

JULES DINGLE FAIA
JEFF GOLDSTEIN FAIA
MARK SANDERSON AIA
JAMIE UNKEFER AIA

1 March 2023

C. Beige Berryman, AICP
Director of Art and Design
City Planning Commission
Philadelphia Art Commission
1515 Arch St., 13th Floor
Philadelphia, PA 19102

re: Philadelphia Stars Negro League Memorial Park Renovations

Dear Ms. Berryman,

The Business Association of West Parkside (BAWP), on behalf of the Philadelphia Department of Parks and Recreation (PPR), is coordinating the design and construction of improvements to the Philadelphia Stars Negro League Memorial Park located at 1538 Belmont Avenue (the southwest intersection of Belmont and Parkside Avenues). The Design Team is seeking preliminary approval from the Commission at the 8 March 2023 Meeting for this proposed project.

Situated on the southwest corner of the intersection of Belmont Avenue and Parkside Avenue, the Philadelphia Stars Negro League Memorial Park represents the only public space in the City of Philadelphia dedicated to preserving and celebrating the rich history of African-American baseball and its impact on the social advancement of the City and the country. The park was constructed in 2005 on what had historically been a roadway, adjacent to the site of what was Penmar Park, home to the Philadelphia Stars from 1936-1952.

The existing Park boundary covers 0.25 acres, and includes a plaza in the shape of a baseball diamond, several planting beds, and a small area of turf. In addition to a Pennsylvania Historical Marker, the site includes a bronze sculpture on a granite base (by artist Phil Sumter), two granite plinths, several benches, and a cedar fence. Across the street, a large mural (currently being removed) was installed by the Mural Arts Program and artist David McShane in 2006, effectively increasing the footprint of the park.

Now approaching twenty years, the park is showing age. The ground-mounted light fixtures no longer function and most show signs of damage. Without a gardening staff, the planting beds have proven unmanageable and limit sightlines. The memorials sustained damage when a vehicle entered the park, resulting in a tragic death of a citizen and resulting in significant modifications to the intersection to better calm traffic. Finally, new development will cover the mural, minimizing the scale of the park.

With support from PPR, BAWP embarked on creating a comprehensive vision for the Park, with the following goals:

- Provide an increased sense of welcome and safety;
- Increase durability and streamline maintenance requirements;
- Provide flexible, engaging spaces to facilitate programming responsive to diverse community needs;
- Expand the reach and impact of the Philadelphia Stars and the Negro Leagues;

The project is envisioned in three distinct Phases:

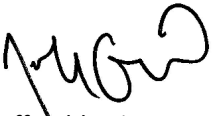
- Phase One includes the construction of a new “outfield” wall which will serve as the canvas for a new mural to be executed by the Mural Arts Program with artist David McShane, artist of the original Philadelphia Stars mural located across the street. Also in this phase will be the replacement of the planting beds with additional hardscape and seating walls along with the replacement of the existing cedar fence with an art installation intended to serve the same purpose. Through generous donations, the organization hopes to have the physical wall installed by 15 April 2023 (Jackie Robinson Day) with the remaining elements, including the mural and sculptural installations installed by 15 April 2024.
- Phase Two will consist of new virtual and digital programming and installations that will enhance the visitor experience and allow for the sharing of archival audio and video and facilitate collaborations with partner organizations such as the Philadelphia Phillies and the Negro League Baseball Museum in Kansas City, MO. The organization aims to have this program in place by 15 April 2024, with the launch of new content occurring at least annually on Jackie Robinson Day.
- Phase Three consists of the installation of a new, civic scaled art installation. The most ambitious and complex of the phases, this is expected to be installed by 15 April 2026, aligning with the 250 celebration and the MLB All-Star Game.

The following partners have been consulted, included, and involved in this process, and the team intends to expand outreach as the project advances:

City of Philadelphia Department of Parks & Recreation
Office of Councilmember Curtis Jones, Jr.
Office of State Senator Vincent Hughes
The Philadelphia Office of Arts, Culture, and the Creative Economy
Parkside Neighbors Association
Business Association of West Parkside
Philadelphia Business and Technology Center
Discovery Charter School
Mural Arts Program
Haverford Square Properties
Silvi Concrete
The Philadelphia Phillies

We look forward to presenting this transformative project and seeking the Commission’s approval.

Respectfully,



Jeff Goldstein FAIA
Founding Partner
(215) 627-0808
jgoldstein@digsau.com

Cc: Miller Parker, Marjorie Ogilve, Dennis Lee (BAWP)
Leigh Ann Campbell (PPR)

Adria Longenderfer

From: David Gest <david.gest@muralarts.org>
Sent: Wednesday, March 1, 2023 3:02 PM
To: Kate Jacobi
Cc: Adria Longenderfer; Marjorie Ogilvie; Mparker@philabtc.com; Jeff Goldstein; David McShane
Subject: Re: Philadelphia Stars Negro League Memorial Park - Art Commission Review - Request for Letter of Commitment

Hi Marjorie,

Could you please let us know if the below statement works for you?

Mural Arts Philadelphia and artist David McShane produced the Philadelphia Stars Negro League mural located at the intersection of Parkside Avenue and Belmont Avenue. We understand that the existing mural may be removed in conjunction with the potential development of the property in front of the mural, and that various community members have expressed an interest in the re-creation of the mural at another location. Although the fate of the existing mural and the design of a re-created mural remain to be determined, Mural Arts Philadelphia is committed to working with the community to ensure a version of this mural resides at this historically significant intersection and will collaborate and engage with the community to help bring the agreed upon mural design to fruition.

Thank you,
David

David Gest
(Pronouns: he/him)
Chief Operating Officer
Mural Arts Philadelphia
david.gest@muralarts.org
<https://www.muralarts.org>

Philadelphia Stars Negro League Memorial Park

Art Commission Submission
08 March 2023

DIGSAU



ED. BOLDEN'S PHILA. STARS



Left to right:- "Jake" Stevens, 2B; Herb Smith, P; Casey, C; Jud Wilson, 3B; Pete Washington, CF; Allen, P; Porter Charleston, P; Biz Mackey, C; Ed Bolden, Mgr.; Paul Carter, P; Rap Dixon, RF; Dick Lundy, SS; Chaney White, LF; Eggie Dallard, 1B; Cliff Carter, P; Webster McDonald, P; Tom Finley, Utility.



PENMAR PARK

Philadelphia Stars Negro League Memorial Park

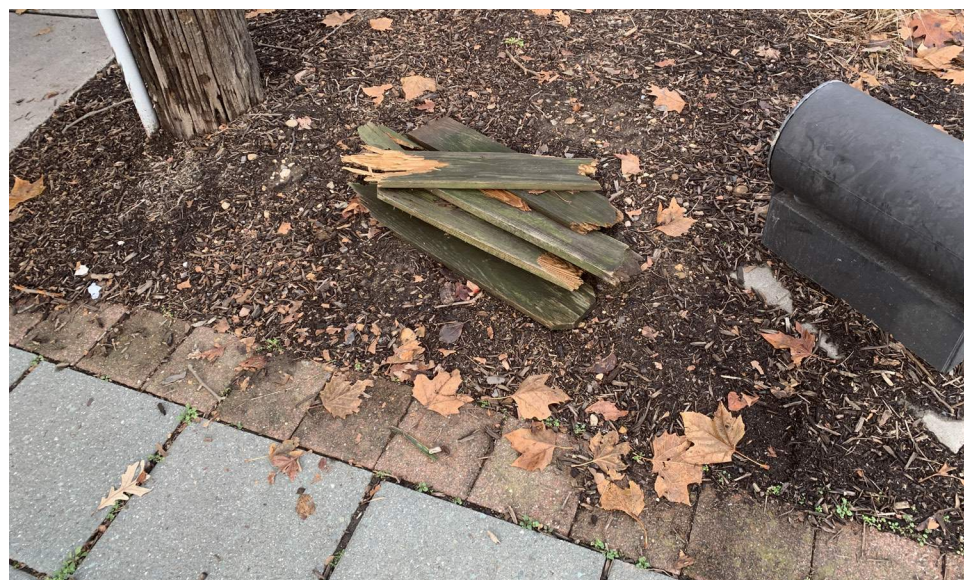
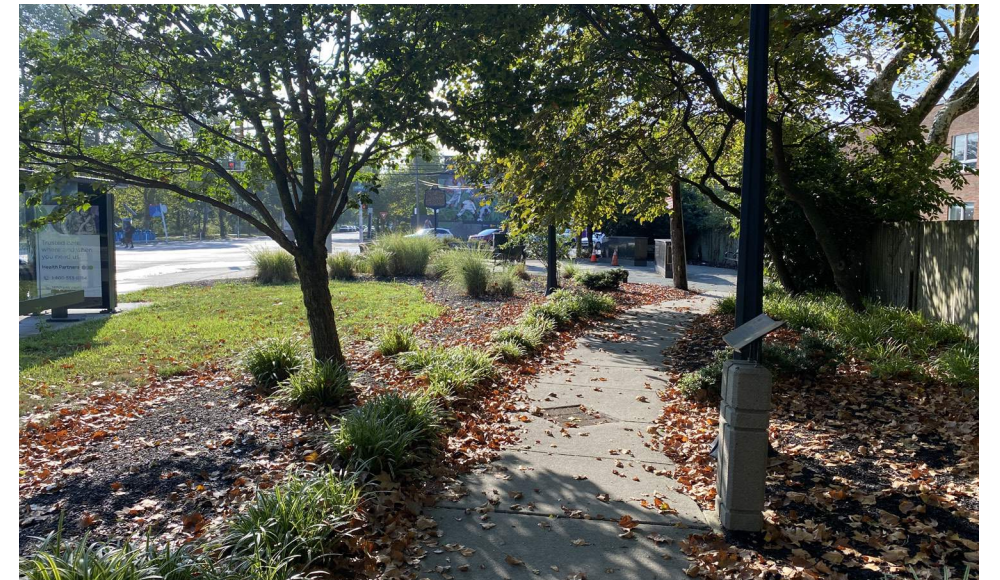
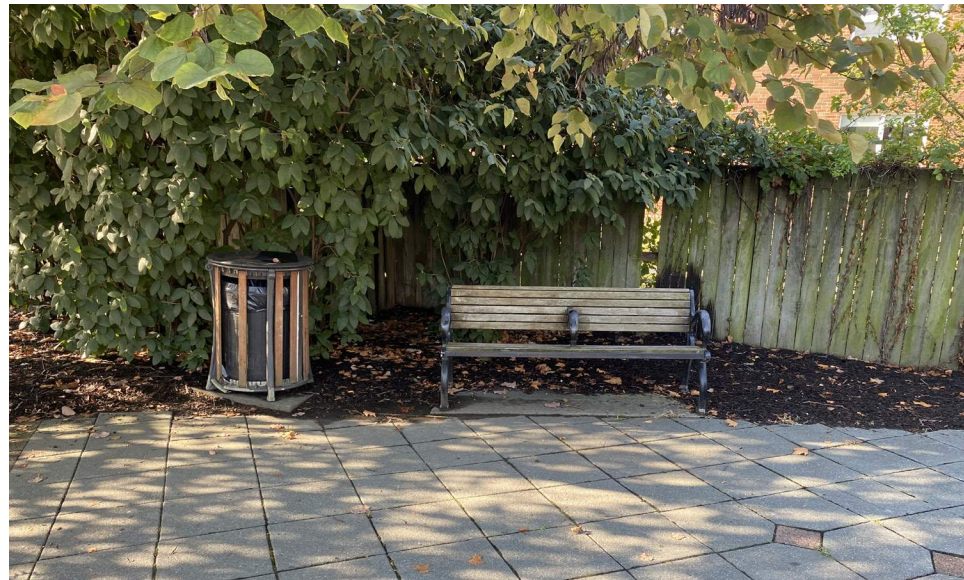


ATHLETIC FIELD AT BELMONT AND PARKSIDE AVENUES.

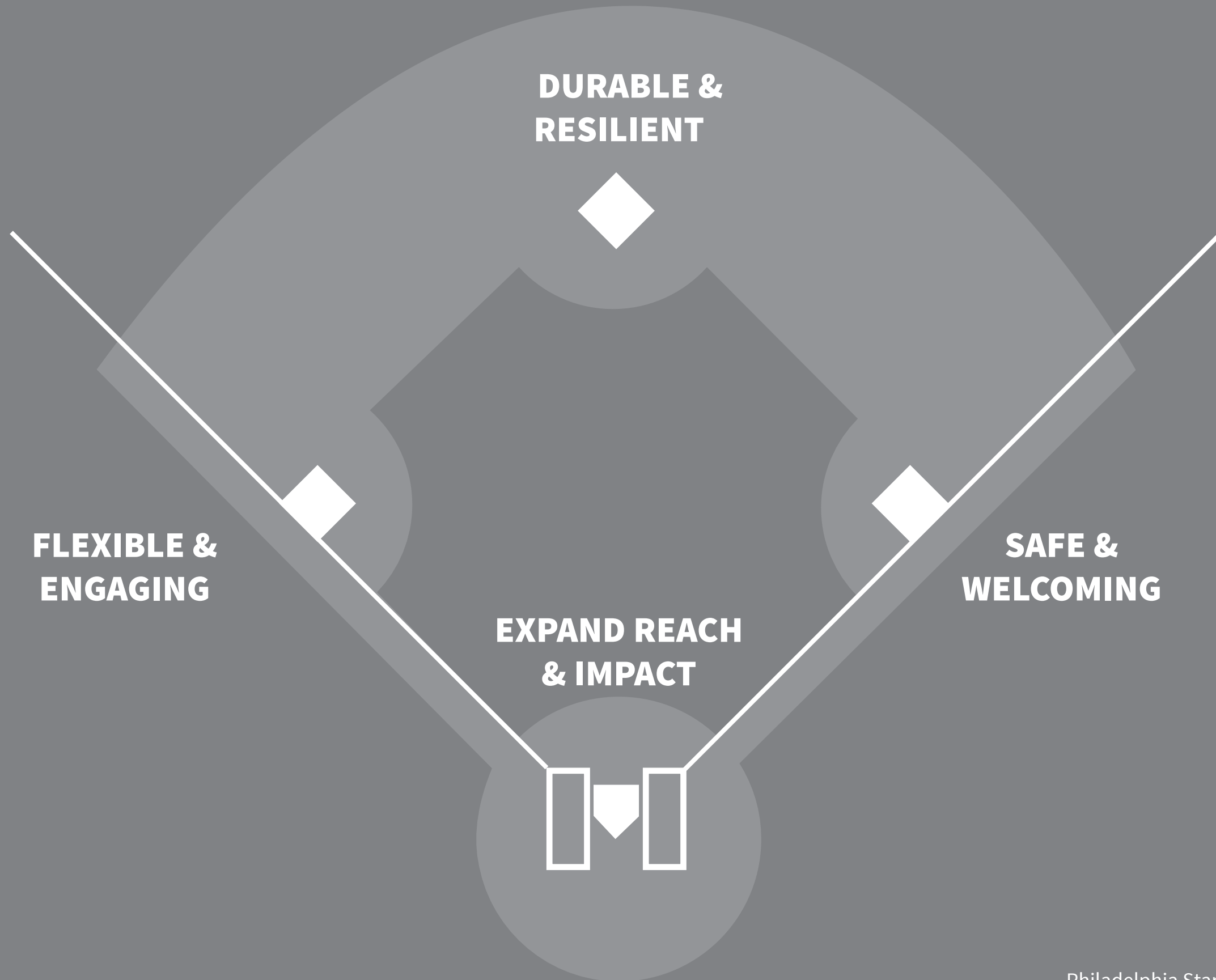


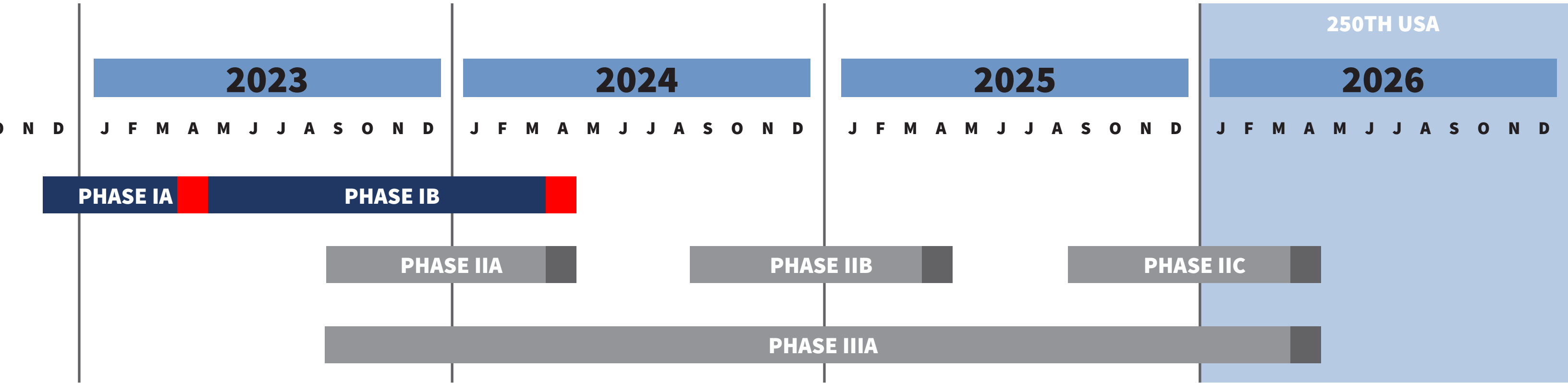
Penmar Park. Courtesy of Temple University Digital Collections.





GOALS OF RENOVATION



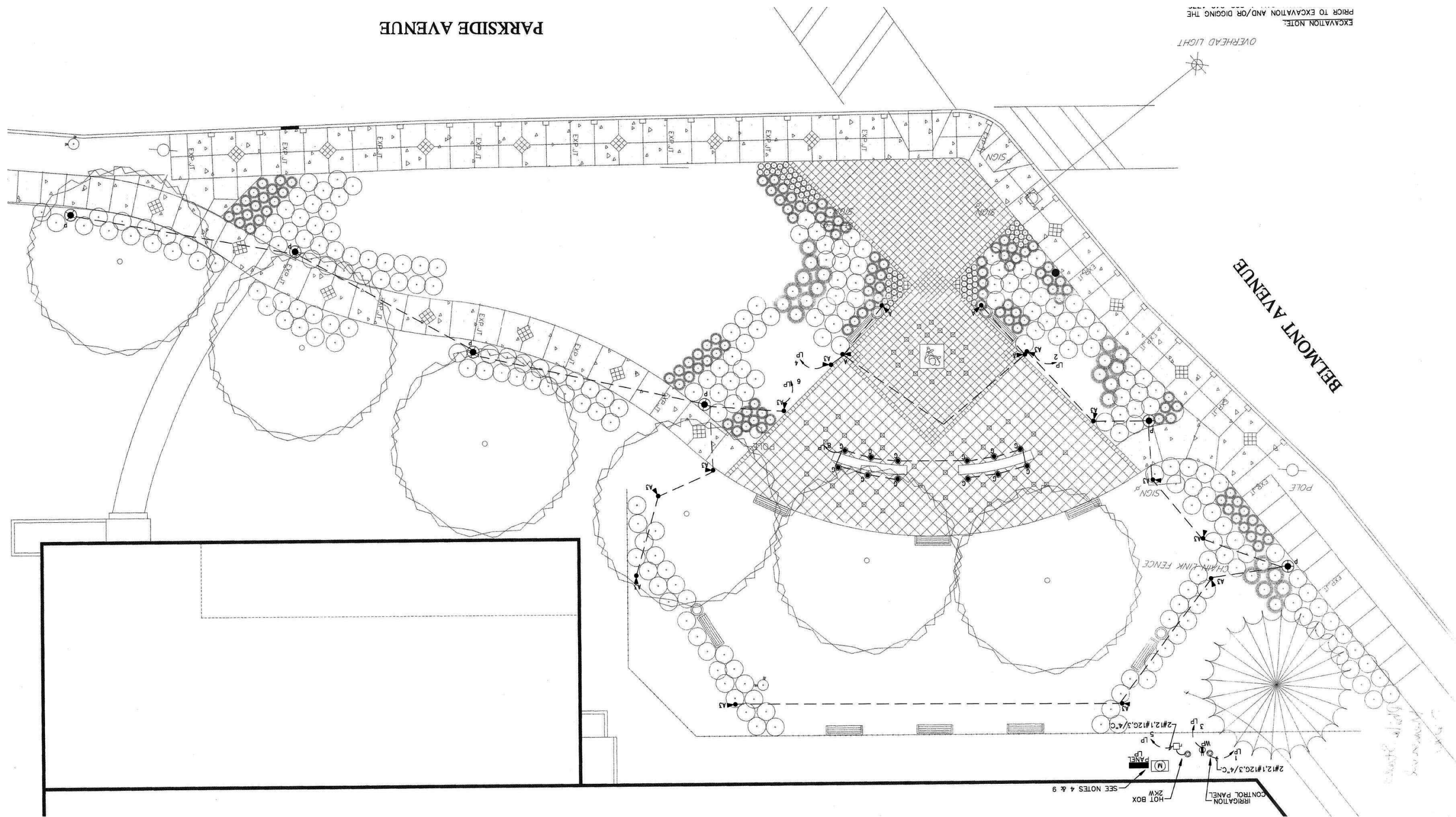


PARKSIDE AVENUE

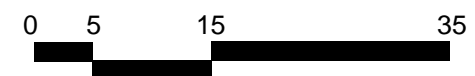
EXCAVATION NOTE:
PRIOR TO EXCAVATION AND/OR DIGGING THE

OVERHEAD LIGHT

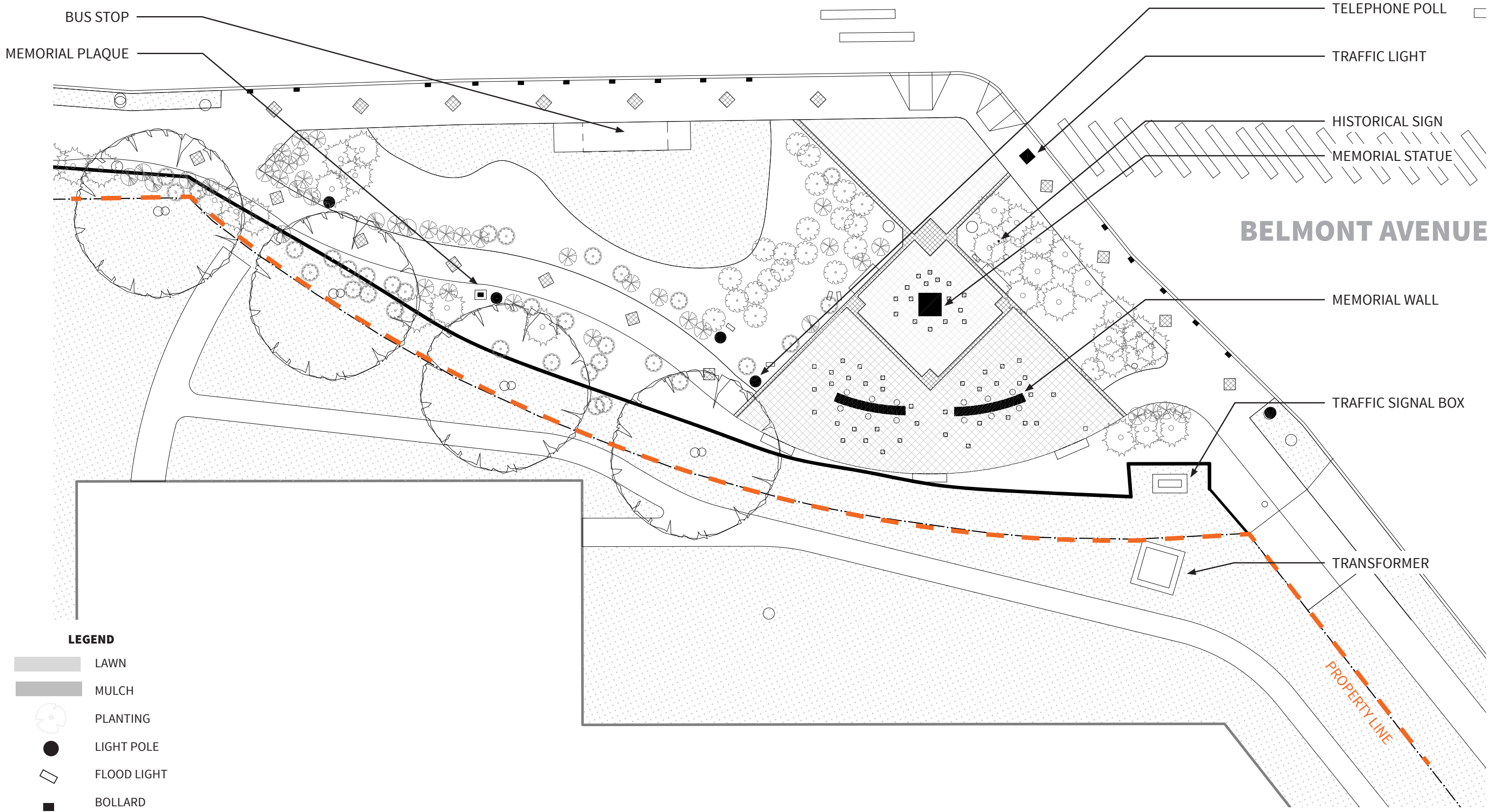
BELMONT AVENUE



Courtesy of Synterra Lmtd.



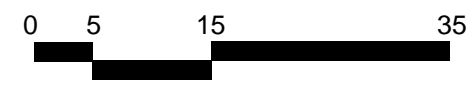
PARKSIDE AVENUE



LEGEND

- LAWN
- MULCH
- PLANTING
- LIGHT POLE
- FLOOD LIGHT
- BOLLARD
- BENCH

DISCOVERY CHARTER SCHOOL



CURRENT CONDITIONS

Philadelphia Stars Negro League Memorial Park

PARKSIDE AVENUE

BUS STOP
MEMORIAL PLAQUE

TELEPHONE POLL
TRAFFIC LIGHT

HISTORICAL SIGN
MEMORIAL STATUE

BELMONT AVENUE

MEMORIAL WALL








TRAFFIC SIGNAL BOX

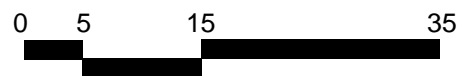
TRANSFORMER

TEMPORARY FENCE
NEW MURAL WALL

PROPERTY LINE

LEGEND

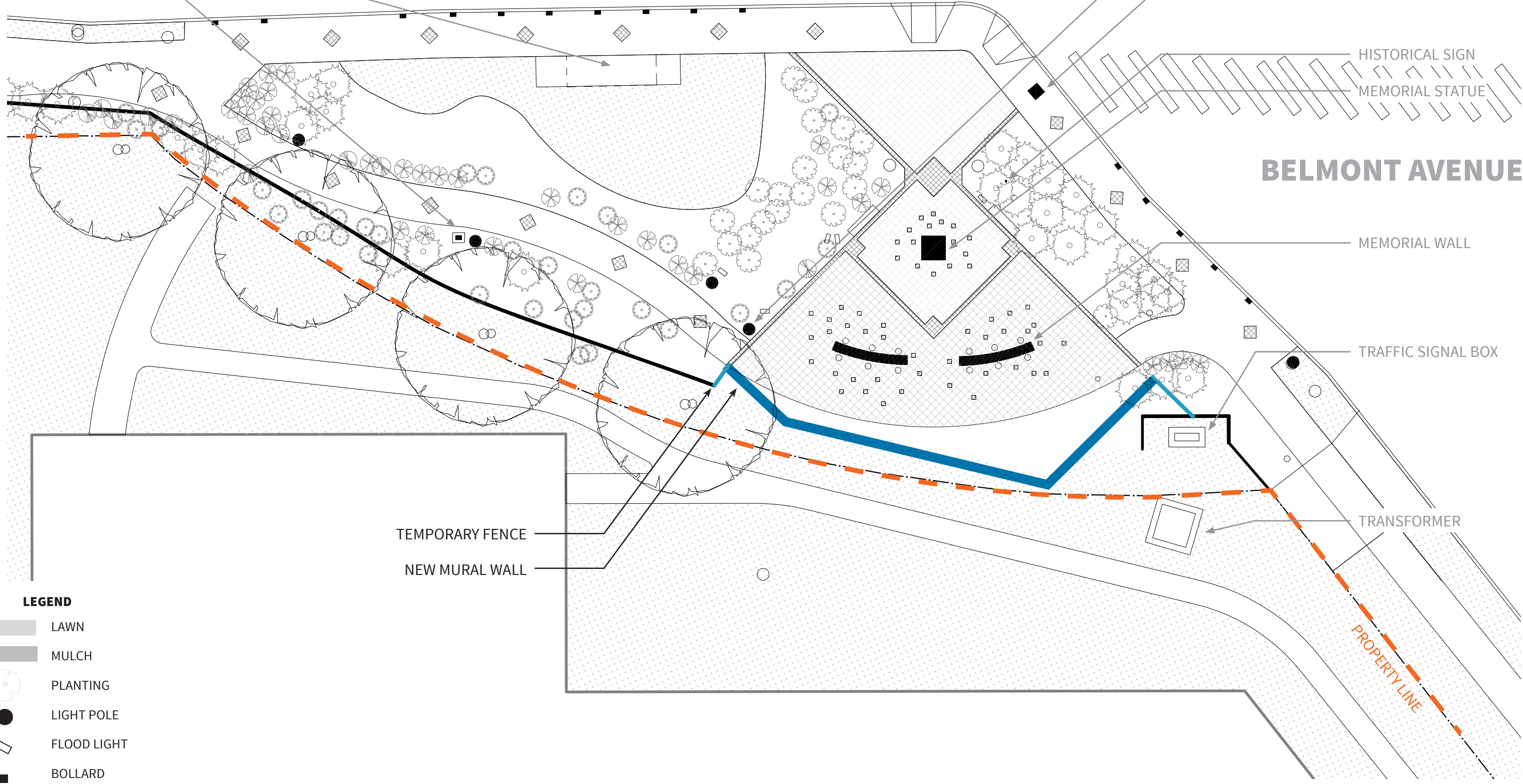
-  LAWN
-  MULCH
-  PLANTING
-  LIGHT POLE
-  FLOOD LIGHT
-  BOLLARD
-  BENCH



DISCOVERY CHARTER SCHOOL

PROPOSED IMPROVEMENTS: PHASE ONE A

Philadelphia Stars Negro League Memorial Park



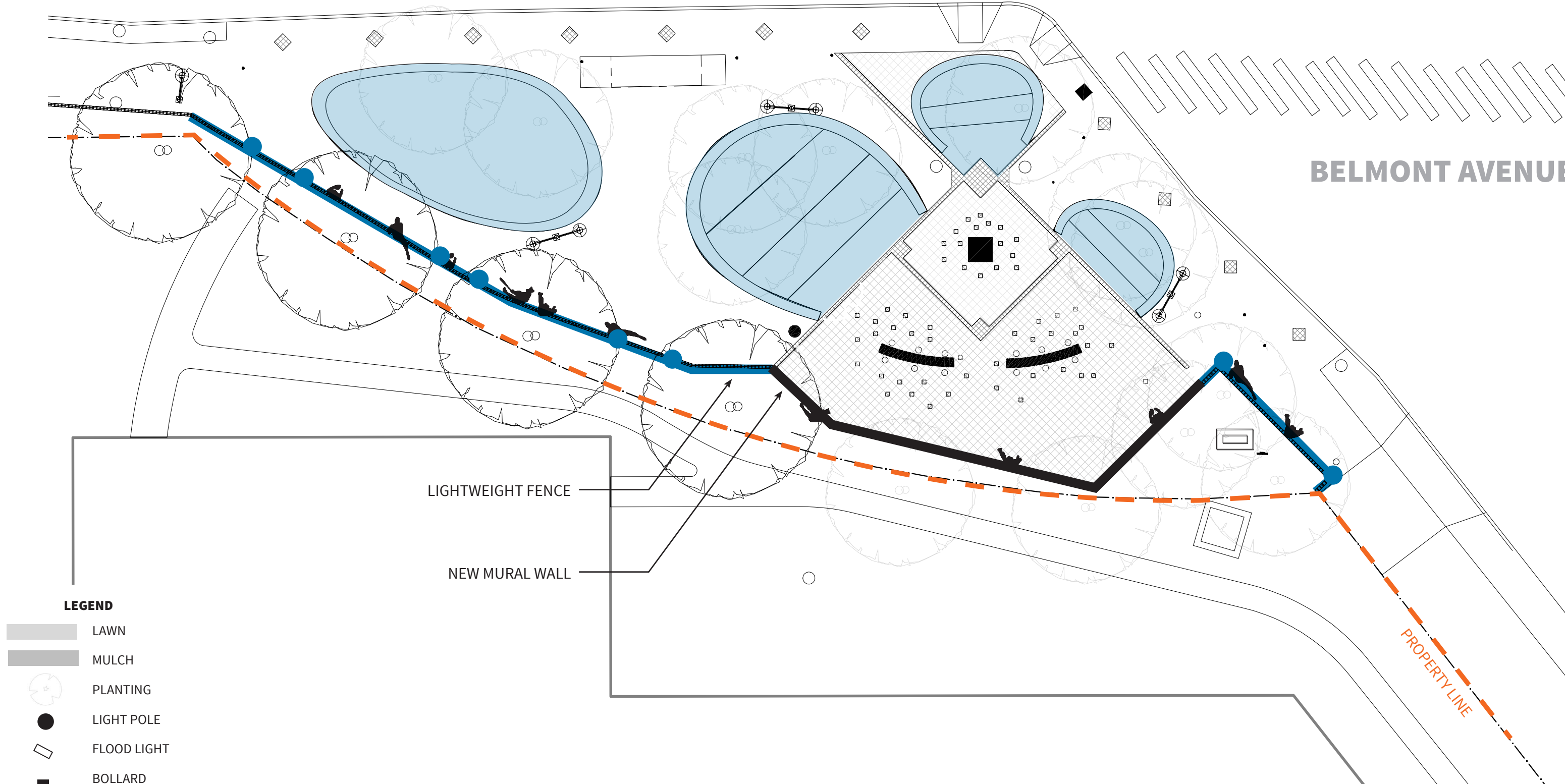
PARKSIDE AVENUE

BELMONT AVENUE








DISCOVERY CHARTER SCHOOL

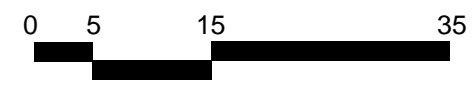
PROPOSED IMPROVEMENTS: PHASE ONE B

Philadelphia Stars Negro League Memorial Park



LEGEND

-  LAWN
-  MULCH
-  PLANTING
-  LIGHT POLE
-  FLOOD LIGHT
-  BOLLARD
-  BENCH



LIGHTWEIGHT FENCE

NEW MURAL WALL

PROPERTY LINE



CURRENT CONDITIONS
Philadelphia Stars Negro League Memorial Park



FUTURE MURAL

PROPOSED IMPROVEMENTS: PHASE ONE

Philadelphia Stars Negro League Memorial Park



CURRENT CONDITIONS
Philadelphia Stars Negro League Memorial Park



FUTURE MURAL

PROPOSED IMPROVEMENTS: PHASE ONE

Philadelphia Stars Negro League Memorial Park



CURRENT CONDITIONS
Philadelphia Stars Negro League Memorial Park



PROPOSED IMPROVEMENTS: PHASE ONE
Philadelphia Stars Negro League Memorial Park



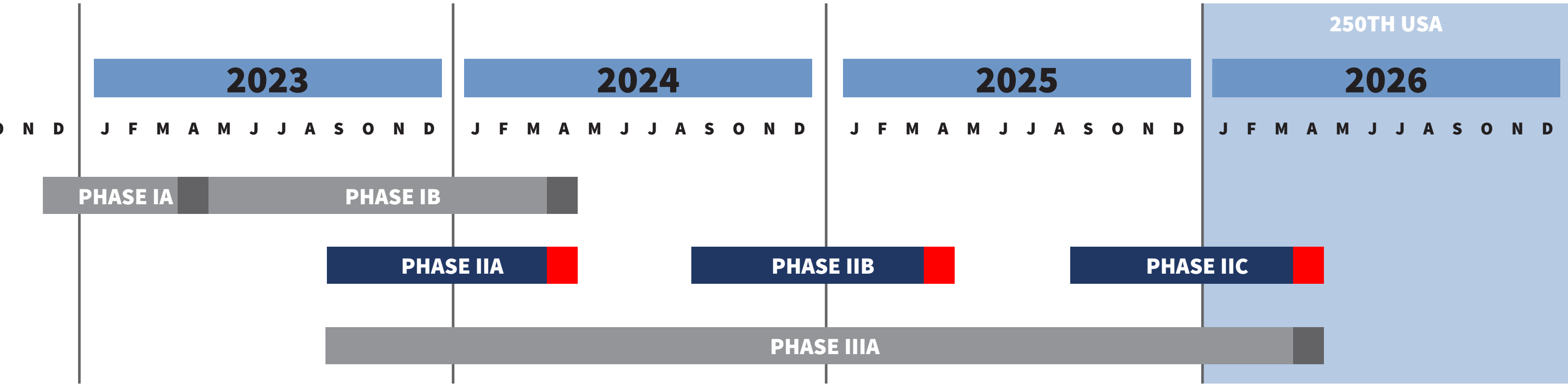
CURRENT CONDITIONS
Philadelphia Stars Negro League Memorial Park

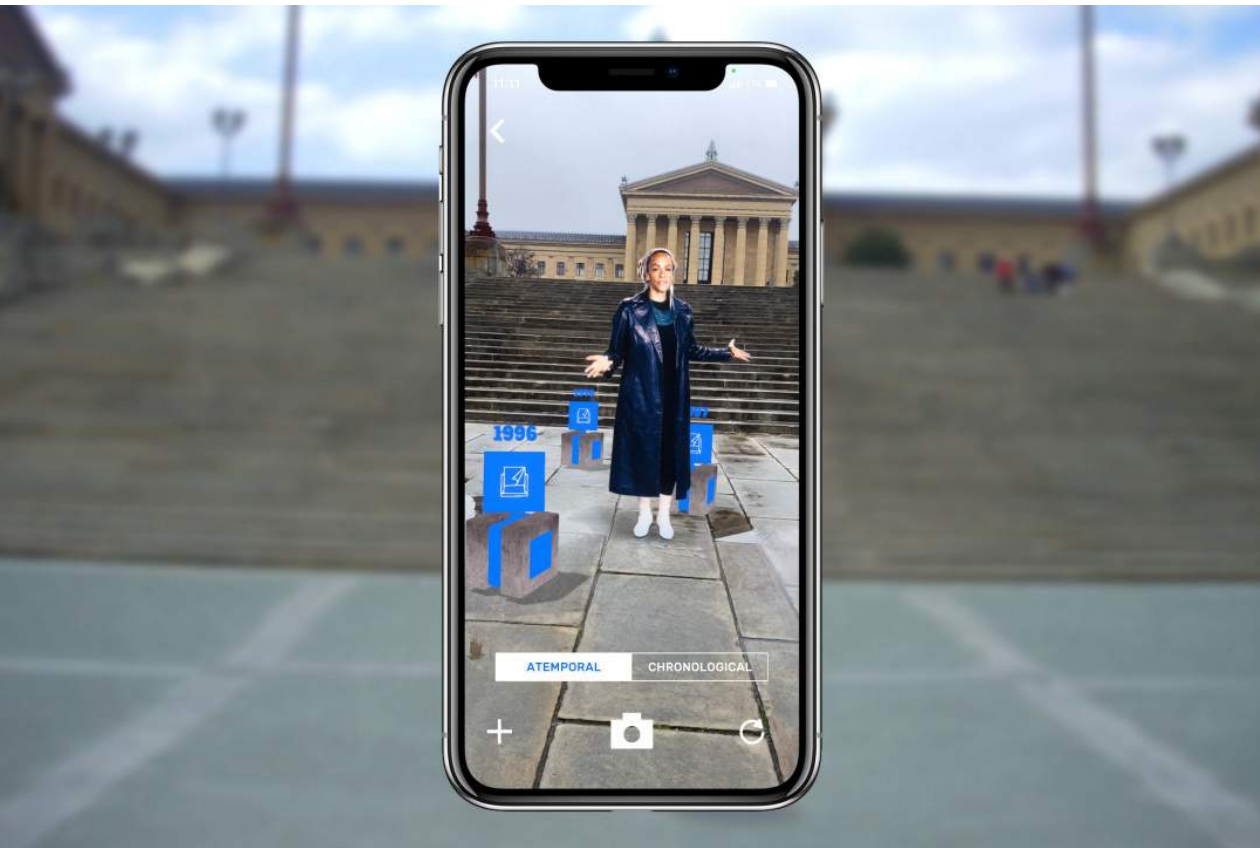


FUTURE MURAL

PROPOSED IMPROVEMENTS: PHASE ONE

Philadelphia Stars Negro League Memorial Park





Using augmented reality to tell and share stories. Courtesy of Monument Lab.



Interactive exhibit at the National Museum of African-American History and Culture. Courtesy of StayArlington.com.



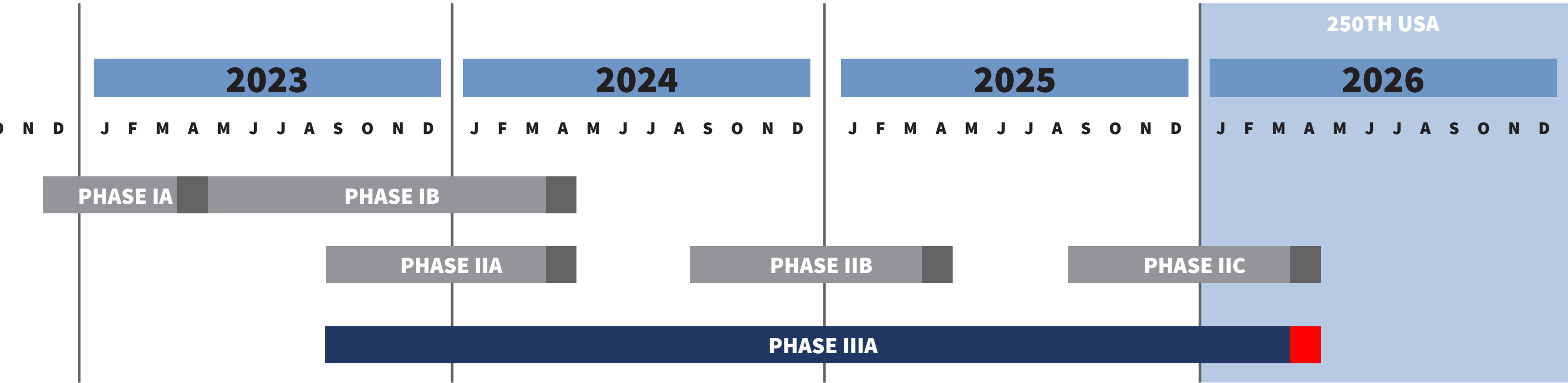
Courtesy of QR Code Generator.



Viewfinder serves as stationary virtual reality goggles. Courtesy of Creative Review.

PROPOSED IMPROVEMENTS: PHASE TWO

Philadelphia Stars Negro League Memorial Park

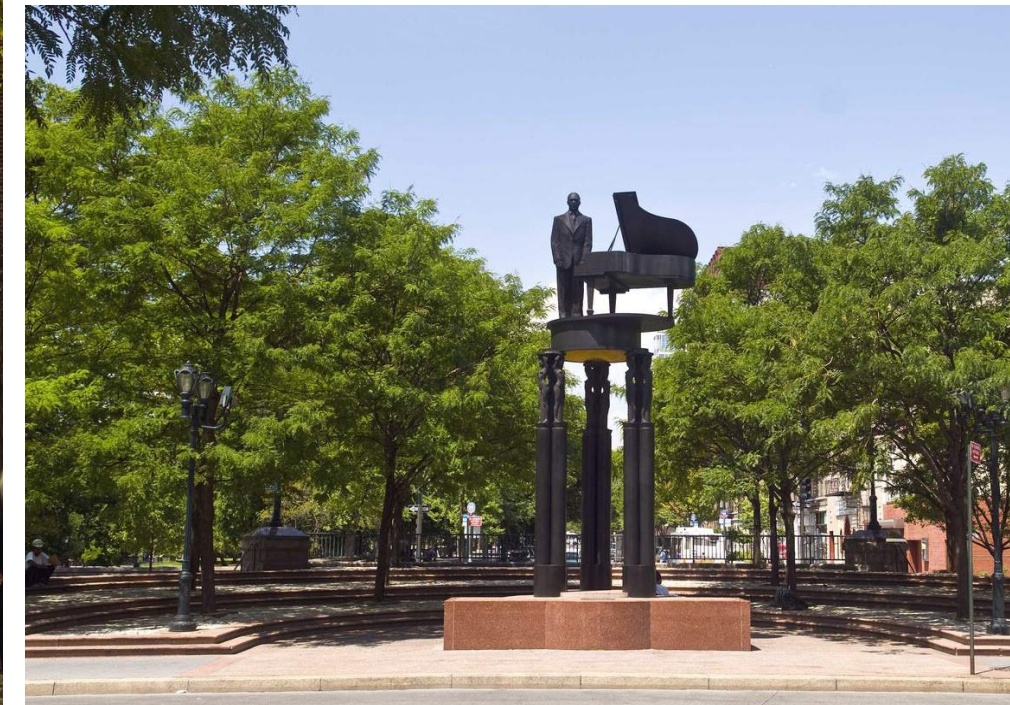




Sculpture by Larry Kirkland outside of the Civil Rights Museum in Atlanta, GA. Courtesy of the Civil Rights Museum of Atlanta.



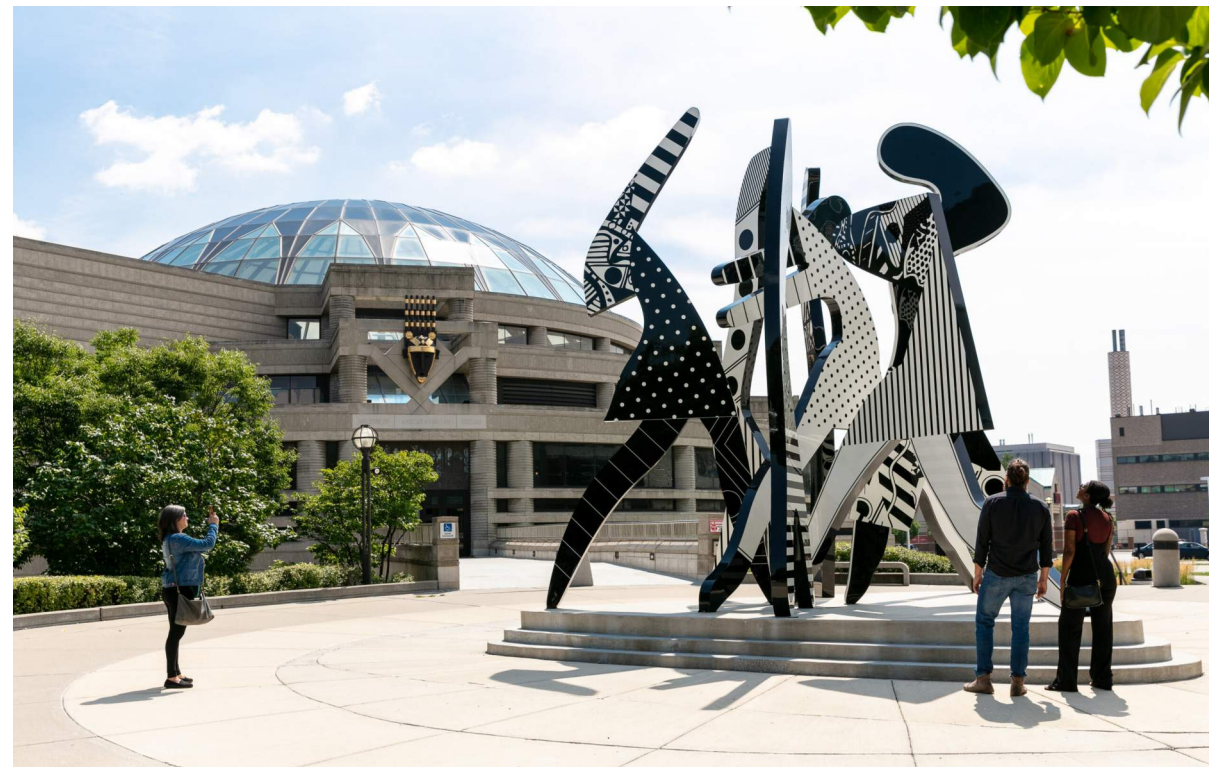
Brick House by Simone Leigh. Sculpture on University of Pennsylvania's Campus. Courtesy of the University of Pennsylvania.



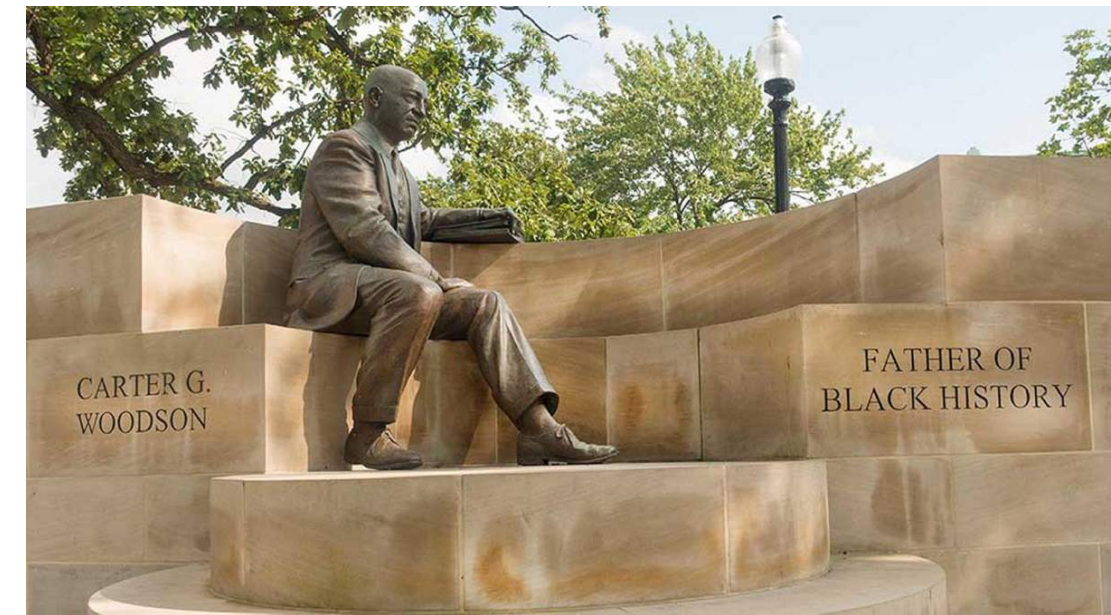
Duke Ellington in Central Park, New York City. Courtesy of ArchDaily.



The Embrace by Hank Willis Thomas in Boston, MA. Courtesy of the NBC Boston.



Power of Togetherness by Charles McGee at Charles H. Wright Museum in Detroit, MI. Courtesy of Visit Detroit.



Carter G. Woodson Monument in Washington, D.C. Courtesy of the National Parks Service.

PROPOSED IMPROVEMENTS: PHASE THREE
Philadelphia Stars Negro League Memorial Park

BOLDEN'S
Phila. STARS



THANK YOU