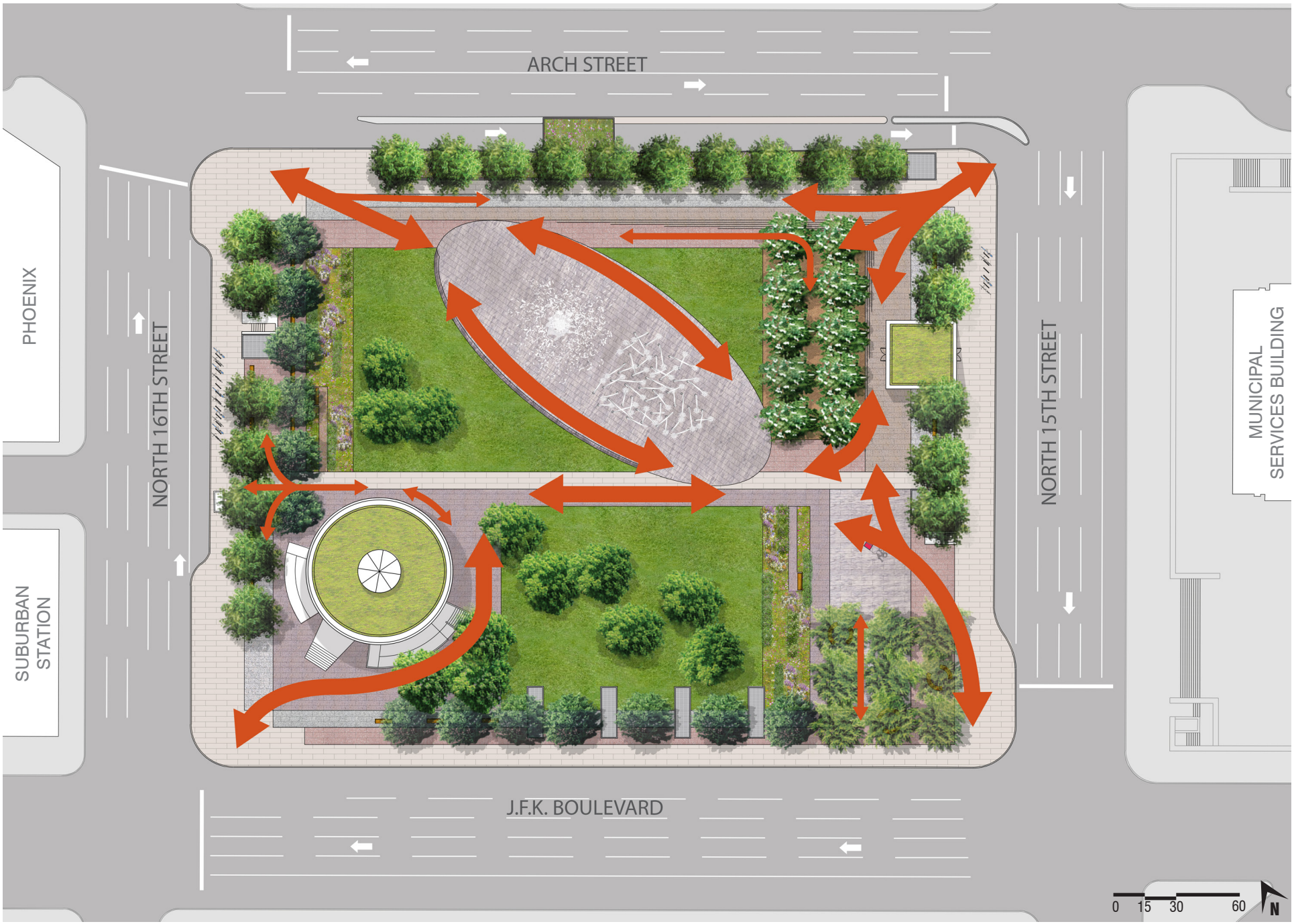
JFK PLAZA/LOVE PARK CONCEPTUAL PLAN



JFK PLAZA/LOVE PARK CONCEPTUAL PLAN



CIRCULATION PLAN



VIEW TOWARD PARKWAY

VIEW TOWARD CITY HALL

VIEW TOWARD PARKWAY

VIEW TOWARD CITY HALL

VIEW FROM WELCOME CENTER BALCONY

FOUNTAIN JETS

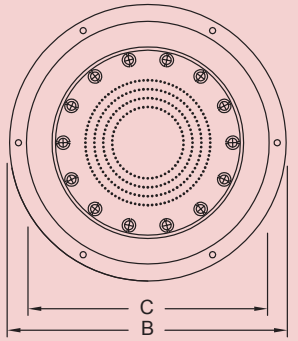
FOUNTAIN JET DETAIL

Straight Stream

No Light	White LED	RGB LED

V Stream

No Light	White LED	RGB LED



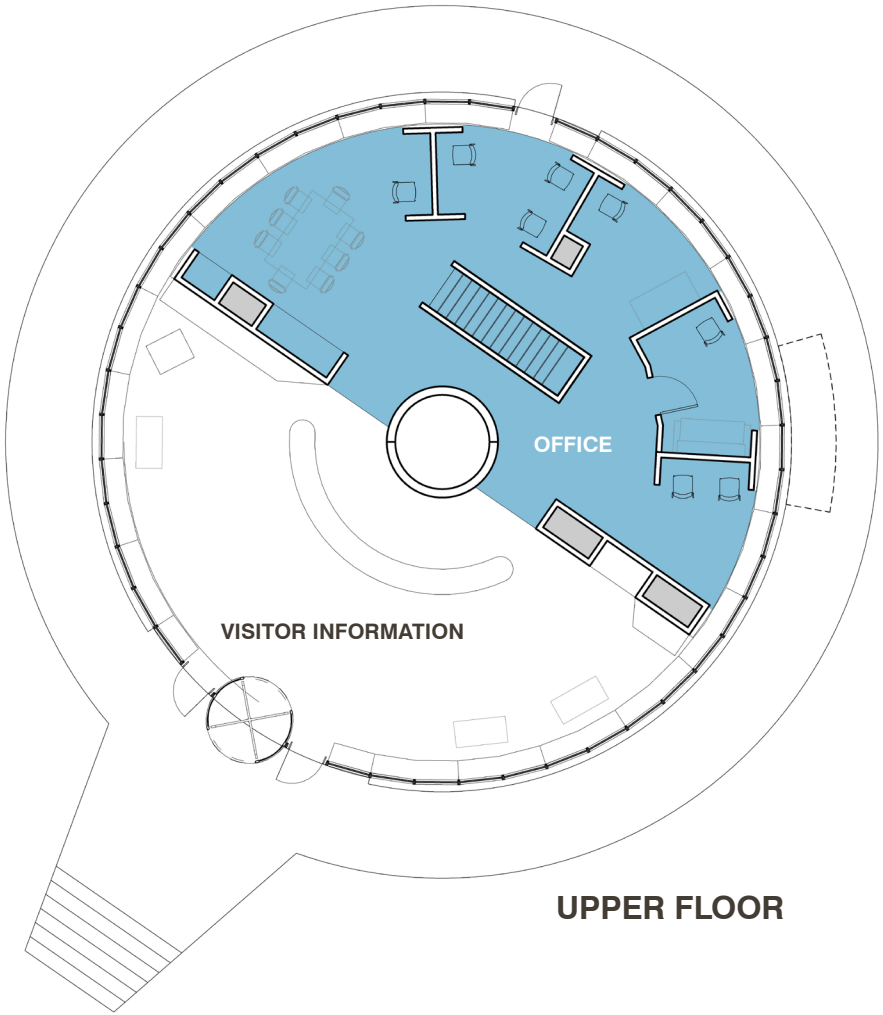
FOUNTAIN ARCS

WELCOME CENTER

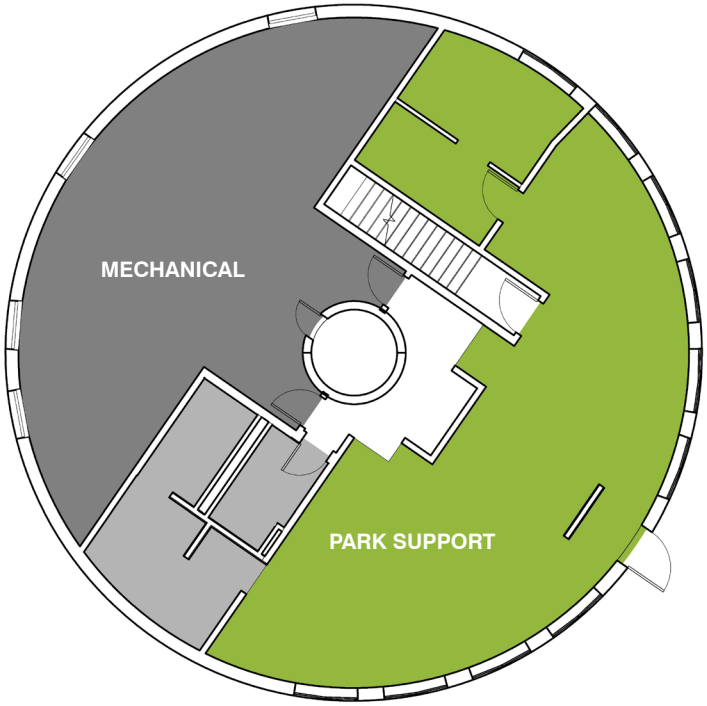
WELCOME CENTER EXTERIOR - CURRENT CONDITION

WELCOME CENTER INTERIOR - CURRENT CONDITION

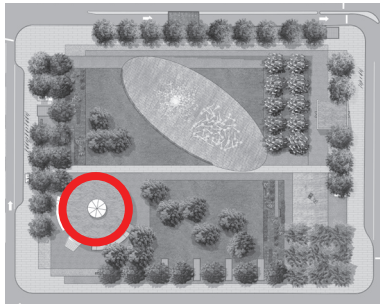
WELCOME CENTER PROGRAM - EXISTING



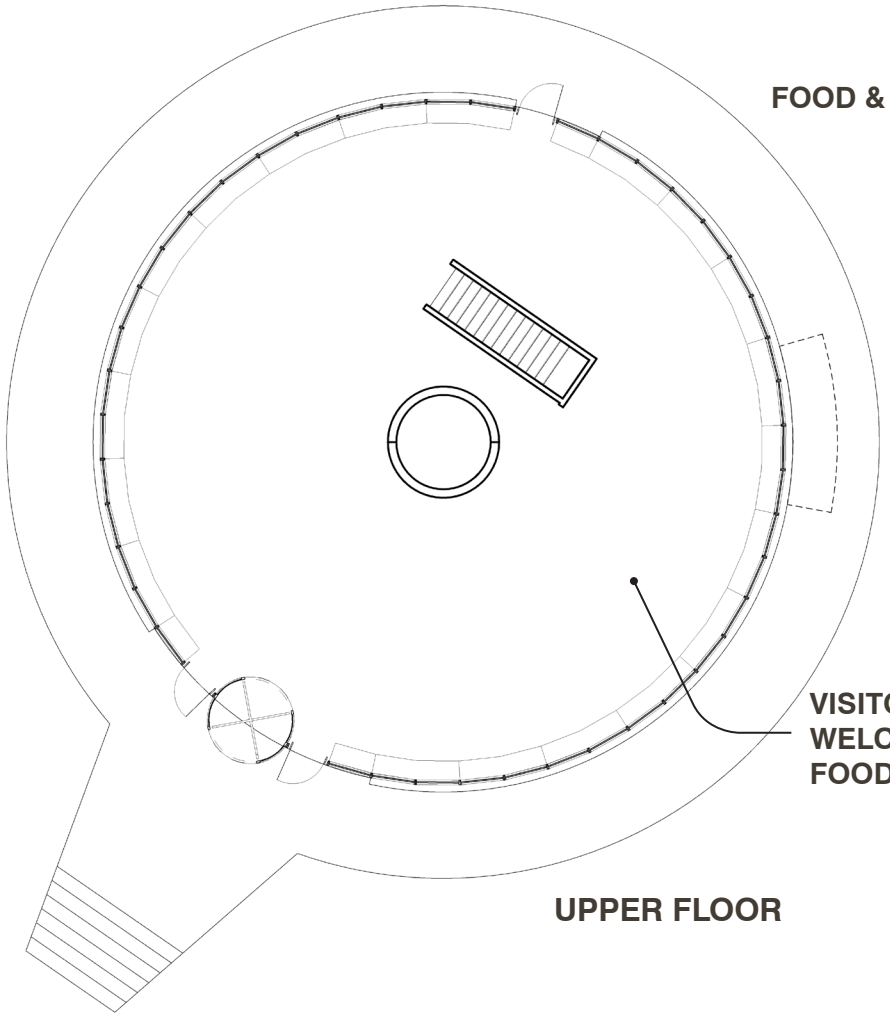
UPPER FLOOR



LOWER FLOOR



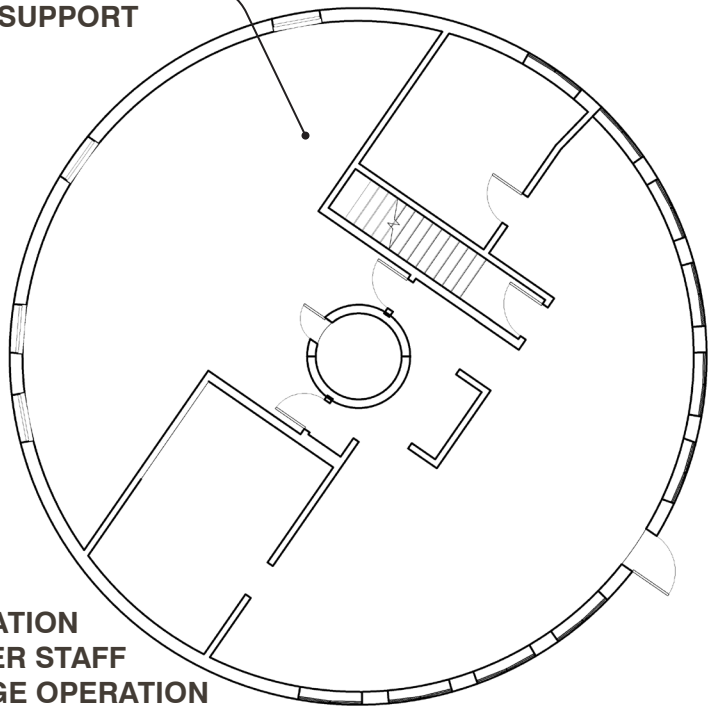
WELCOME CENTER PROGRAM - PROPOSED



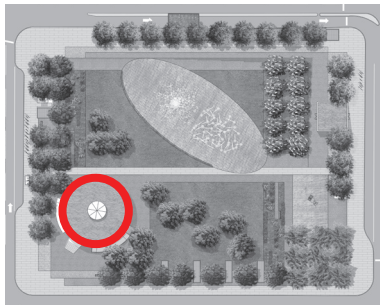
UPPER FLOOR

PARK SUPPORT
PUBLIC RESTROOMS
FOOD & BEVERAGE SUPPORT

VISITOR INFORMATION
WELCOME CENTER STAFF
FOOD & BEVERAGE OPERATION



LOWER FLOOR



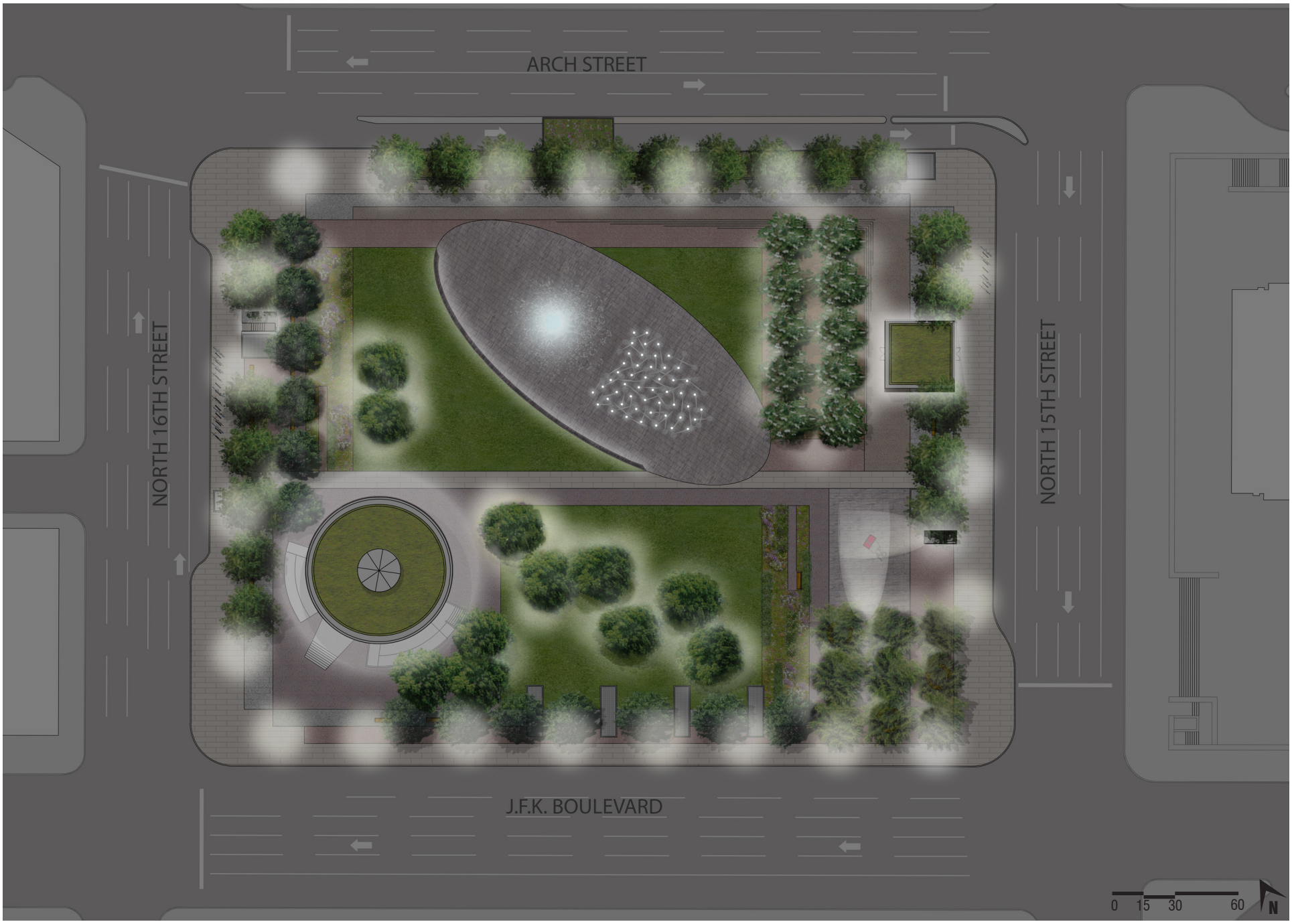
WELCOME CENTER VIEW FROM SOUTHWEST

WELCOME CENTER VIEW FROM NORTHWEST

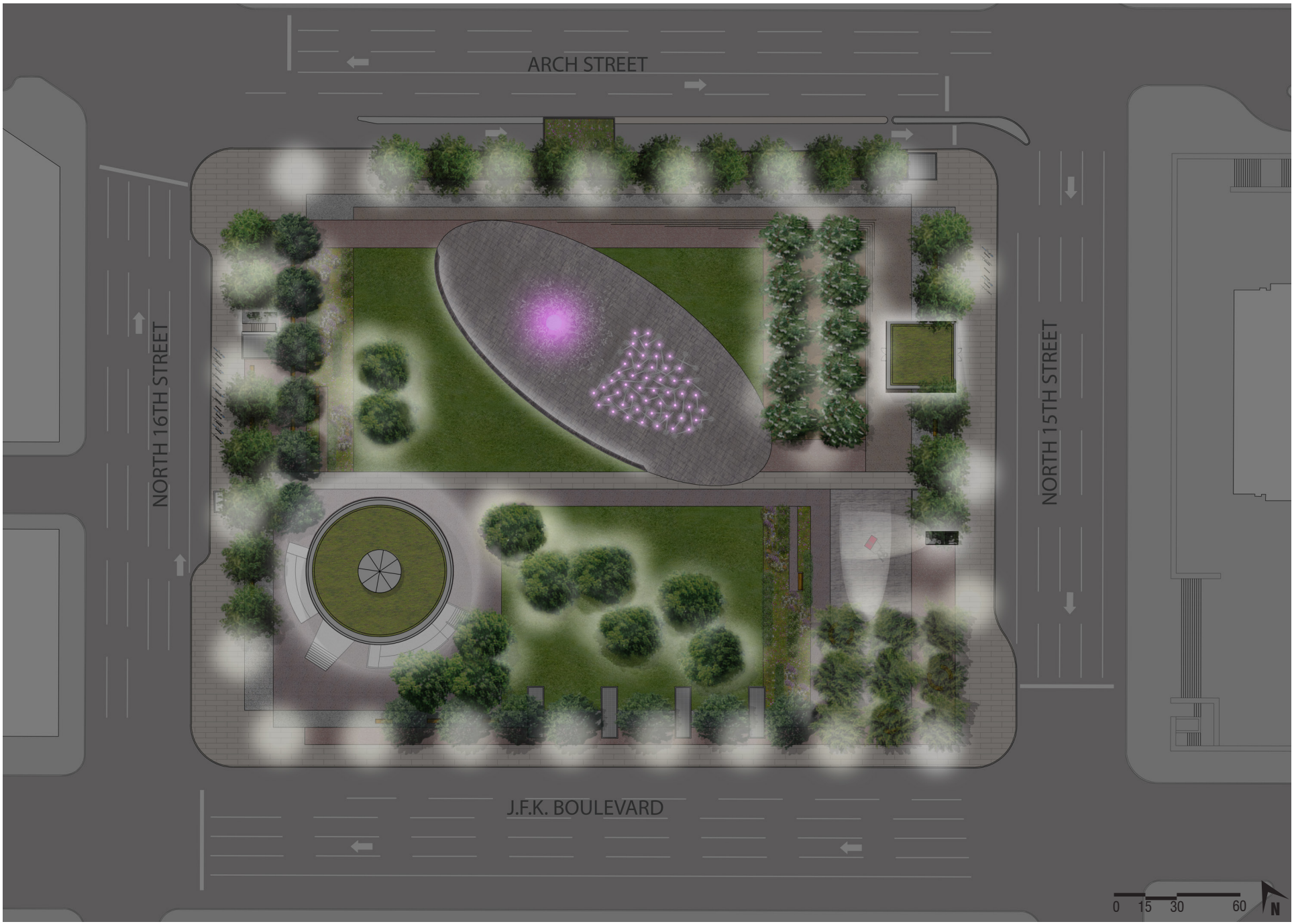
PRECEDENT

PRECEDENT

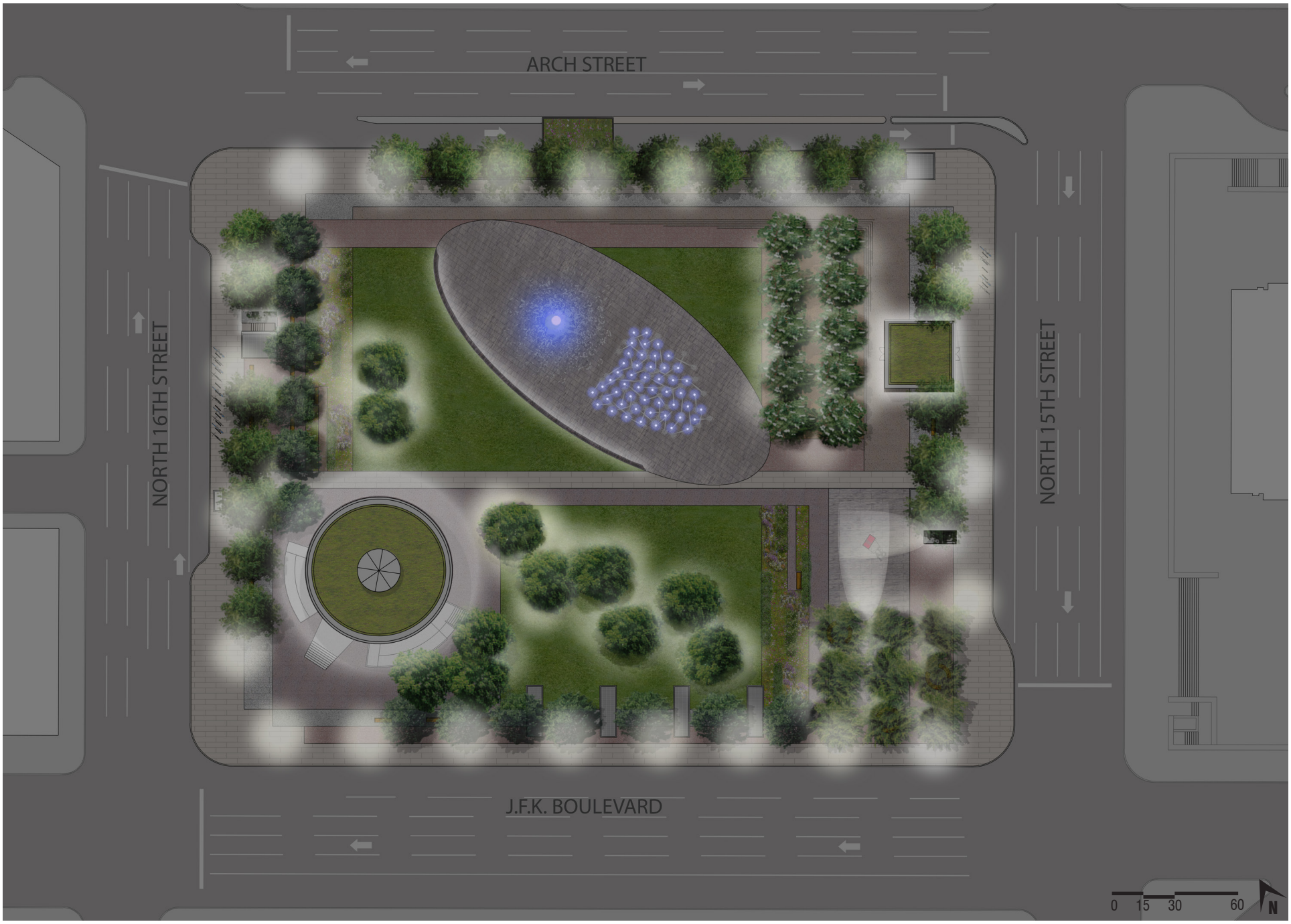
CONCEPTUAL LIGHTING PLAN



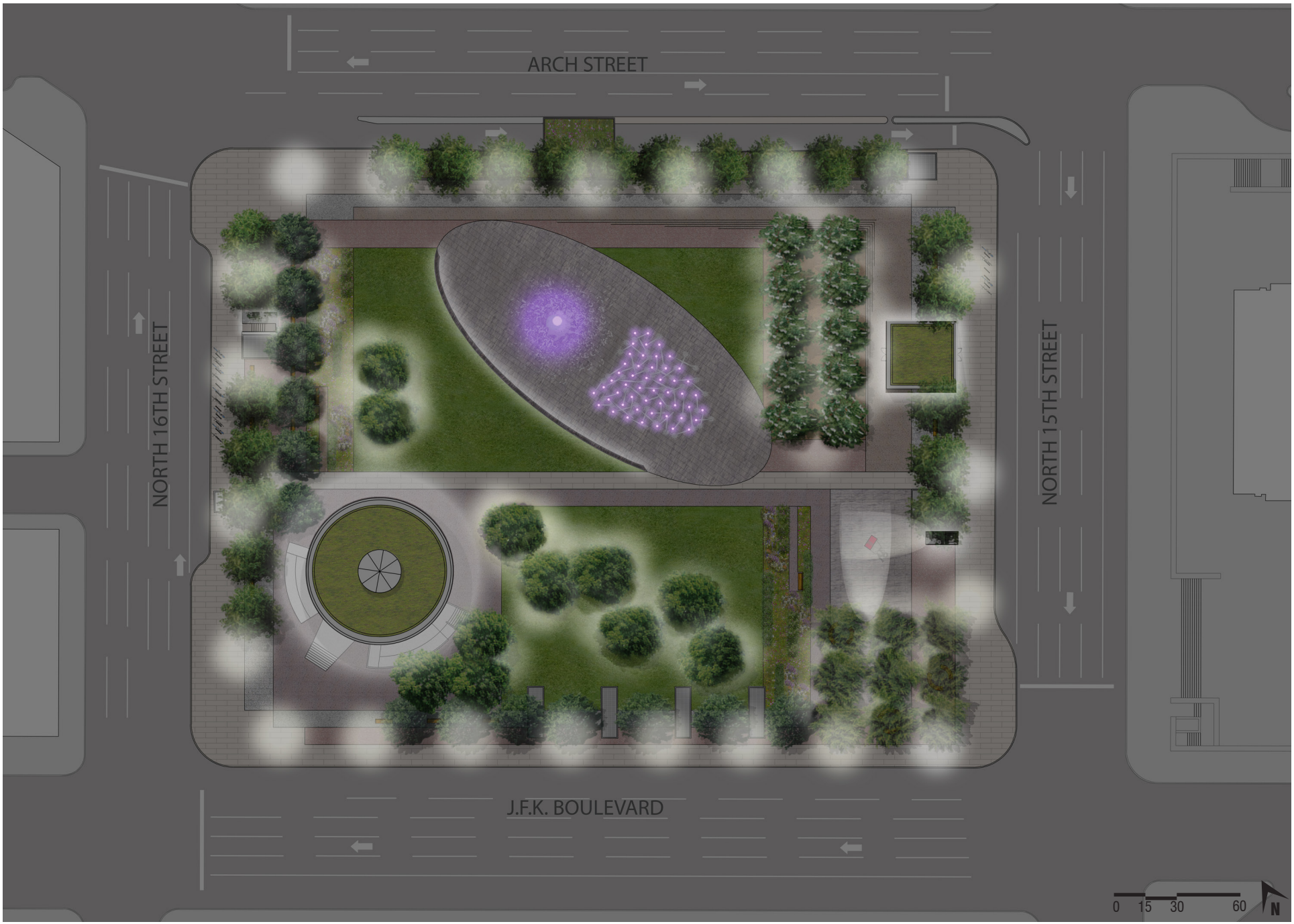
CONCEPTUAL LIGHTING PLAN



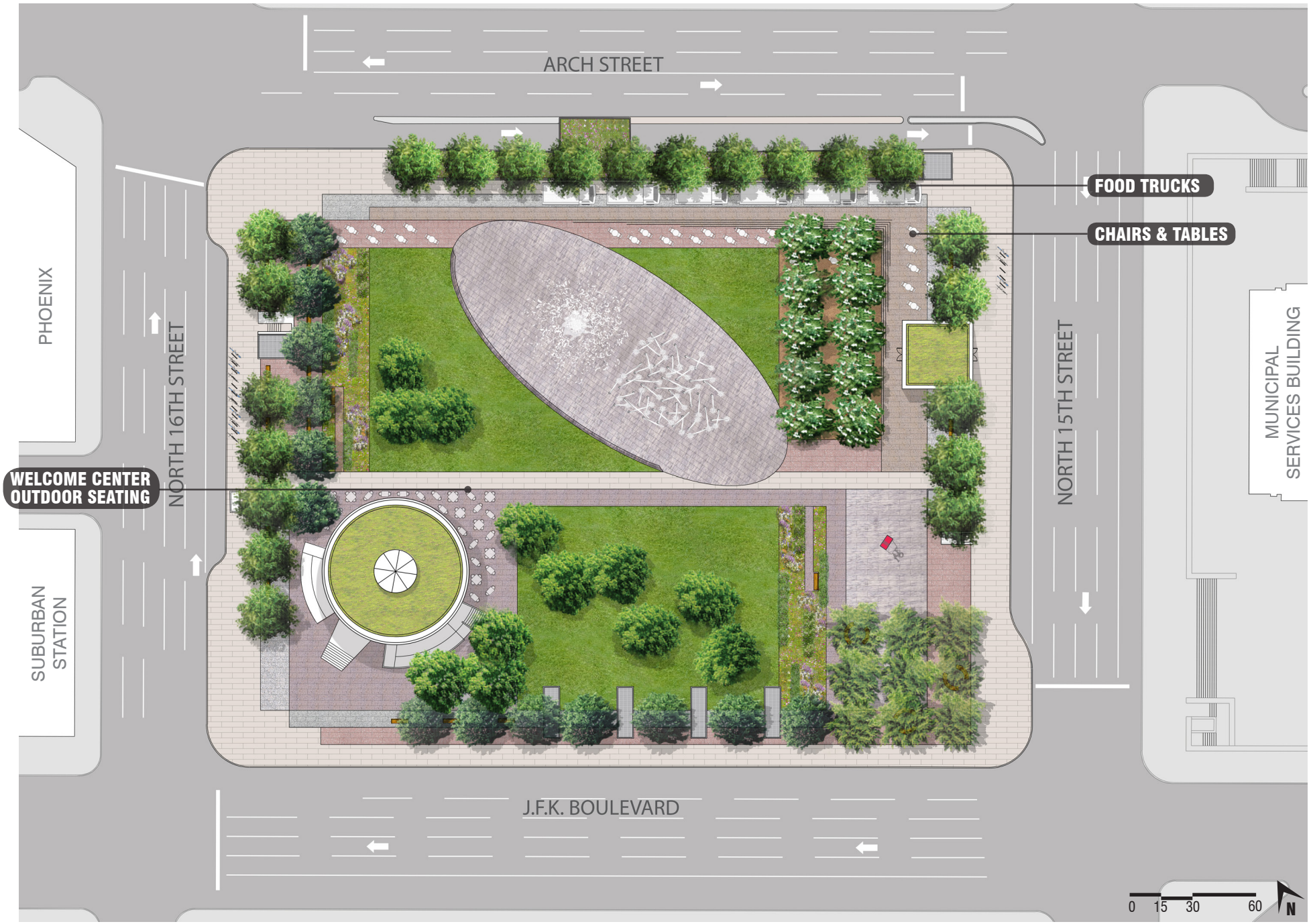
CONCEPTUAL LIGHTING PLAN



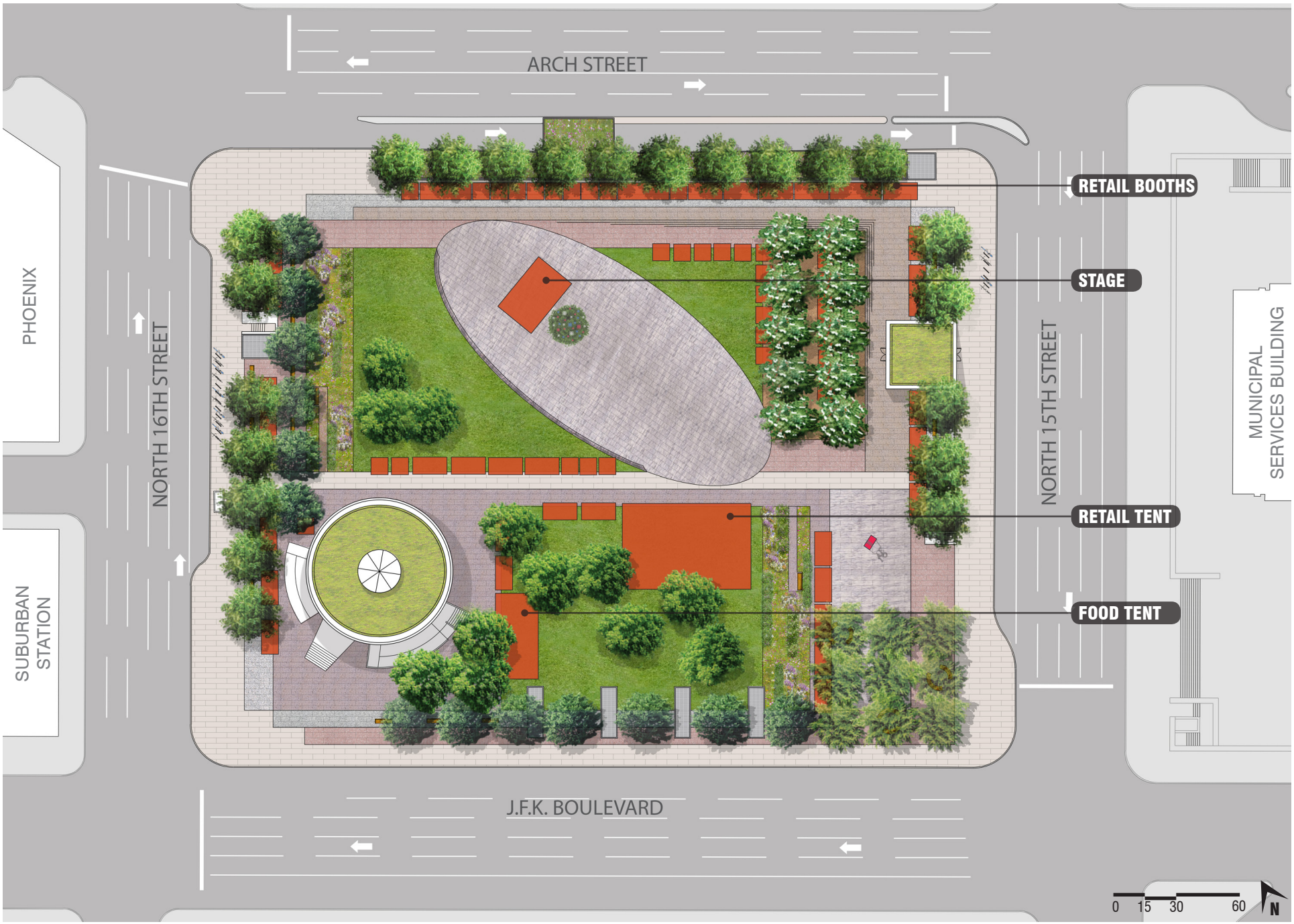
CONCEPTUAL LIGHTING PLAN



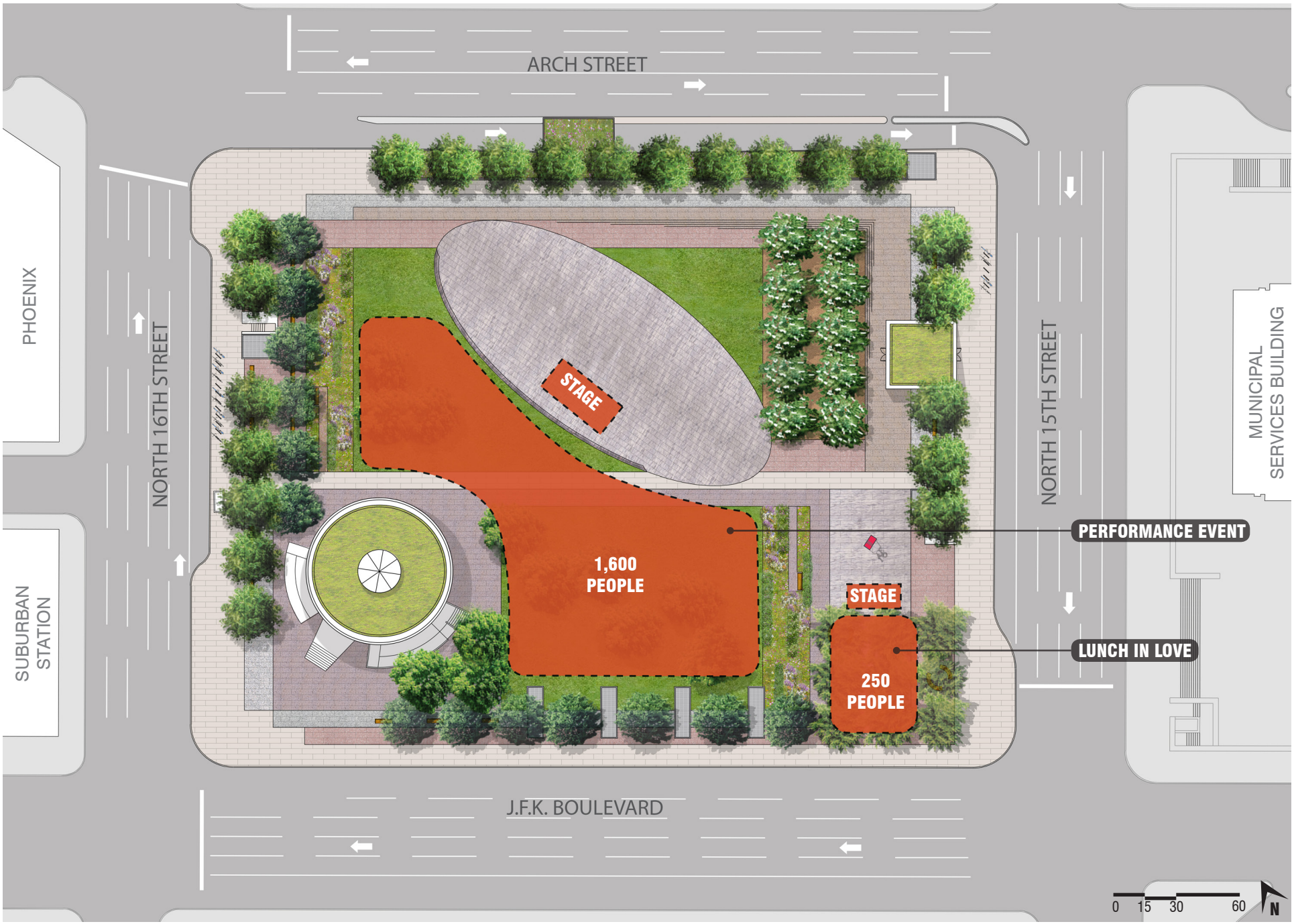
FOOD TRUCKS & WELCOME CENTER FOOD AND BEVERAGE



SEASONAL FESTIVALS



EVENTS IN PARK



NEXT STEPS

MAY 6	ART COMMISSION PRESENTATION - CONCEPTUAL
LATE MAY	ARTIST SELECTED
JUNE 30+/-	PUBLIC MEETING
JULY 30	BEGIN DESIGN DEVELOPMENT
SEPTEMBER 2	ART COMMISSION PRESENTATION - FINAL
DECEMBER 28	CONSTRUCTION DOCUMENTS DUE
WINTER 2015-16	CONSTRUCTION BIDDING
SPRING 2016	BEGIN CONSTRUCTION

JFK PLAZA/LOVE PARK CONCEPTUAL PLAN