

July 17, 2008

FACT SHEET



THE
PEW
CHARITABLE TRUSTS

Landscaping the Benjamin Franklin Parkway and Hawthorne Park

BACKGROUND

The Benjamin Franklin Parkway was designed by French urban planner Jacques Gréber in the early 1900s to emulate the Champs-Élysées in Paris, and it has become one of the city's proudest accomplishments. The pastoral, tree-lined boulevard which connects City Hall to the vast greenery of Fairmount Park is now home to many of the region's most important cultural institutions and hosts popular festivals, races and other mass gatherings.

However, the City of Philadelphia, the Commonwealth of Pennsylvania, The Pew Charitable Trusts and other stakeholders have recognized that the Parkway should be more attractive, convenient and friendly for pedestrians, bicyclists and other public use. Recent improvements—including new lighting, installation of sculptures and renovations to Logan Square and Aviator Park—have been helping to make the Parkway an increasingly appealing place. A fuller makeover is now within reach and will help the Parkway realize its full potential. The planned construction of a new home for the Barnes Foundation's artwork on the site of the Youth Study Center makes this a particularly opportune time to invest in the Parkway.

Plans are also in place to develop a neighborhood park in the city's Hawthorne section, where a high-rise public housing project has been recently replaced with an attractive, mixed-income townhouse development.

BENJAMIN FRANKLIN PARKWAY MAKEOVER

Estimated Costs - \$17,100,000

Funders

- The Commonwealth of Pennsylvania—\$6,450,000
- The City of Philadelphia—\$6,400,000
- The Pew Charitable Trusts—\$2,000,000
- The John S. and James L. Knight Foundation—\$1,250,000
- The William Penn Foundation—\$1,000,000

Scope of Work

- The 1600 and 1700 blocks of the Parkway: Using design guidelines developed by the Fairmount Park Commission and Lager Raabe Skafte Landscape Architects, with broad support from the community and the cultural institutions, the city will install new granite curbs, concrete sidewalk paving with brick edging, new benches, trash receptacles and quality plantings. These upgrades will be in keeping with the standard set by the improvements at Logan Square and will provide a much-improved pedestrian experience in the most urban section of the Parkway below Logan Square.
- Sister Cities Plaza: Based on a plan created by the Olin Partnership, the Center City District will manage the landscape improvements at the existing Sister Cities Plaza, situated between the east side of Logan Square and the front of the Cathedral Basilica. Enhancements will include new trees, removal of the paved plaza area and replacement with grass, paths, new sidewalks, high-quality plantings, lighting, benches and a possible fountain.
- The 1800 block on the south side of Logan Square: Following the Parkway design guidelines, the city will install new trees and repair paving just south of Logan Square.

- Shakespeare Park: Shakespeare Park is located on the north side of Logan Square in front of the Free Library of Philadelphia. The new landscaping, in accordance with an Olin Partnership plan, will include installing paving, trees, shrubs and benches. The Center City District will also explore the potential for book-seller kiosks and an outdoor café.
- The Rodin Museum block: Following a plan prepared by the Olin Partnership, the Pennsylvania Horticultural Society, Philadelphia Museum of Art and the Fairmount Park Commission will manage landscape enhancements to the area surrounding the Rodin Museum. Improvements will include high-quality plantings, additional trees, new and more accessible garden paths, benches, trash receptacles and lighting. Additionally, the paved entry plaza upon which Rodin's *The Thinker* sits will be upgraded and the Meudon Gate, the main entryway into the courtyard, will be restored. The Philadelphia Museum of Art will aim to raise additional funds to restore the museum's interior courtyard and ensure its continued maintenance.
- The 2100 and 2200 blocks of the Parkway: Using the Parkway design guidelines prepared by Lager Raabe Skaftel Landscape Architects and the recommendations of a parking and transportation study, the city will realign traffic lanes and curbs to slow traffic in the outer lanes, create new bicycle lanes and widen sidewalks. As on the 1600 and 1700 blocks, the city will also install new granite curbs, concrete sidewalk paving with brick edging, new benches, trash receptacles and plantings.

Upgrades on the 2000 block of the Parkway will await construction of the Barnes Foundation gallery and renovation of the substantial deck above the Vine Street Expressway. The eventual improvements to this block will match those of the 2100 and 2200 blocks, creating a seamless effect along the area beyond Logan Square.

HAWTHORNE PARK

Estimated Costs - \$2,150,000

Funders

- Pennsylvania Department of Conservation and Natural Resources—\$1,100,000
- Commonwealth Legislative Initiative—\$300,000
- The City of Philadelphia—\$250,000
- The Pew Charitable Trusts—\$250,000
- The William Penn Foundation—\$250,000

Scope of Work

- The Pennsylvania Horticultural Society, with input from Hawthorne residents, created a design for the new park at 12th and Catharine Streets in South Philadelphia. PHS will oversee the design in coordination with Fairmount Park, who will manage the construction. The park, roughly the size of half a city block, will provide passive green space with shade trees, paths and benches, and a lawn area that could serve as an amphitheater.

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FACT SHEET

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RODIN MUSEUM AND GARDEN— LANDSCAPE REJUVENATION PROJECT

The Philadelphia Museum of Art, in partnership with the Pennsylvania Horticultural Society and the Fairmount Park Commission, will realize a design created by Olin Partnership to rejuvenate the Rodin Museum garden in the spirit of its original 1929 landscape plan.

The project moves forward as part of a series of extensive improvements destined for the Benjamin Franklin Parkway. Announced on July 17, 2008, these improvements benefit from a funding consortium including the City of Philadelphia, the Commonwealth of Pennsylvania, The Pew Charitable Trusts, the John S. and James L. Knight Foundation, and the William Penn Foundation. For the Rodin Museum's garden landscape rejuvenation project, the Philadelphia Museum of Art will also raise additional funds.

Drawing from the original plans and correspondence of the building architect Paul Cret and landscape architect Jacques Gréber, the new plan for the Rodin Museum garden will enhance and amplify the original design. It will also accentuate the relationship of the building's entrance to the Parkway and generally revitalize this urban oasis.

Prepared in 2006, Olin Partnership's design includes replacing old paving with new, long lasting materials and installing new paths and ramps, and improving garden accessibility. It respects and reinforces the strong symmetry of the original Gréber design.

A new planting plan for the interior courtyard garden and the areas surrounding the museum will be implemented in close coordination with the Pennsylvania Horticultural Society. The plan for the outer areas will create a vista to spotlight the courtyard and museum building from the Parkway. Plantings for this area include native species used in the original design: fragrant viburnum, honeysuckle, sweetshrub, summersweet, American beautyberry, sparkleberry holly, fothergilla, oak leaf hydrangea, and winter-blooming witch hazel. Above this shrub layer, a low canopy of flowering trees: saucer magnolias, serviceberry, white fringe tree, silver bell, and redbud. Within the interior courtyard, a formal perennial garden will offer rose, day lily, iris, liatris, red-hot poker, winter blooming hellebore with a wide variety of fragrance and seasonal display. Color, texture and variety of plants, changing throughout the seasons, will contribute to draw the visitor into the gardens year-round. The project will ensure that the Rodin Museum garden will remain a premier destination in Philadelphia and a jewel along the Parkway for years to come.

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PROJECT DETAILS

Interior Courtyard Garden

Interior garden regrading, including enhanced accessibility for all pathways
Repair and restoration of garden walls, stairs
Replacement and restoration of all bluestone and stone fine paving
Selective removal and pruning of shrubs outside
Planting of trees, shrubs and perennials within the garden
A new water-efficient irrigation system for all new planting
New garden lighting

Exterior Garden Landscape Improvements

Restoration of all exterior lawn areas.
Installation of service stairs, walls and curbs, exterior pathways
Installation of rear drive accessible entry and retaining wall
Planting trees, shrubs and groundcover between perimeter iron fence and exterior paths
Planting buffering trees along rear drive, including a row of Liberty American elms
Water-efficient irrigation for all new plantings
Restoration of the Meudon Monument and terrace

Exterior Site Landscaping and Site Improvements

New and accessible pathways, integrating the garden, exterior landscape and improving connection to Parkway sidewalks.
Selective pruning of existing canopy trees
Selective planting of new canopy trees

Entry

Parkway enhancements, including improved drainage between 21st and 22nd Streets
New benches and receptacles along Parkway sidewalk at front entry
Planting of flowering shrubs and groundcover at front entry
Replacement of declining trees along Parkway between 21st and 22nd Streets and at front entry

The Philadelphia Museum of Art is among the largest art museums in the United States, showcasing more than 2,000 years of exceptional human creativity in masterpieces of painting, sculpture, works on paper, decorative arts and architectural settings from Europe, Asia and the Americas. The striking neoclassical building stands on a nine-acre site above the Benjamin Franklin Parkway and houses more than 200 galleries. The Museum offers a wide variety of enriching activities, including programs for children and families, lectures, concerts and films.

For additional information, contact the Marketing and Public Relations Department of the Philadelphia Museum of Art at (215) 684-7860. The Philadelphia Museum of Art is located on the Benjamin Franklin Parkway at 26th Street. For general information, call (215) 763-8100, or visit the Museum's website at www.philamuseum.org. (7/17/08)

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ENHANCING THE BENJAMIN FRANKLIN PARKWAY

