

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

CITIZEN DEFINED GOALS

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



ENGAGEMENT PROCESS

PRIORITIES

CIVIC GOALS

JFK Plaza/LOVE Park: Priorities to Civic Goals



ENGAGEMENT PROCESS

PRIORITIES

CIVIC GOALS

JFK Plaza/LOVE Park: Priorities to Civic Goals










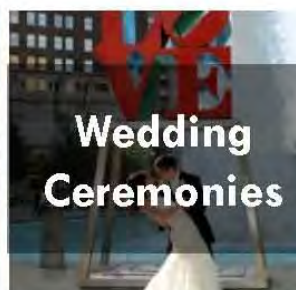


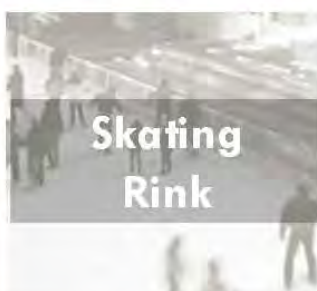




ENGAGEMENT PROCESS

PRIORITIES

CIVIC GOALS

BUSINESS PLANNING FRAMEWORK STUDY

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

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		

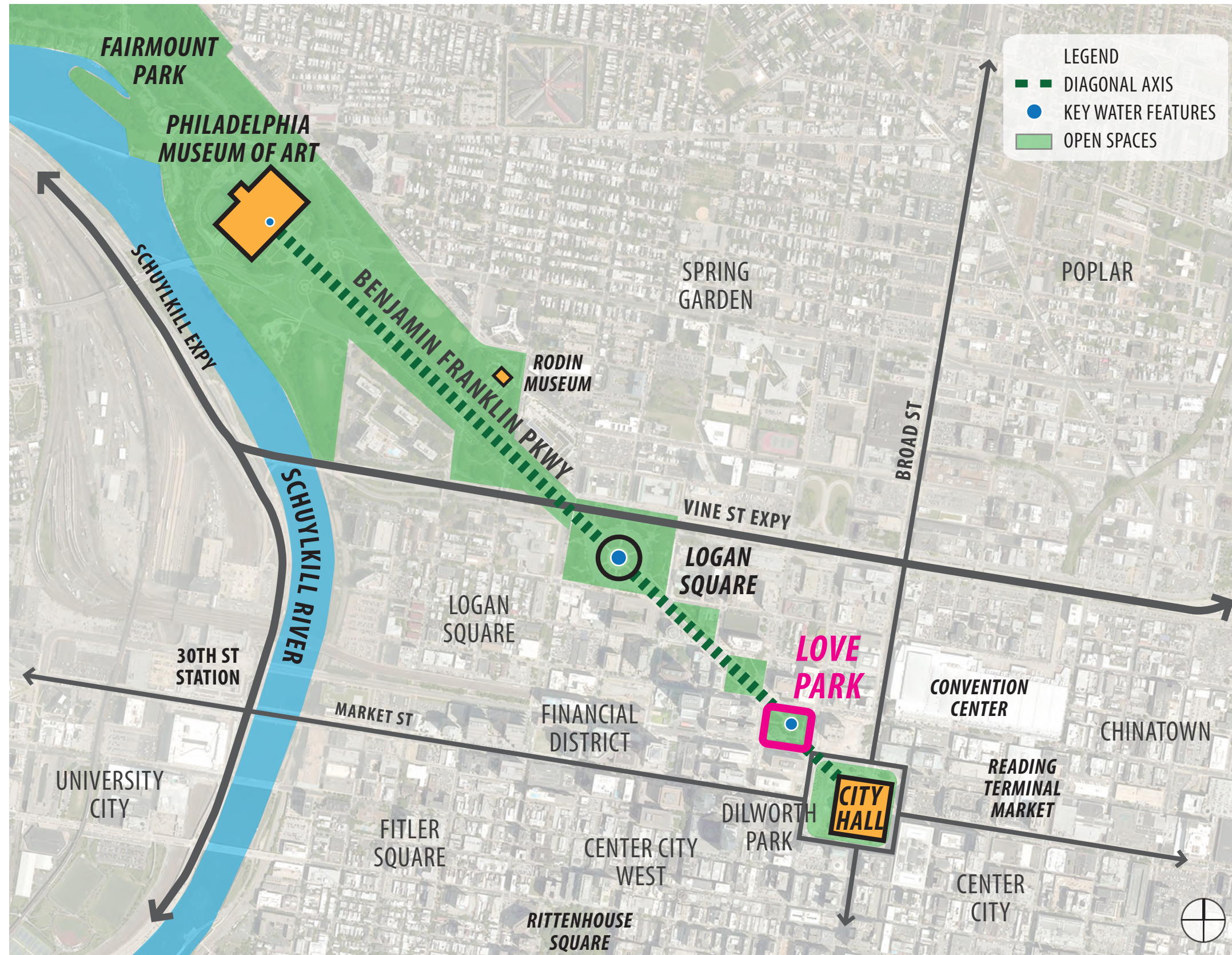
PRINCIPLES OF REDEVELOPMENT

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

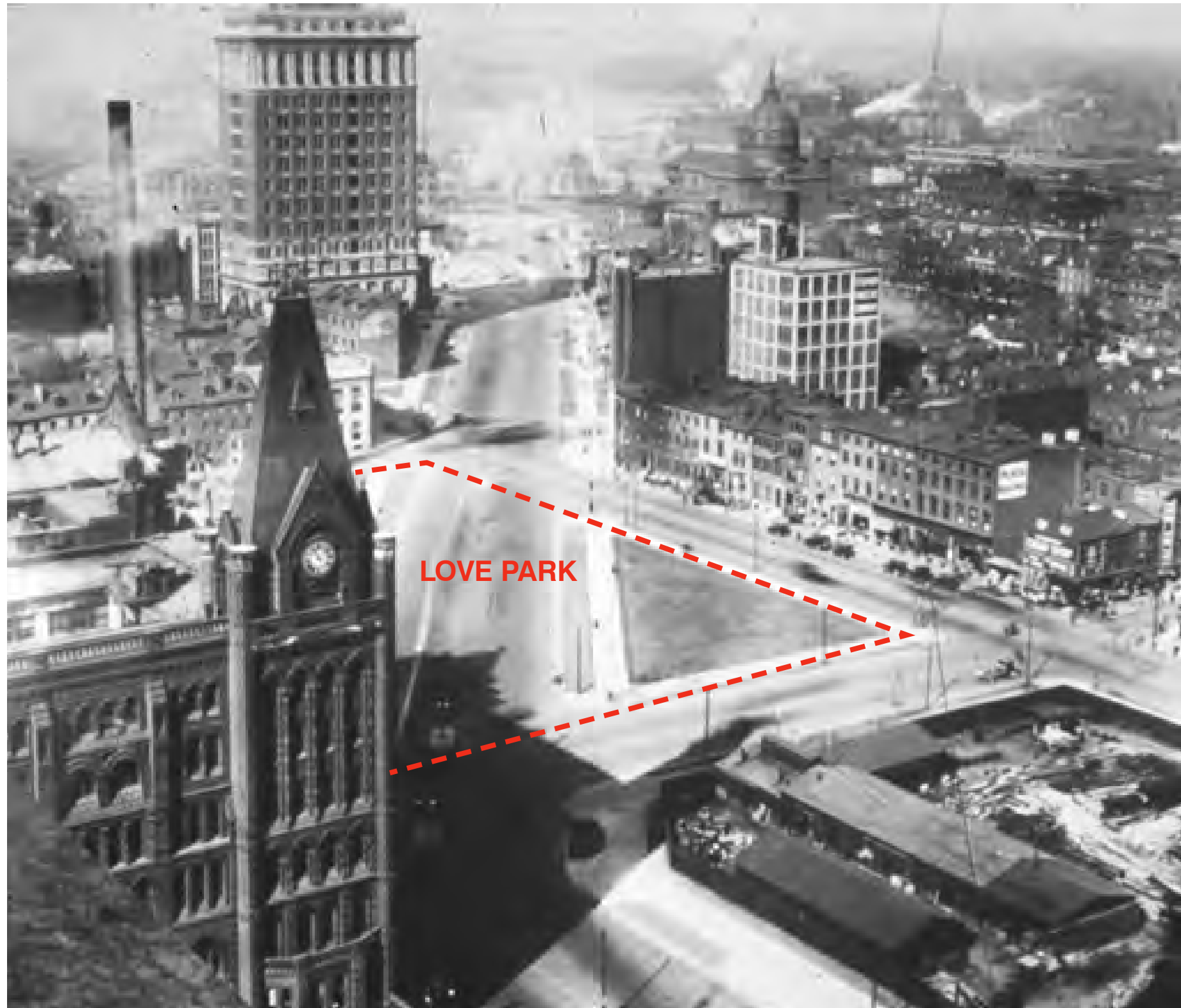
- **Reimagine** a significant urban public space
- Create **Iconic** and **Memorable** places in the context of **Complex Technical** constraints
- **Respond** to the **Diagonal Axis** of the Benjamin Franklin Parkway
- Work with **Existing Site Assets**
- Improve **Connections** along park edges
- Integrate **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

SITE CONTEXT



HISTORY

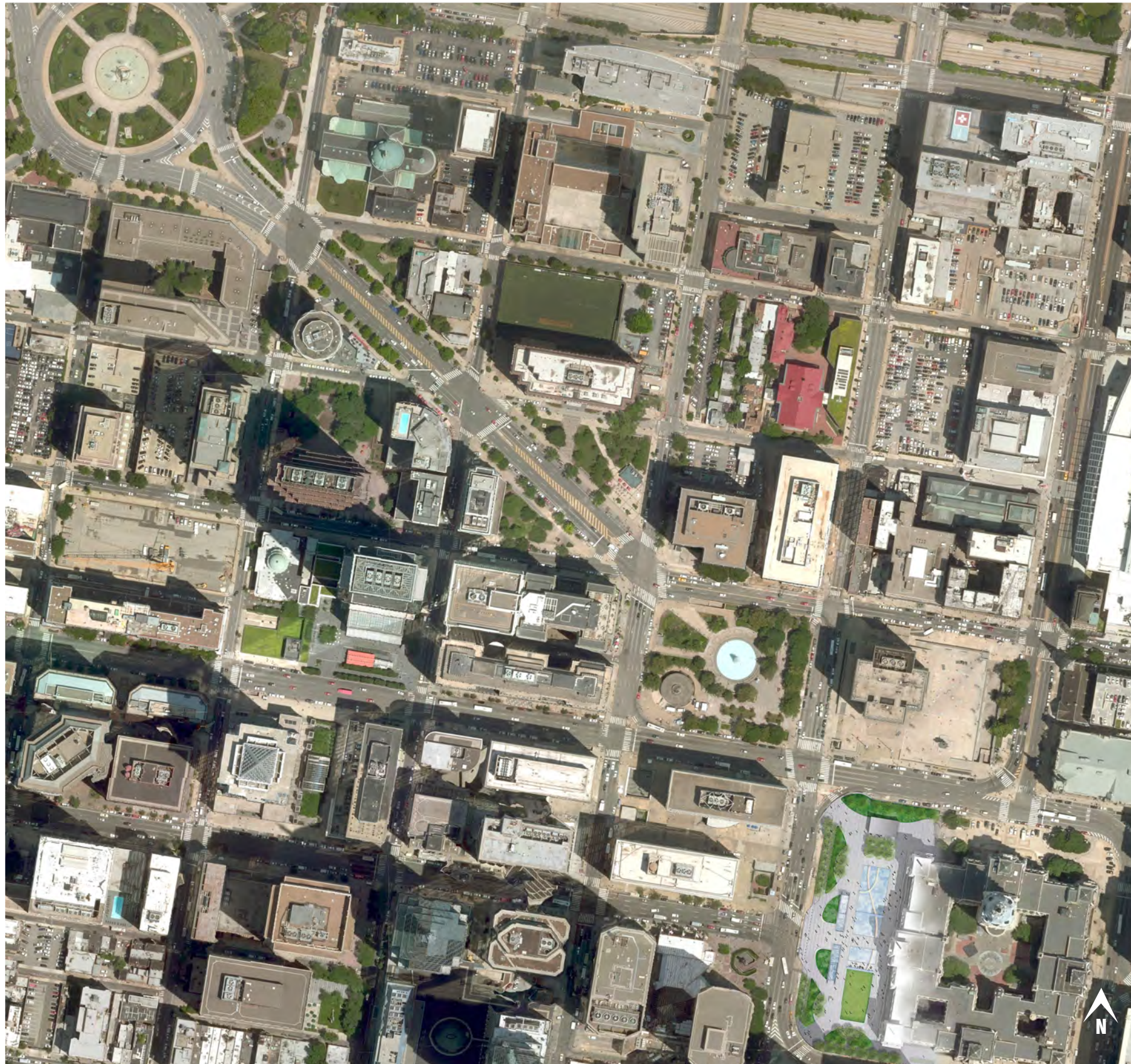


Looking from City Hall toward Art Museum

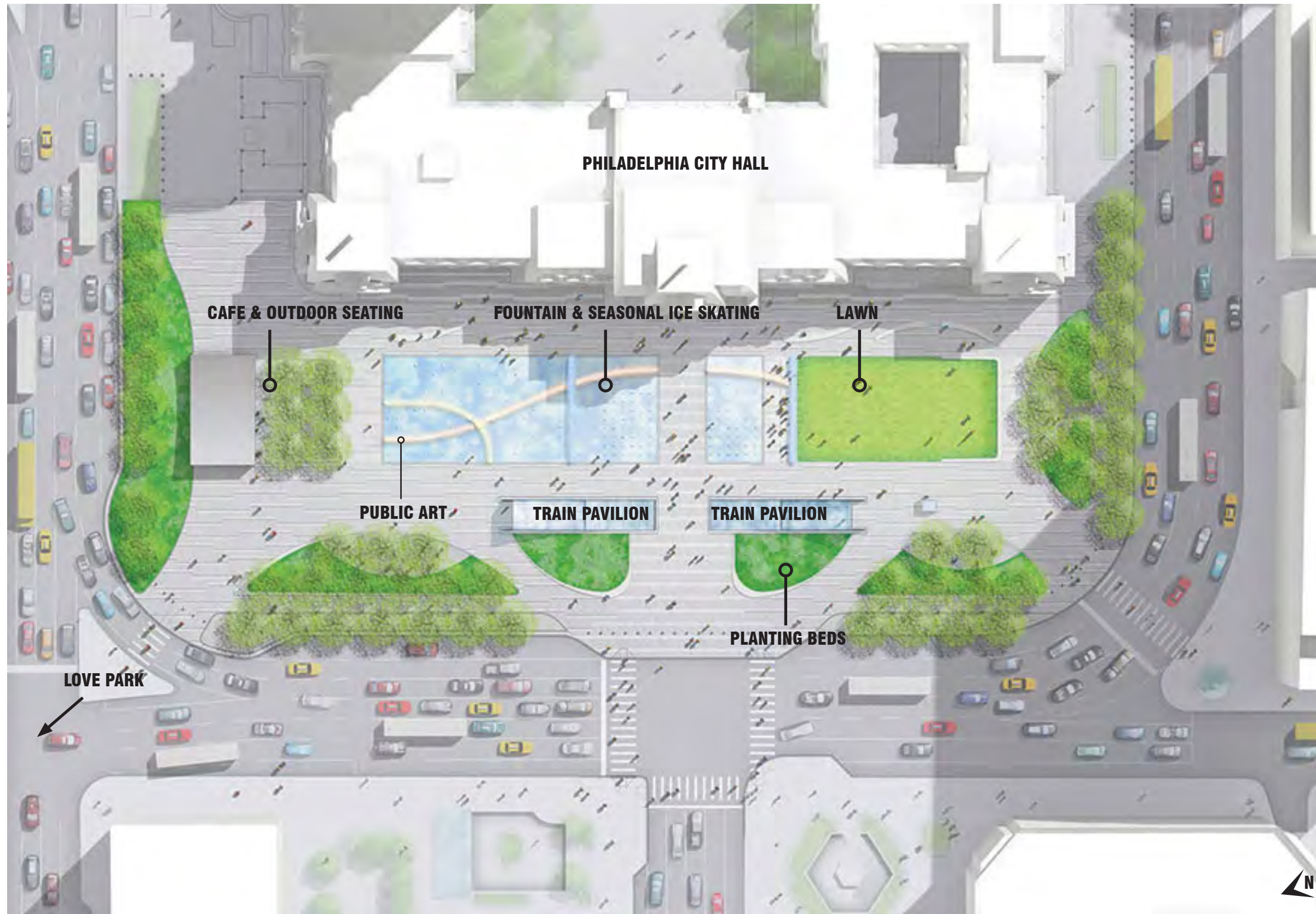


Welcome Center 1965

LOGAN SQUARE & DILWORTH PARK CONTEXT



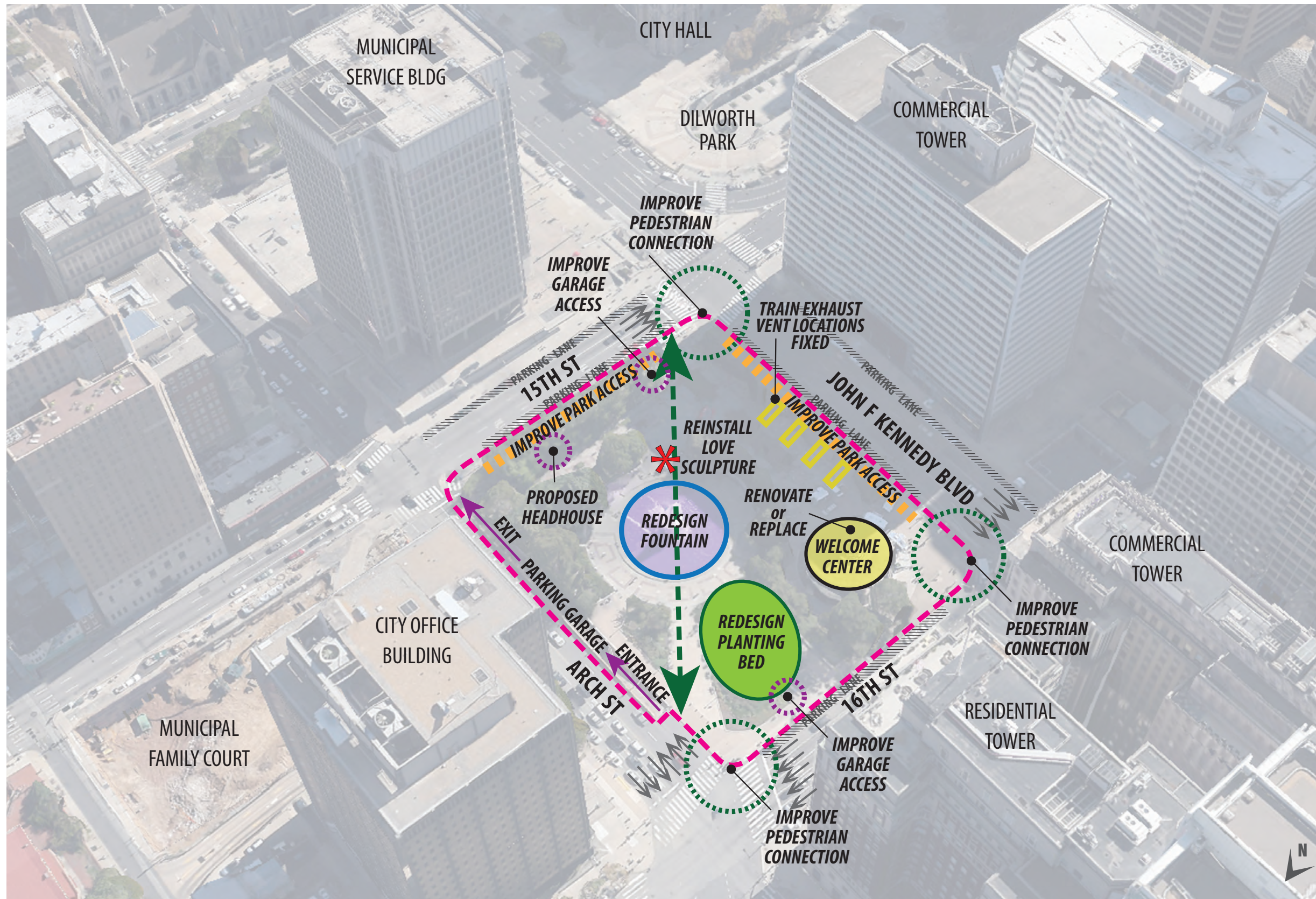
DILWORTH PARK



JFK PLAZA / LOVE PARK



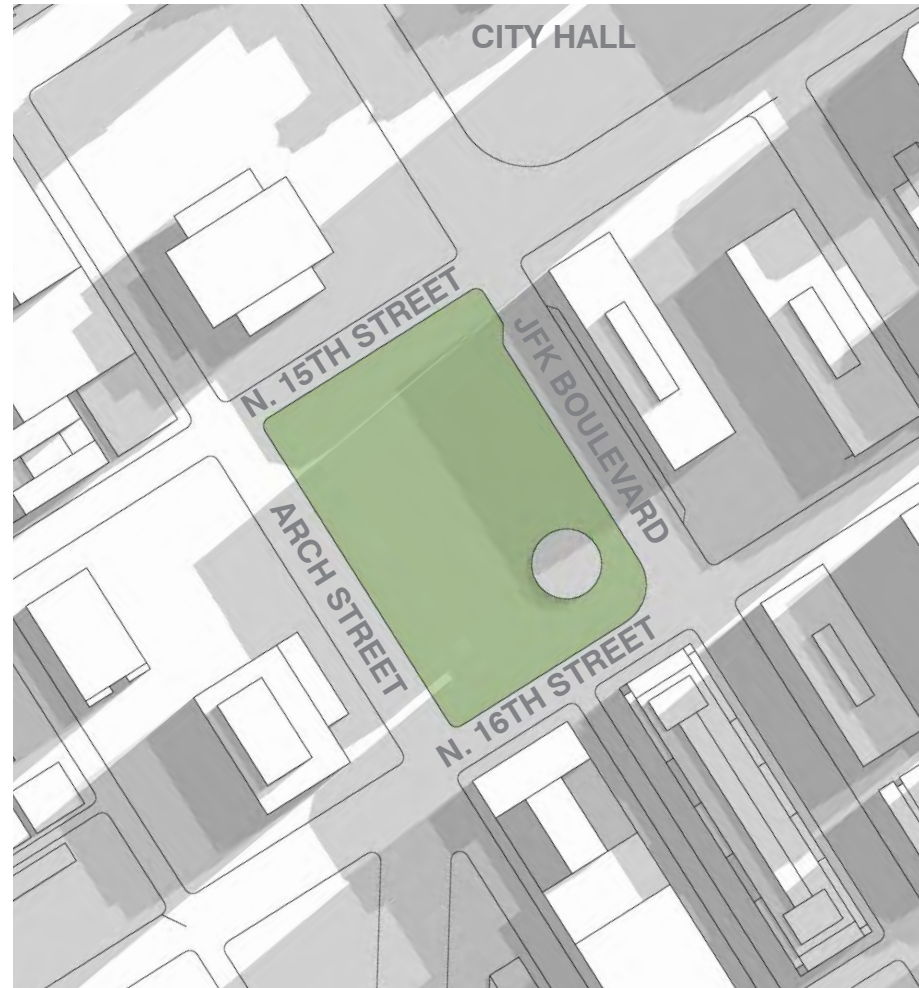
SITE CONTEXT



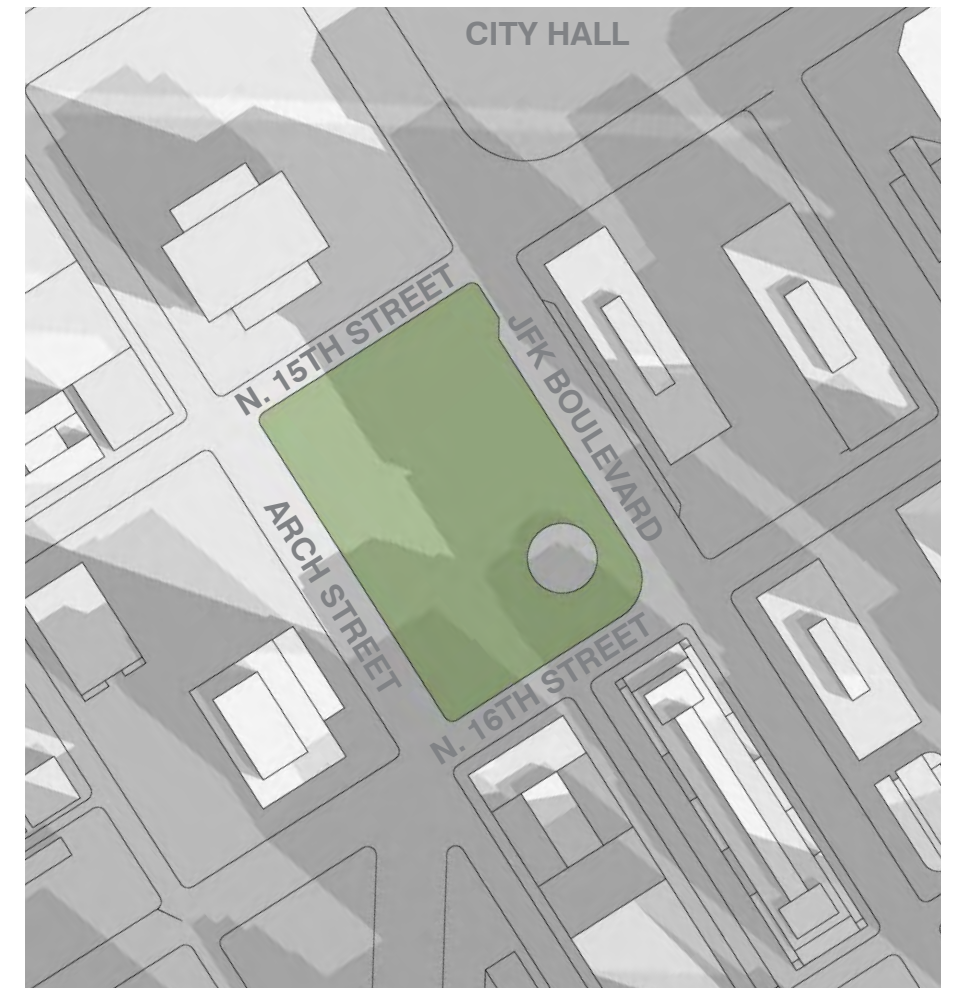
COMPOSITE SUN/SHADOW STUDIES



MORNING



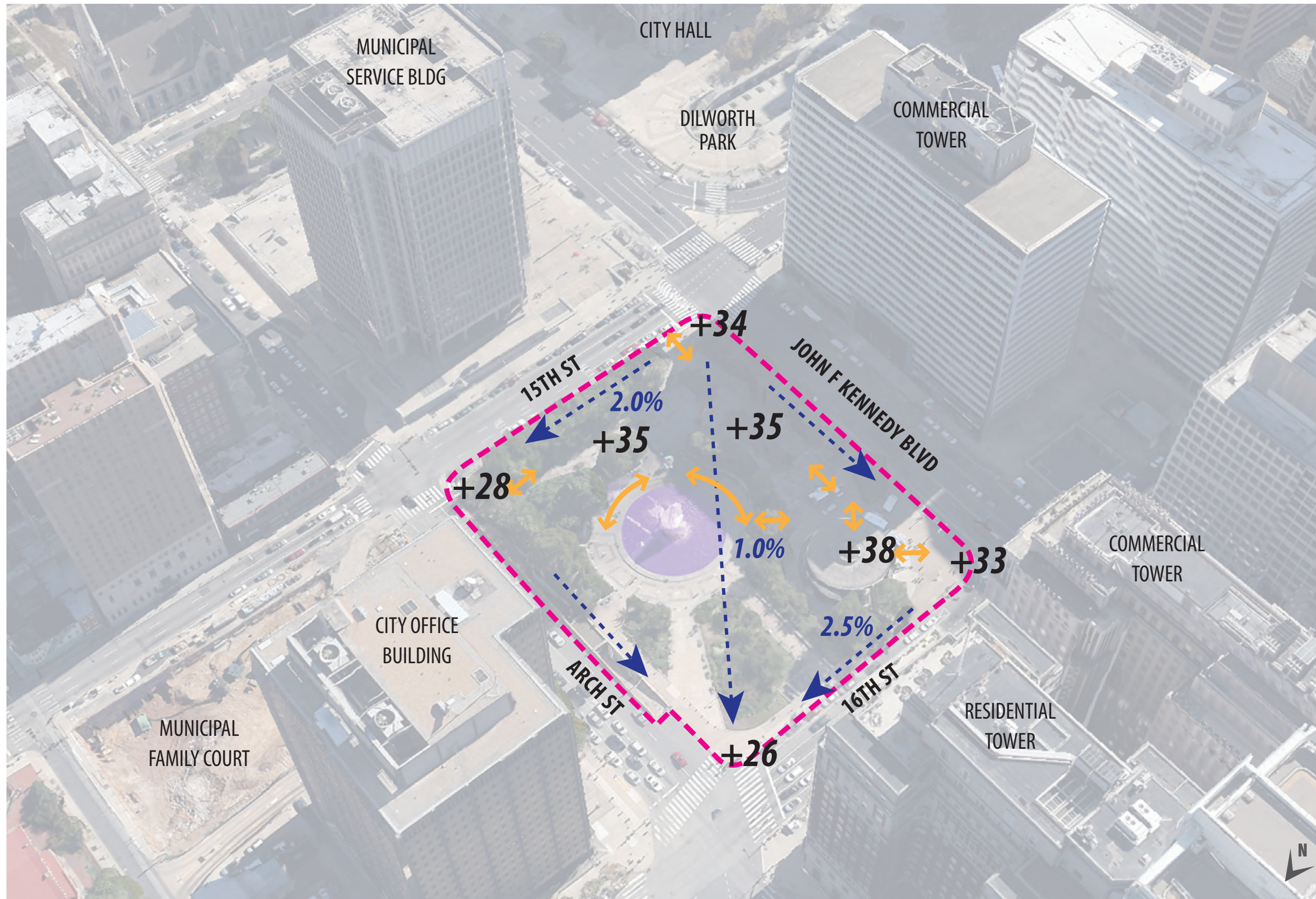
NOON



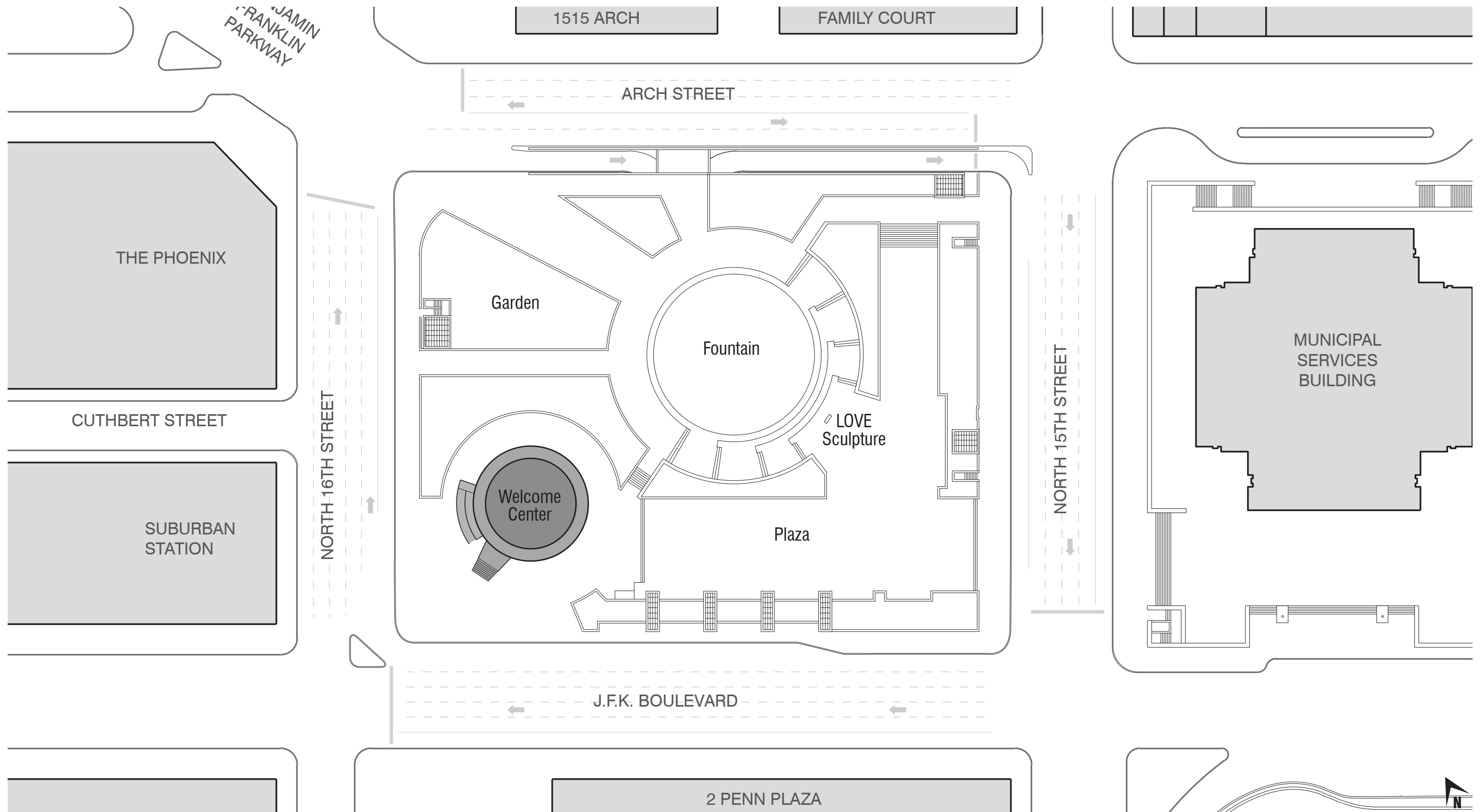
AFTERNOON



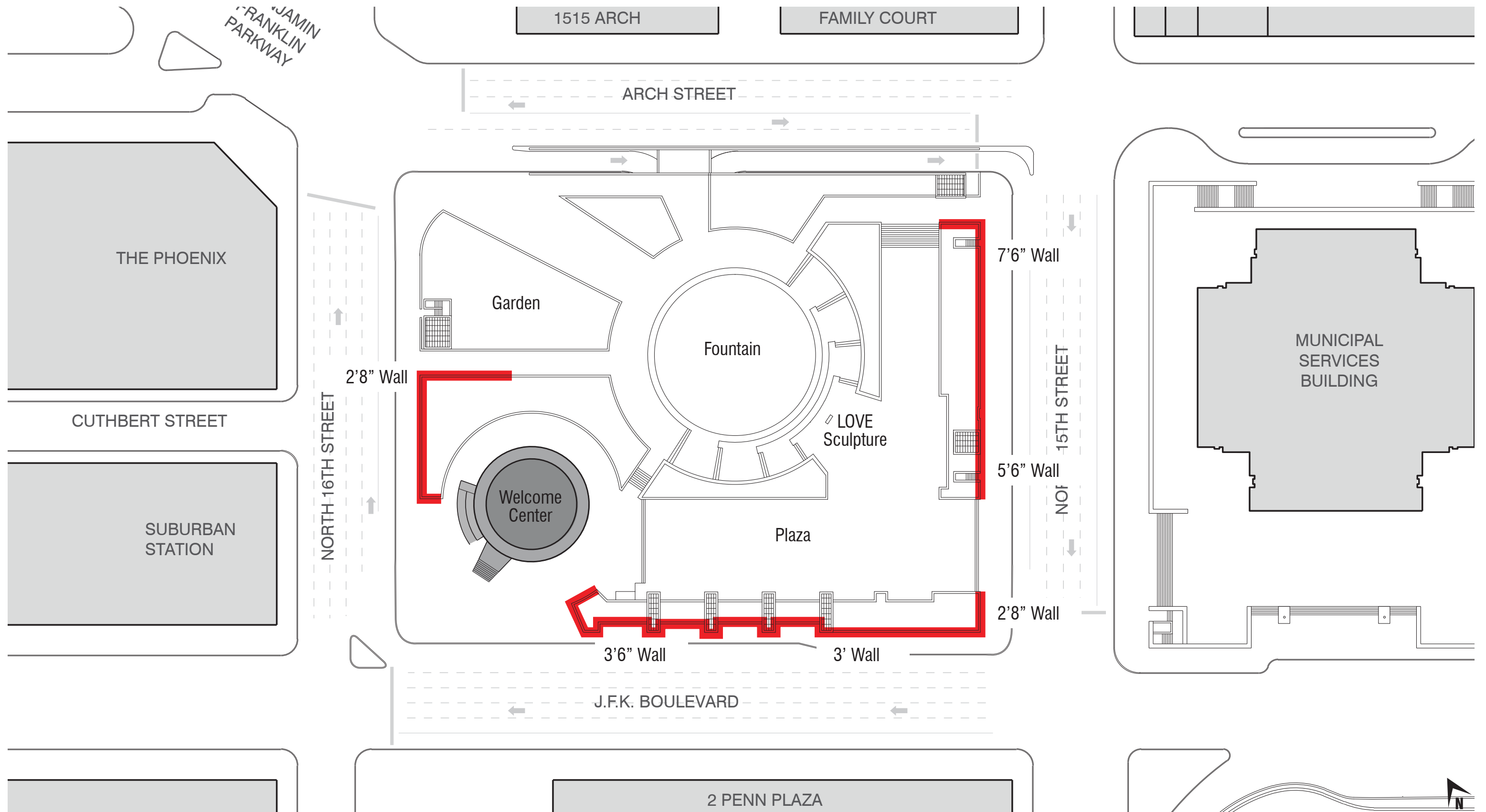
TOPOGRAPHY STUDY



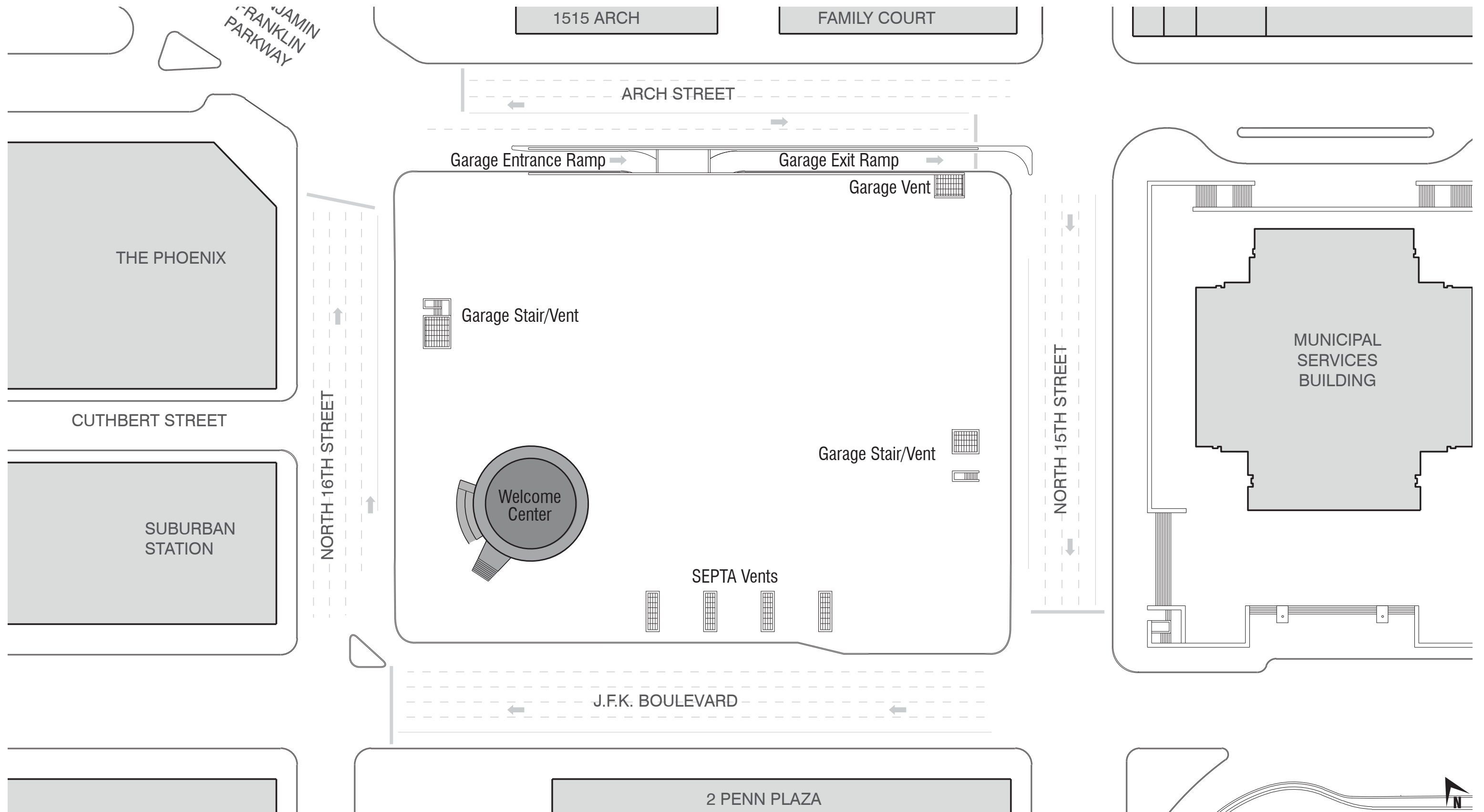
EXISTING PLAN



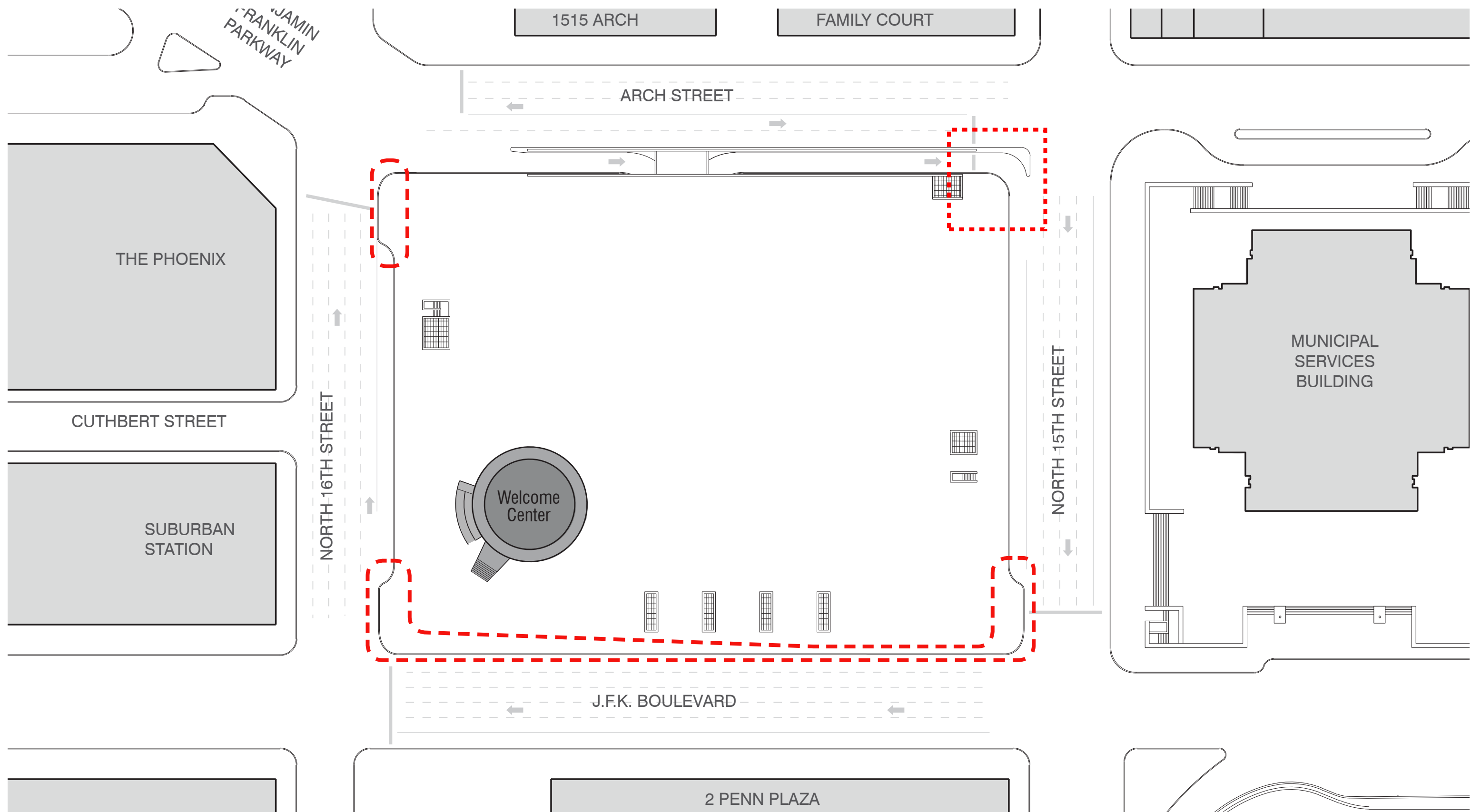
EXISTING PLAN PERIMETER CONDITIONS



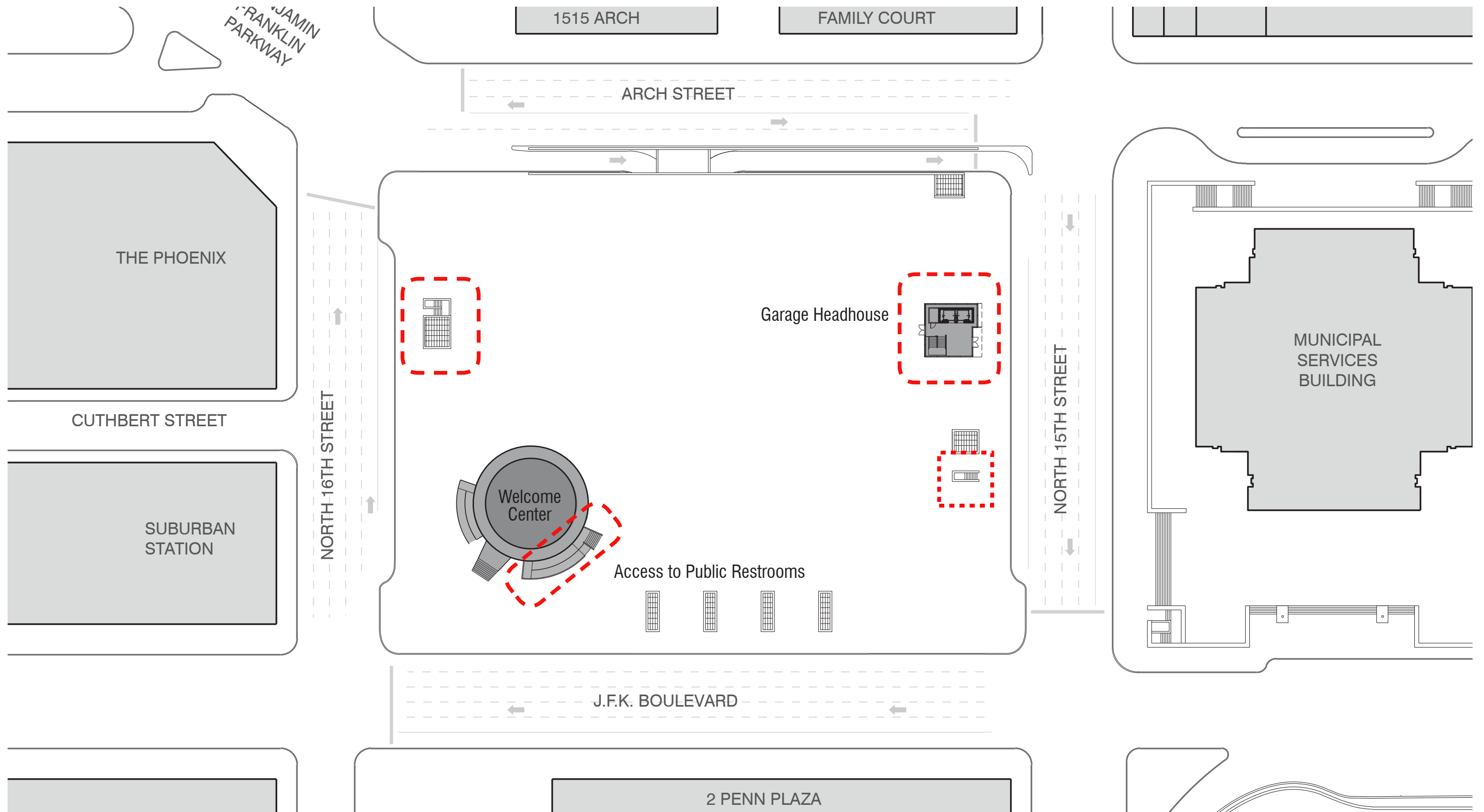
ELEMENTS TO REMAIN



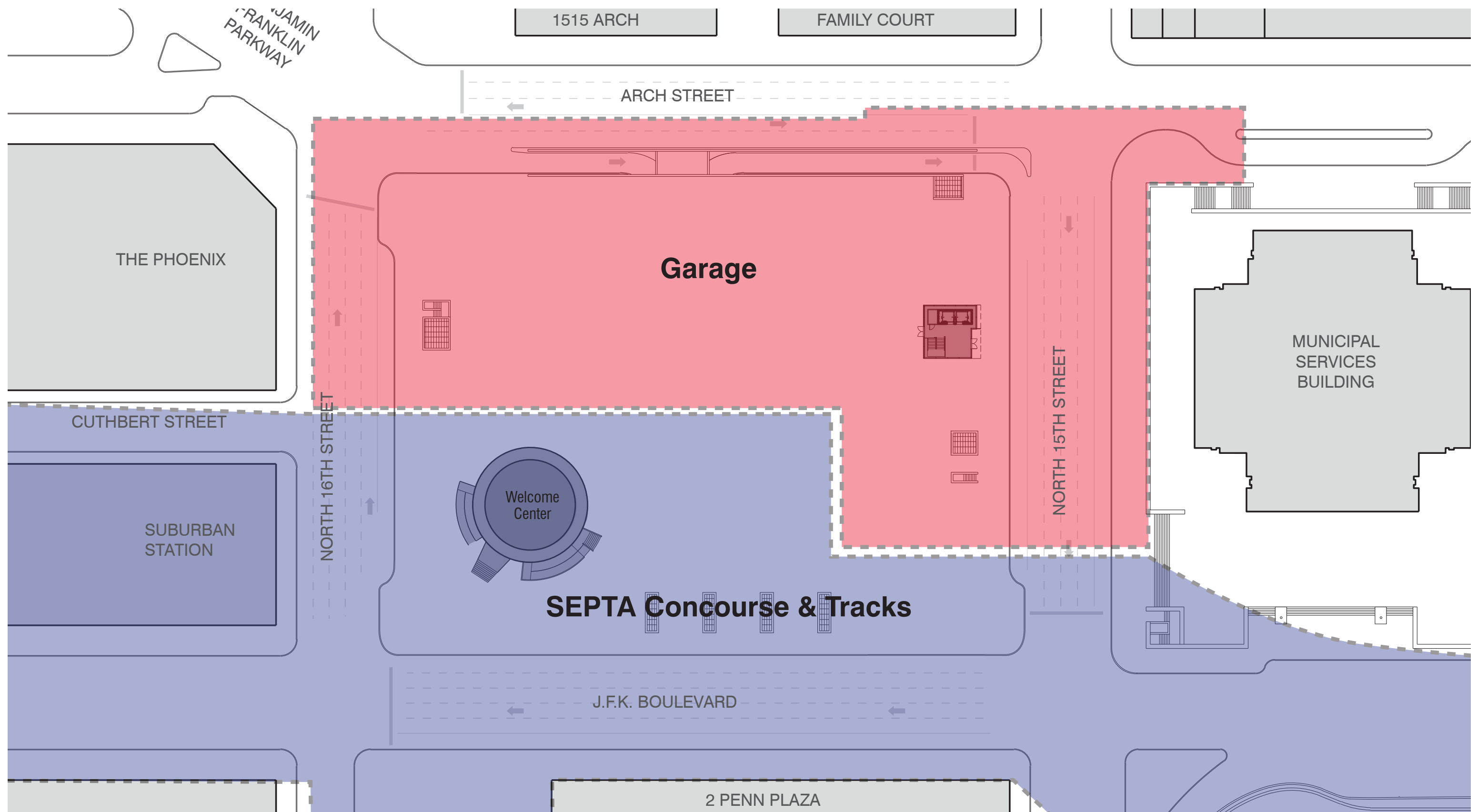
PROPOSED CURB BULB-OUTS



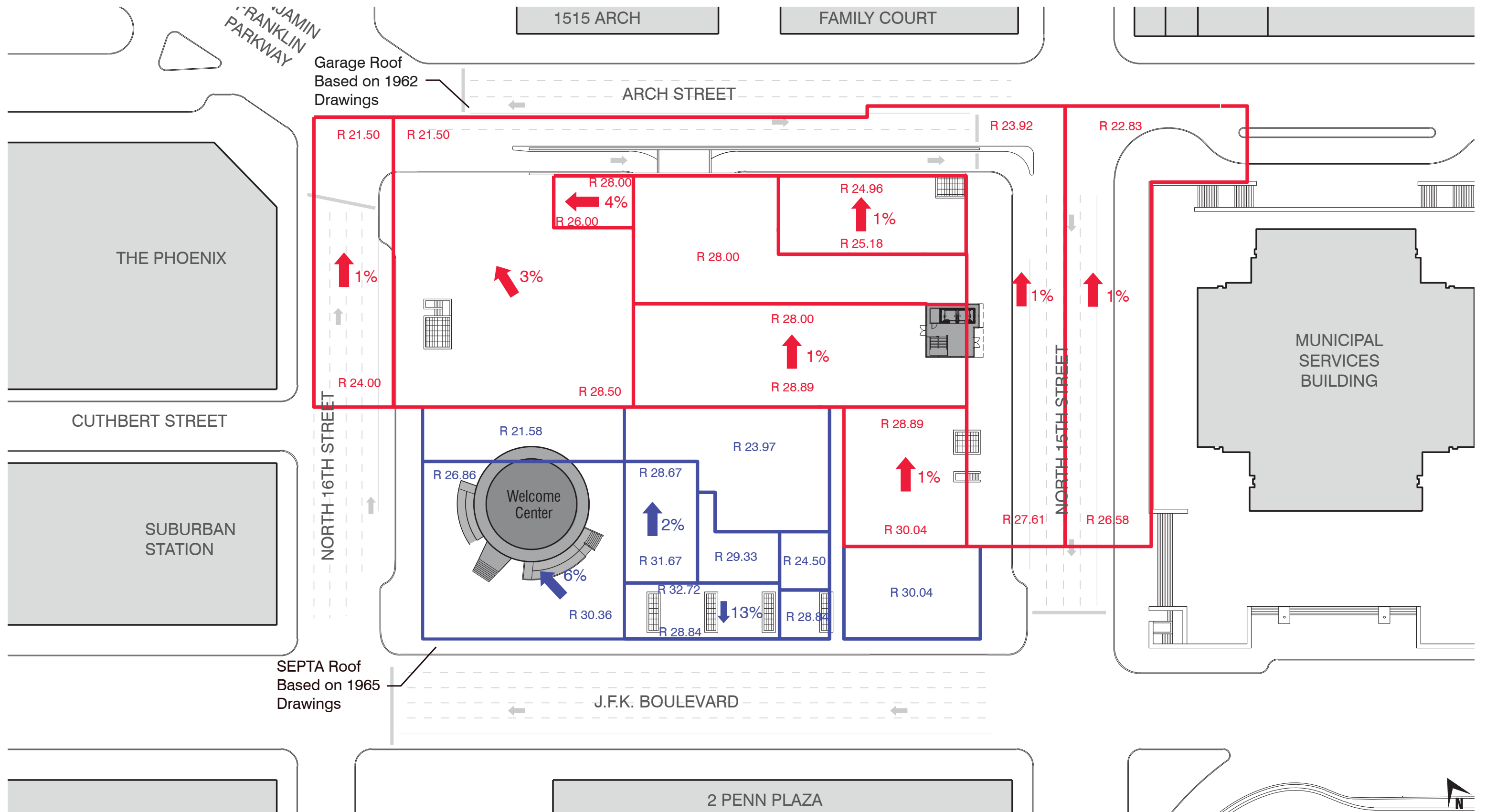
WELCOME CENTER RAMP & GARAGE HEADHOUSE



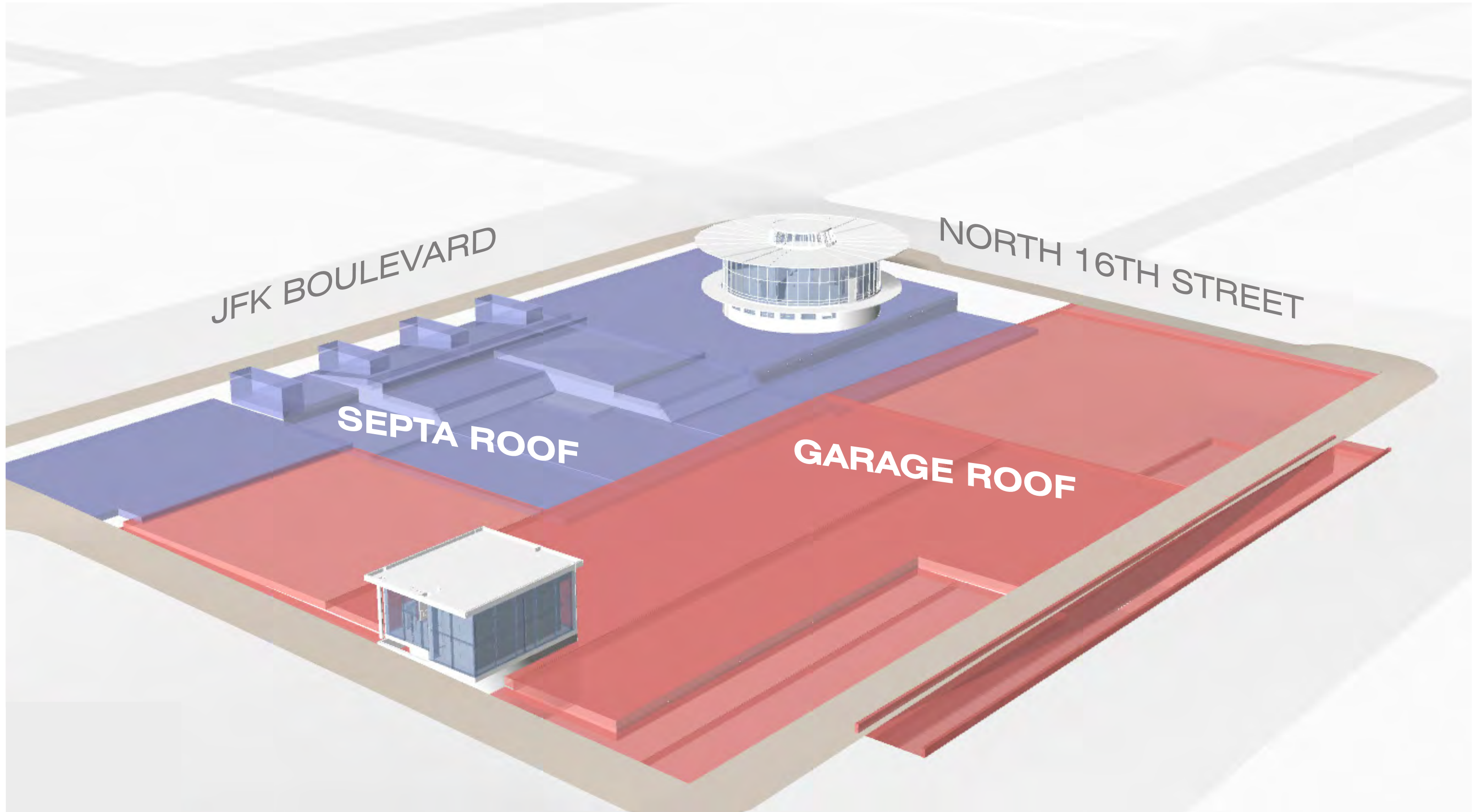
TECHNICAL CHALLENGES



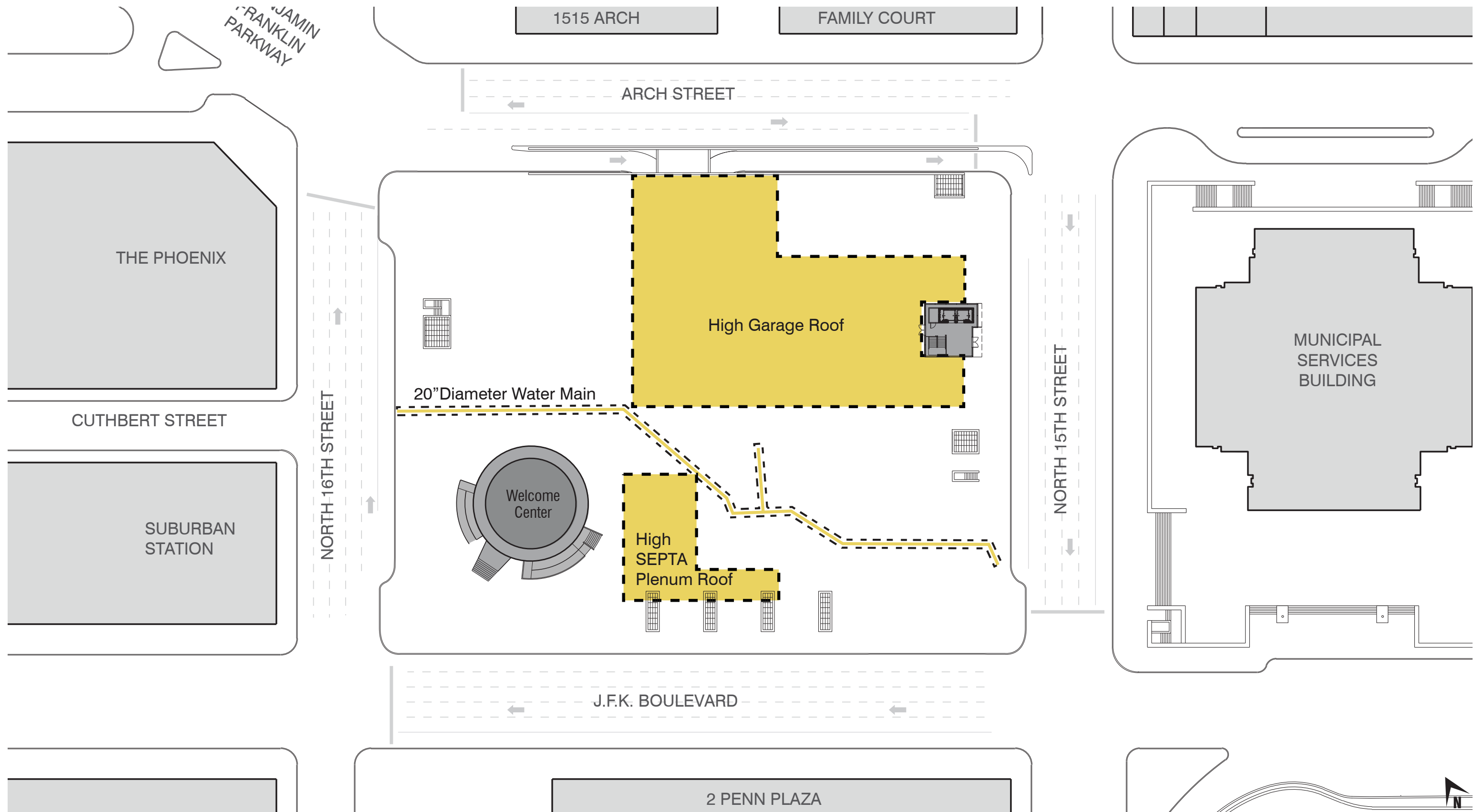
SUBSURFACE ROOF STUDY



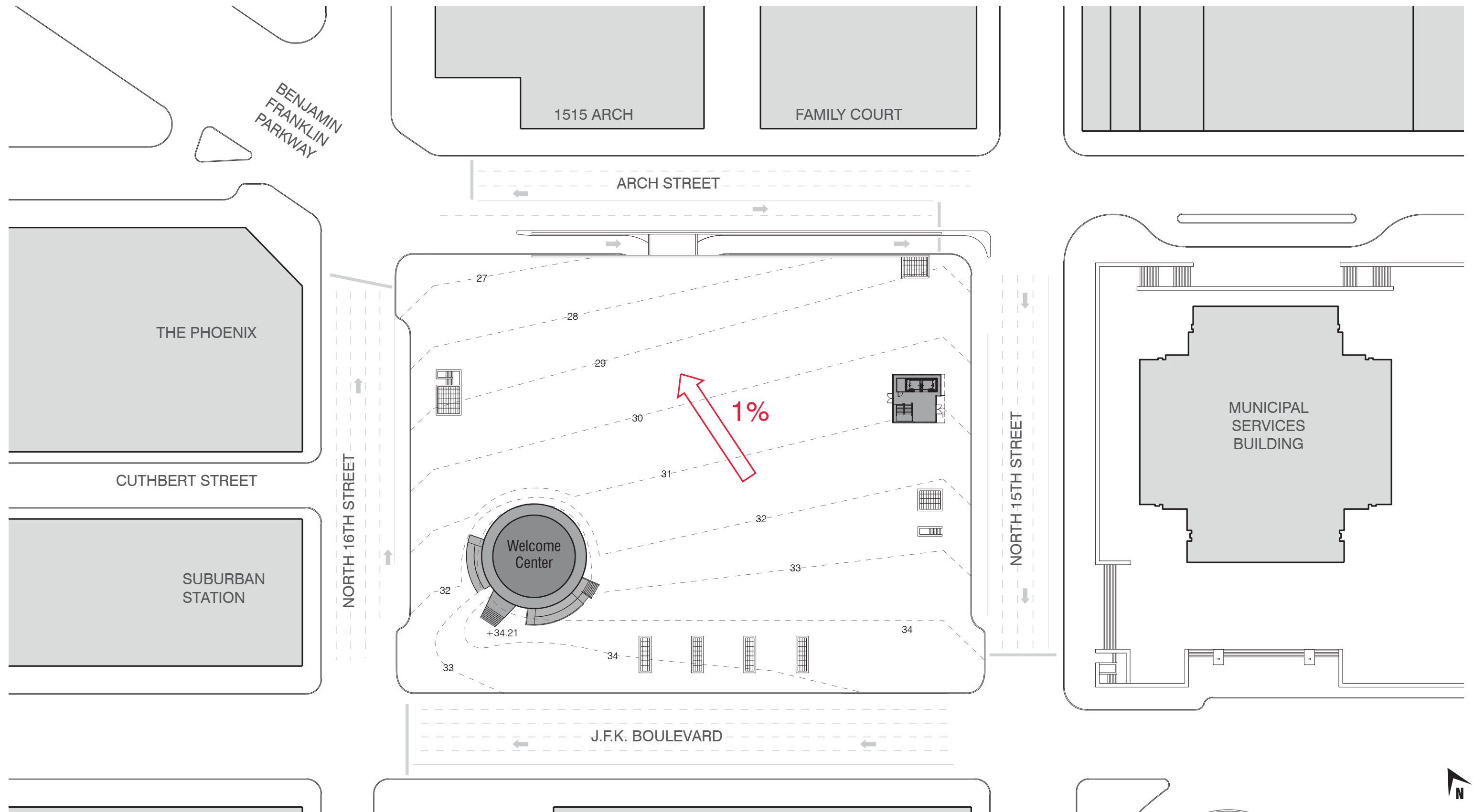
SUBSURFACE ROOF STUDY MODEL



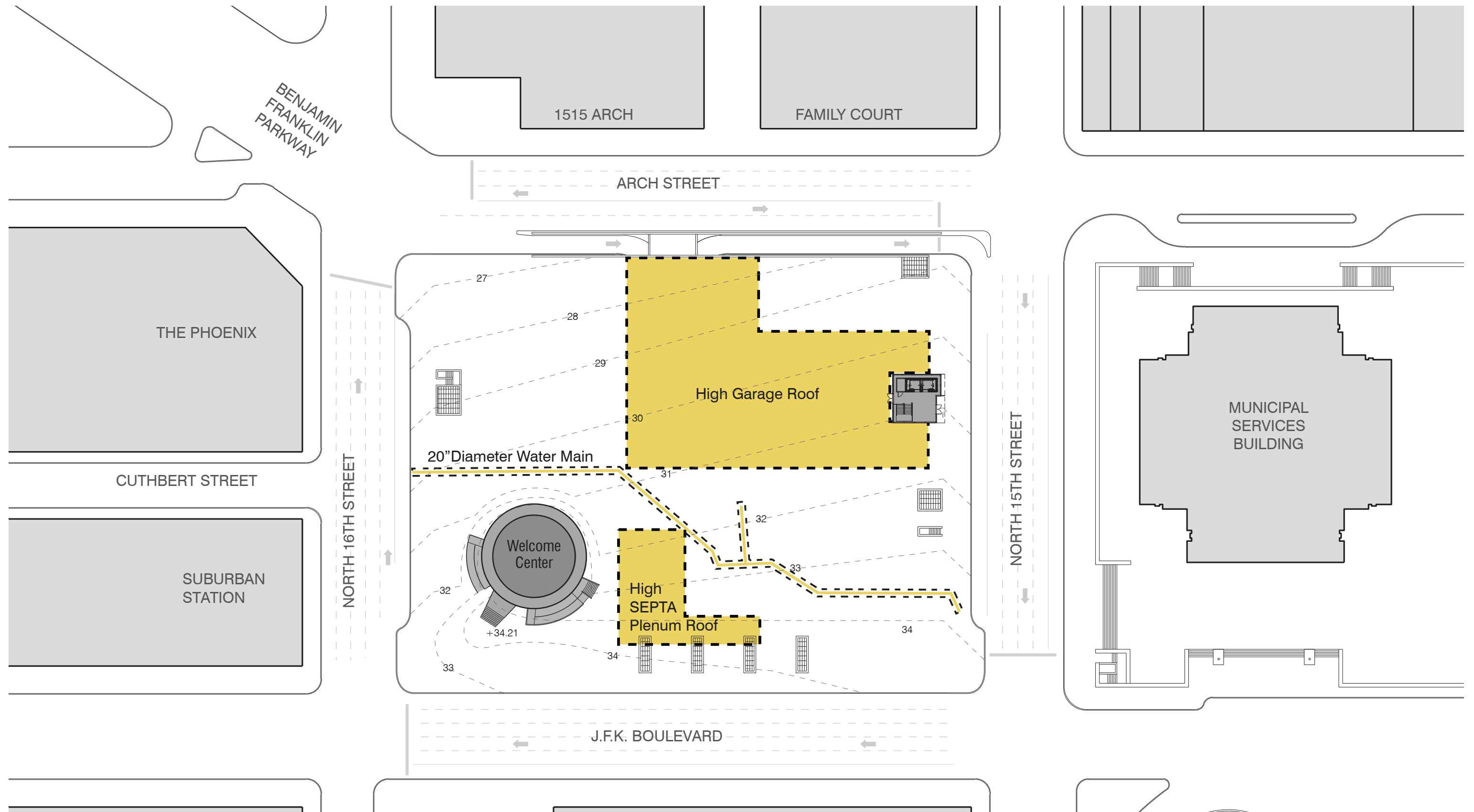
SUBSURFACE ANALYSIS



GRADING STUDY



GRADING STUDY



WELCOME CENTER

FAIRMOUNT PARK WELCOME CENTER



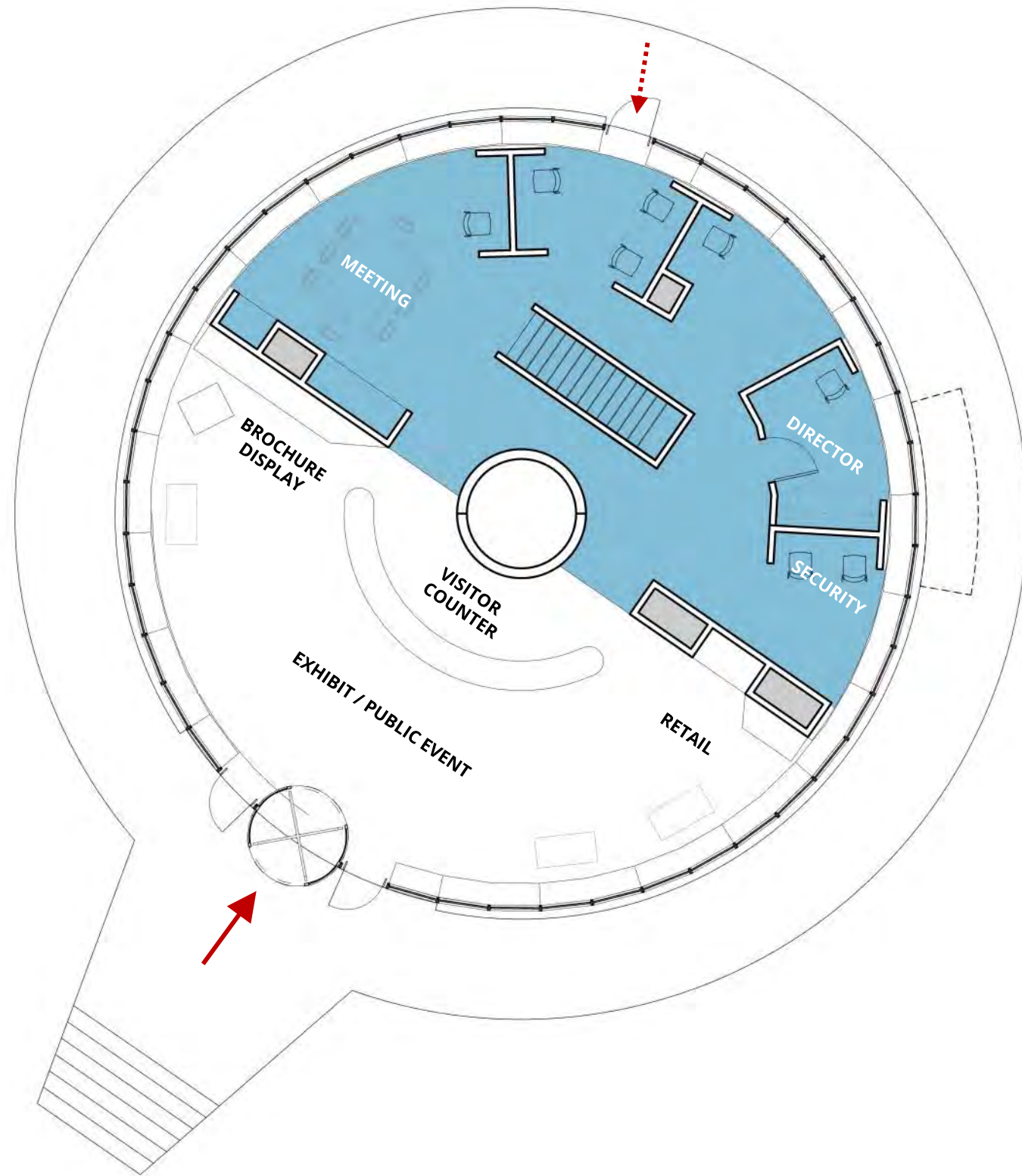
FAIRMOUNT PARK WELCOME CENTER - CURRENT CONDITION



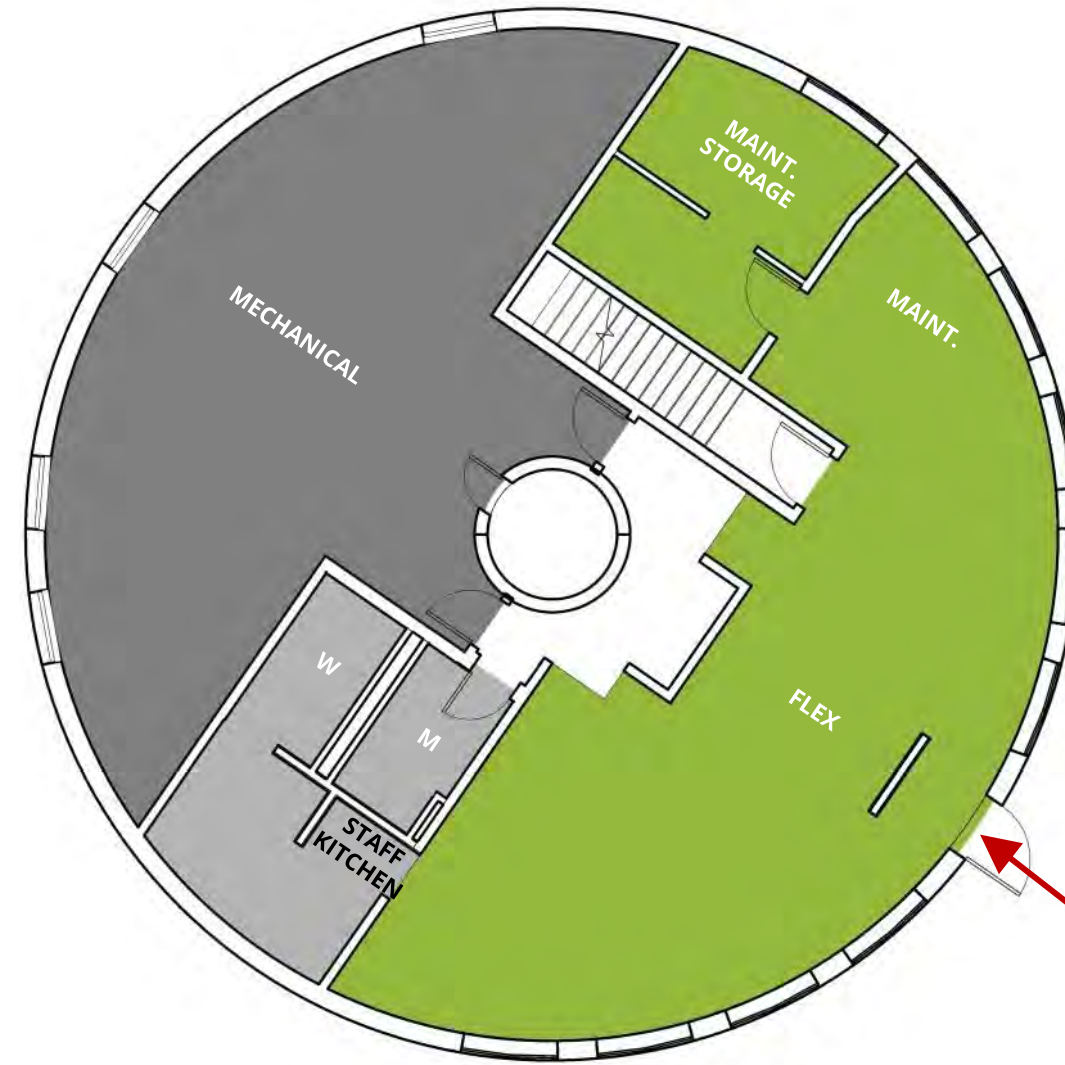
FAIRMOUNT PARK WELCOME CENTER - CURRENT CONDITION



FAIRMOUNT PARK WELCOME CENTER - EXISTING FLOOR PLANS

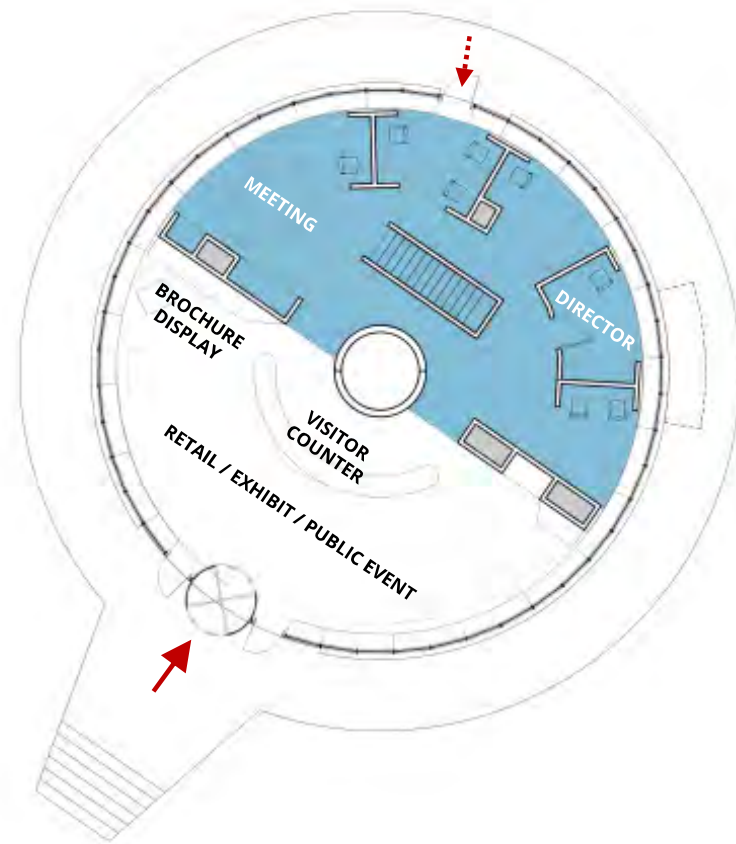


UPPER LEVEL

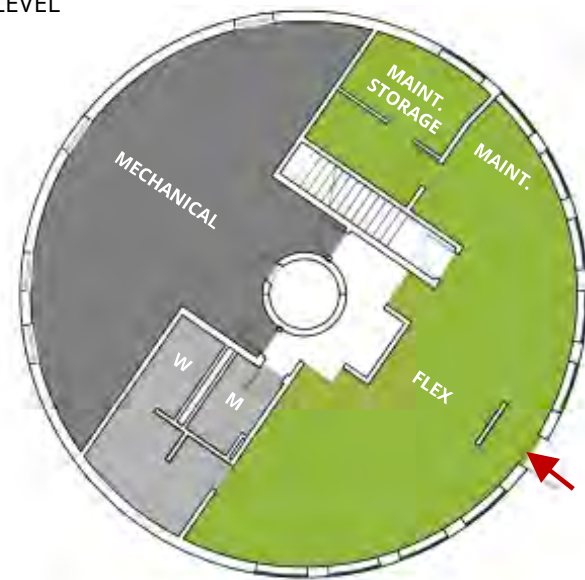


LOWER LEVEL

FAIRMOUNT PARK WELCOME CENTER - PROGRAM



UPPER LEVEL



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



PRECEDENT - MIDDLEBURY COLLEGE ATWATER COMMONS



PRECEDENT - MICHENER ART MUSEUM



PRECEDENT - MICHENER ART MUSEUM



PRECEDENT - KIMMEL CENTER INNOVATION STUDIO



PRECEDENT - KIMMEL CENTER INNOVATION STUDIO



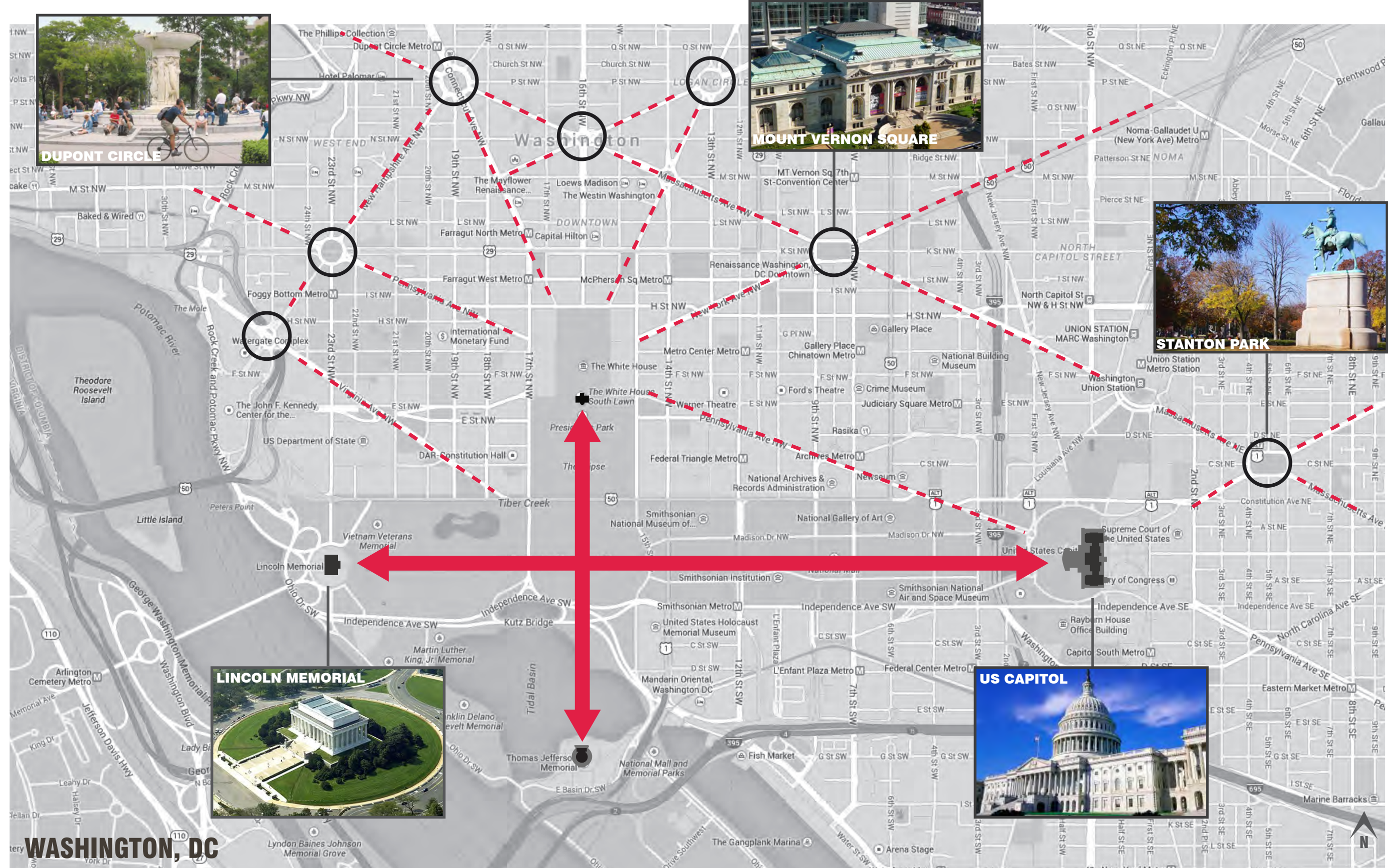
APPROACHES

L'ENFANT PLAN, WASHINGTON DC

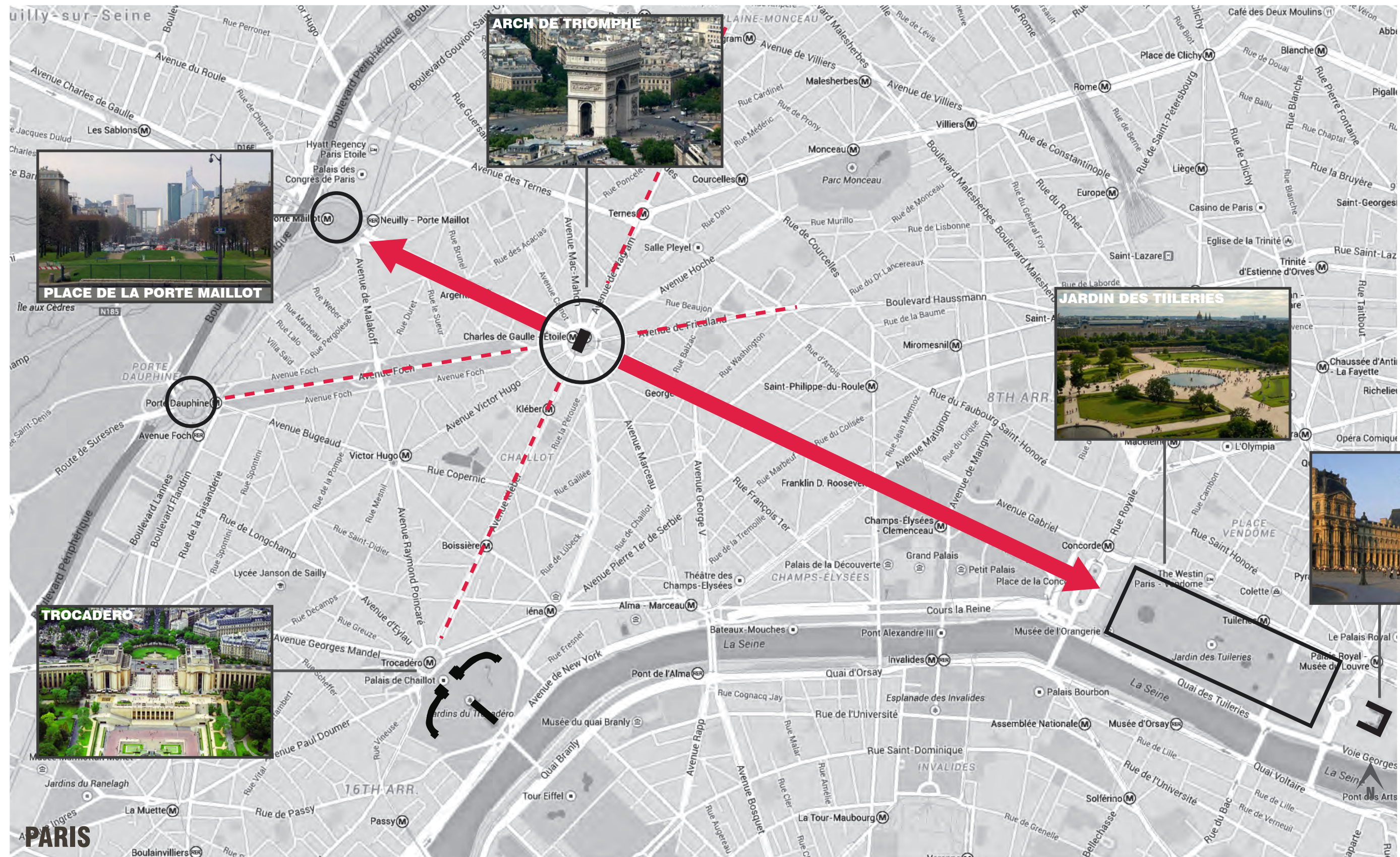


Lat: Capitol 38: 53, N.

DIAGONAL/ROND POINT PRECEDENTS



DIAGONAL/ROND POINT PRECEDENTS



DIAGONAL/BOW TIE PRECEDENTS



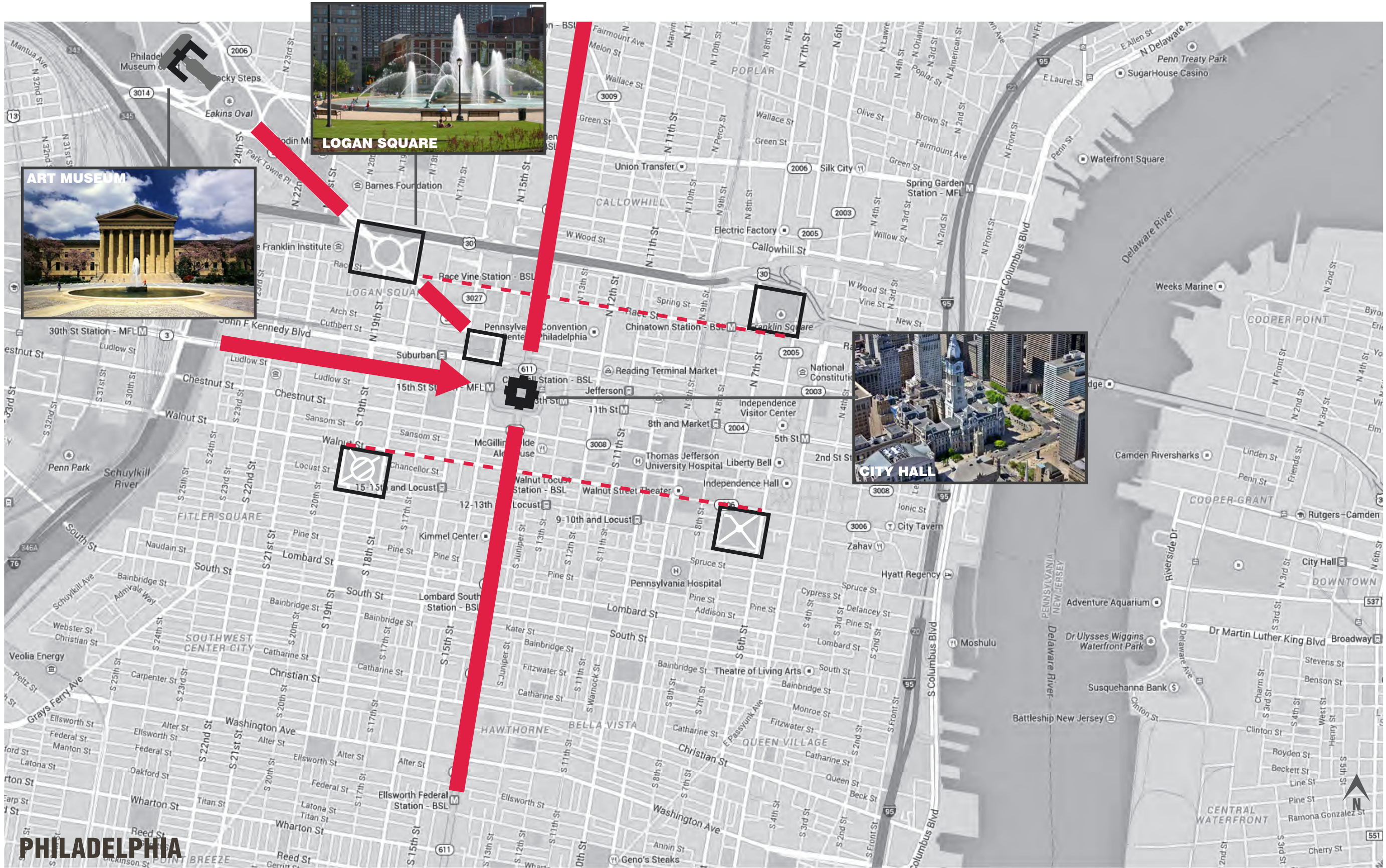
FATHER FAGAN PARK



SOHO SQUARE



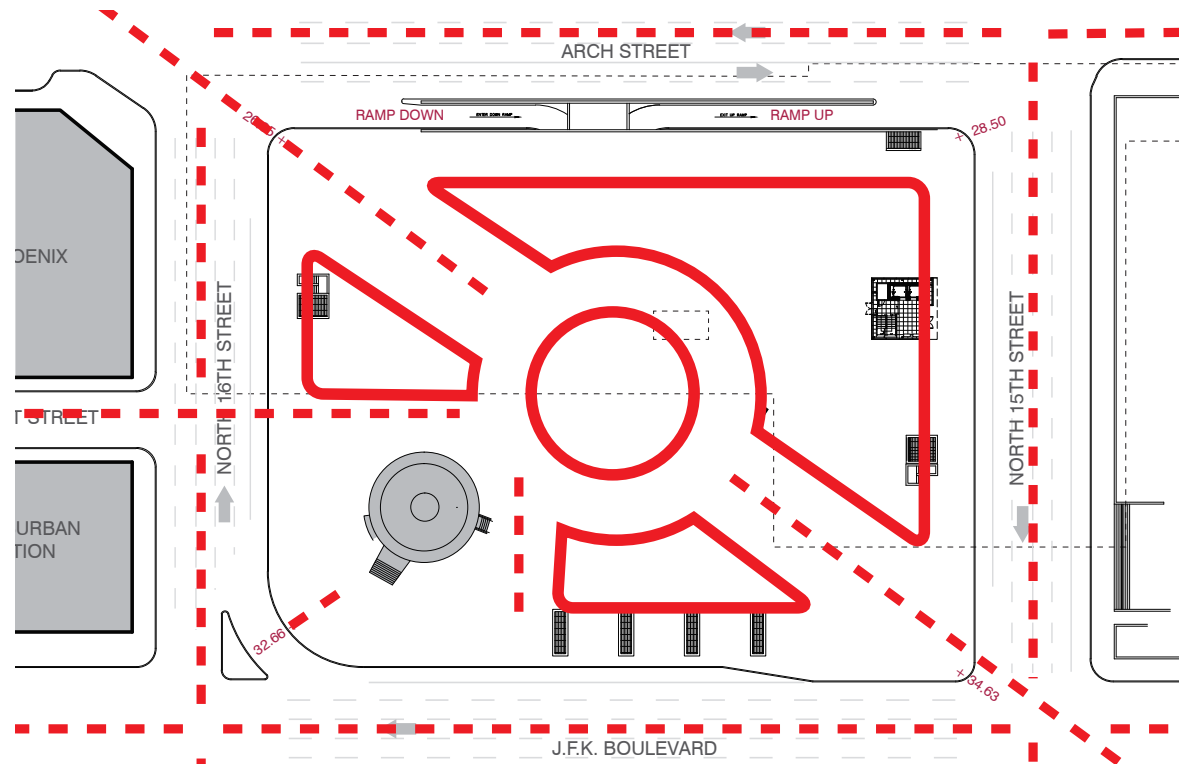
DUARTE SQUARE



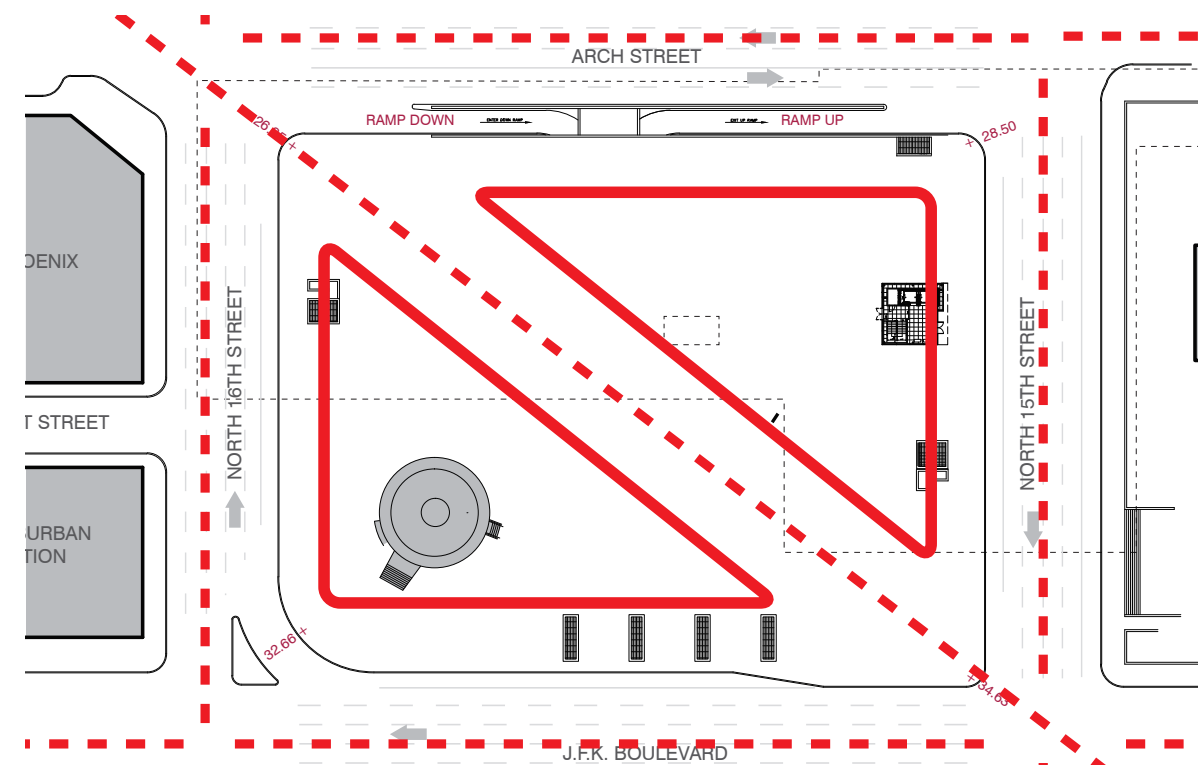
JFK PLAZA / LOVE PARK

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

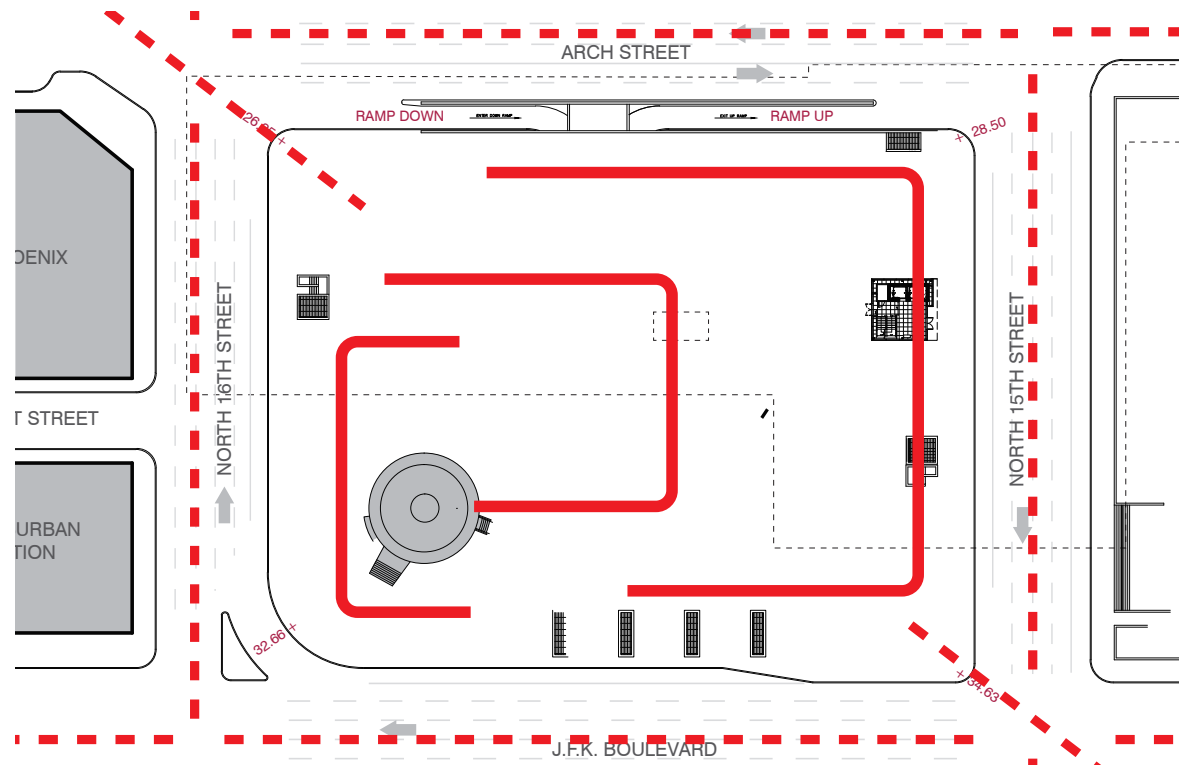
APPROACH DIAGRAMS



ROUND-POINT

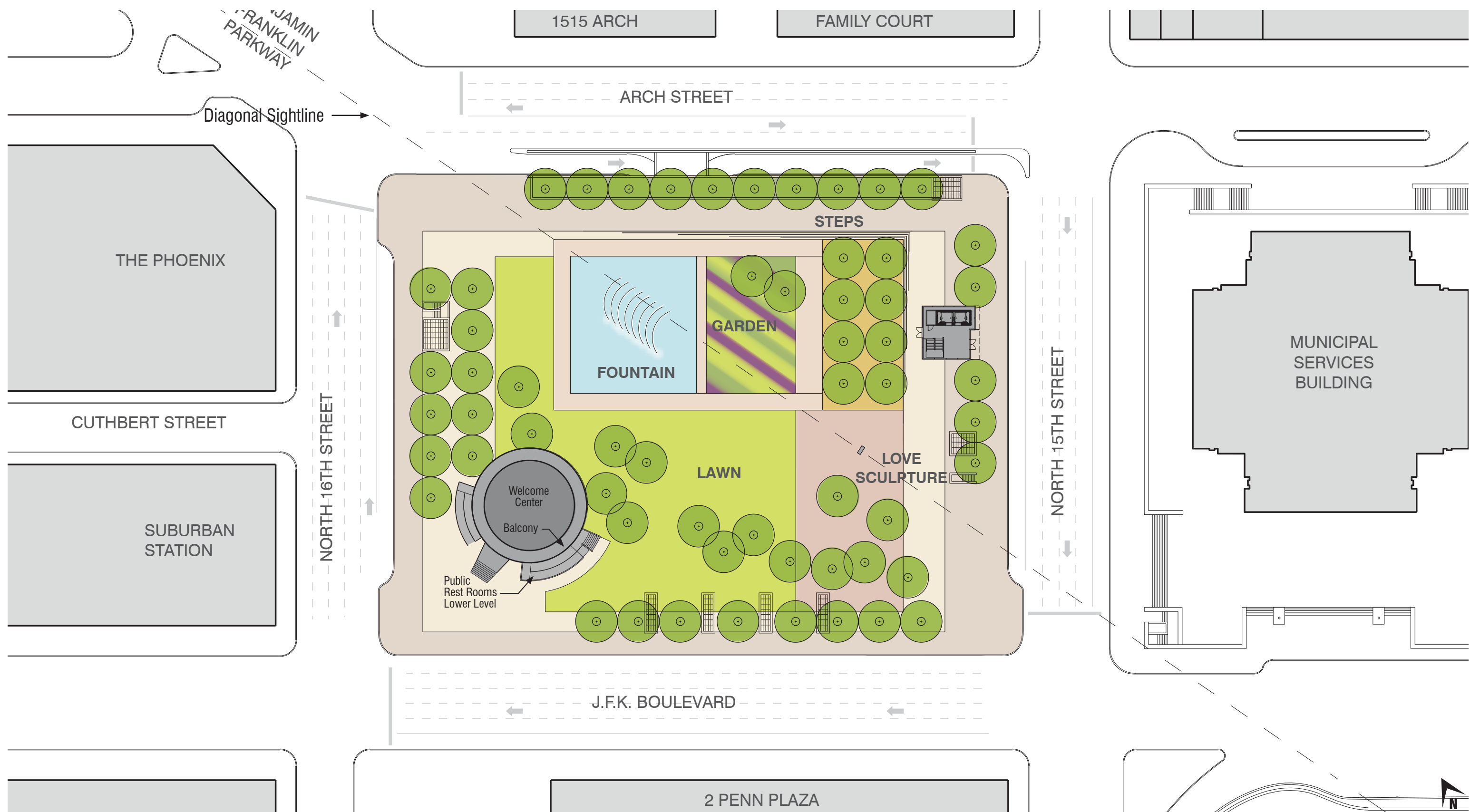


BOW-TIE



SQUARE

SQUARE 1 PLAN



SQUARE 1 MODEL



SQUARE 1 MODEL



SQUARE 1 PRECEDENT IMAGES



GARDEN



SEATING



LAWN



FOUNTAIN

SQUARE 1 FOOD TRUCK PARKING & SEATING



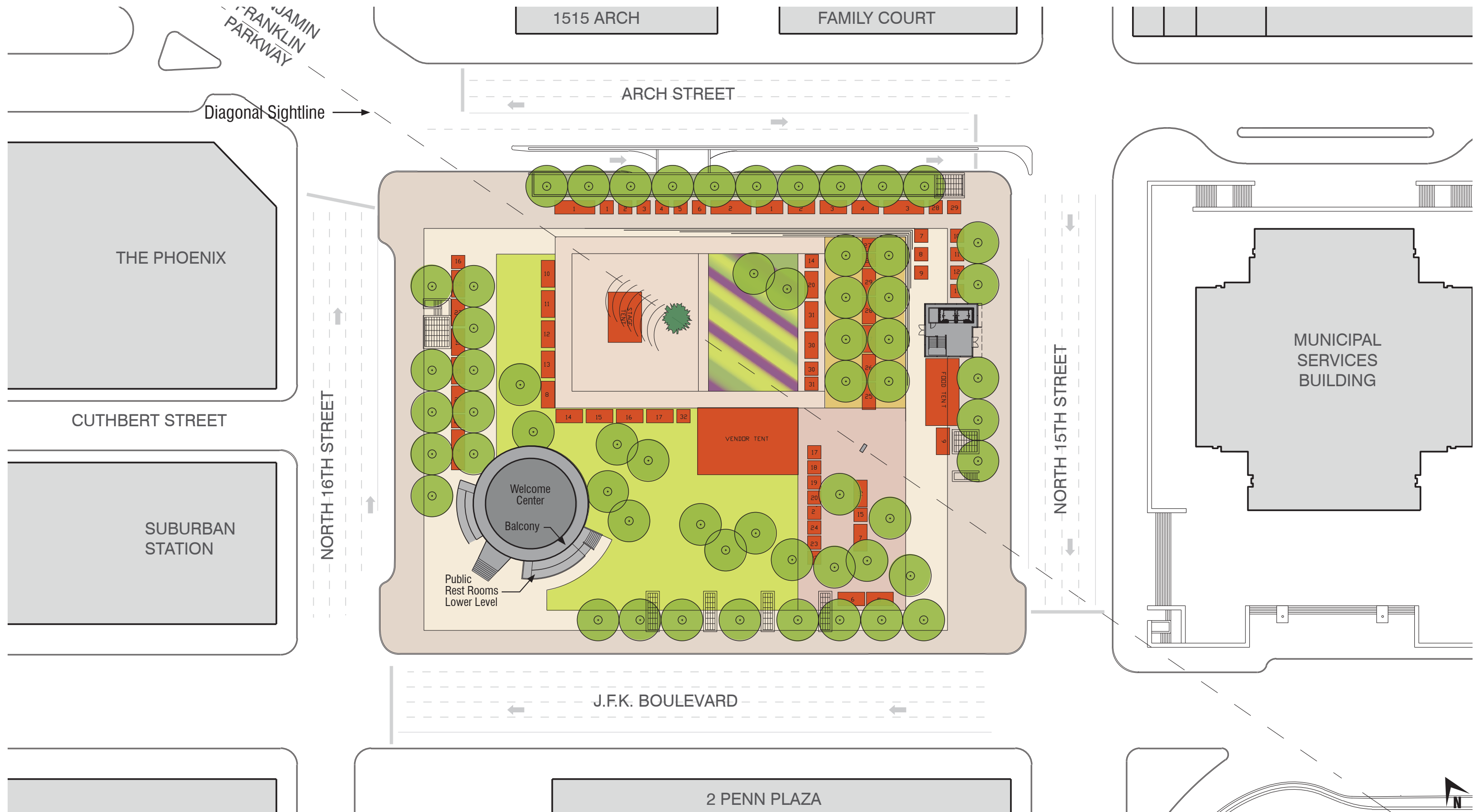
SQUARE 1 "LUNCH IN LOVE" EVENT



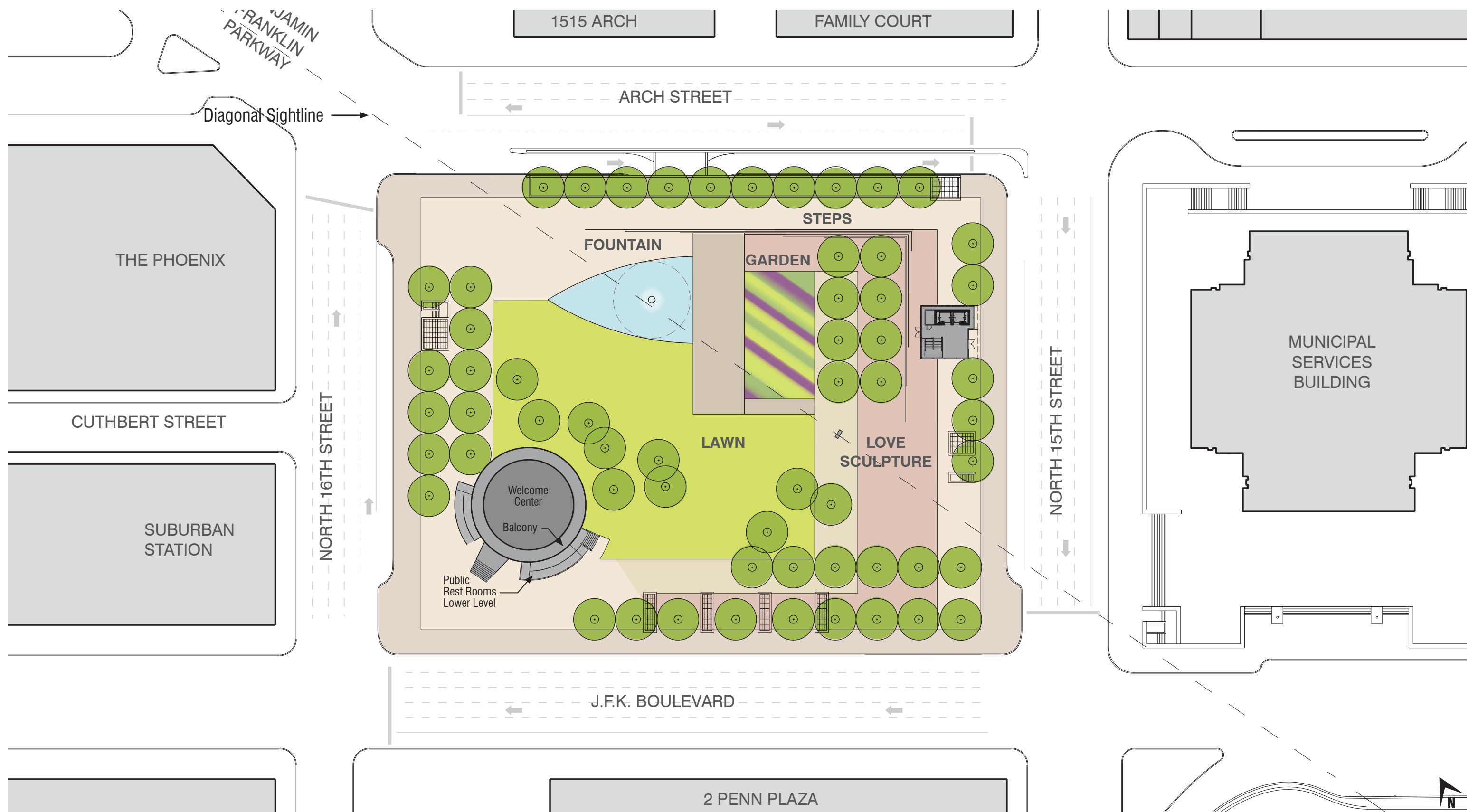
SQUARE 1 PERFORMANCE EVENT



SQUARE 1 SEASONAL VILLAGES



SQUARE 2 PLAN



SQUARE 2 MODEL



SQUARE 2 MODEL



SQUARE 2 PRECEDENT IMAGES



GARDEN



SEATING

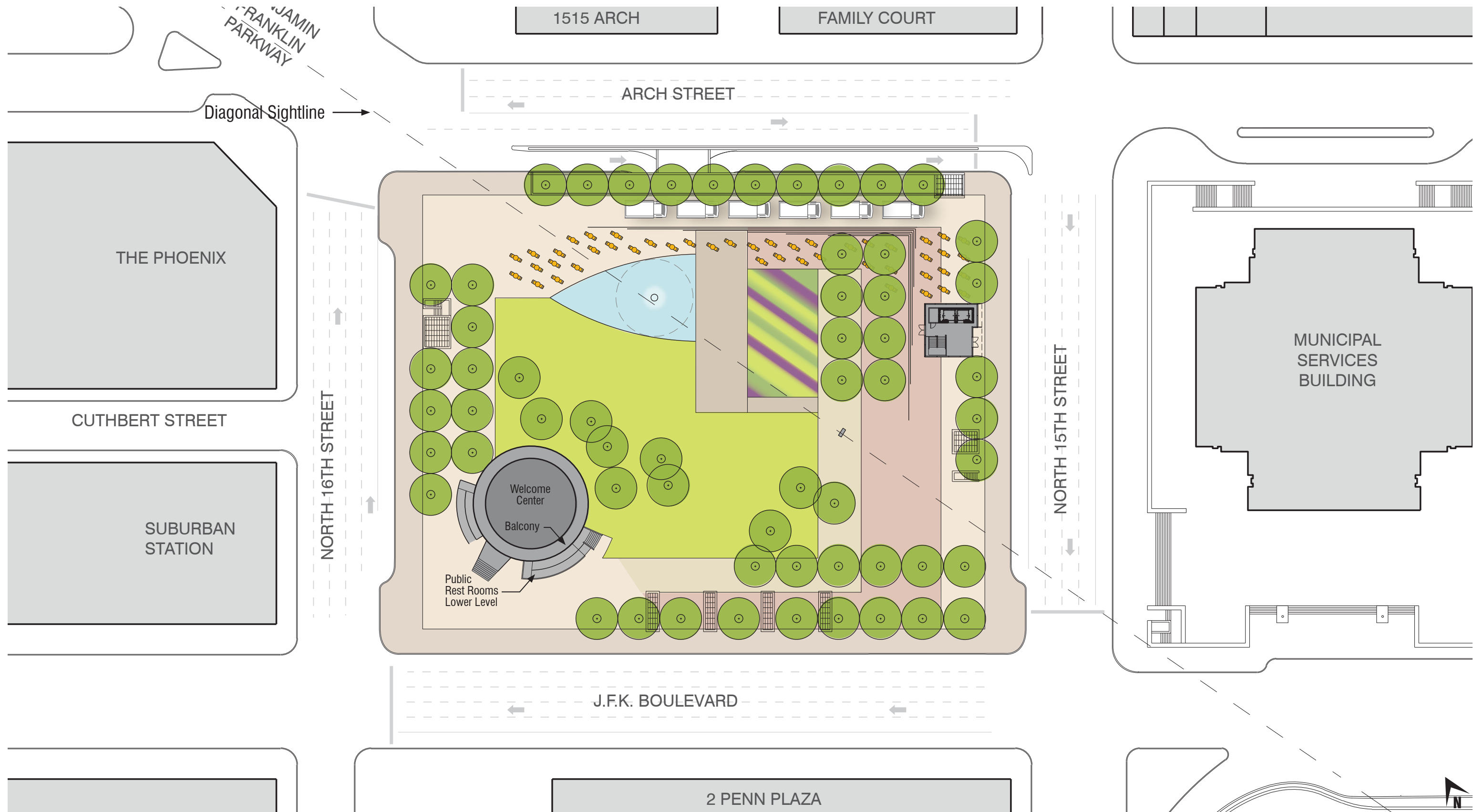


LAWN



FOUNTAIN

SQUARE 2 FOOD TRUCK PARKING & SEATING



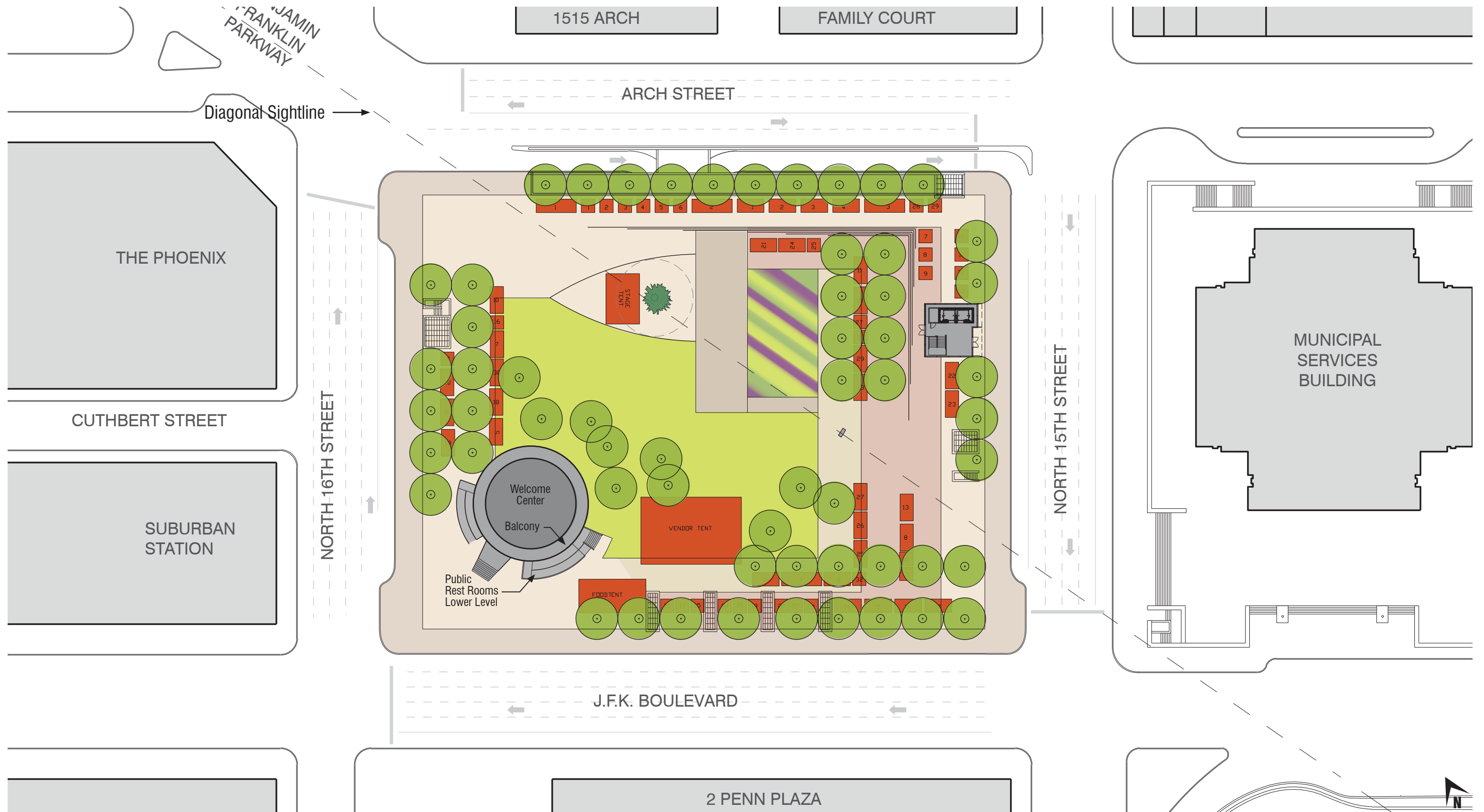
SQUARE 2 "LUNCH IN LOVE" EVENT



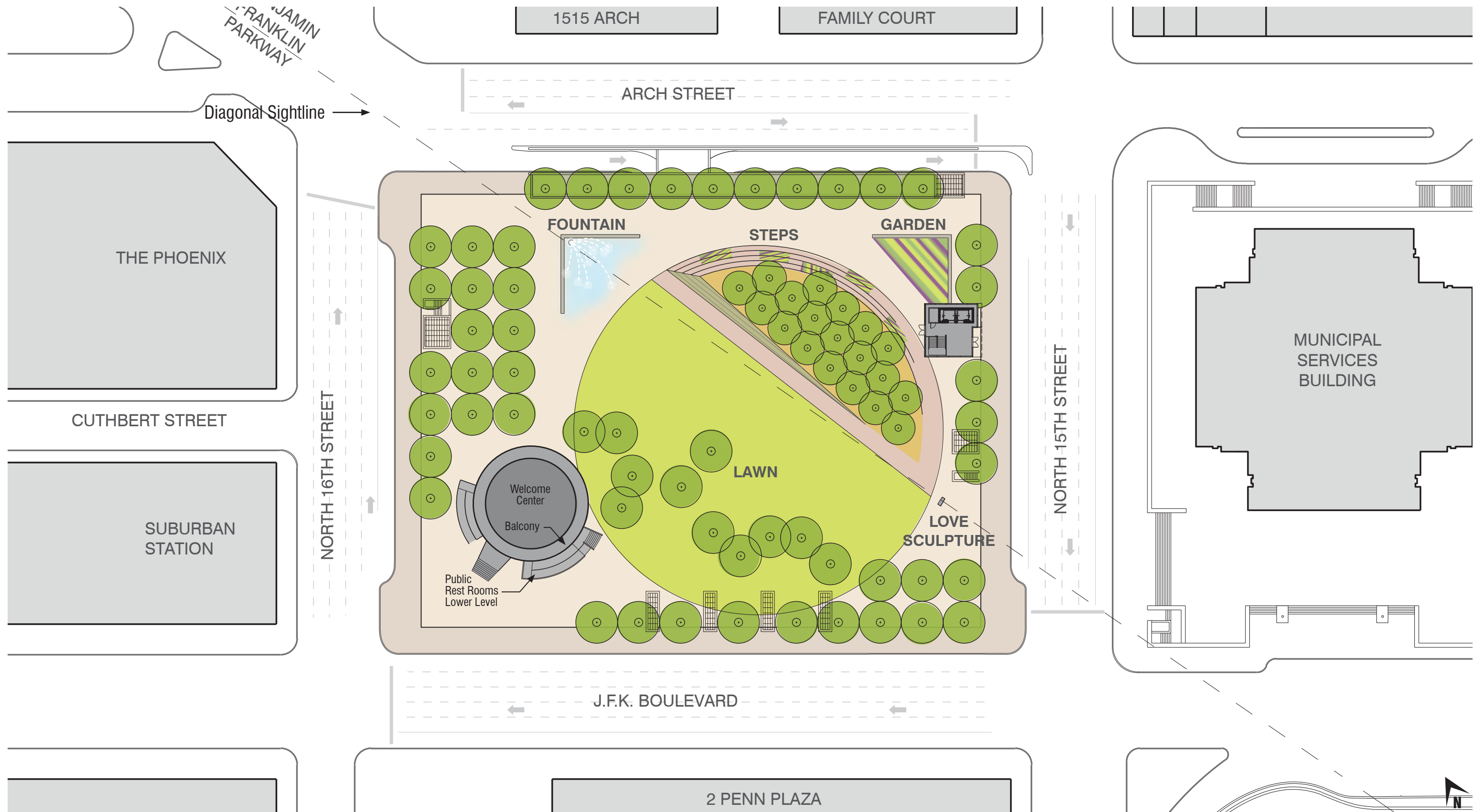
SQUARE 2 PERFORMANCE EVENT



SQUARE 2 SEASONAL VILLAGES



BOW-TIE 1 PLAN



BOW-TIE 1 MODEL



BOW-TIE 1 MODEL



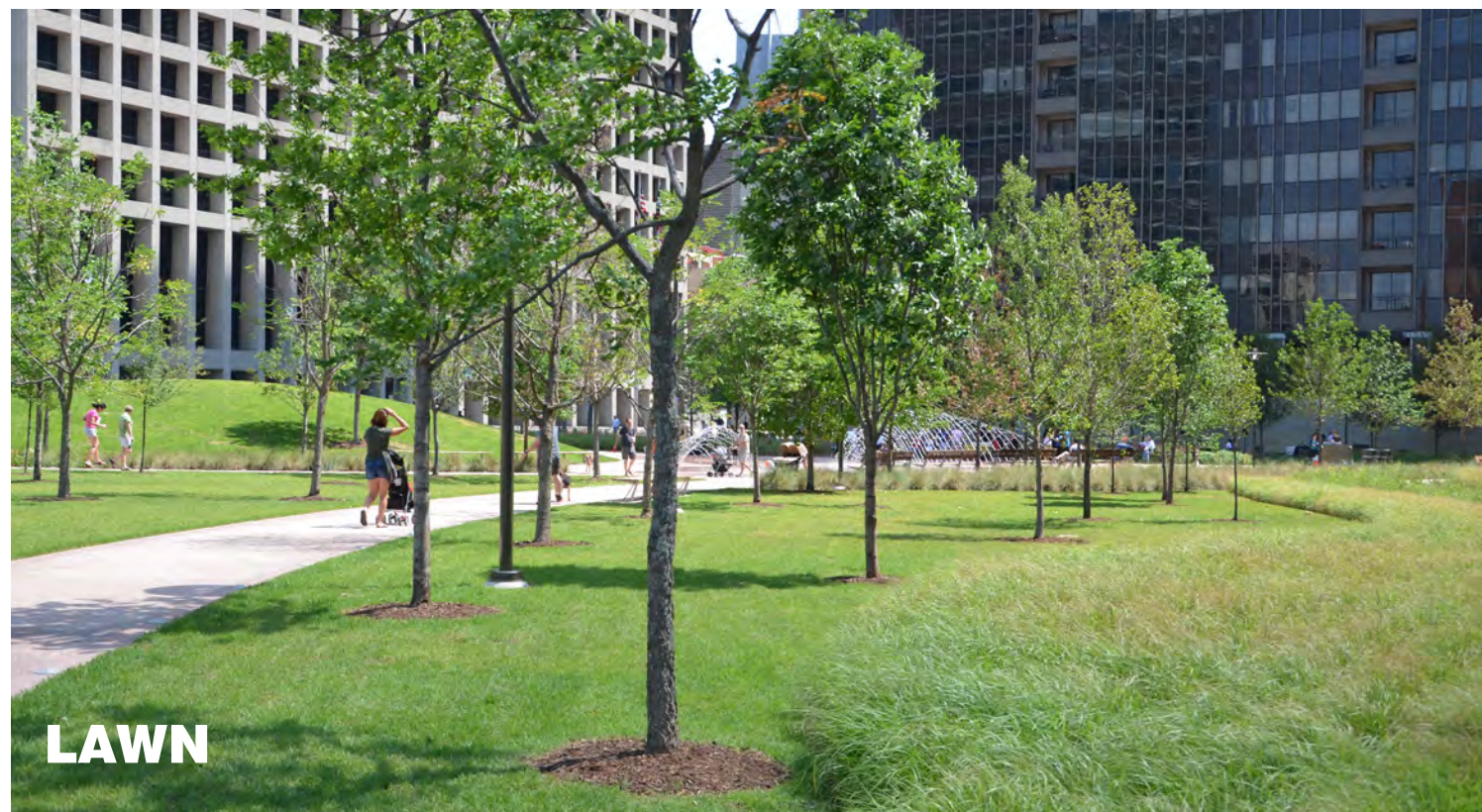
BOW-TIE 1 PRECEDENT IMAGES



GARDEN TERRACES



SEATING



LAWN



FOUNTAIN

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



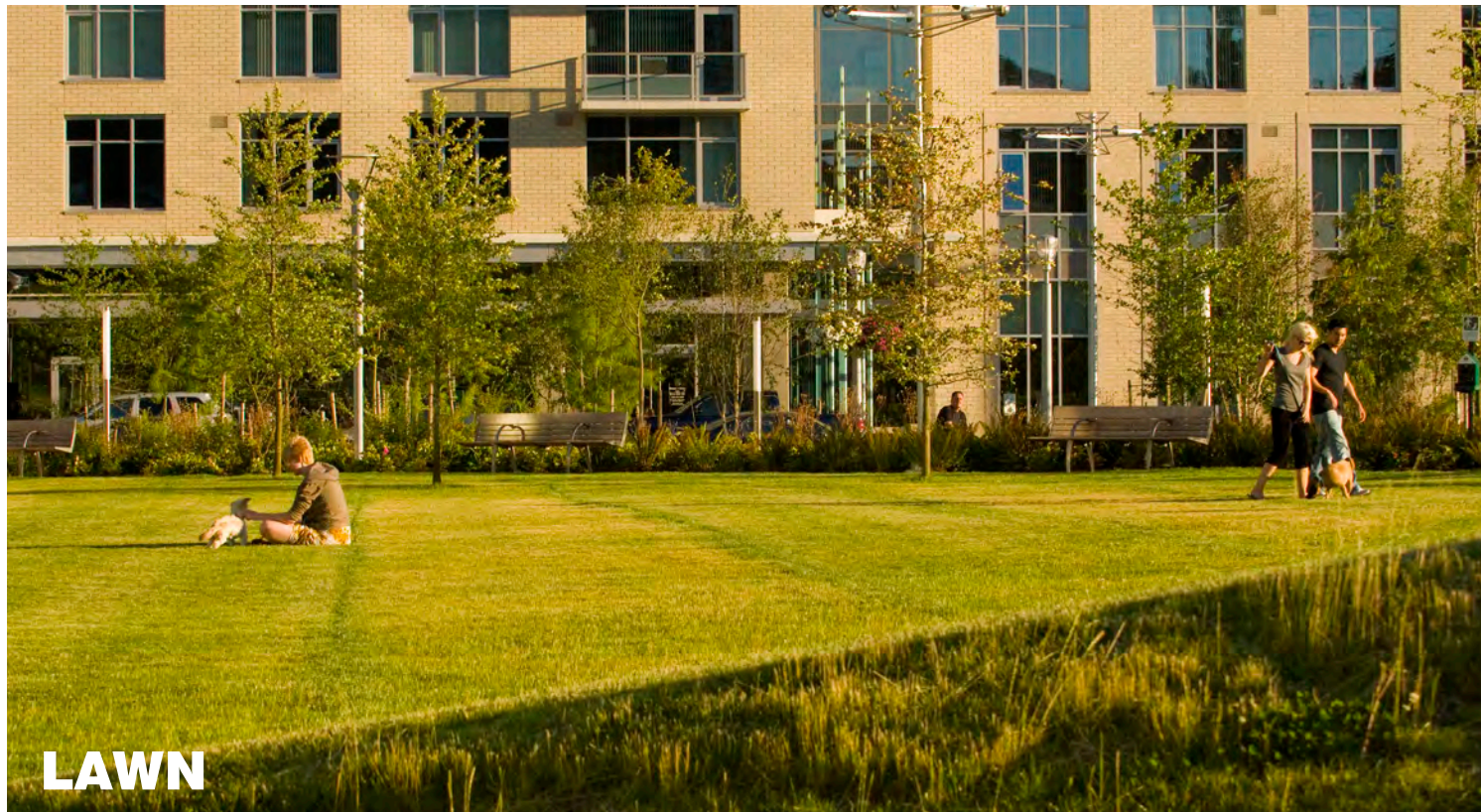
BOW-TIE 2 MODEL



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



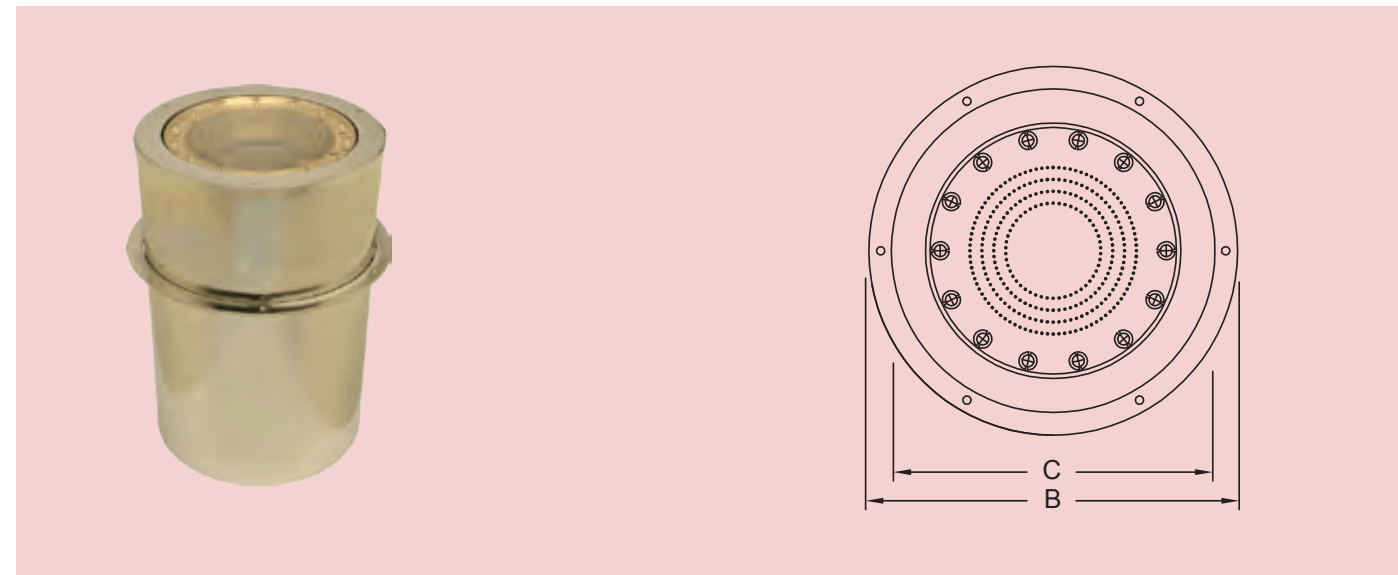
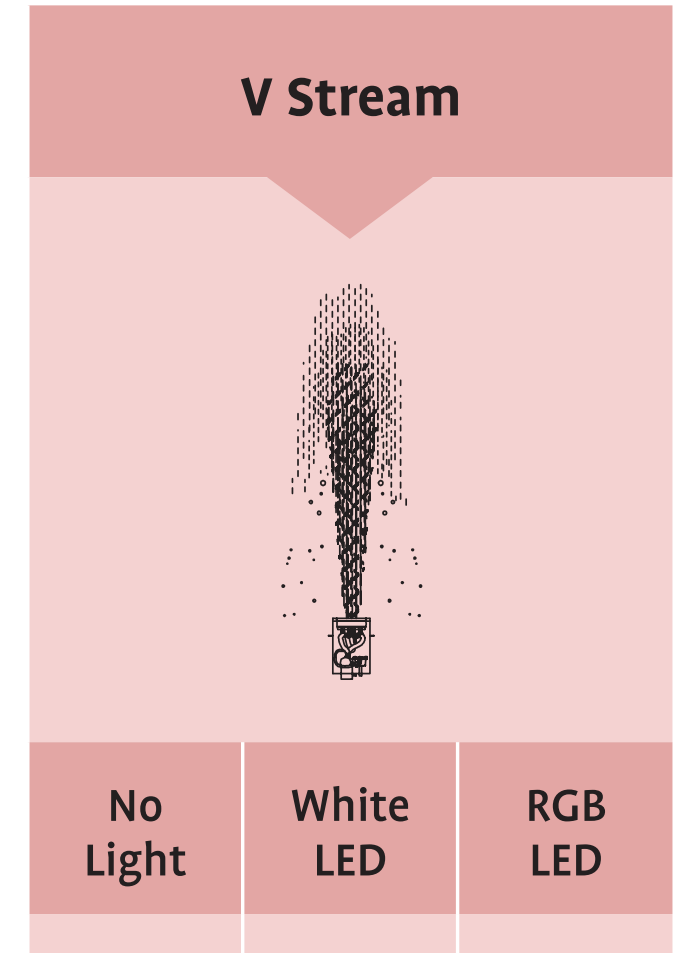
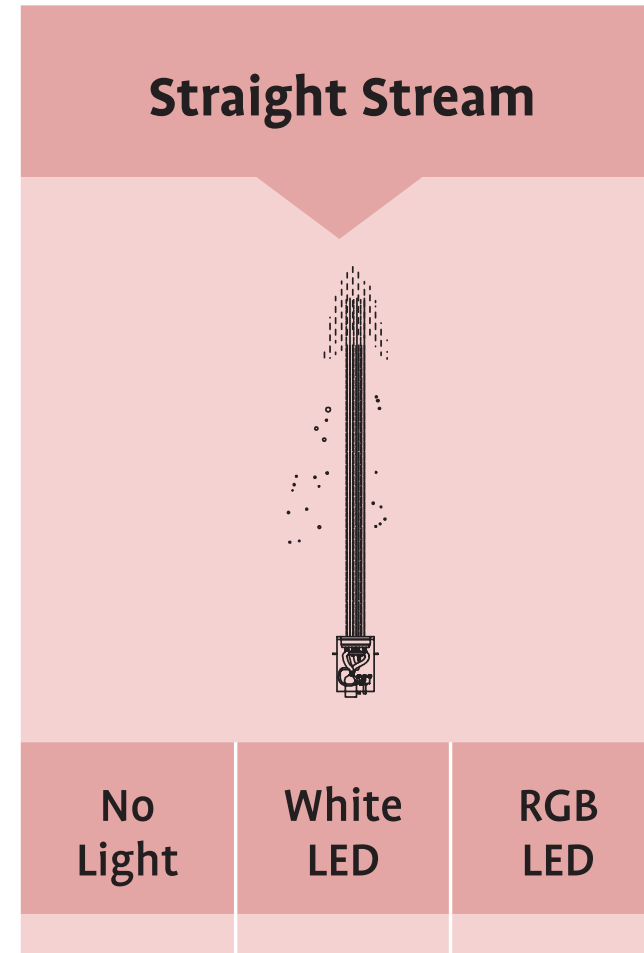
BOW-TIE 2 SEASONAL VILLAGES



FOUNTAIN JETS



FOUNTAIN JET DETAIL



FOUNTAIN JET INTERACTIVE



FOUNTAIN JETS



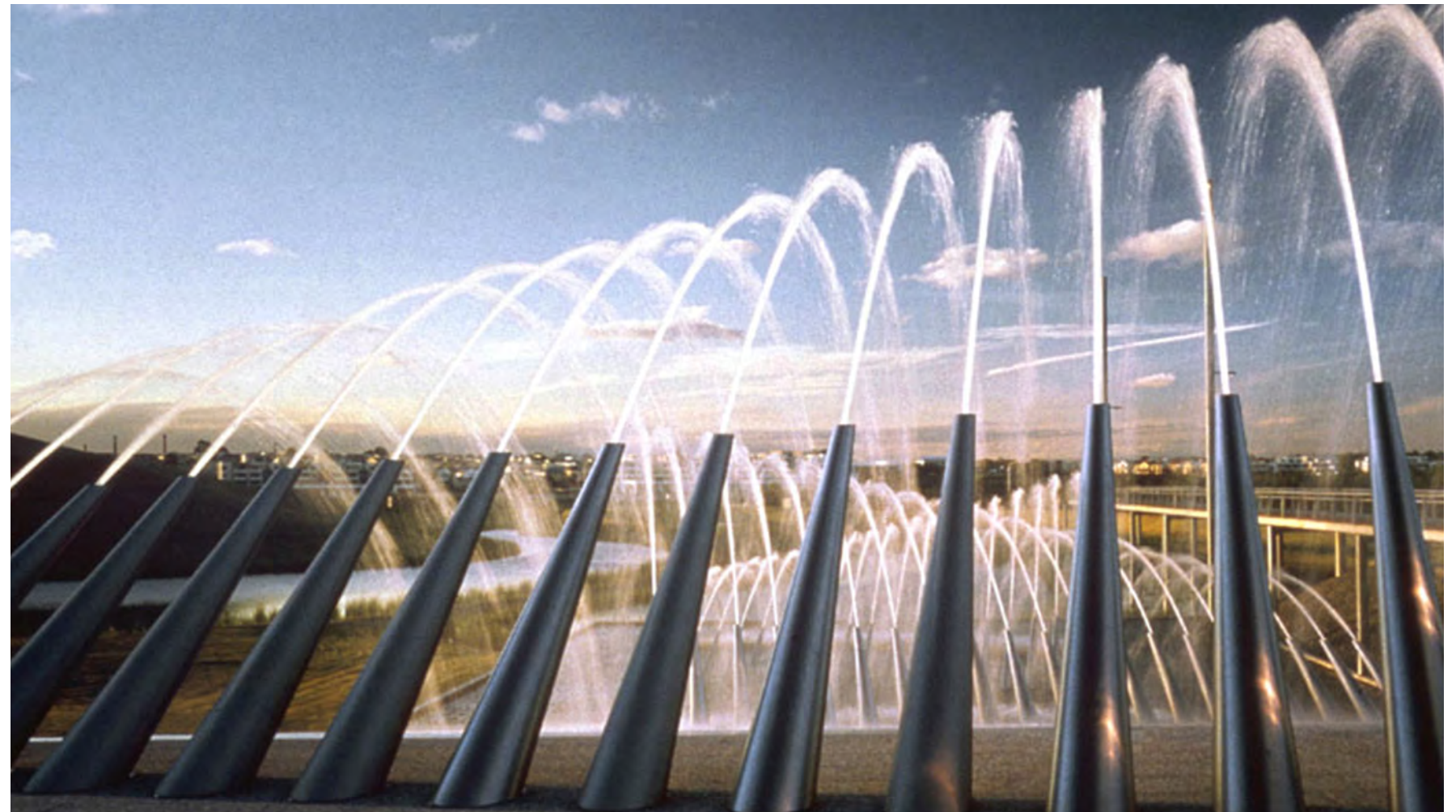
Discovery Green



FOUNTAIN JETS



Sydney Olympics



FOUNTAIN JETS



University of Cincinnati - University Commons

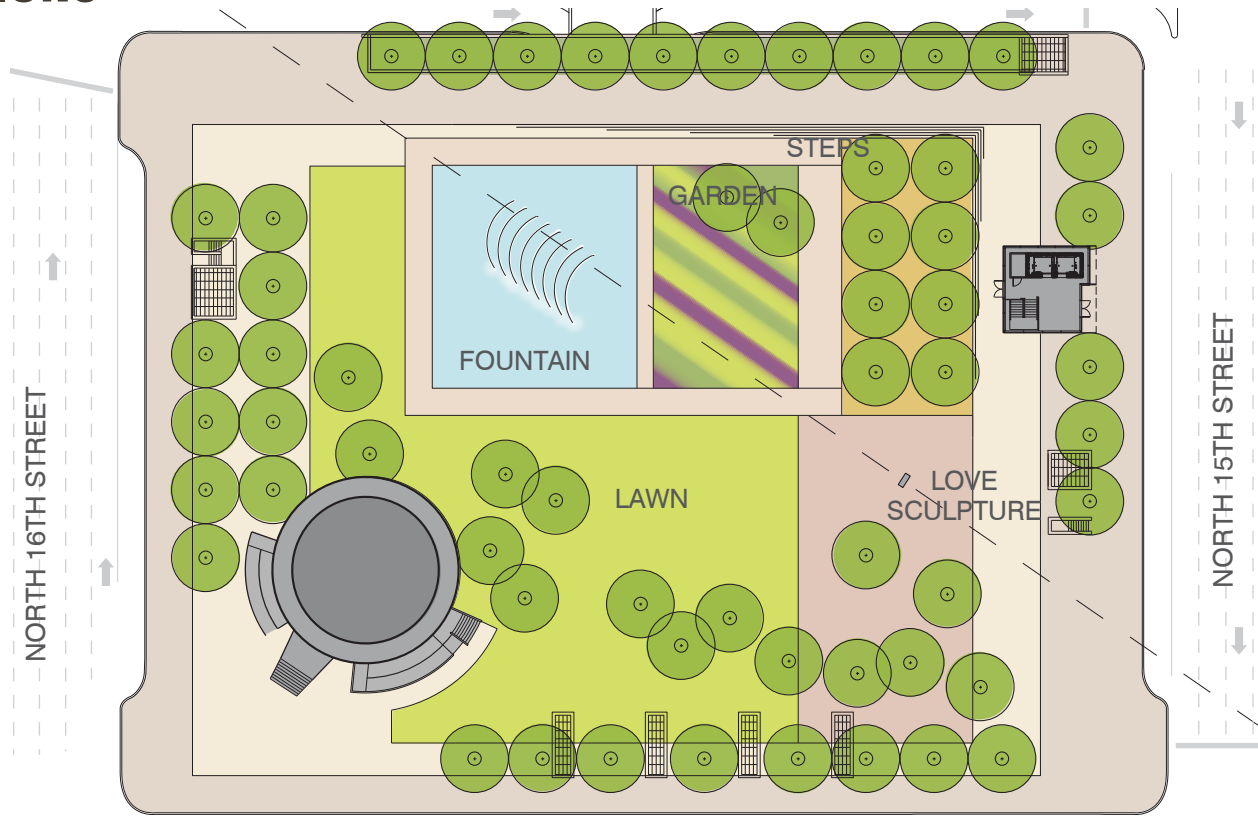


NEXT STEPS

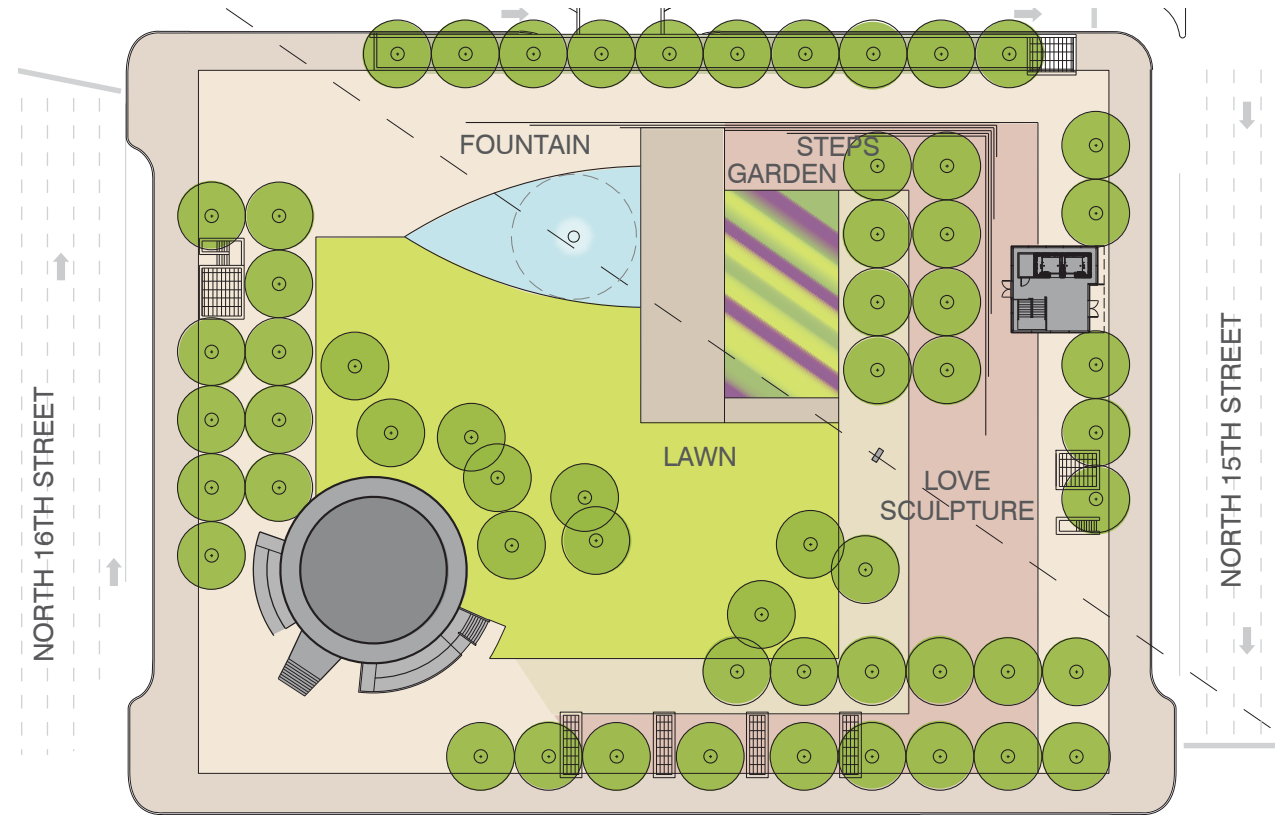
NEXT STEPS

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

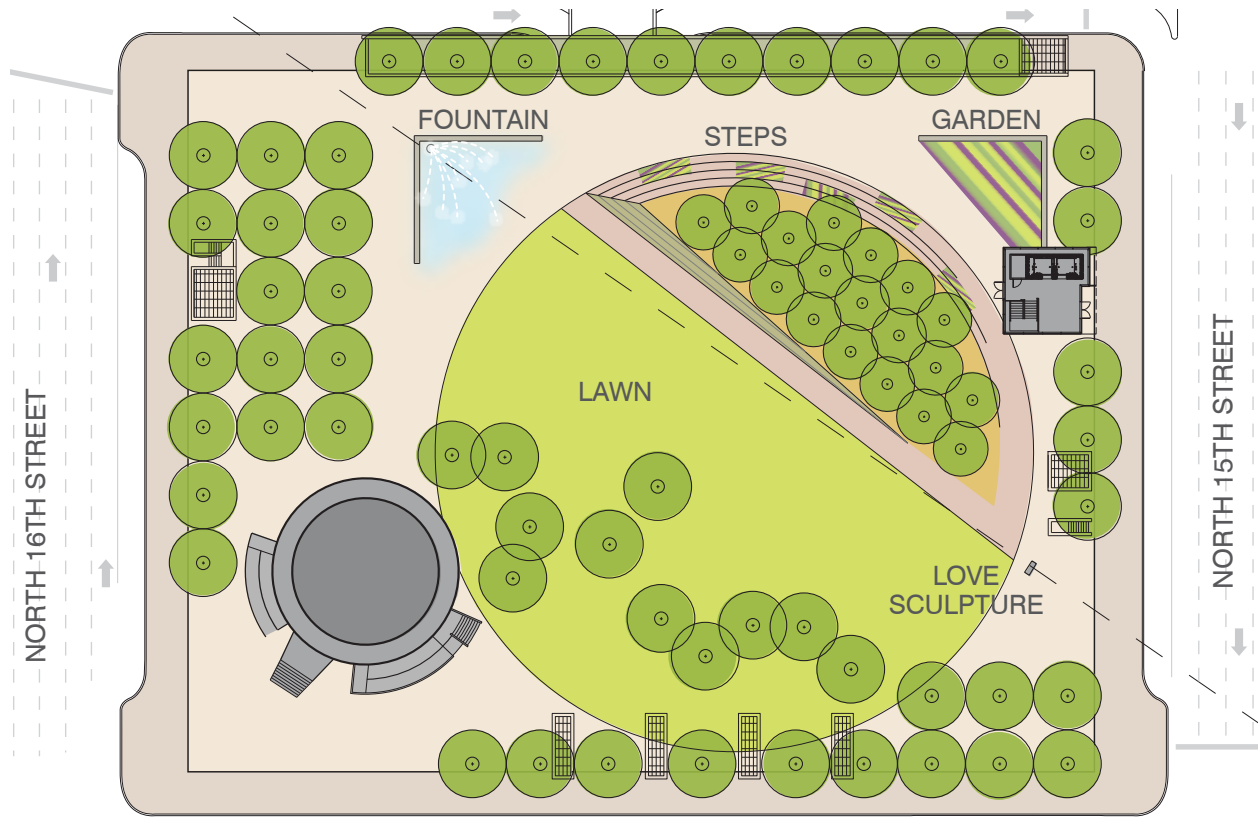
OPTIONS



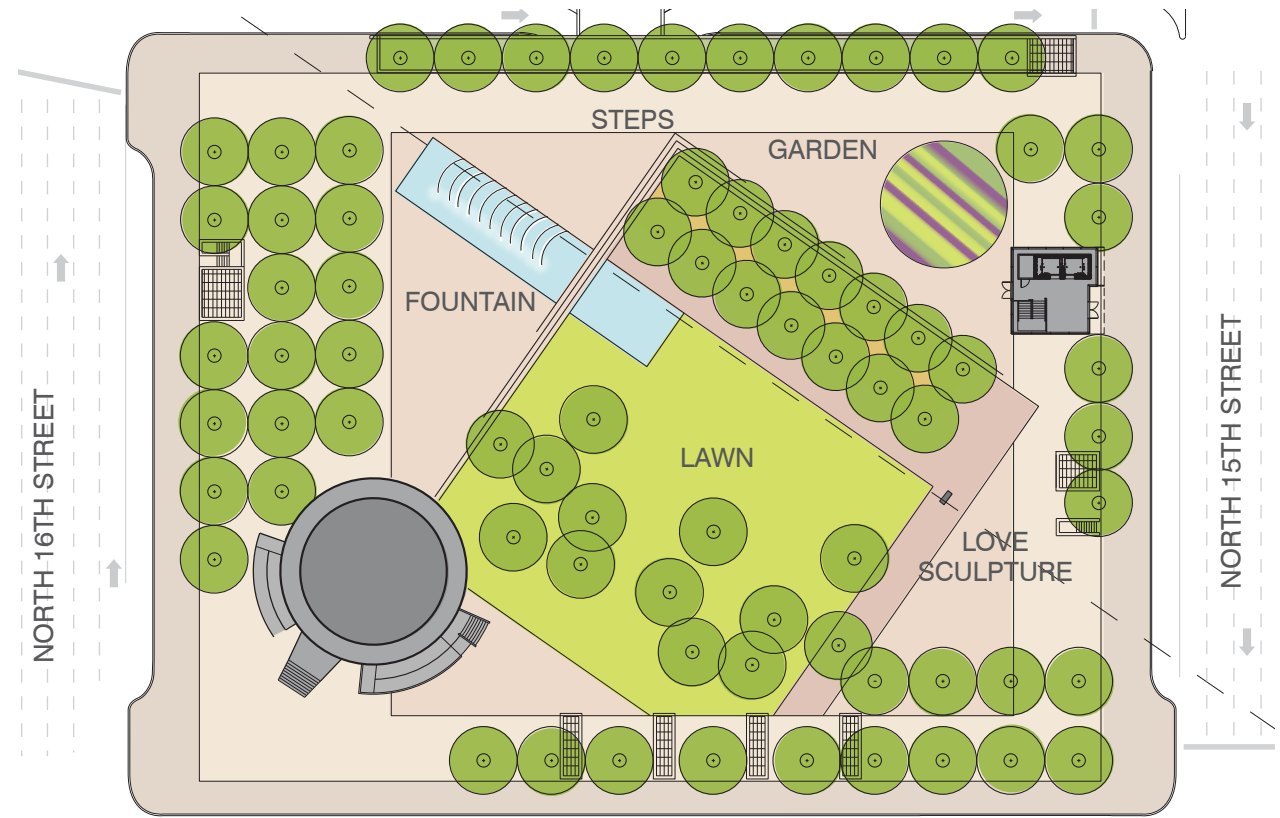
SQUARE 1



SQUARE 2



BOW-TIE 1



BOW-TIE 2