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

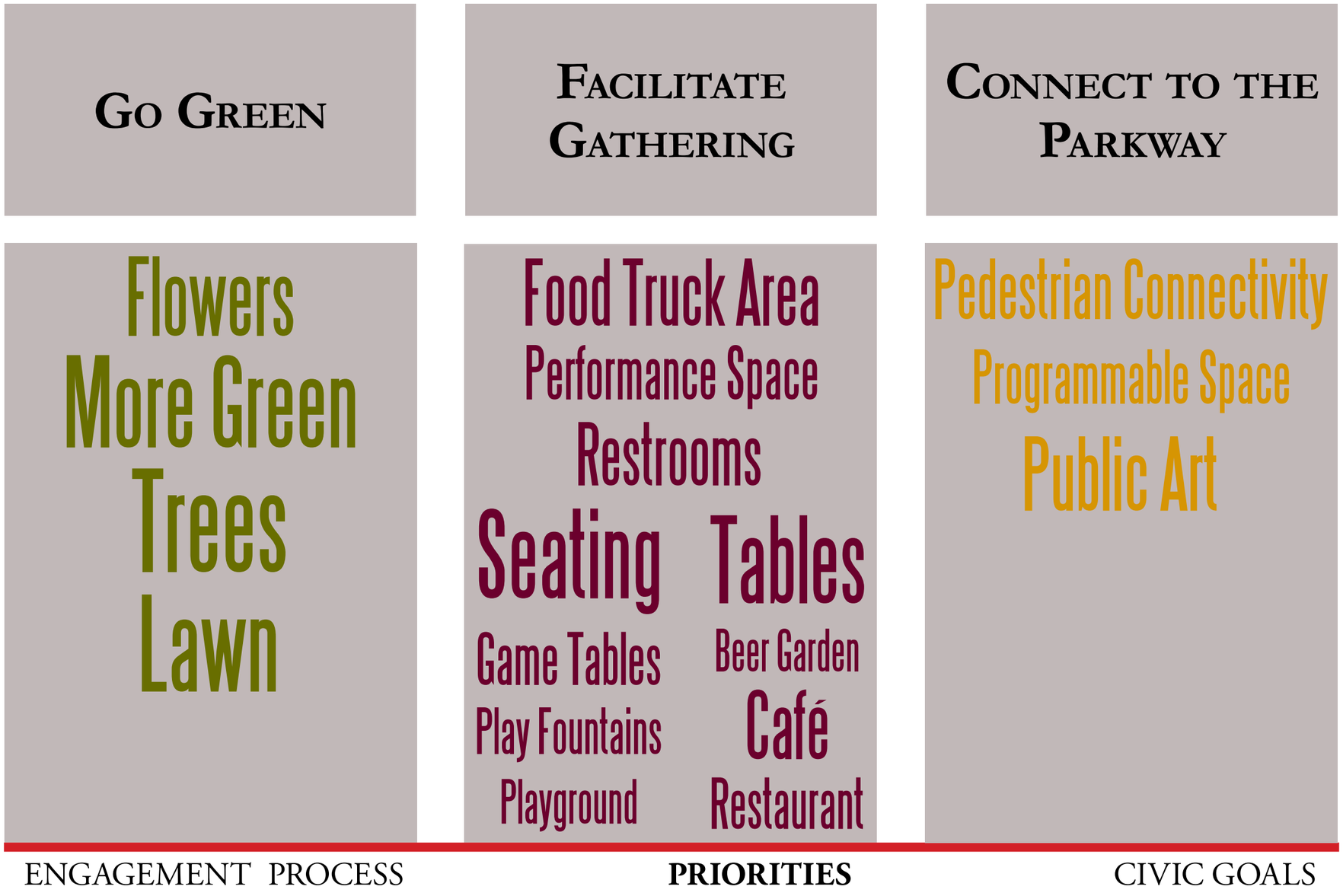
APPROACHES

NEXT STEPS

QUESTIONS & COMMENTS

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

JFK Plaza/LOVE Park: Priorities to Civic Goals



JFK Plaza/LOVE Park: Priorities to Civic Goals

ENGAGEMENT PROCESS	PRIORITIES		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

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

Food & Beverage	Food Truck	Food & Beverage Kiosk	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

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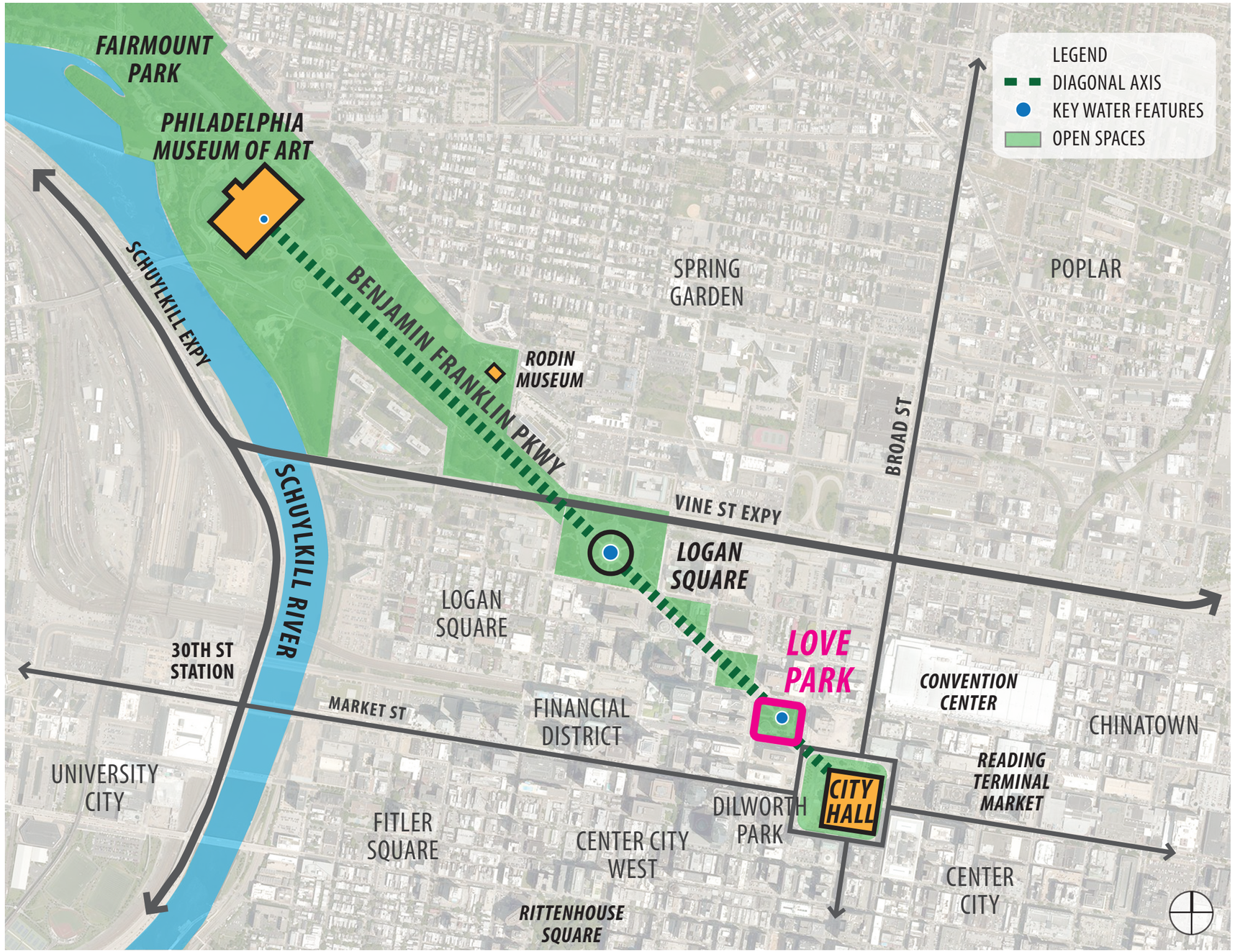

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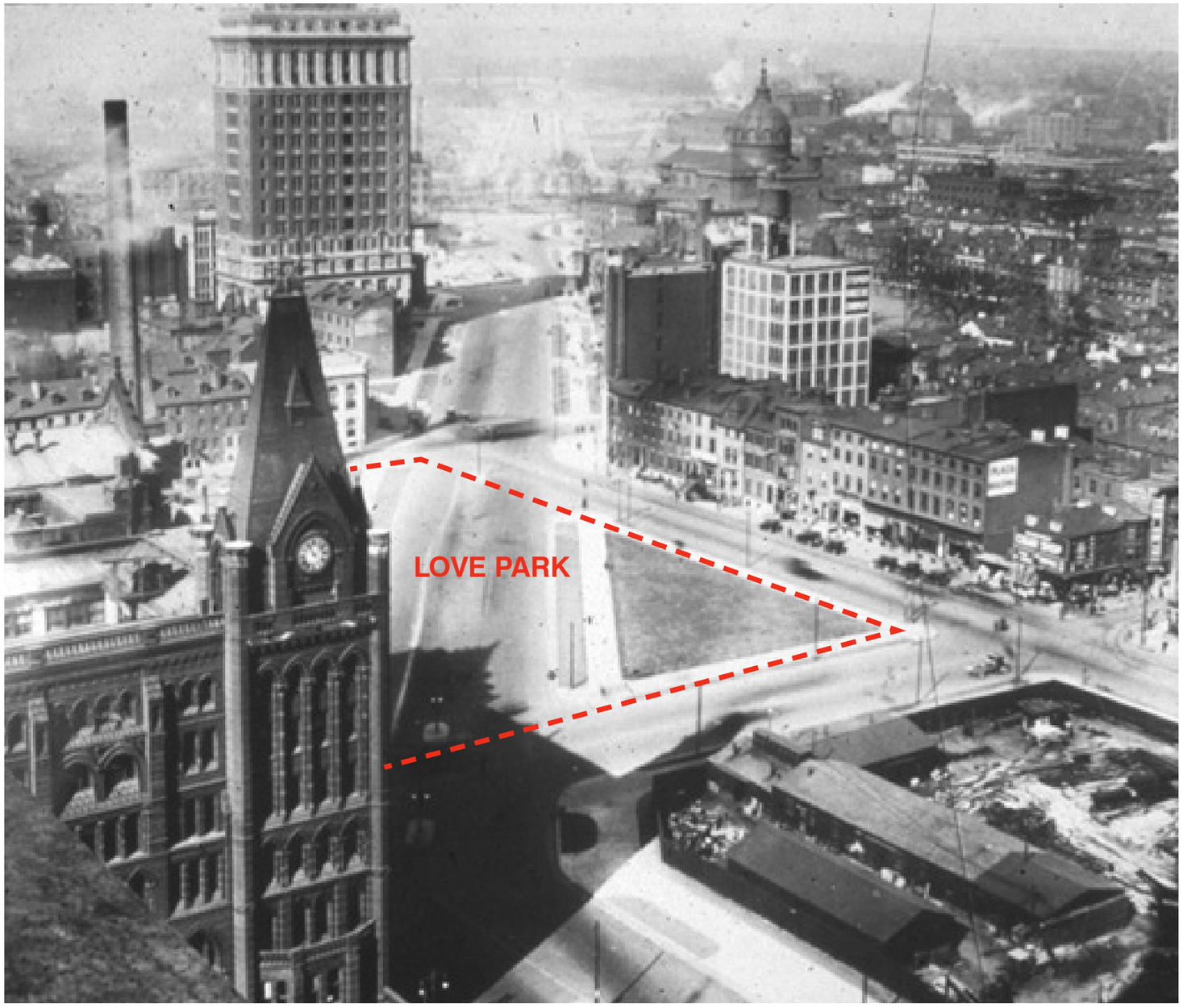
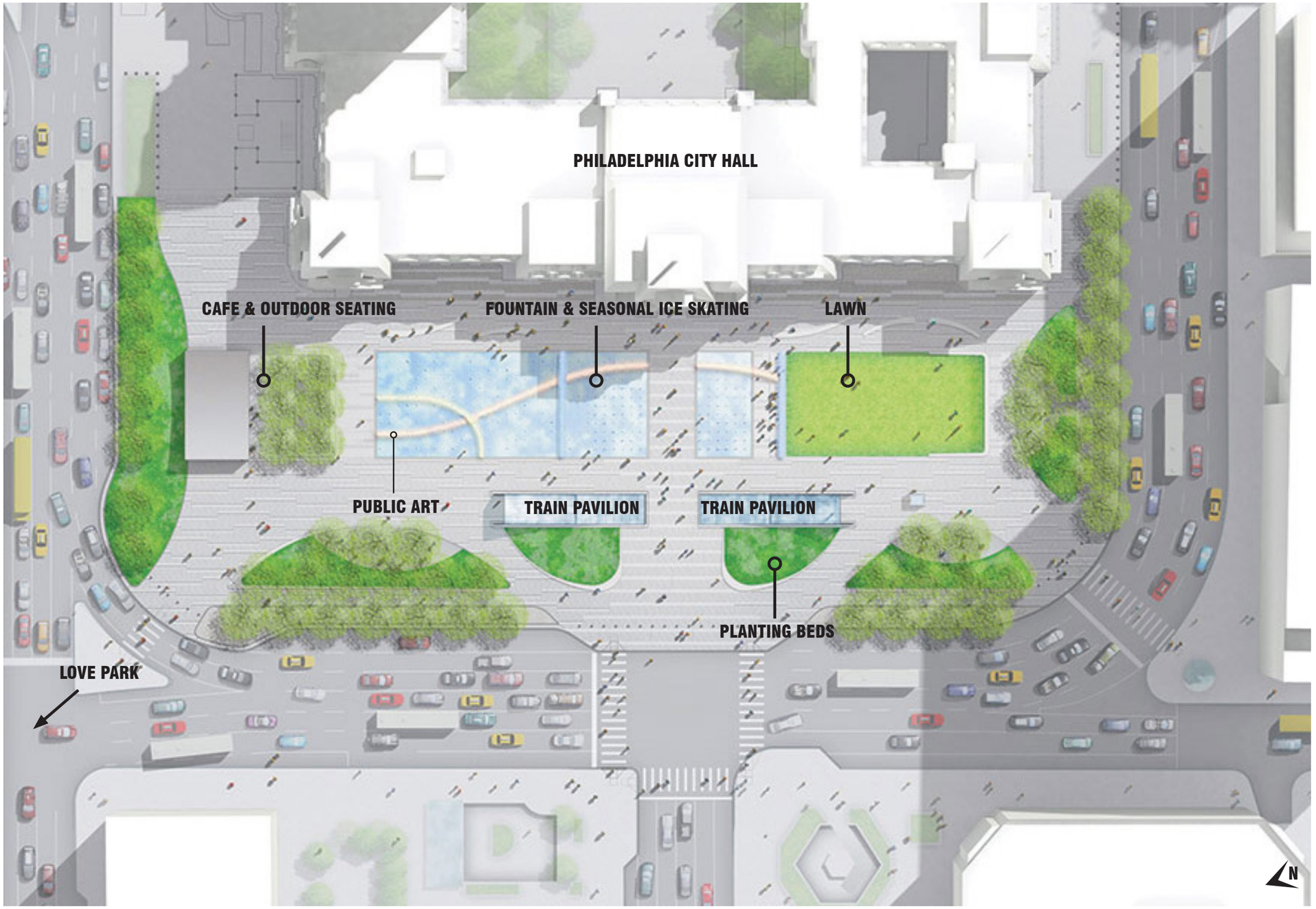


Looking from City Hall toward Art Museum

Welcome Center 1965

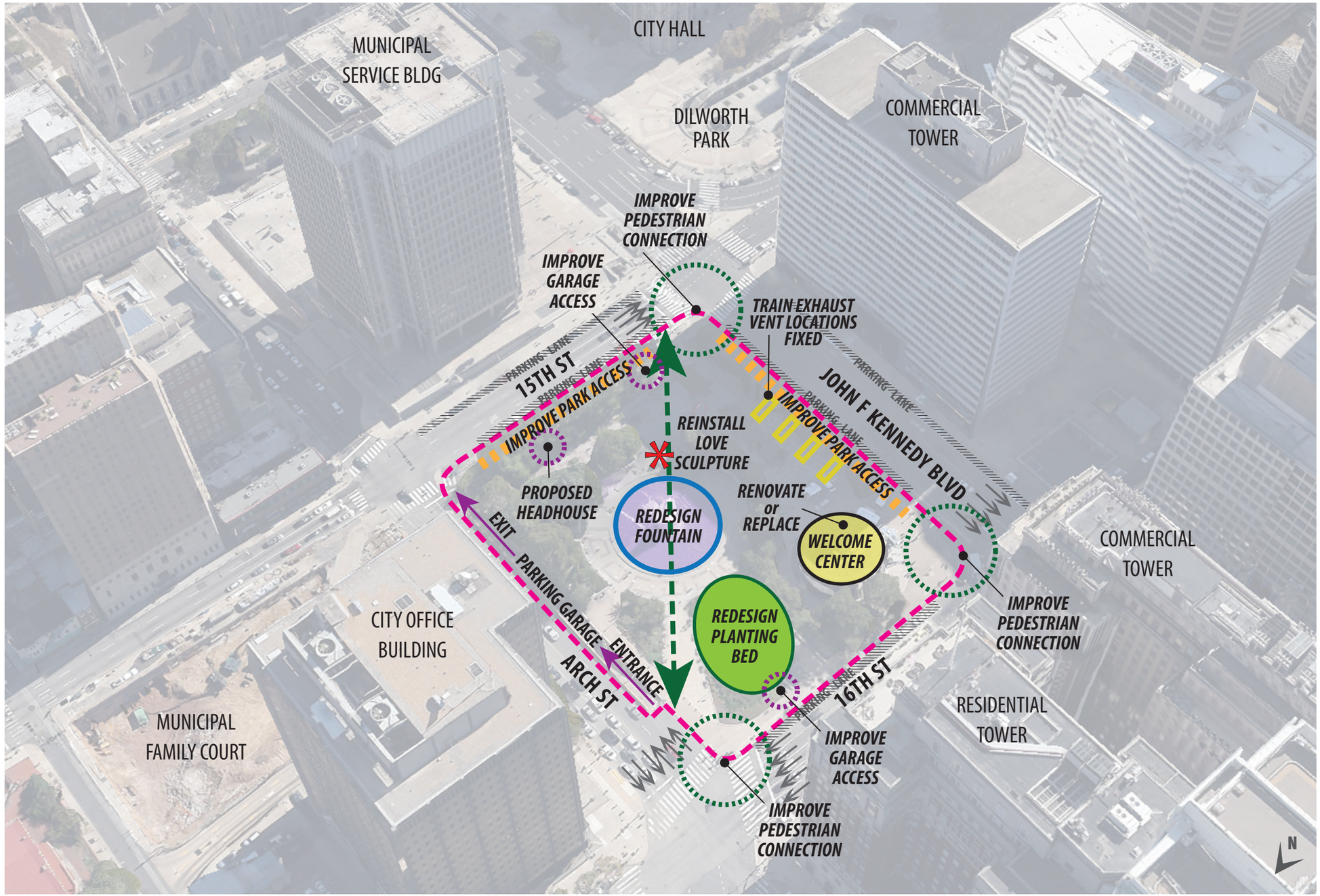
LOGAN SQUARE & DILWORTH PARK CONTEXT

DILWORTH PARK

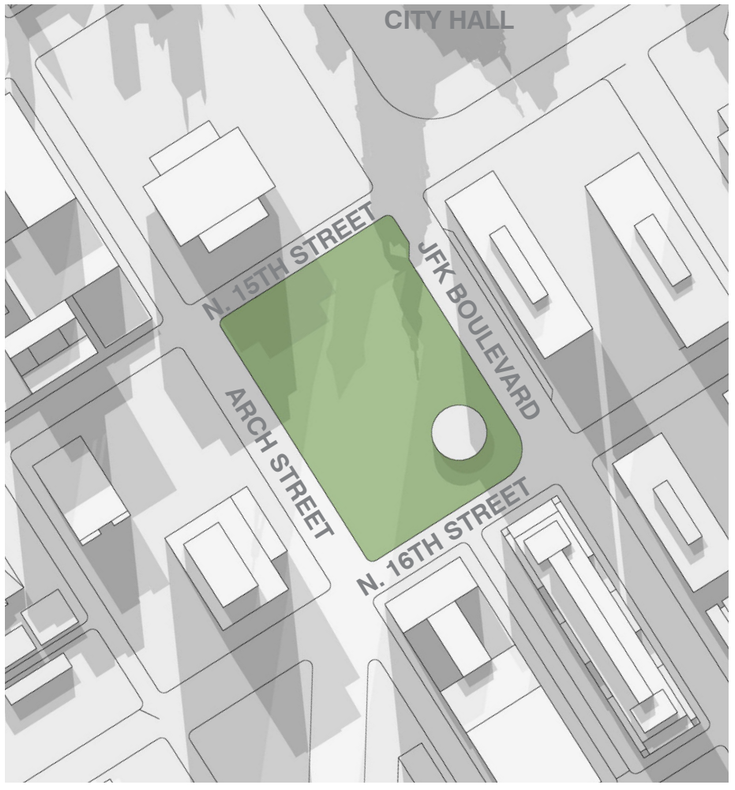


JFK PLAZA / LOVE PARK

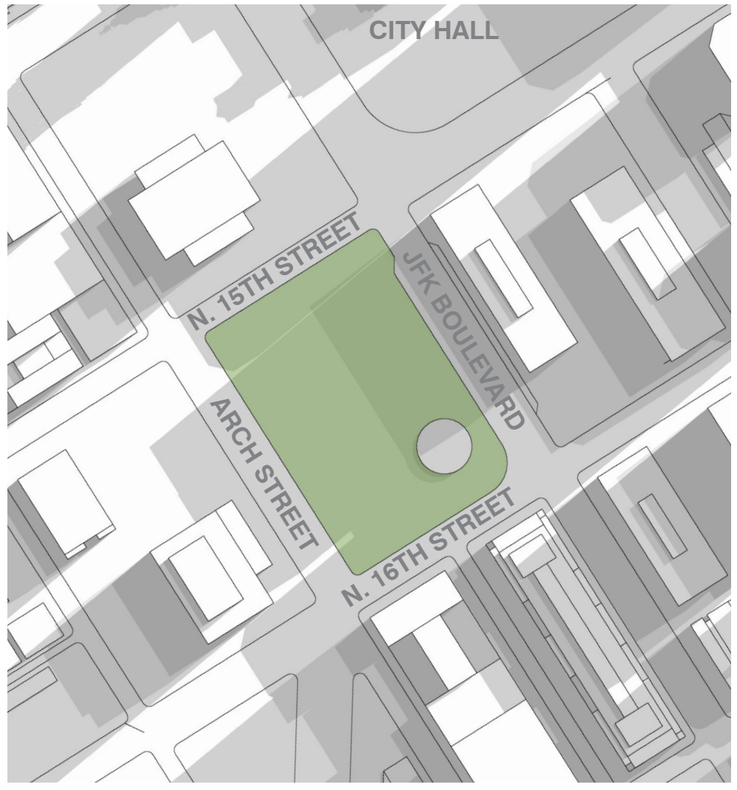
SITE CONTEXT



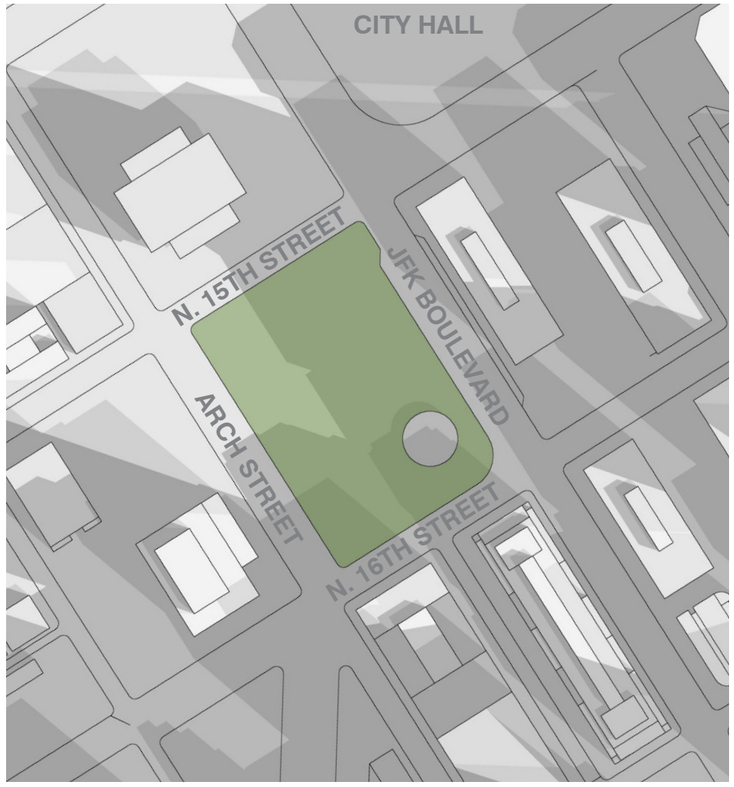
COMPOSITE SUN/SHADOW STUDIES



MORNING



NOON



AFTERNOON

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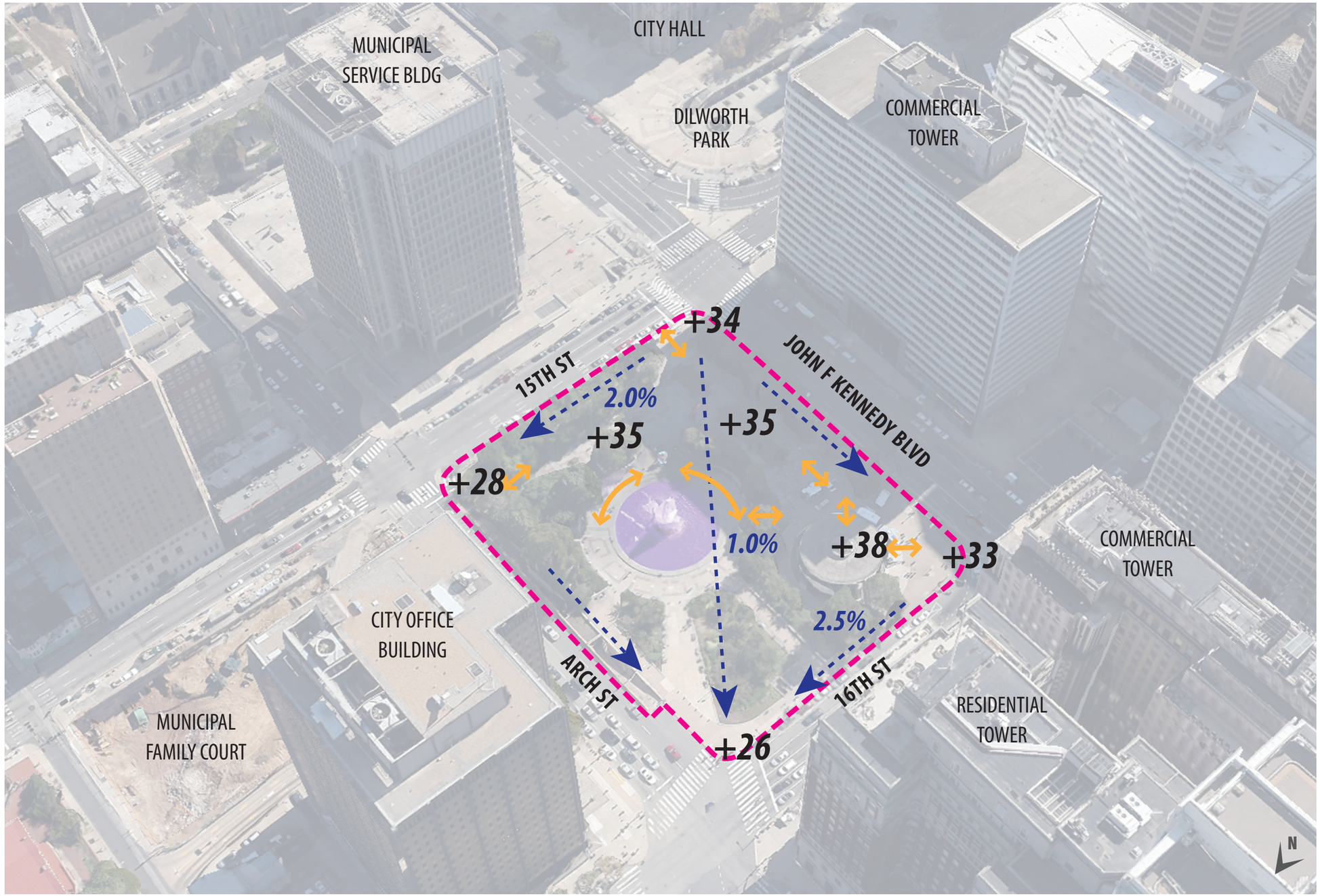
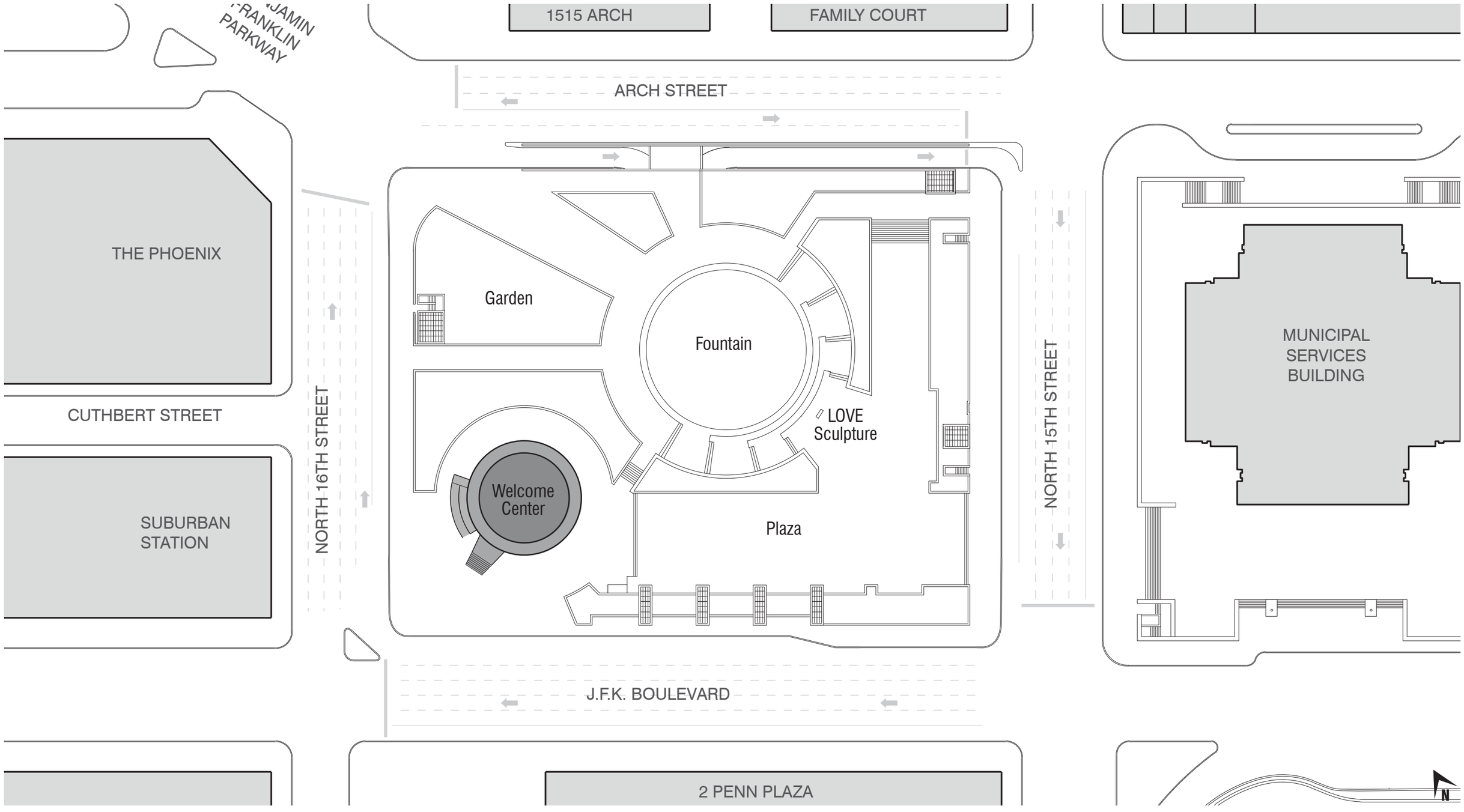
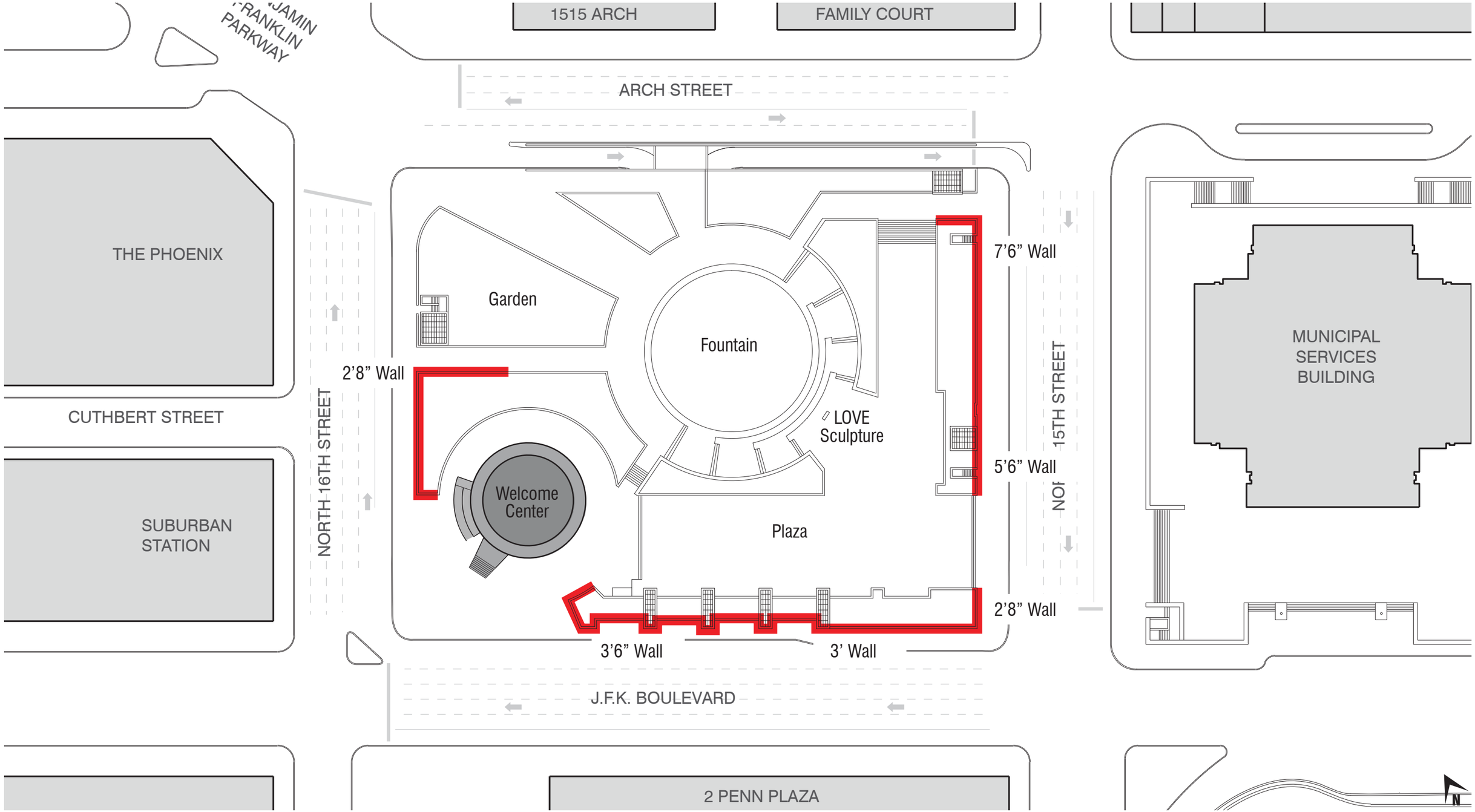
TOPOGRAPHY STUDY



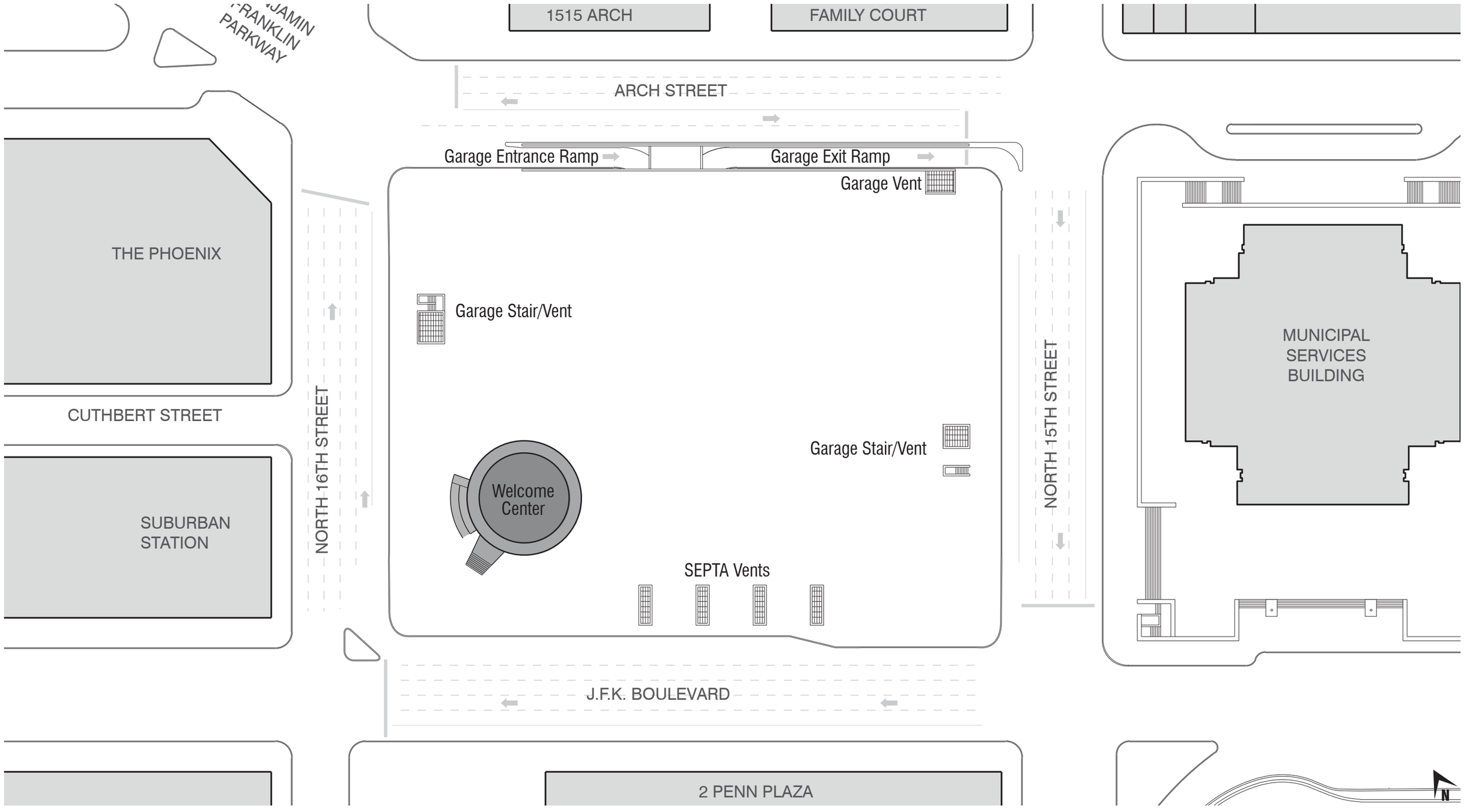
EXISTING PLAN



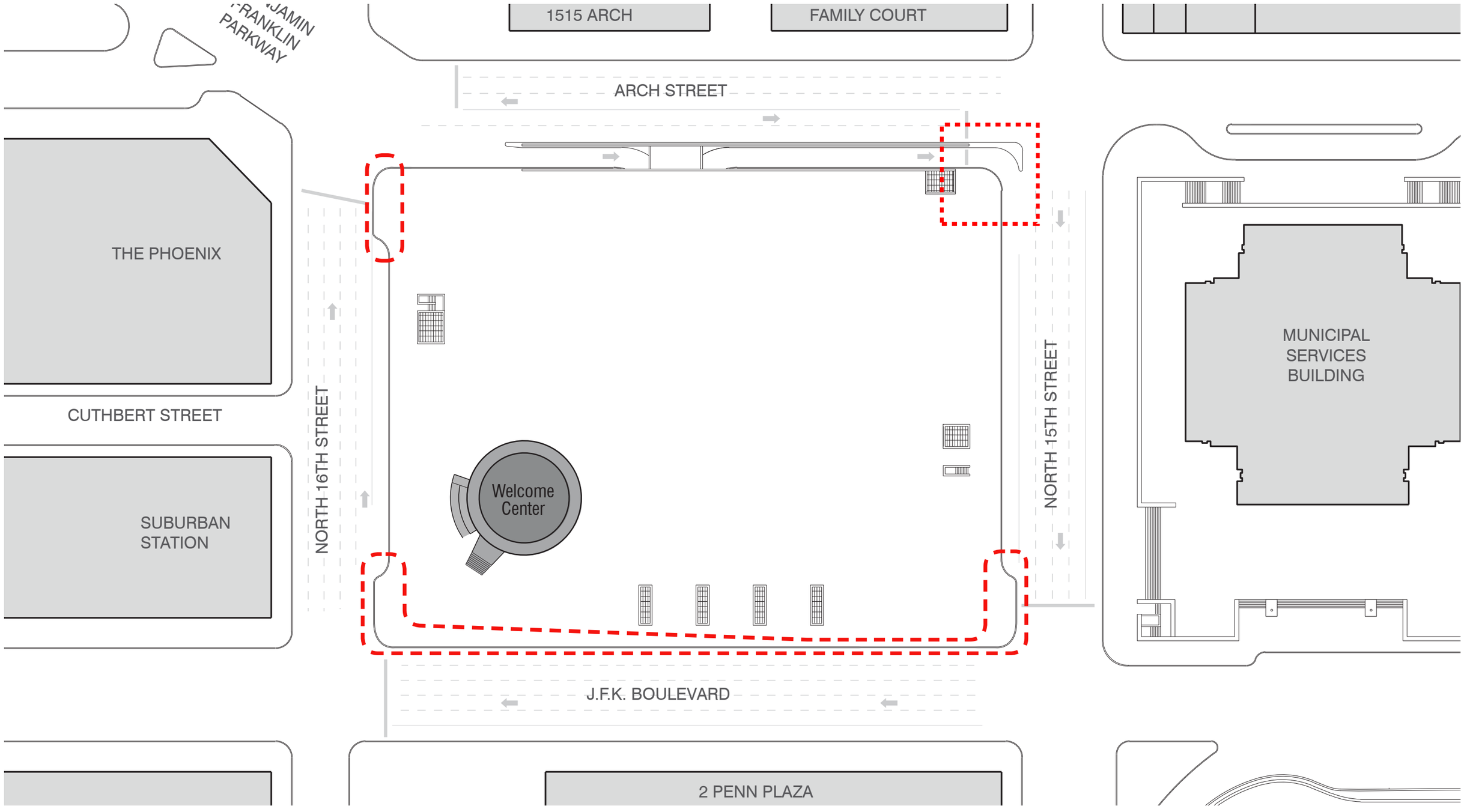
EXISTING PLAN PERIMETER CONDITIONS



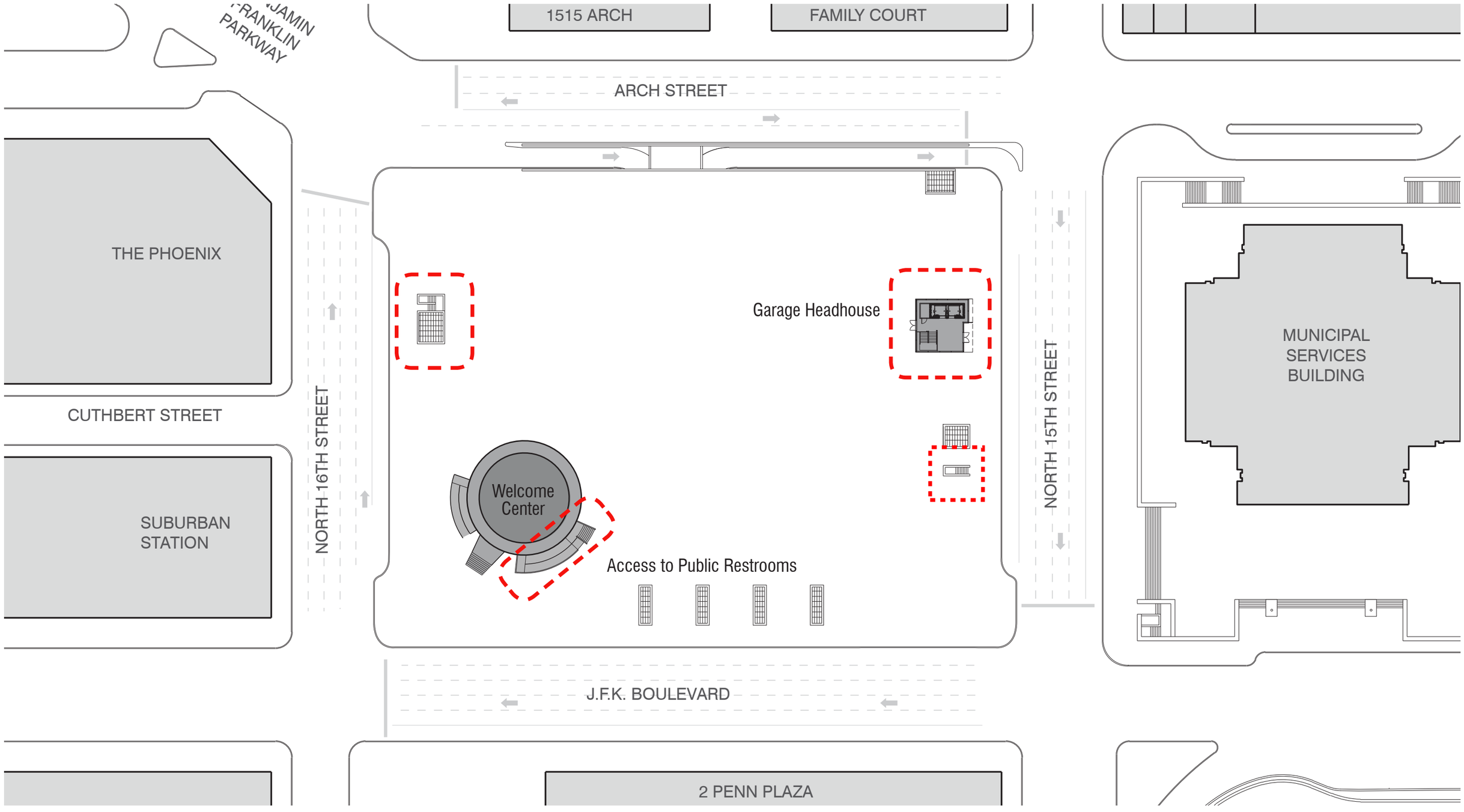
ELEMENTS TO REMAIN



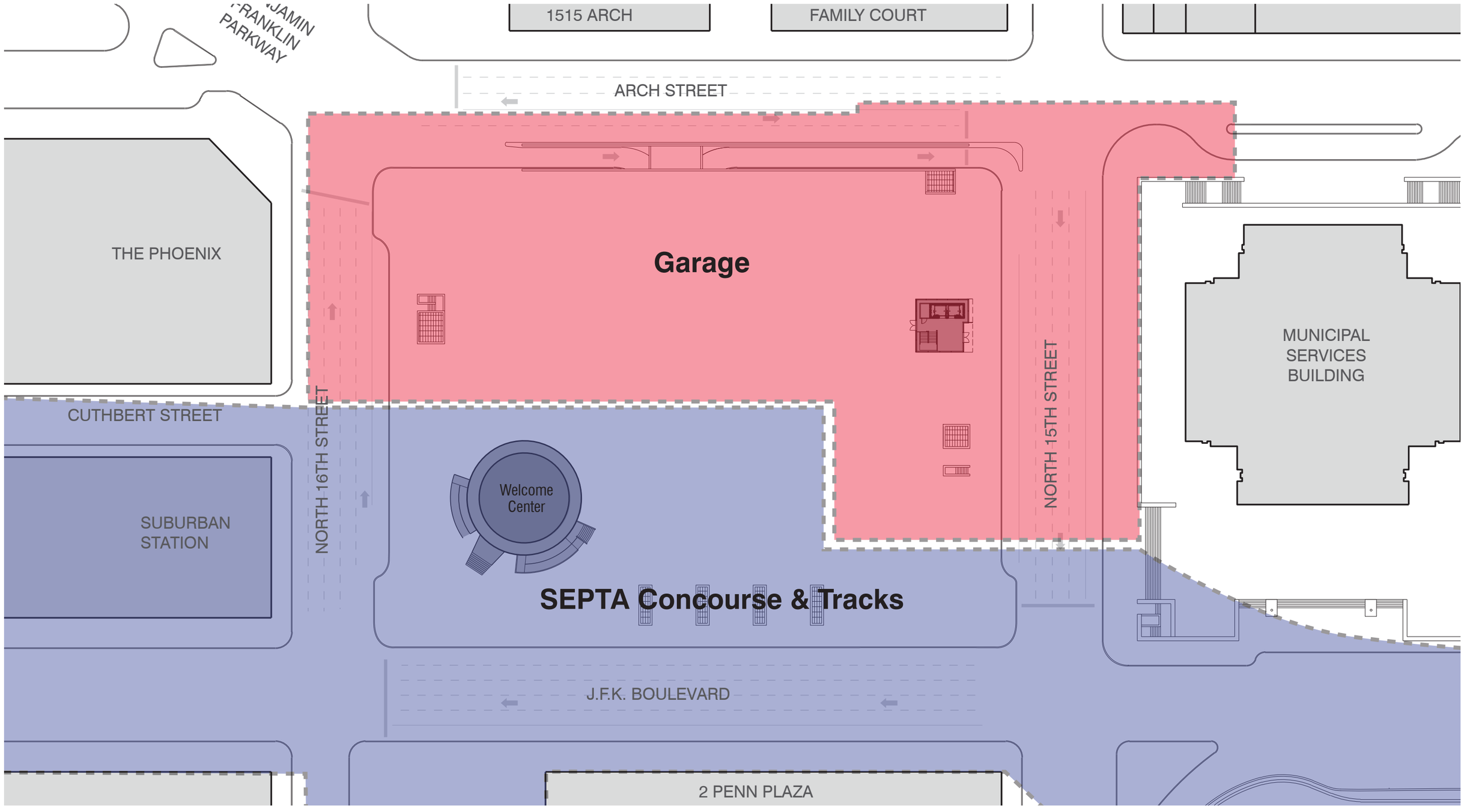
PROPOSED CURB BULB-OUTS



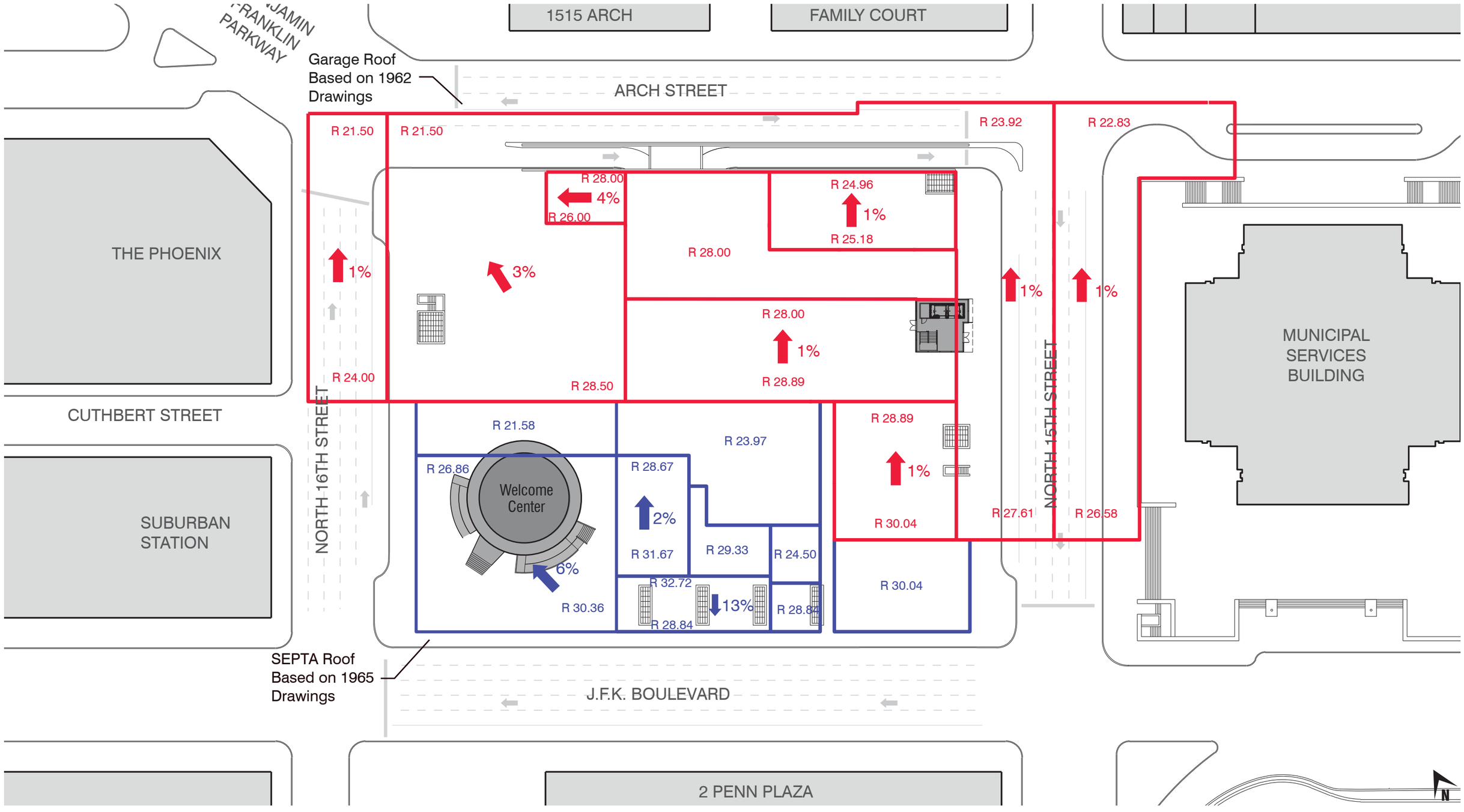
WELCOME CENTER RAMP & GARAGE HEADHOUSE



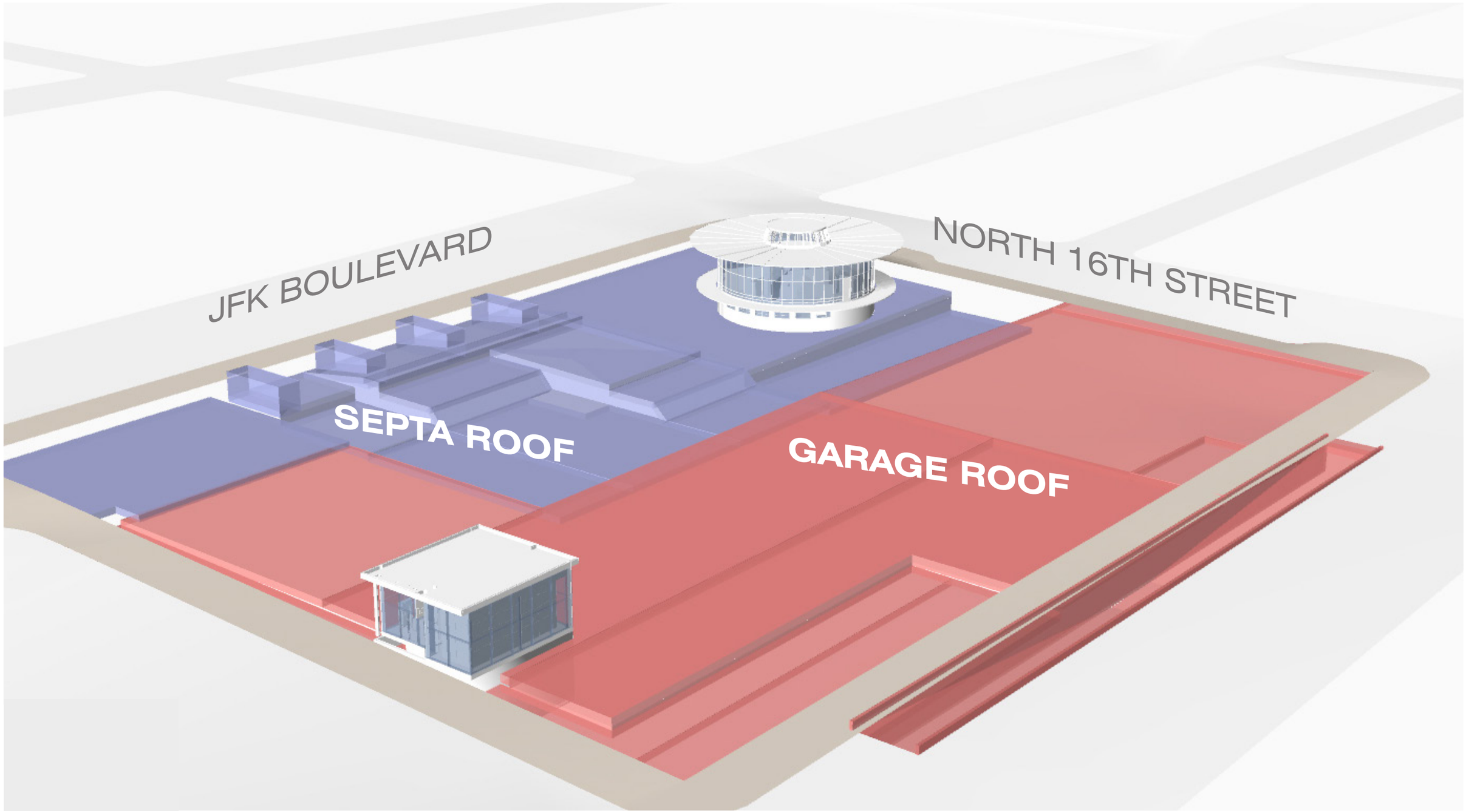
TECHNICAL CHALLENGES



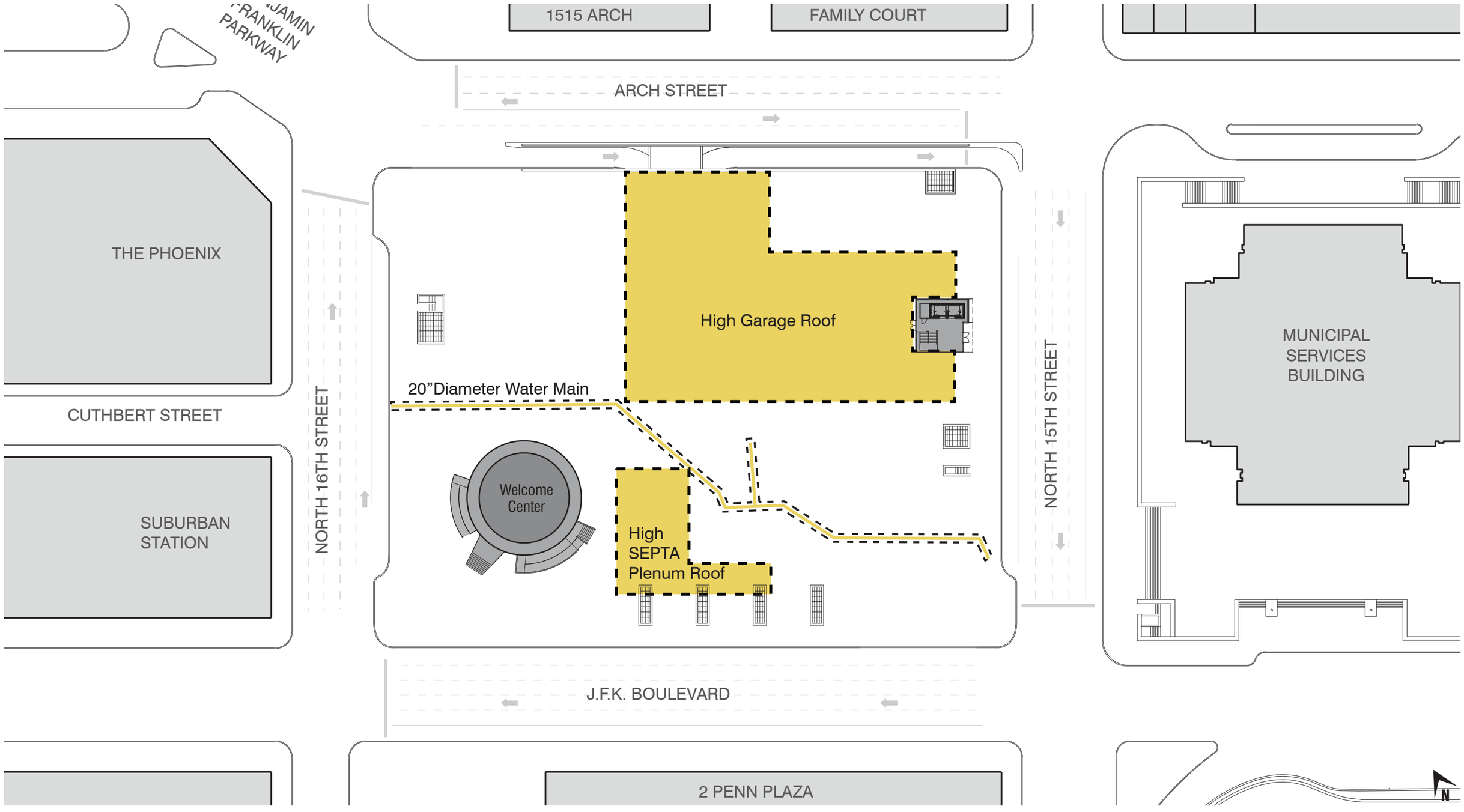
SUBSURFACE ROOF STUDY



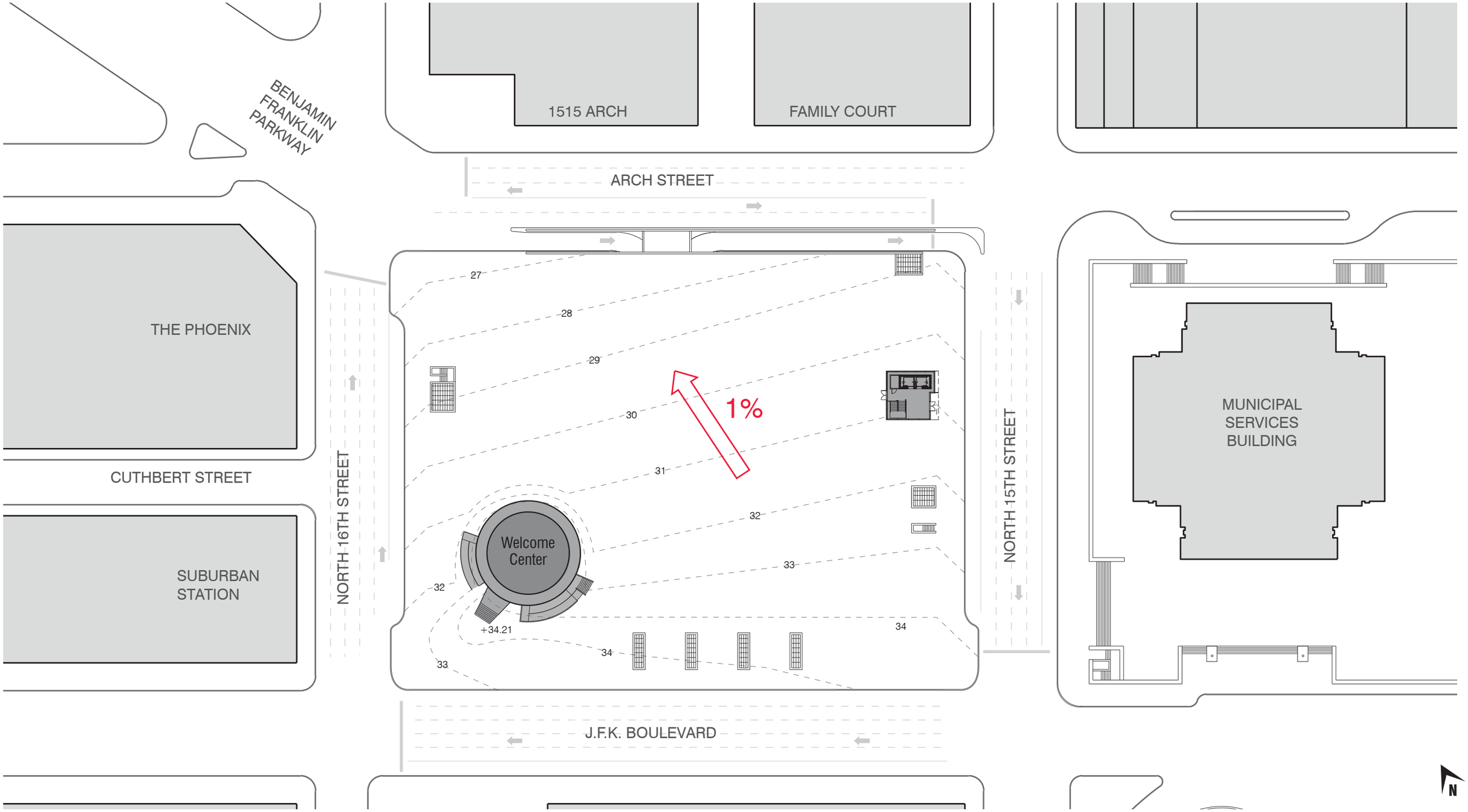
SUBSURFACE ROOF STUDY MODEL



SUBSURFACE ANALYSIS



GRADING STUDY



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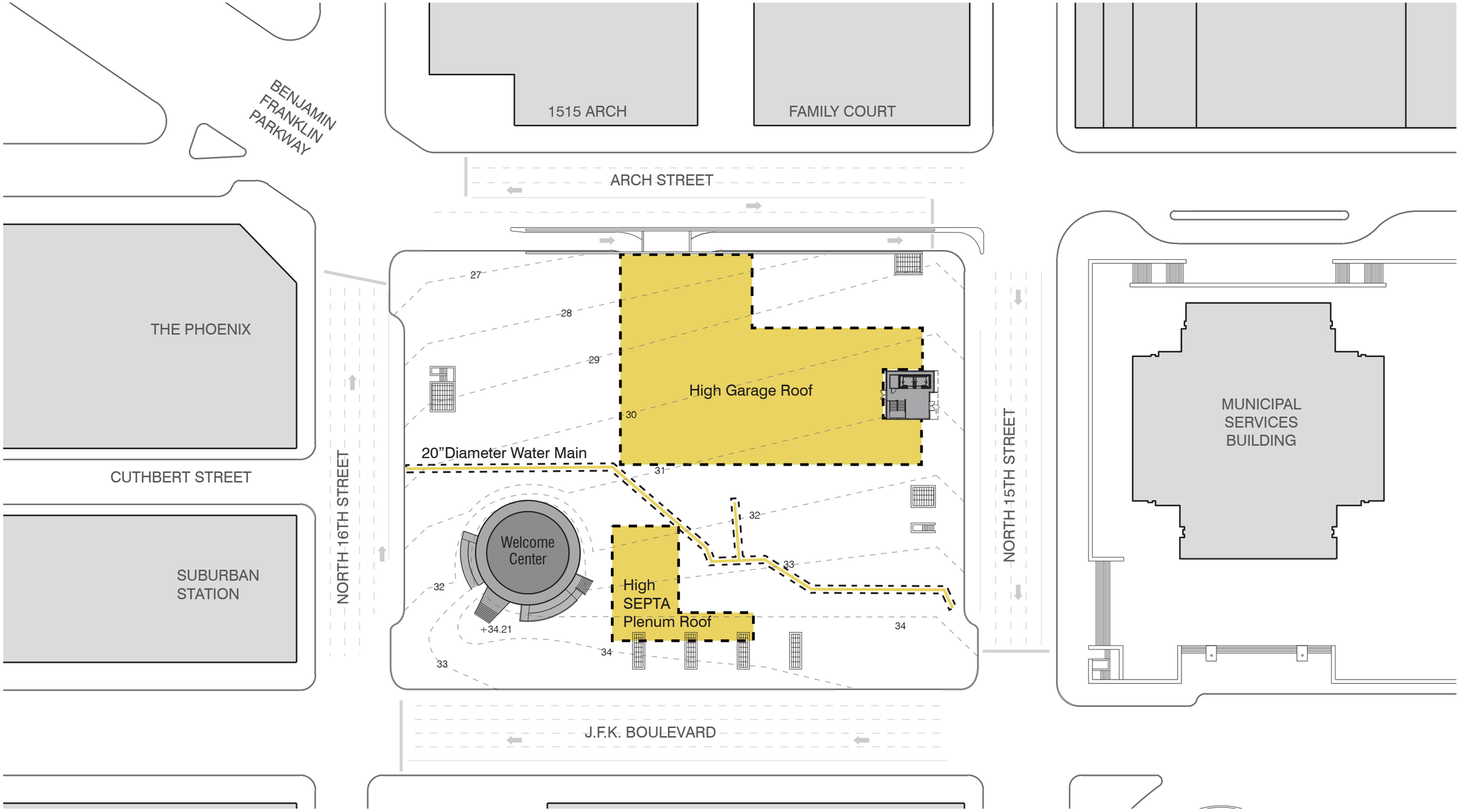


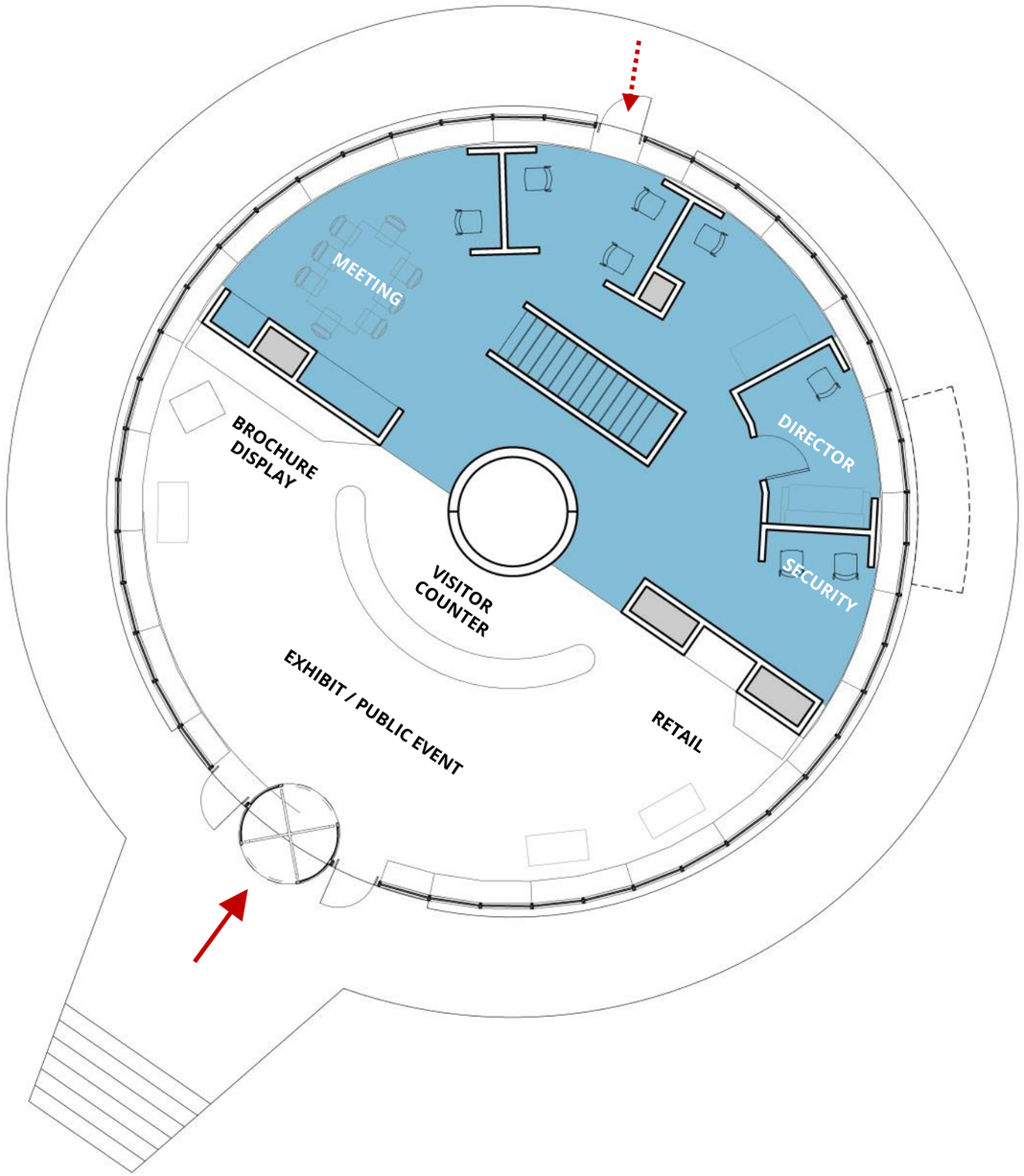
WELCOME CENTER

FAIRMOUNT PARK WELCOME CENTER

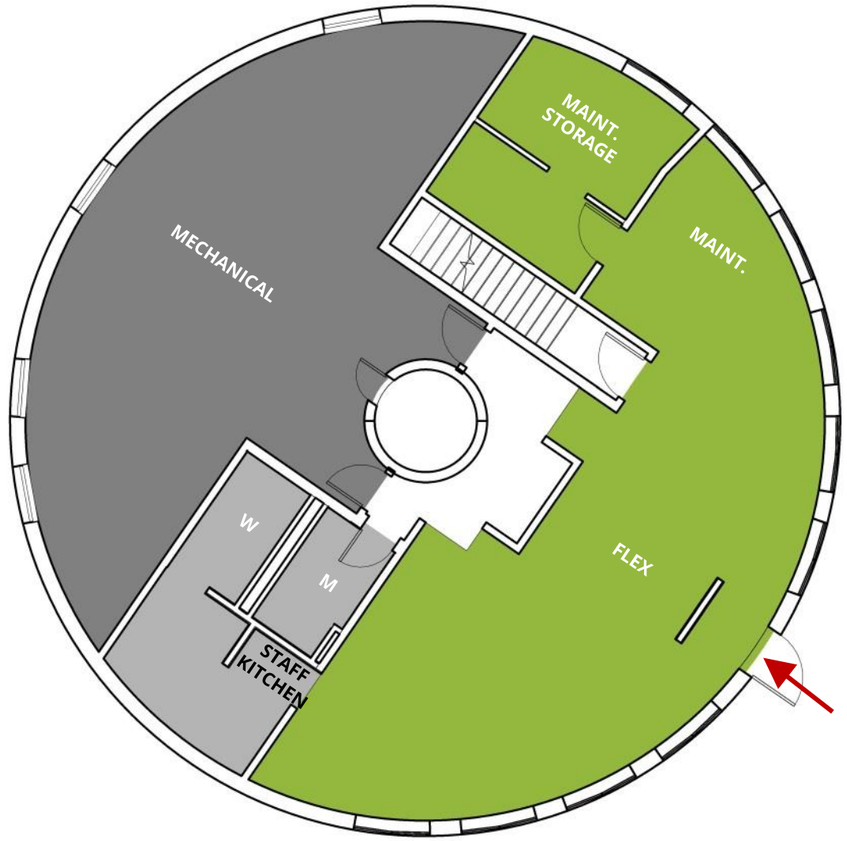
FAIRMOUNT PARK WELCOME CENTER - CURRENT CONDITION

FAIRMOUNT PARK WELCOME CENTER - CURRENT CONDITION

FAIRMOUNT PARK WELCOME CENTER - EXISTING FLOOR PLANS

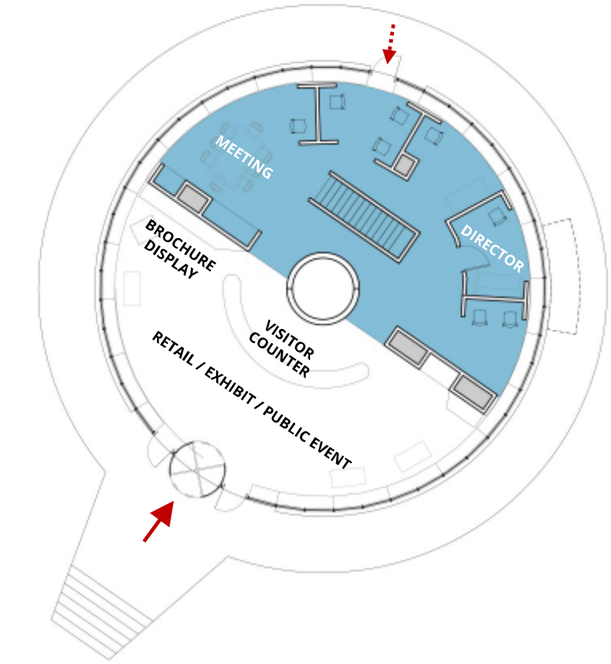


UPPER LEVEL



LOWER LEVEL

FAIRMOUNT PARK WELCOME CENTER - PROGRAM



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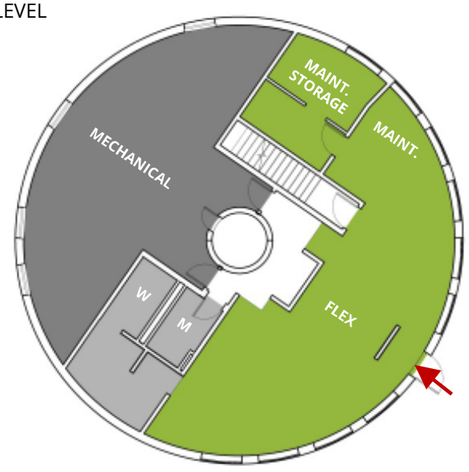
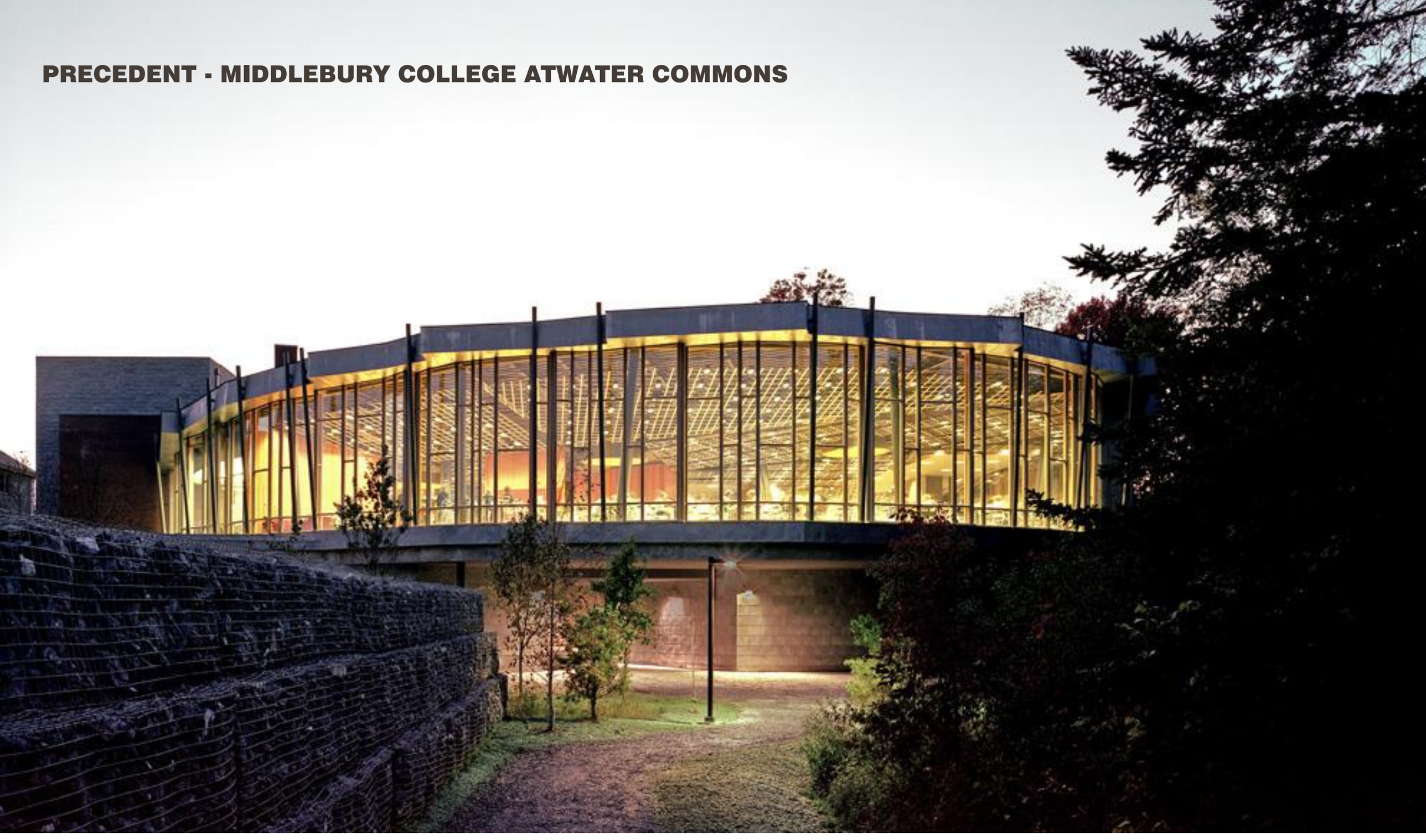


LOWER LEVEL

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**

PRECEDENT - MIDDLEBURY COLLEGE ATWATER COMMONS



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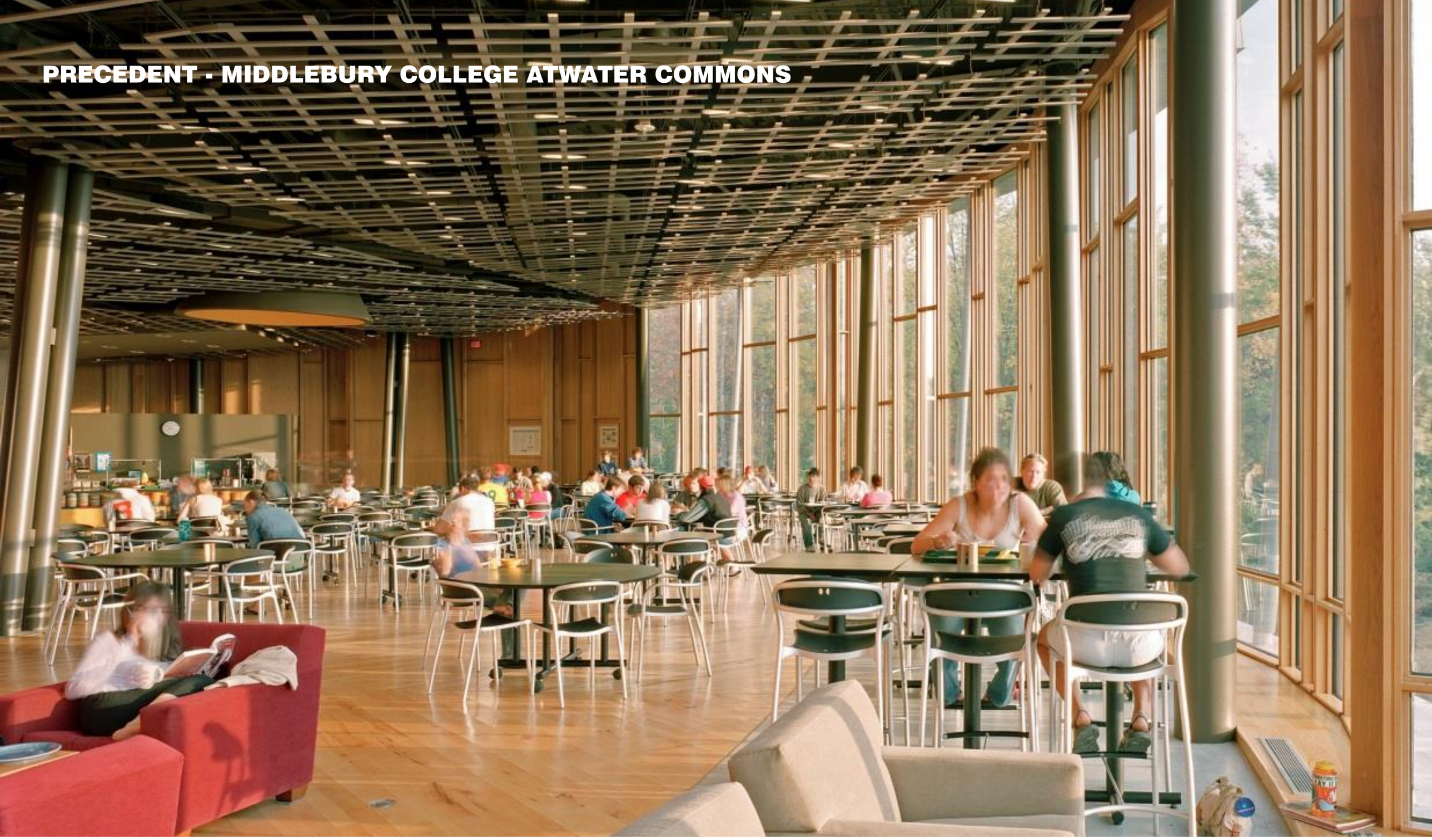

PRECEDENT - MICHENER ART MUSEUM

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PRECEDENT - KIMMEL CENTER INNOVATION STUDIO

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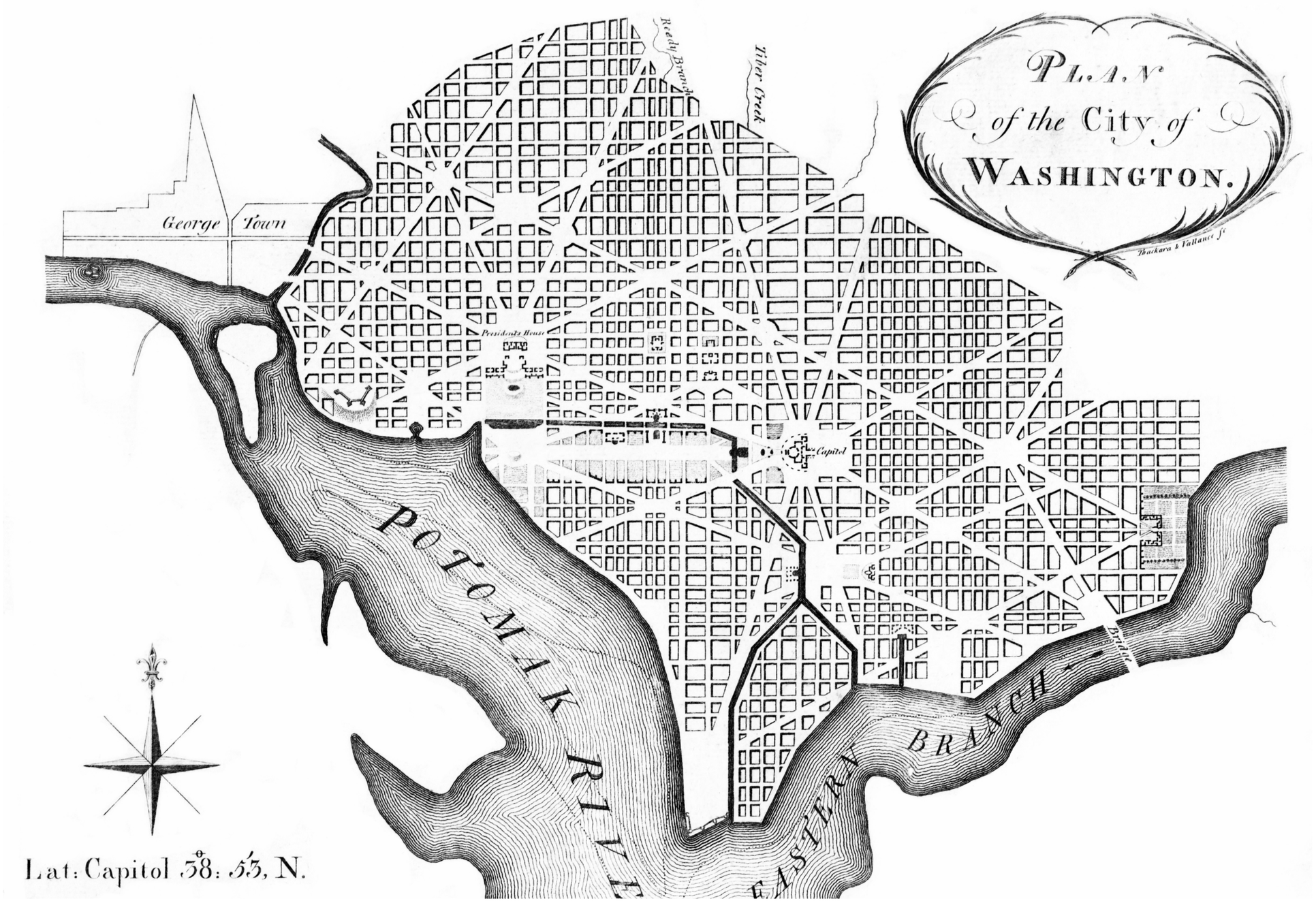
APPROACHES

L'ENFANT PLAN, WASHINGTON DC



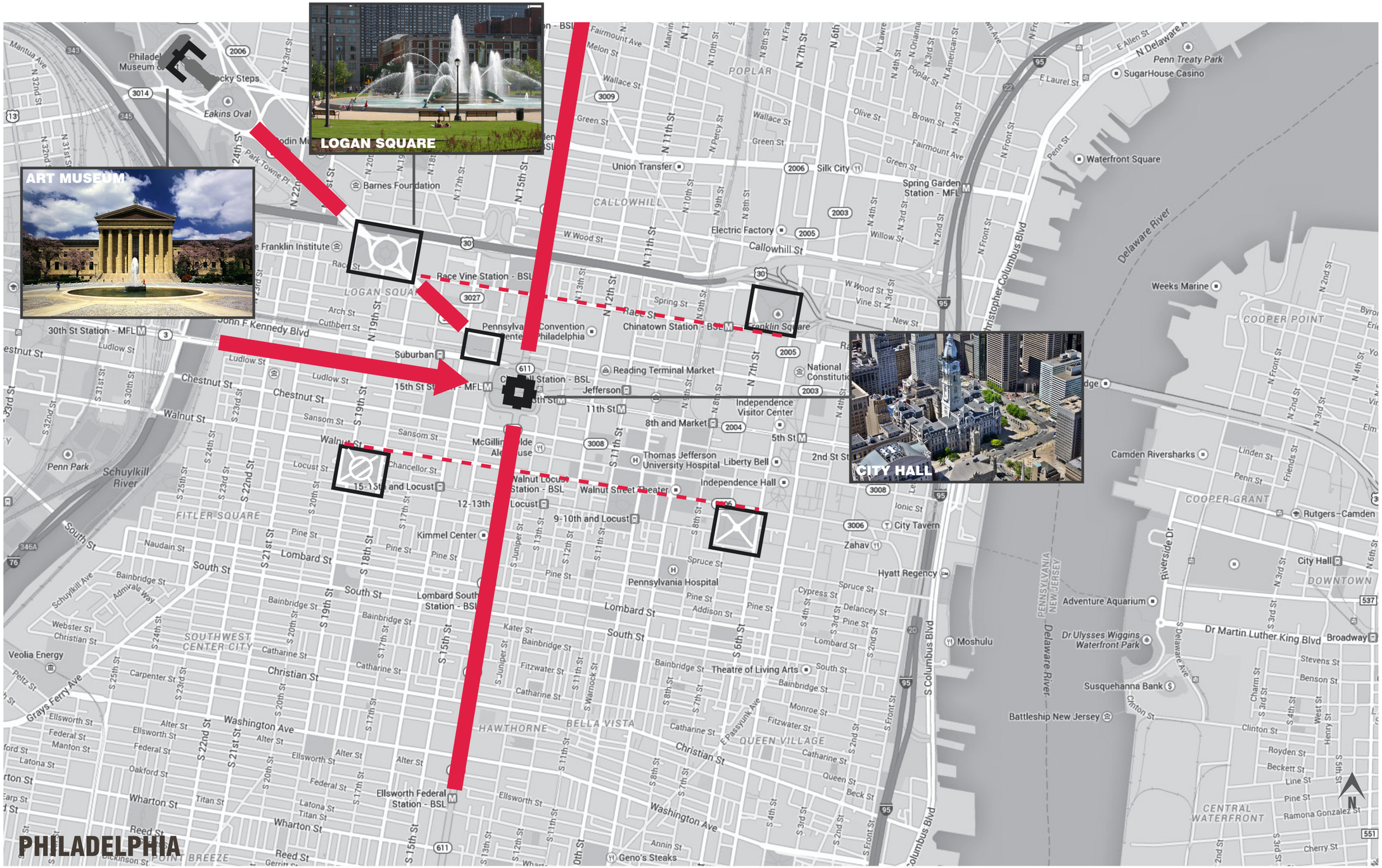
DIAGONAL/ROND POINT PRECEDENTS

WASHINGTON, DC

DIAGONAL/ROND POINT PRECEDENTS

PARIS

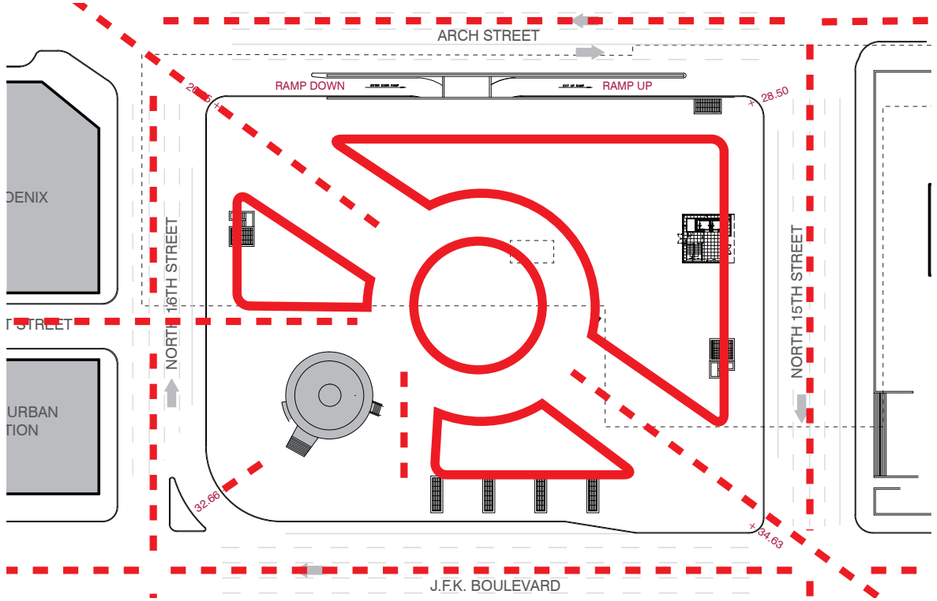
DIAGONAL/BOW TIE PRECEDENTS



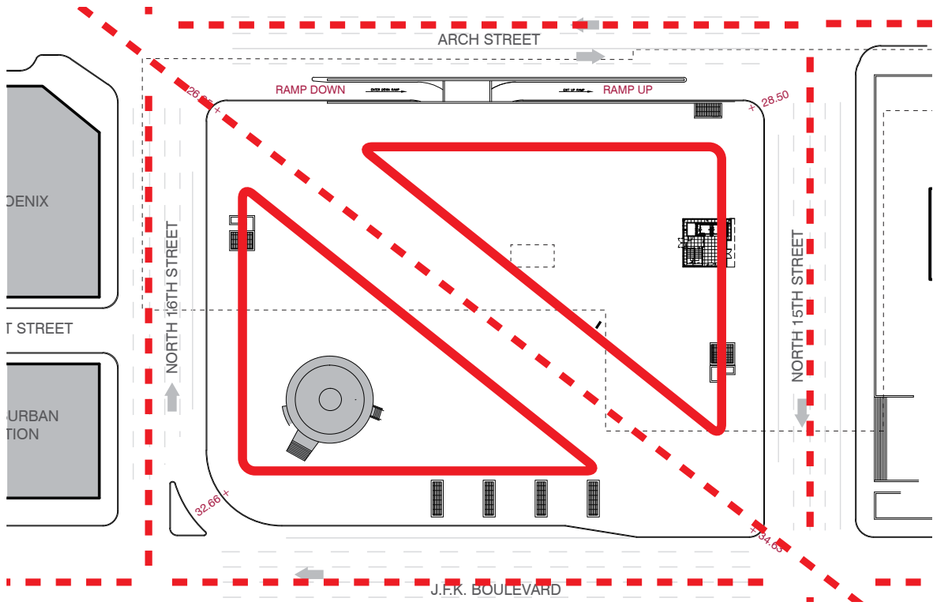
JFK PLAZA / LOVE PARK

HARGREAVES ASSOCIATES / KIERAN TIMBERLAKE / JMT / HUNT ENGINEERING / CARL WALKER / COMMERICAL AQUATIC / JENKINS & HUNTINGTON / PENTAGRAM / THE LIGHTING PRACTICE / VJ ASSOCIATES / NORTHERN DESIGNS

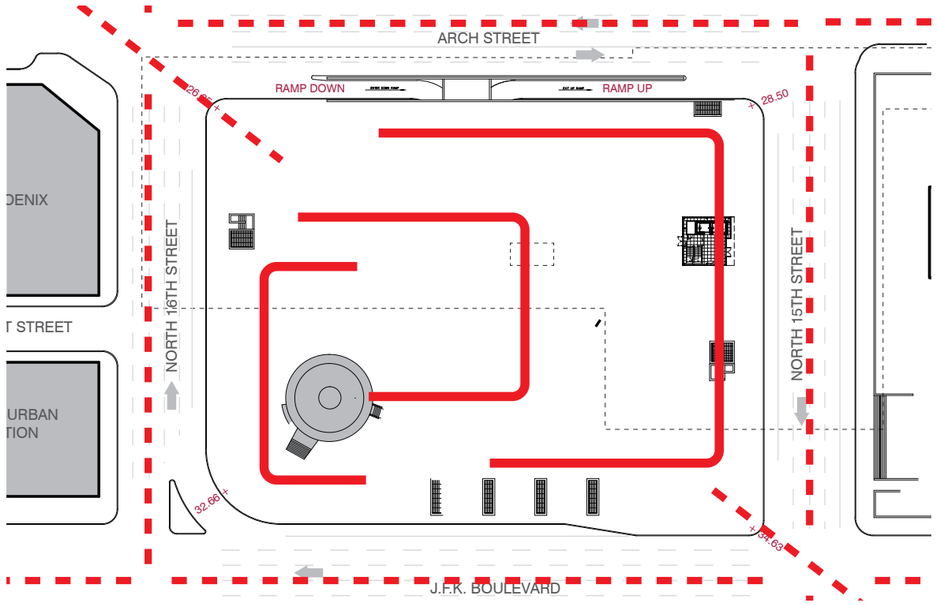
APPROACH DIAGRAMS



ROND-POINT

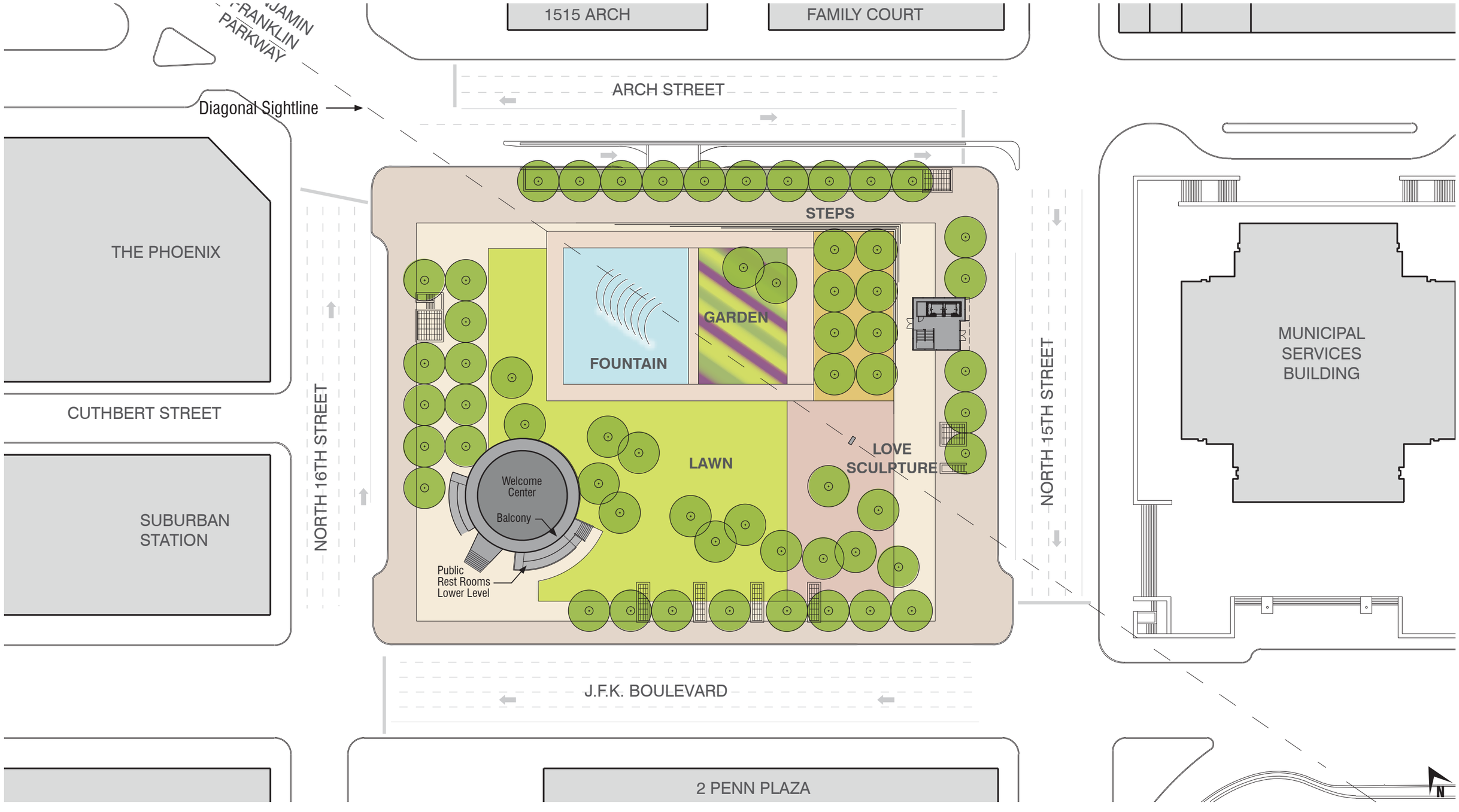


BOW-TIE

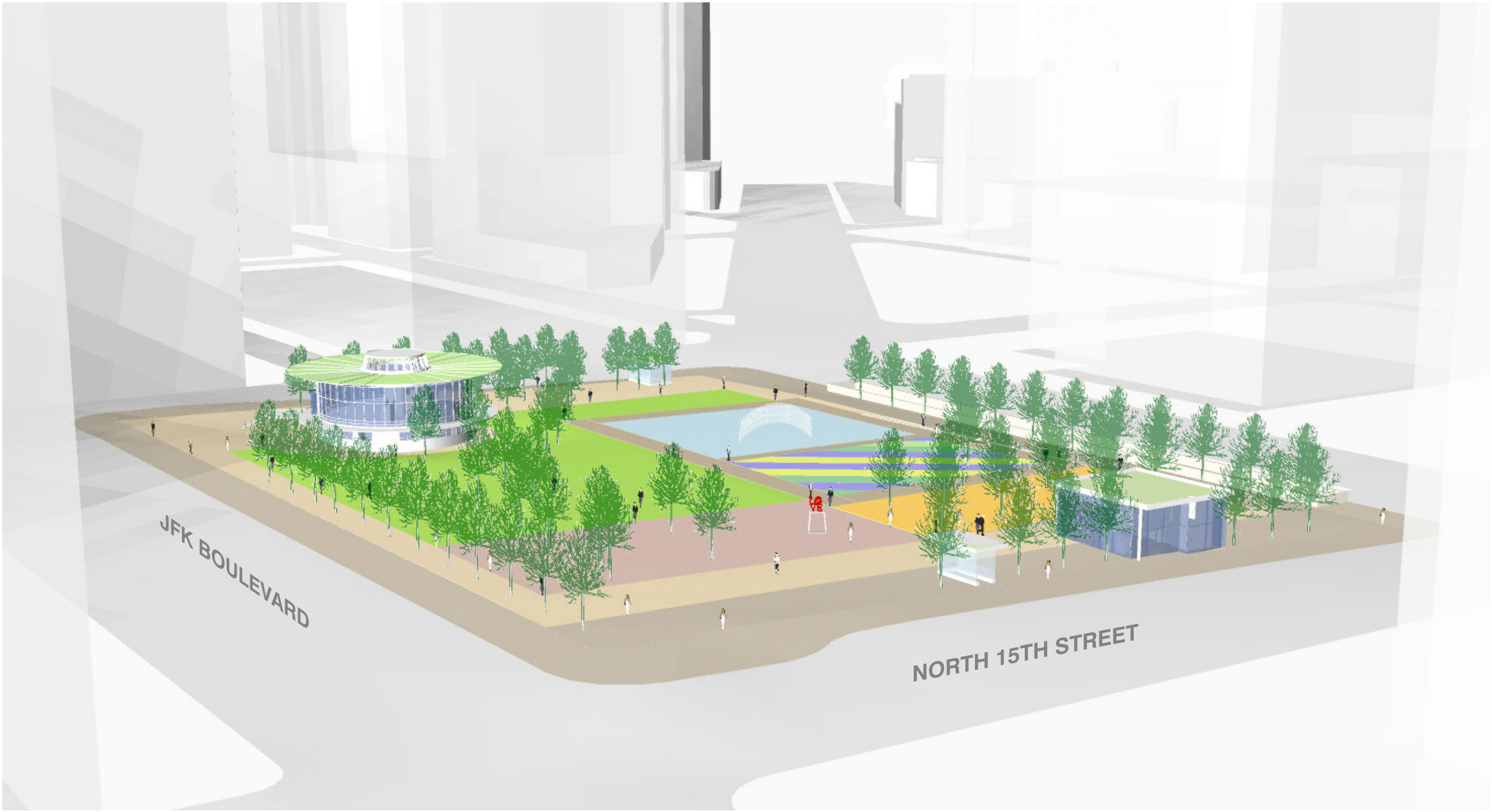


SQUARE

SQUARE 1 PLAN



SQUARE 1 MODEL



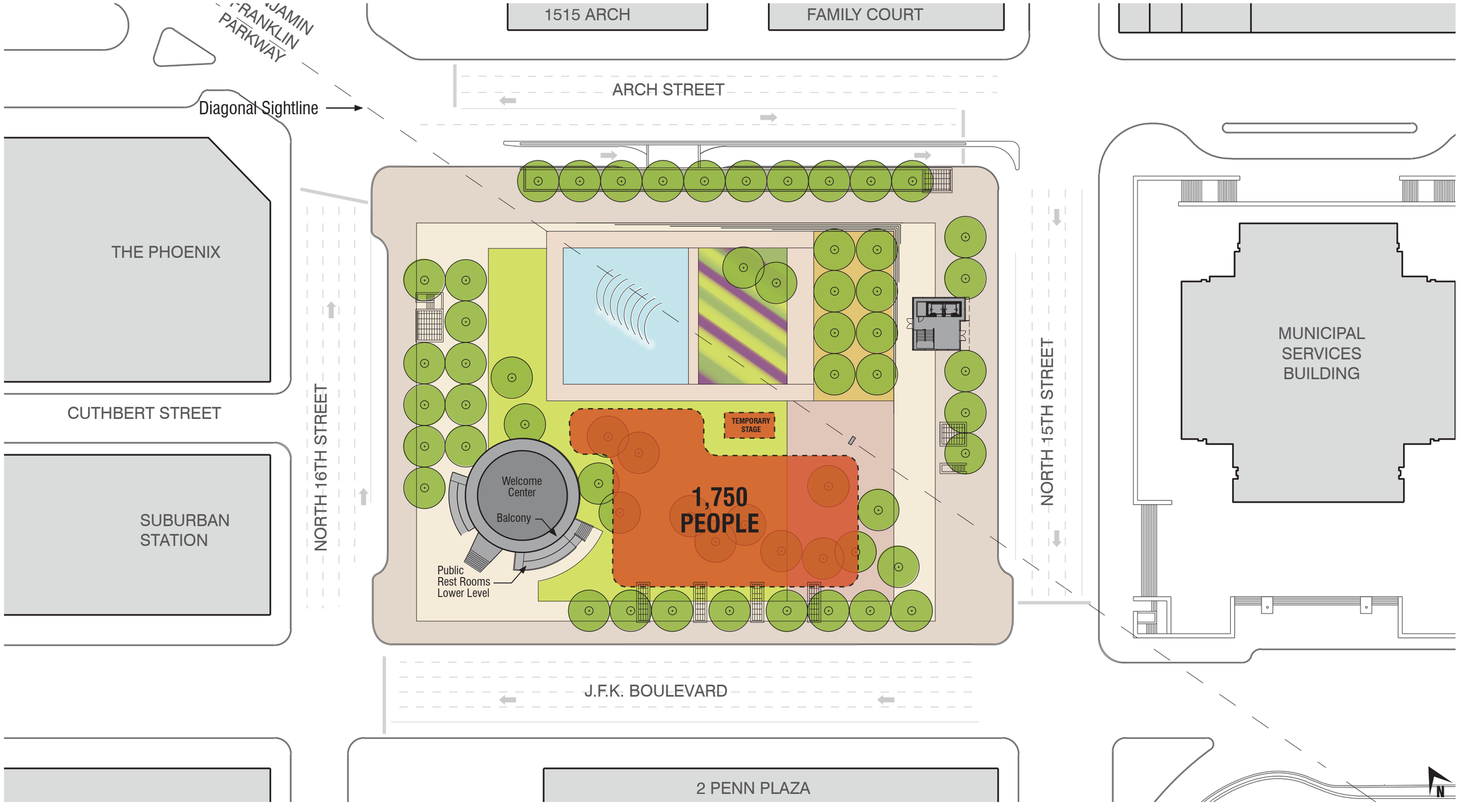
SQUARE 1 MODEL

SQUARE 1 PRECEDENT IMAGES

SQUARE 1 FOOD TRUCK PARKING & SEATING

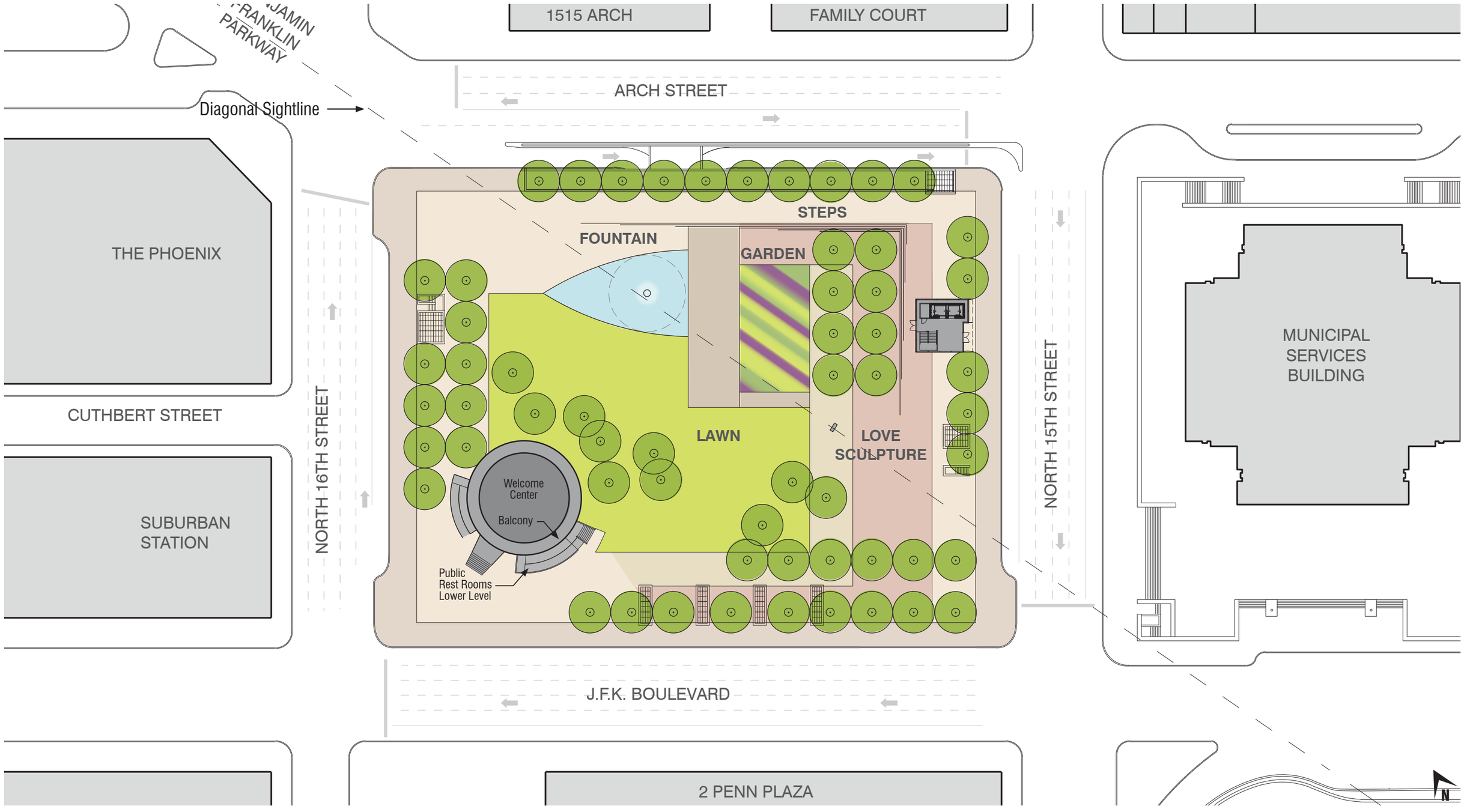
SQUARE 1 “LUNCH IN LOVE” EVENT

SQUARE 1 PERFORMANCE EVENT



SQUARE 1 SEASONAL VILLAGES

SQUARE 2 PLAN



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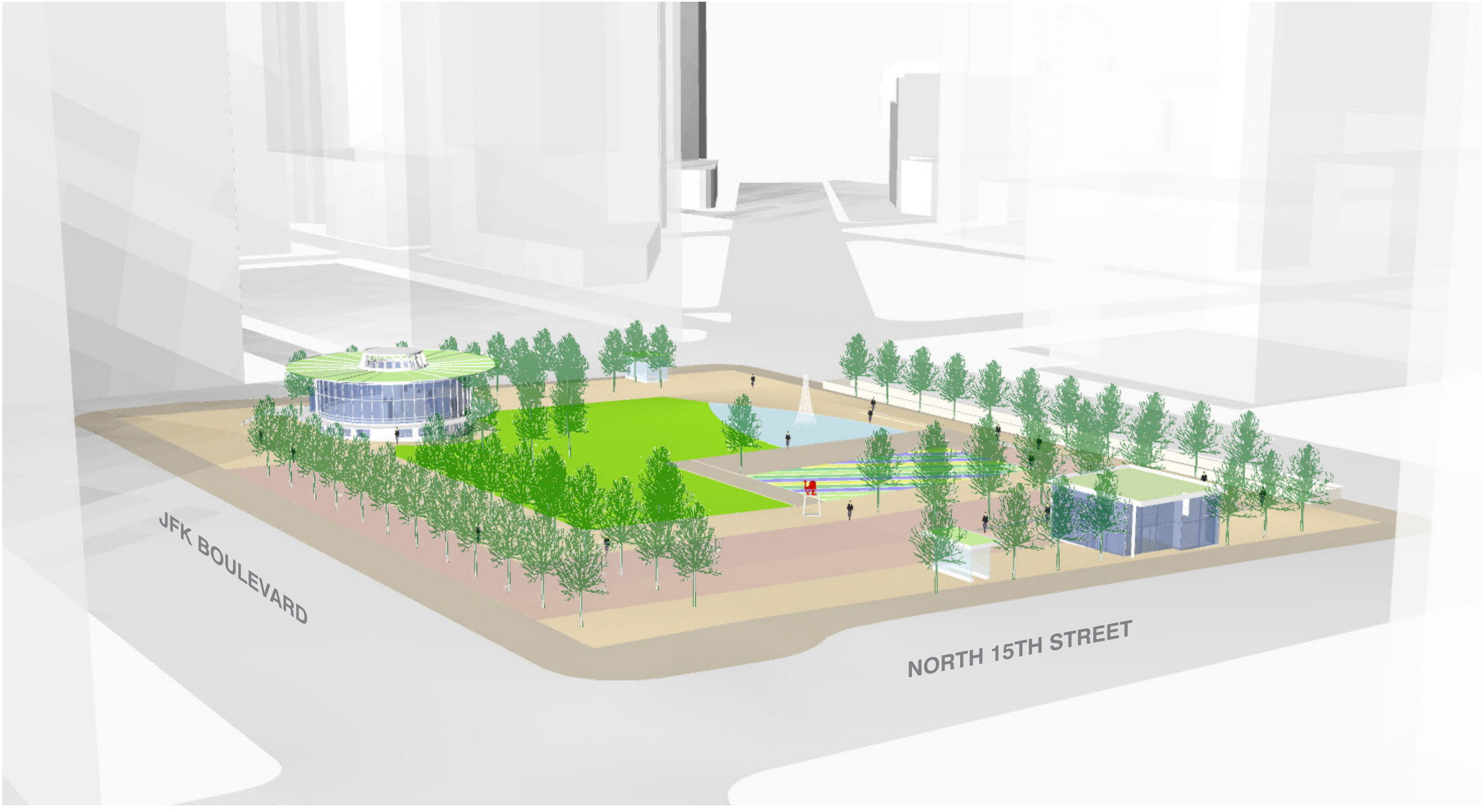
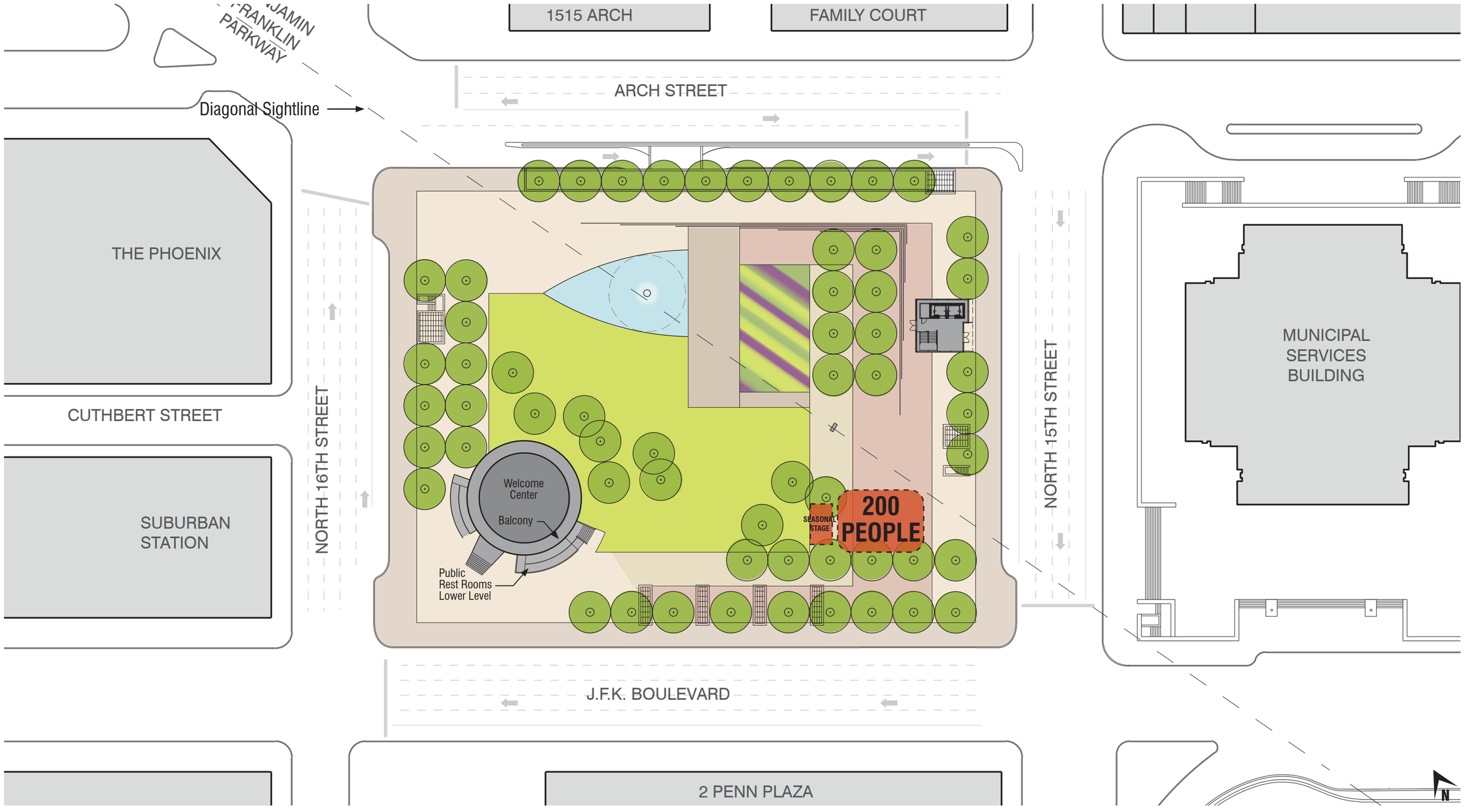


SQUARE 2 MODEL

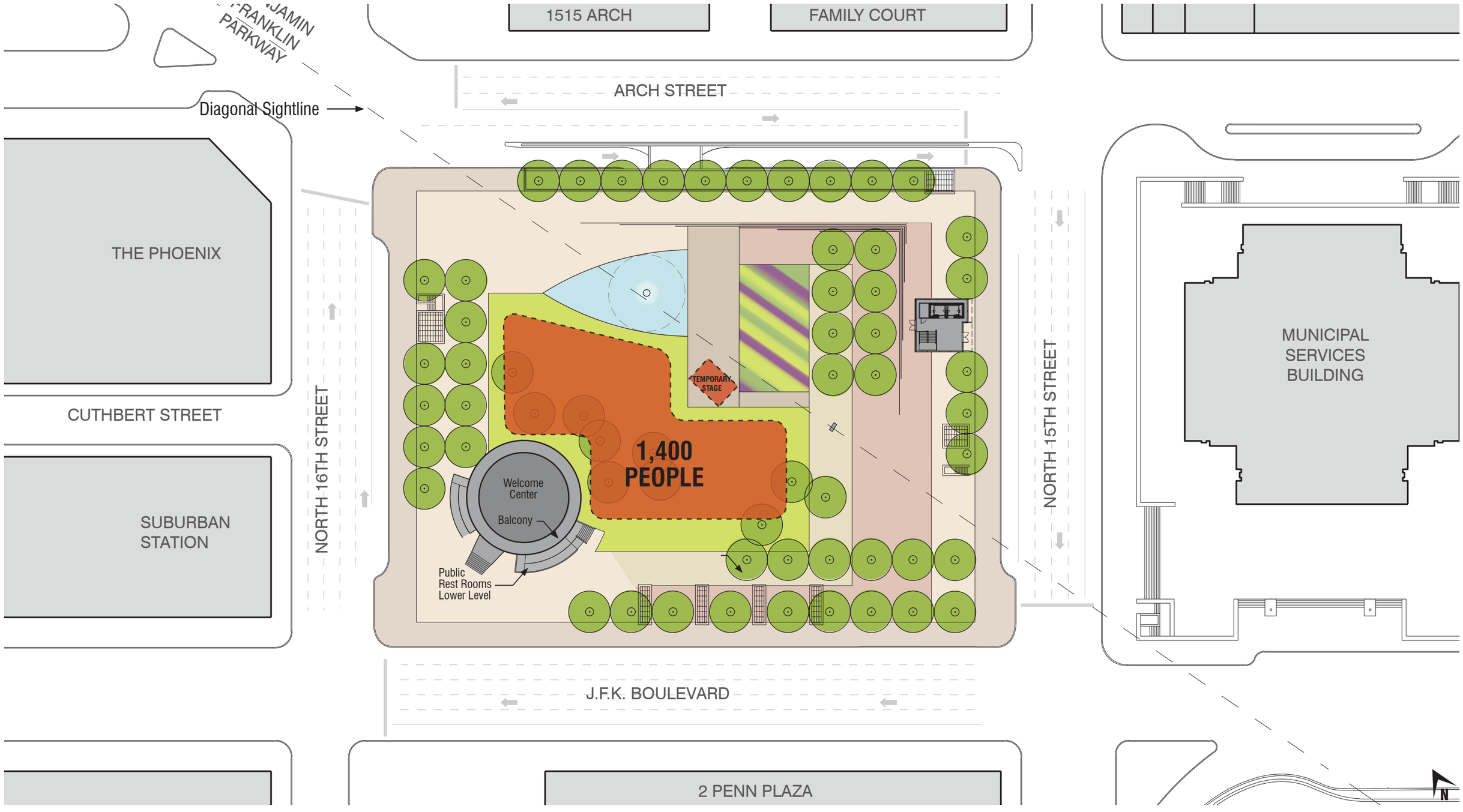
SQUARE 2 PRECEDENT IMAGES

SQUARE 2 FOOD TRUCK PARKING & SEATING

SQUARE 2 "LUNCH IN LOVE" EVENT



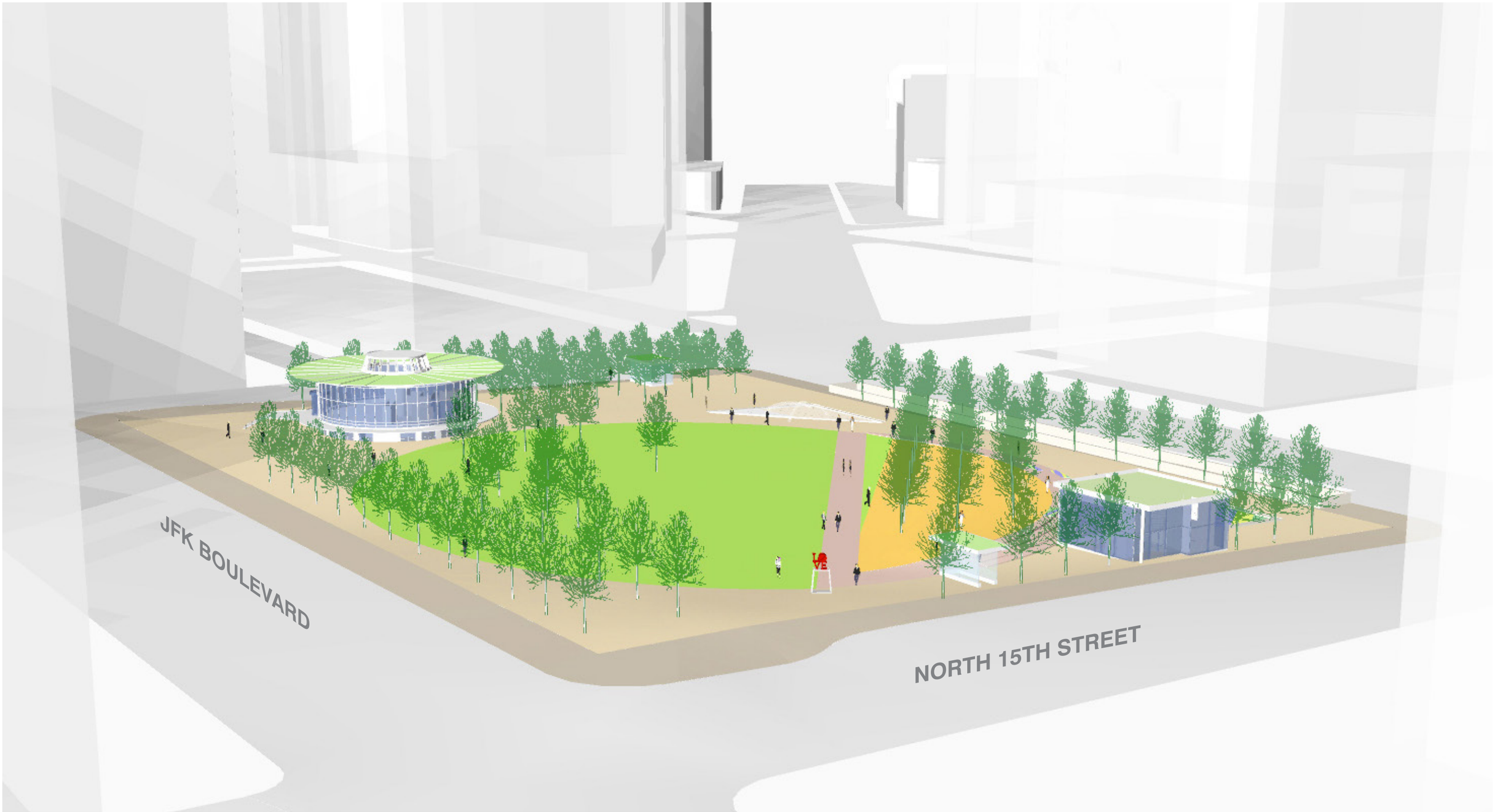
SQUARE 2 PERFORMANCE EVENT



SQUARE 2 SEASONAL VILLAGES

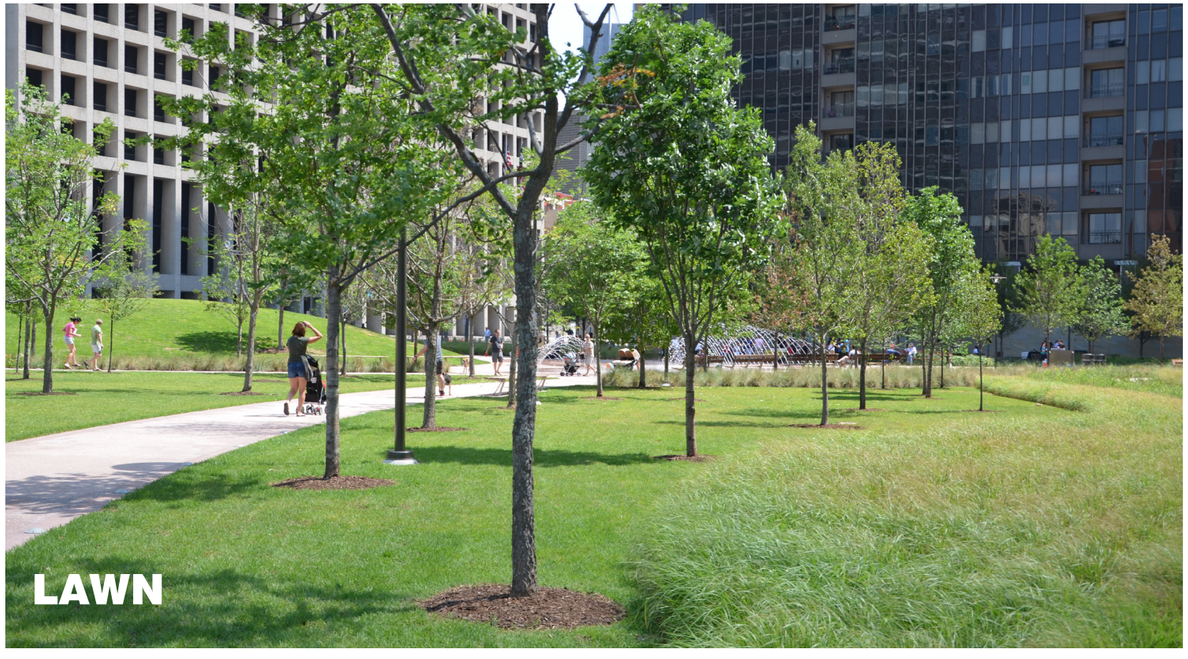
BOW-TIE 1 PLAN

BOW-TIE 1 MODEL



BOW-TIE 1 MODEL

BOW-TIE 1 PRECEDENT IMAGES



BOW-TIE 1 FOOD TRUCK PARKING & SEATING

BOW-TIE 1 “LUNCH IN LOVE” EVENT

BOW-TIE 1 PERFORMANCE EVENT

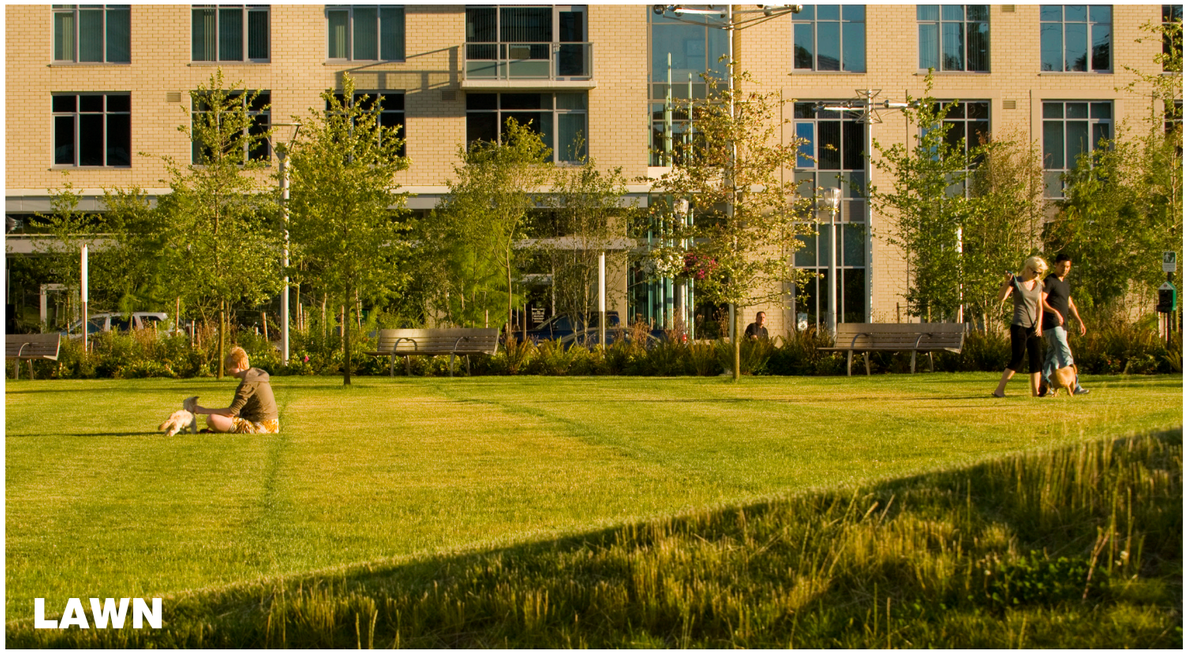
BOW-TIE 1 SEASONAL VILLAGES

BOW-TIE 2 PLAN

BOW-TIE 2 MODEL

BOW-TIE 2 MODEL

BOW-TIE 2 PRECEDENT IMAGES



BOW-TIE 2 FOOD TRUCK PARKING & SEATING

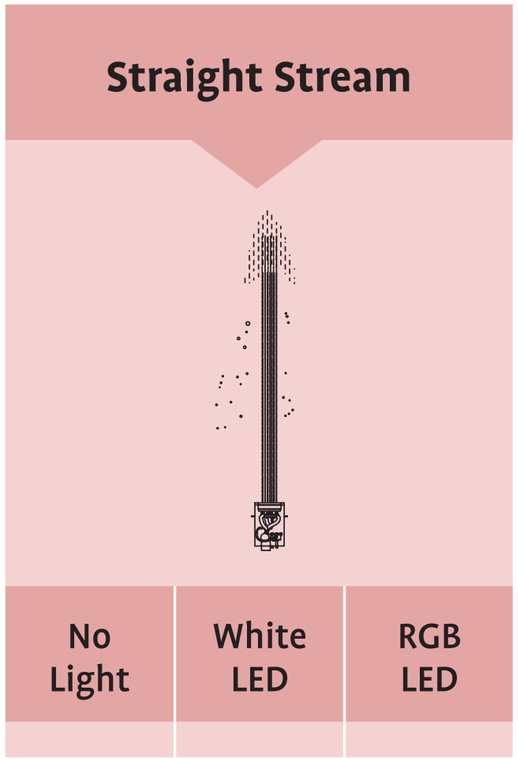
BOW-TIE 2 “LUNCH IN LOVE” EVENT

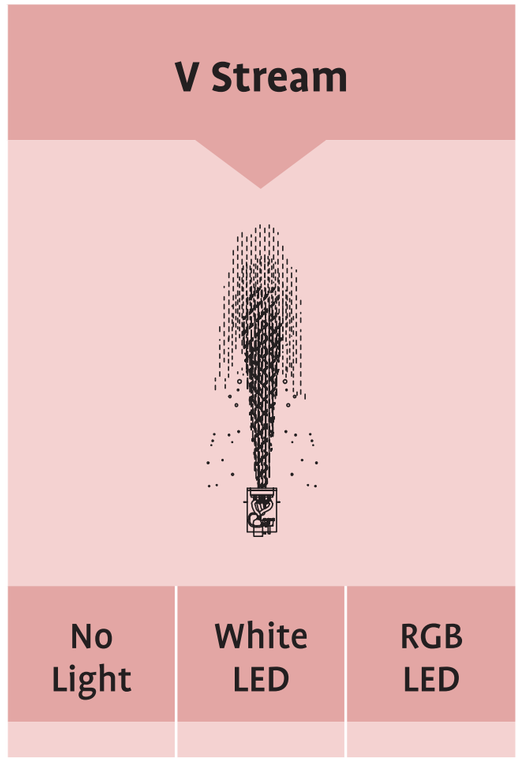
BOW-TIE 2 PERFORMANCE EVENT

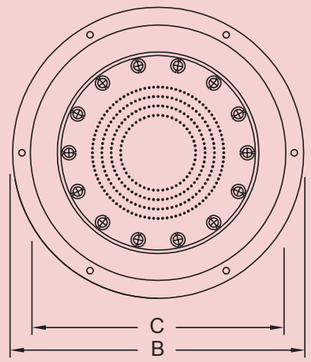
BOW-TIE 2 SEASONAL VILLAGES

FOUNTAIN JETS

FOUNTAIN JET DETAIL







FOUNTAIN JET INTERACTIVE

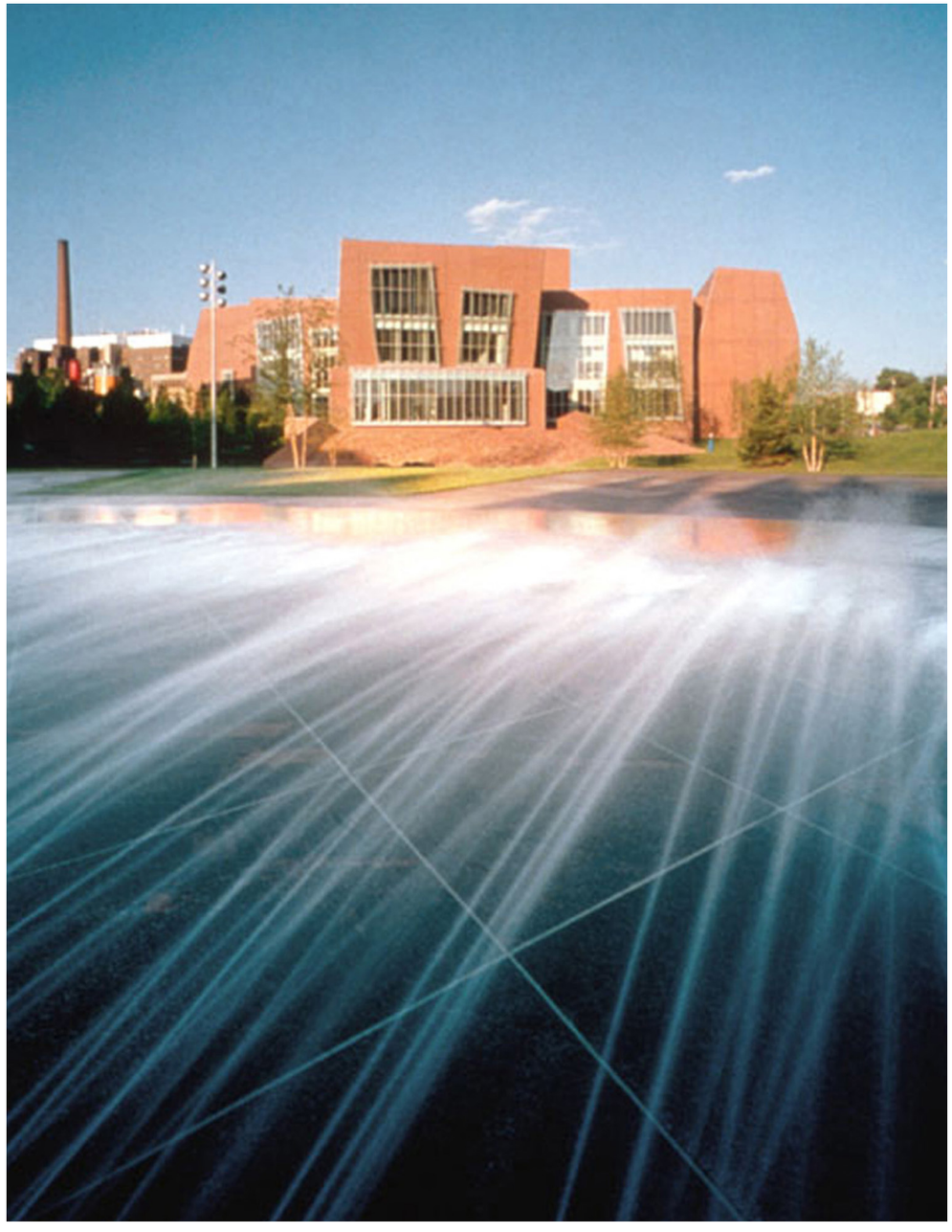
FOUNTAIN JETS

Discovery Green

FOUNTAIN JETS

Sydney Olympics

FOUNTAIN JETS



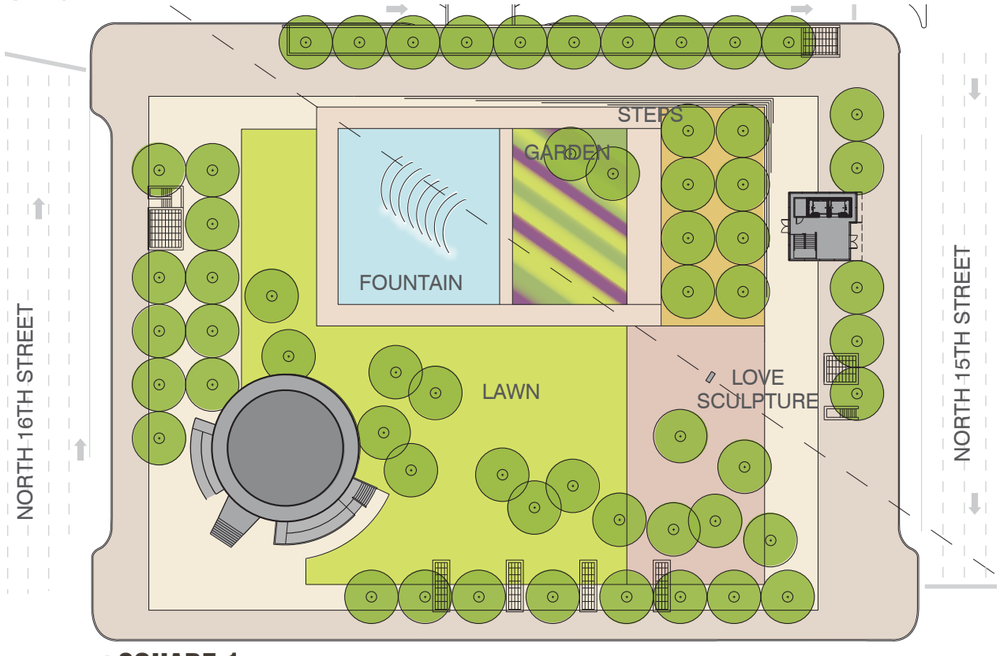
University of Cincinnati - University Commons

NEXT STEPS

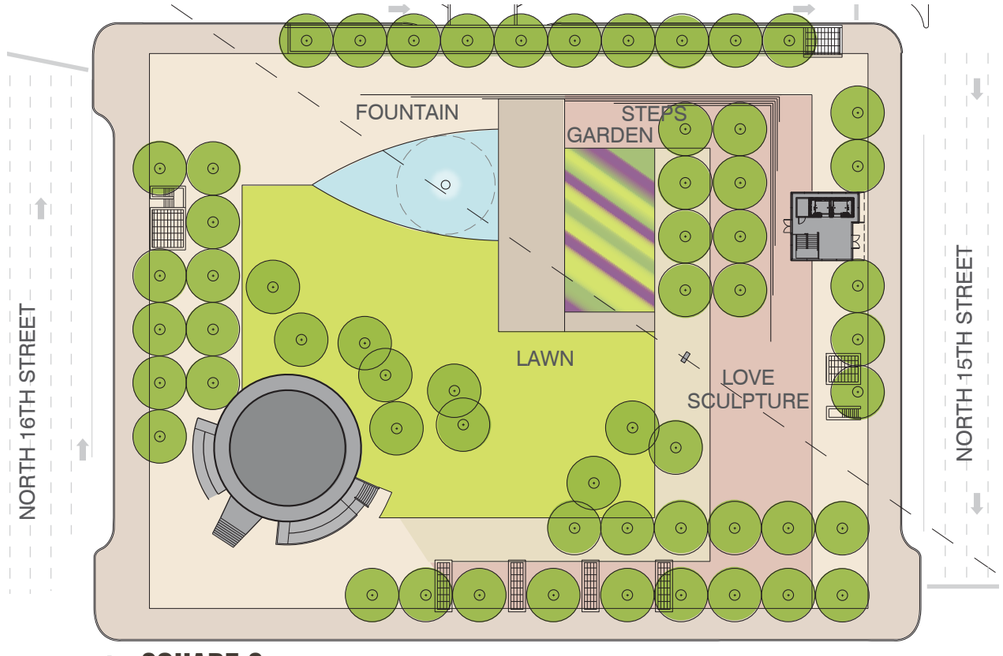
NEXT STEPS

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

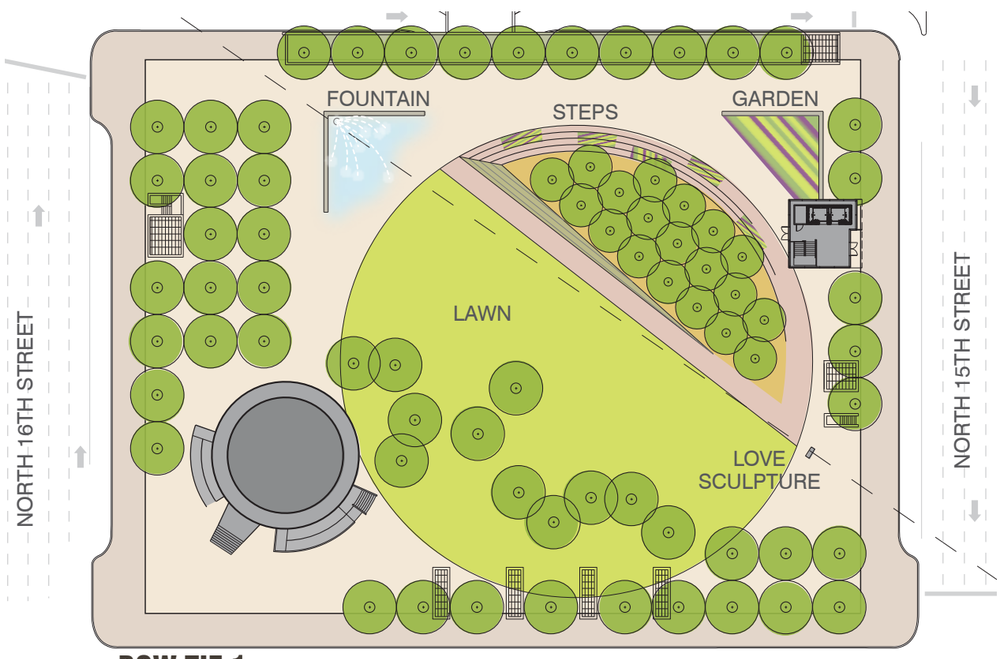
OPTIONS



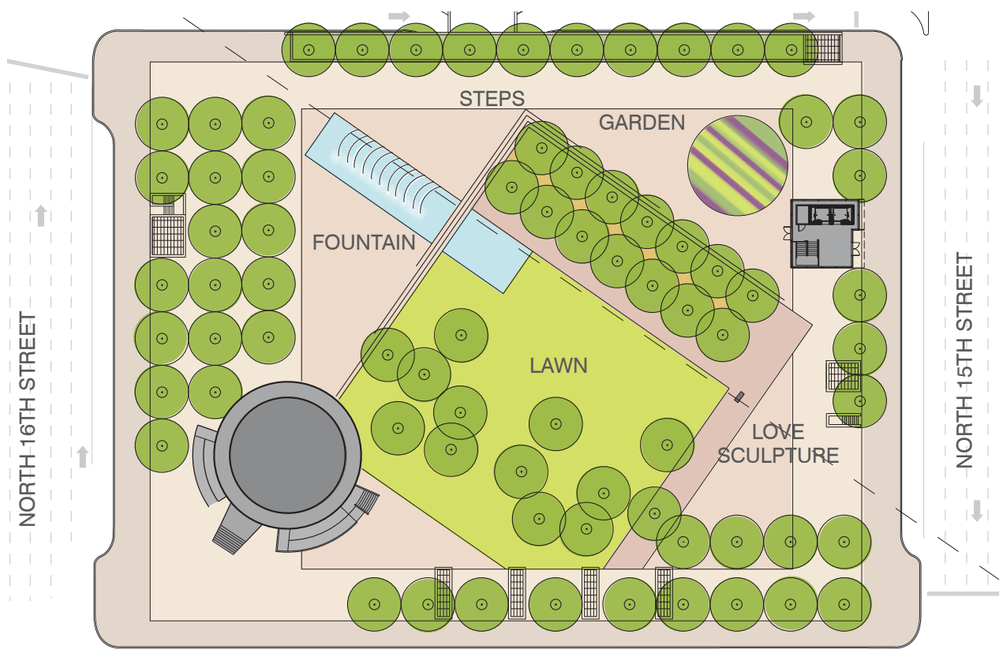
SQUARE 1



SQUARE 2



BOW-TIE 1



BOW-TIE 2