

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

CITIZEN DEFINED GOALS - PENN PRAXIS

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

BUSINESS PLANNING FRAMEWORK STUDY - HR&A ADVISORS

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

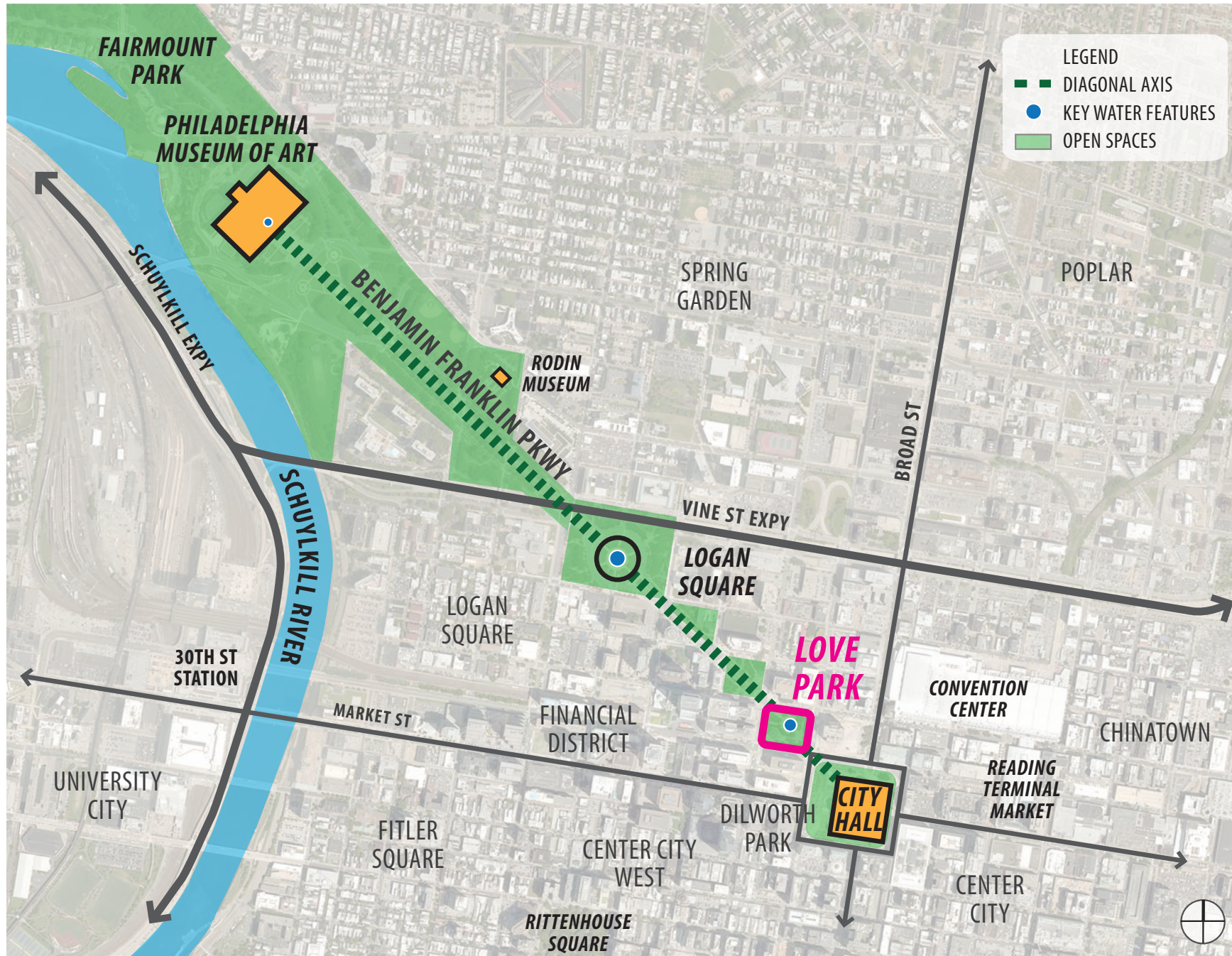


PRINCIPLES OF REDEVELOPMENT

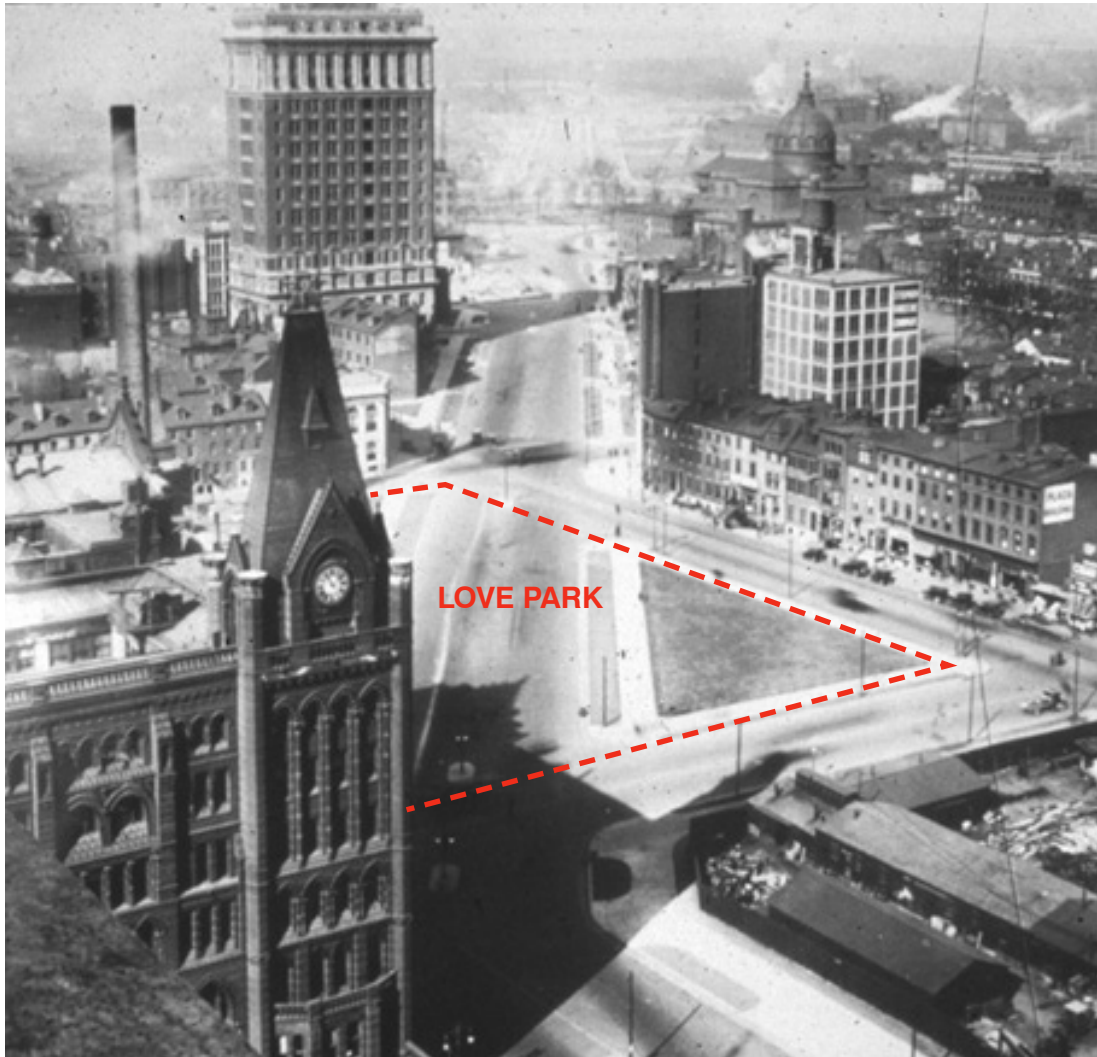
As drawn from the City's JFK Plaza/LOVE Park redesign principles:

- **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**

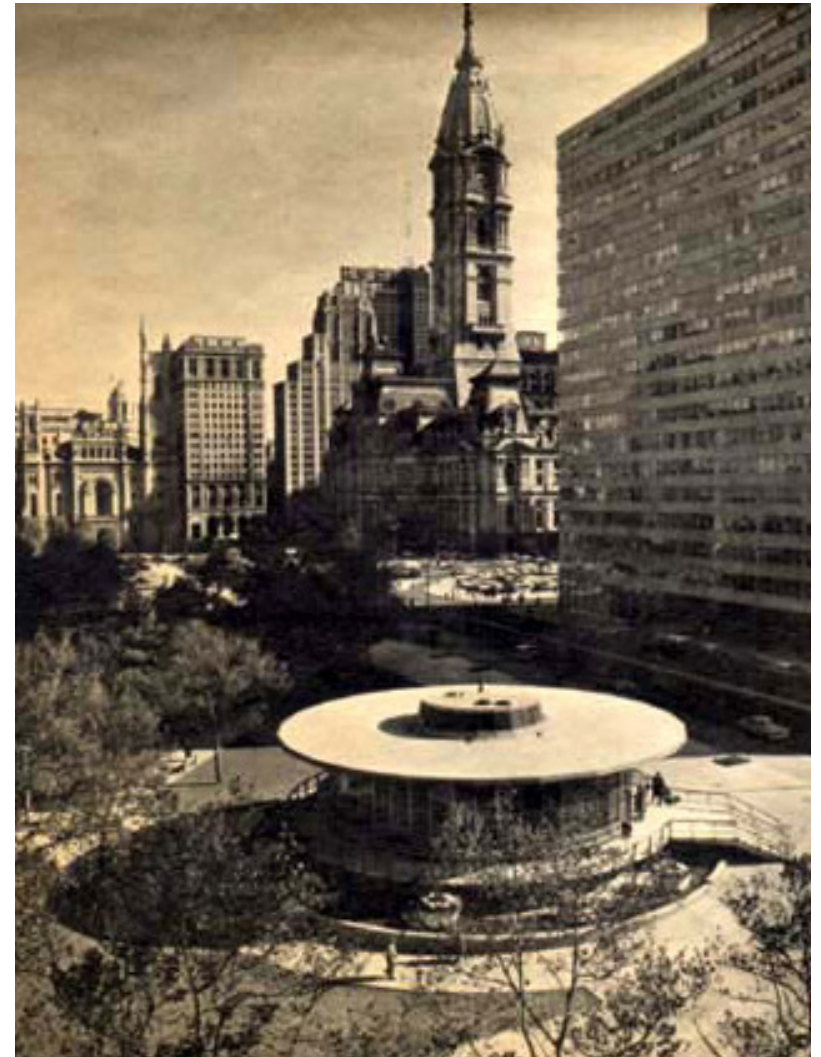
SITE CONTEXT



HISTORY

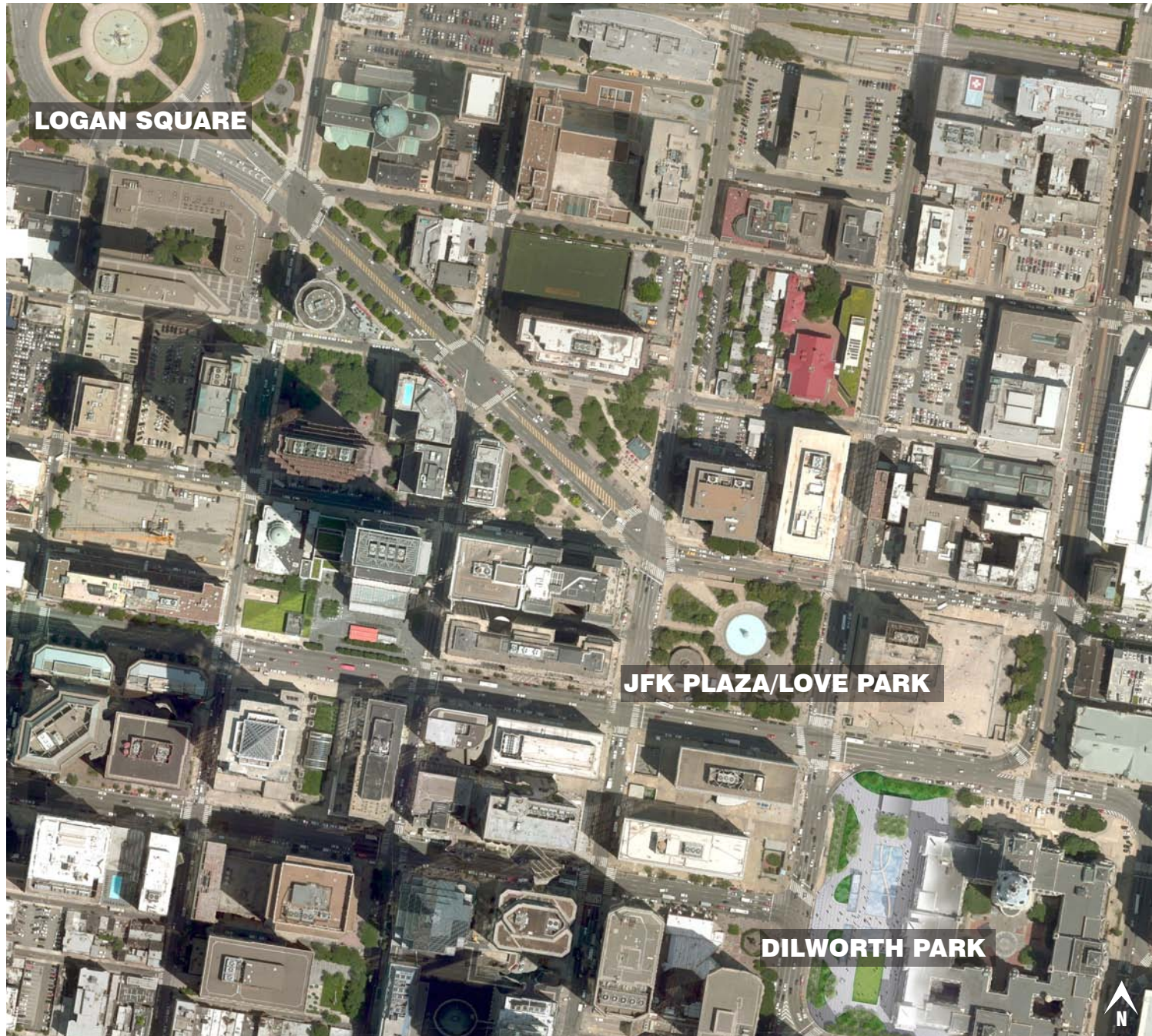


Looking from City Hall toward Art Museum Circa 1930



Welcome Center 1965

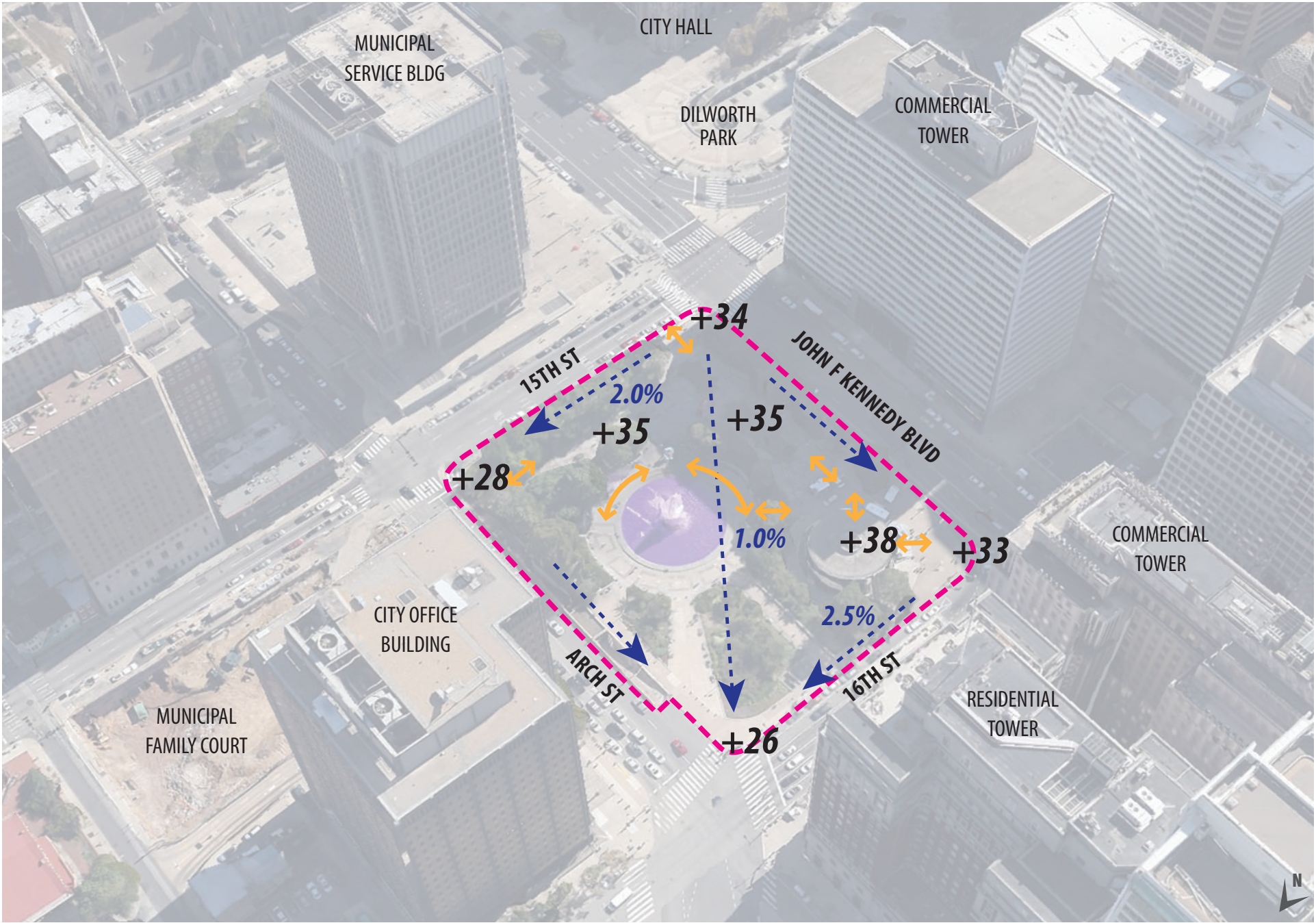
LOGAN SQUARE & DILWORTH PARK CONTEXT



JFK PLAZA/LOVE PARK



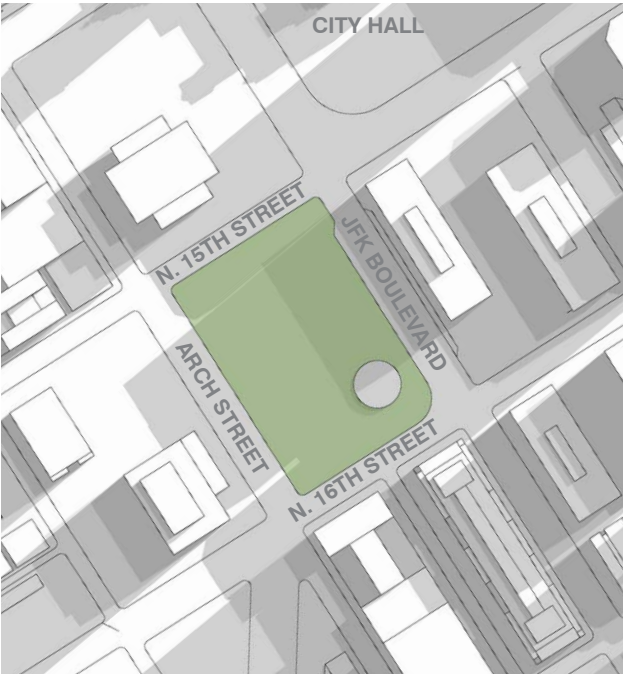
TOPOGRAPHY STUDY



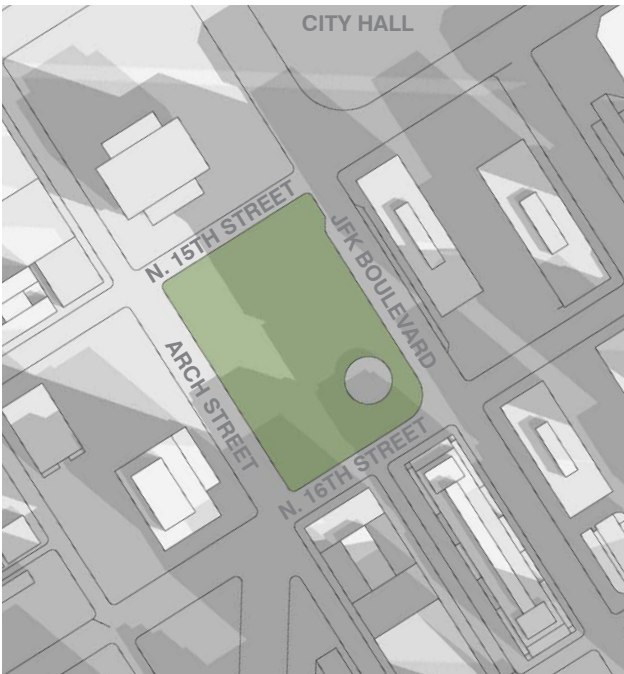
COMPOSITE SUN/SHADOW STUDY



MORNING

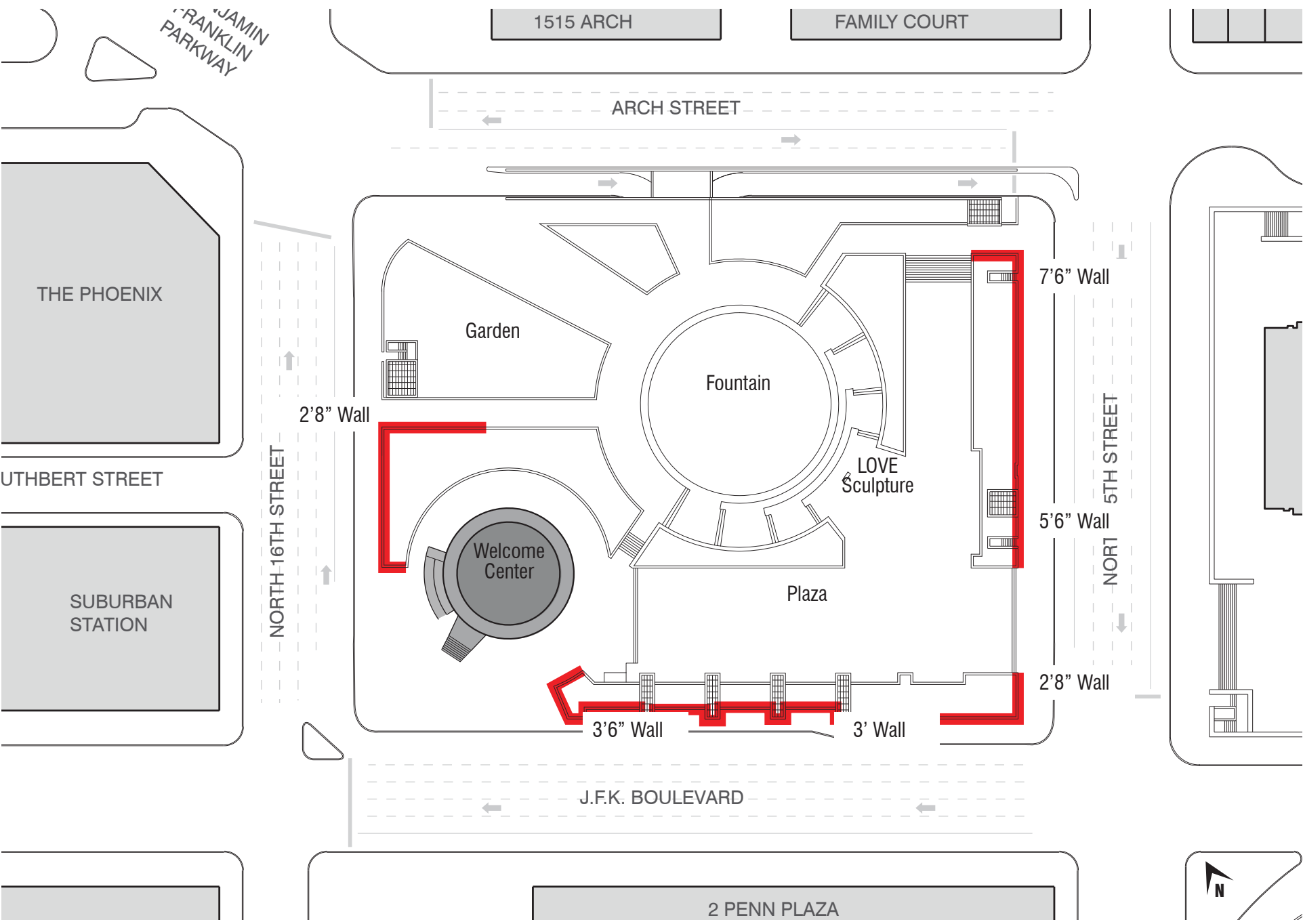


NOON

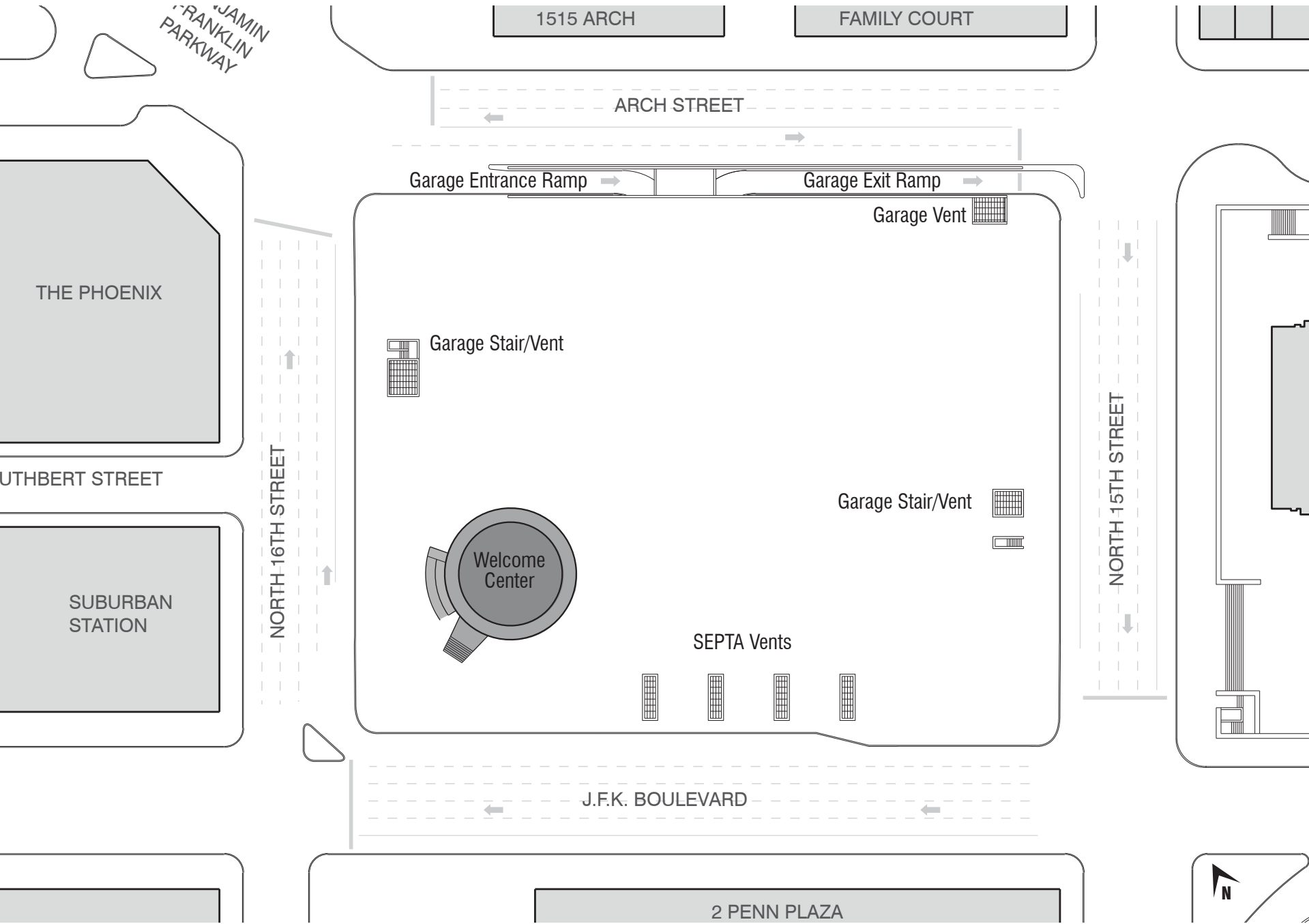


AFTERNOON

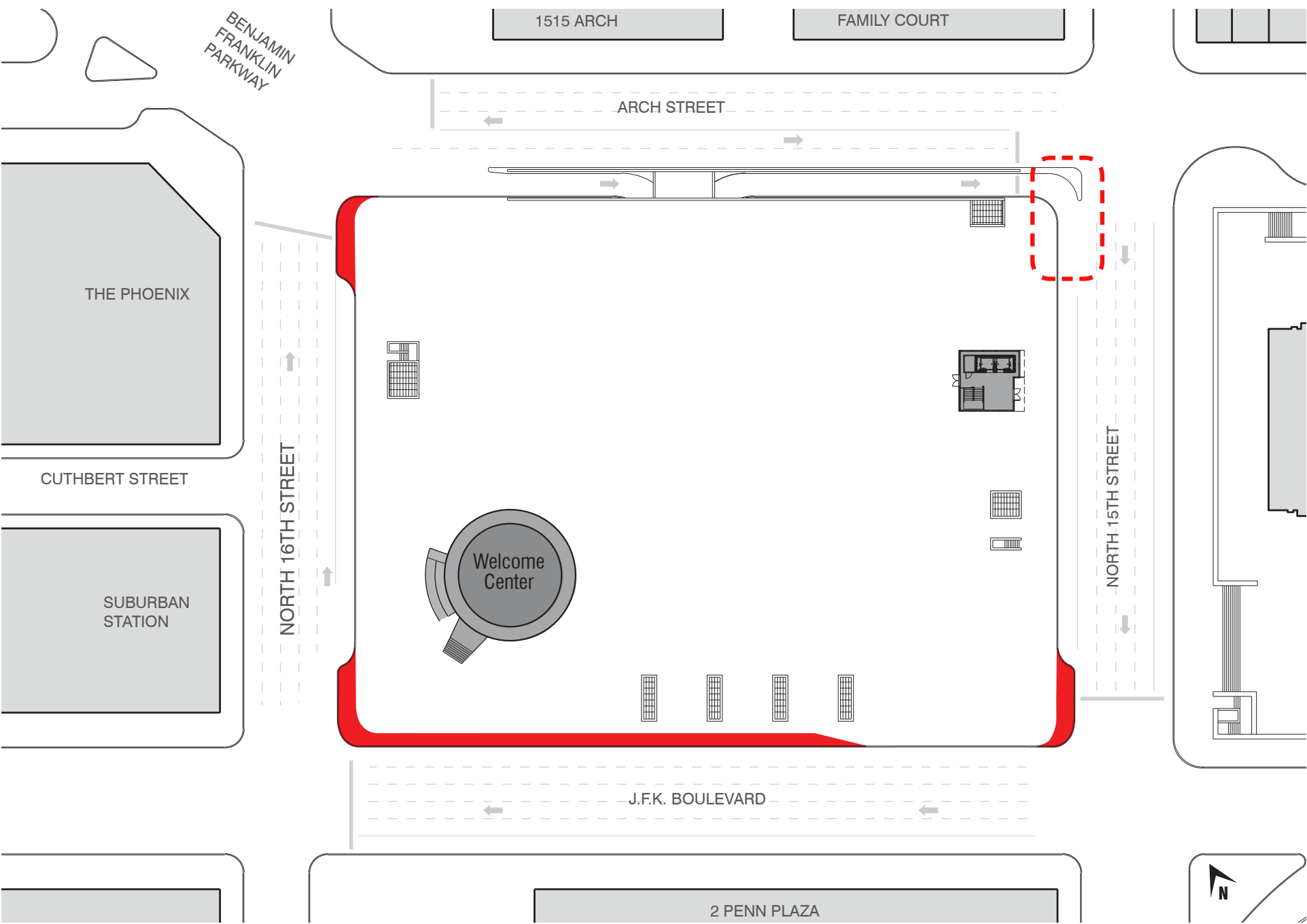
EXISTING PLAN



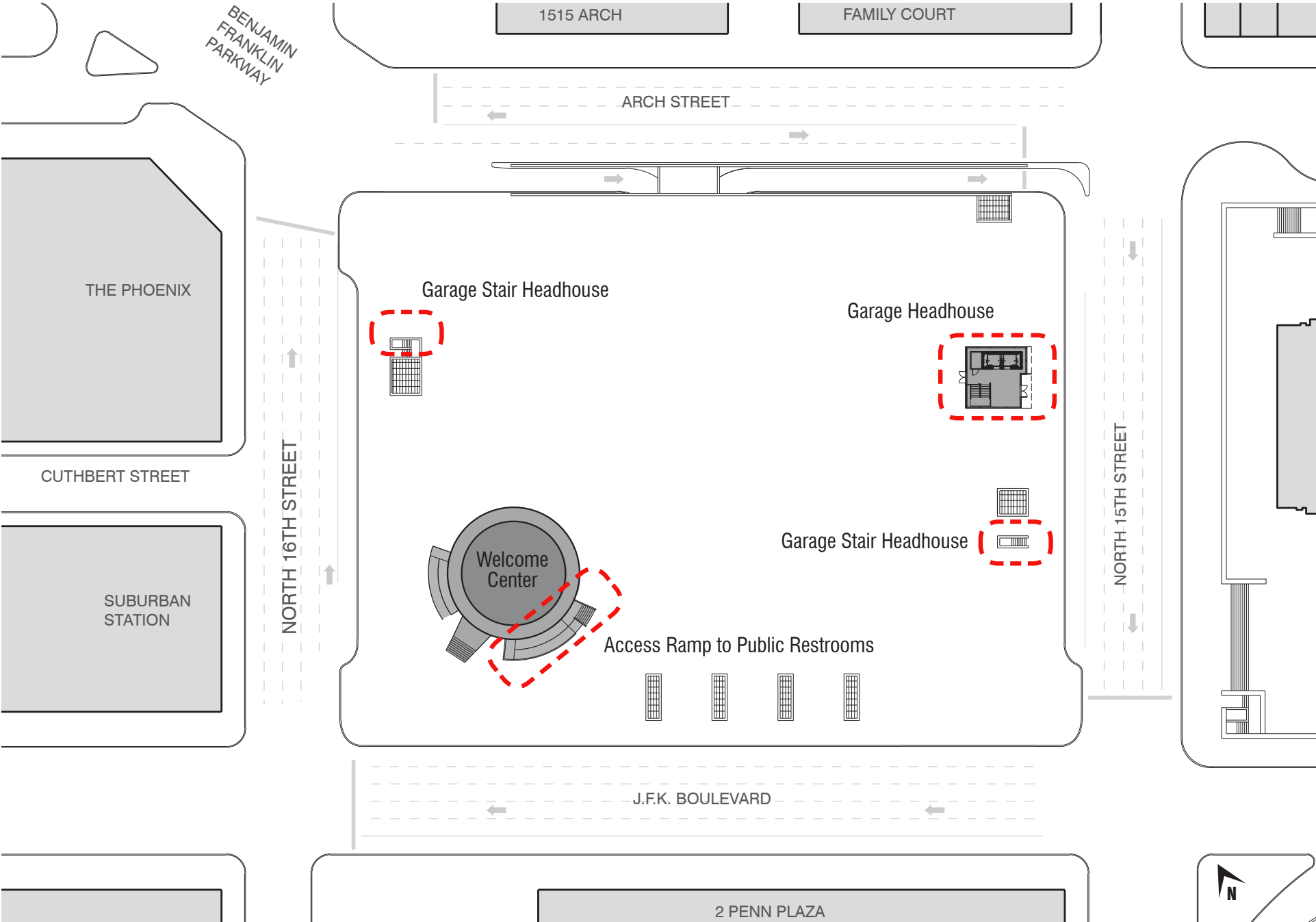
ELEMENTS TO REMAIN



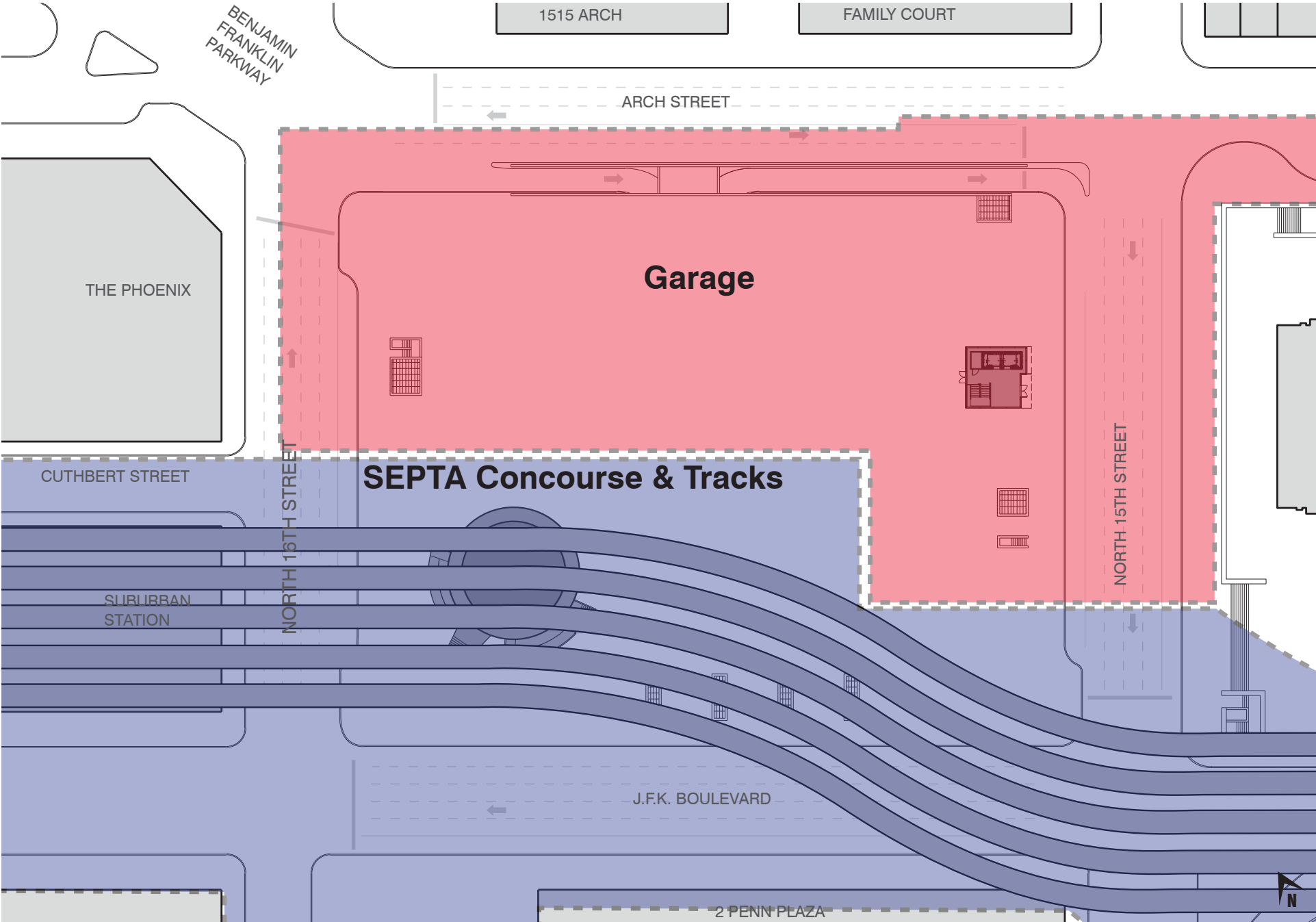
PROPOSED CURB BULB-OUTS & CROSSING IMPROVEMENTS



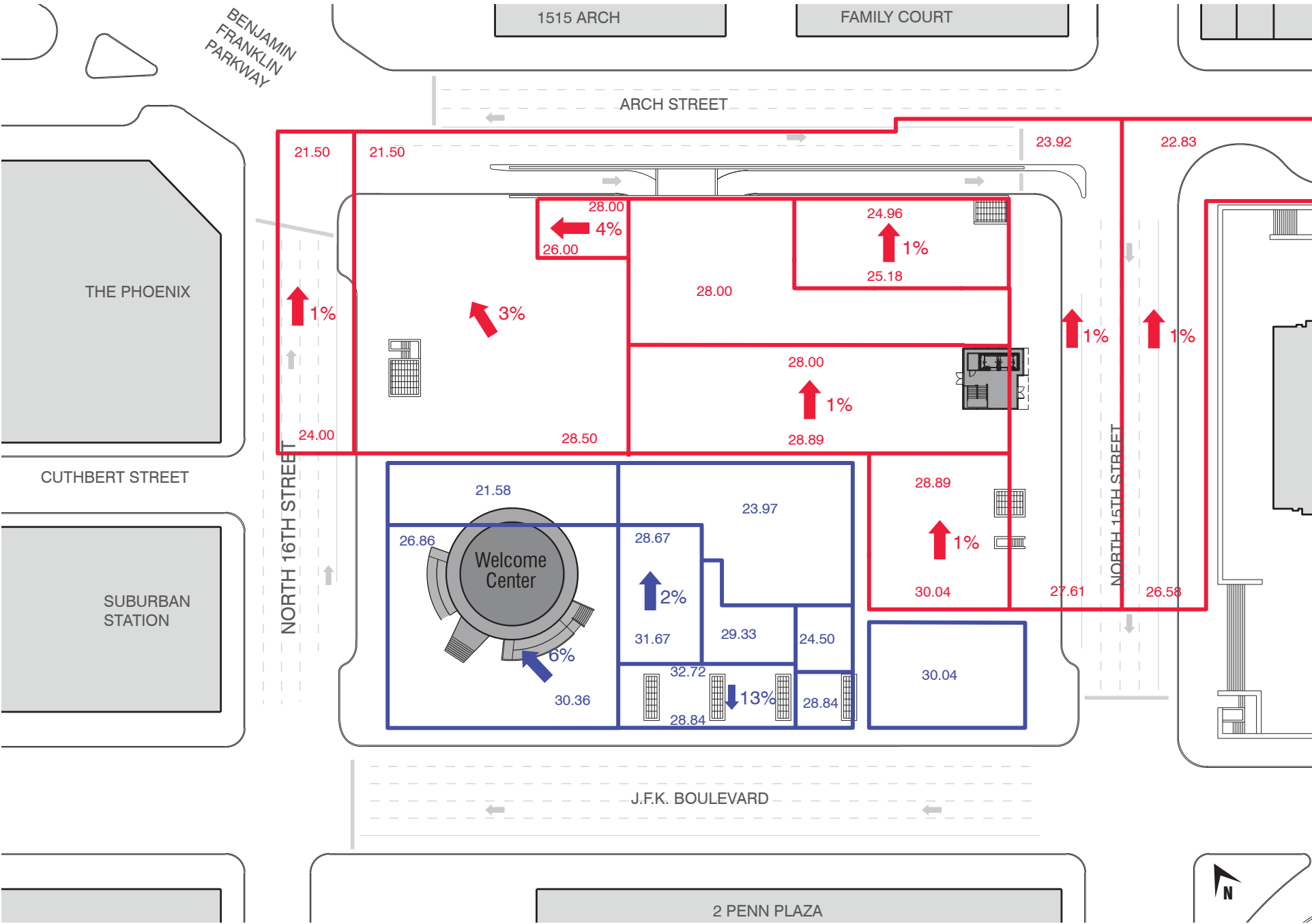
WELCOME CENTER RAMP & GARAGE HEADHOUSES



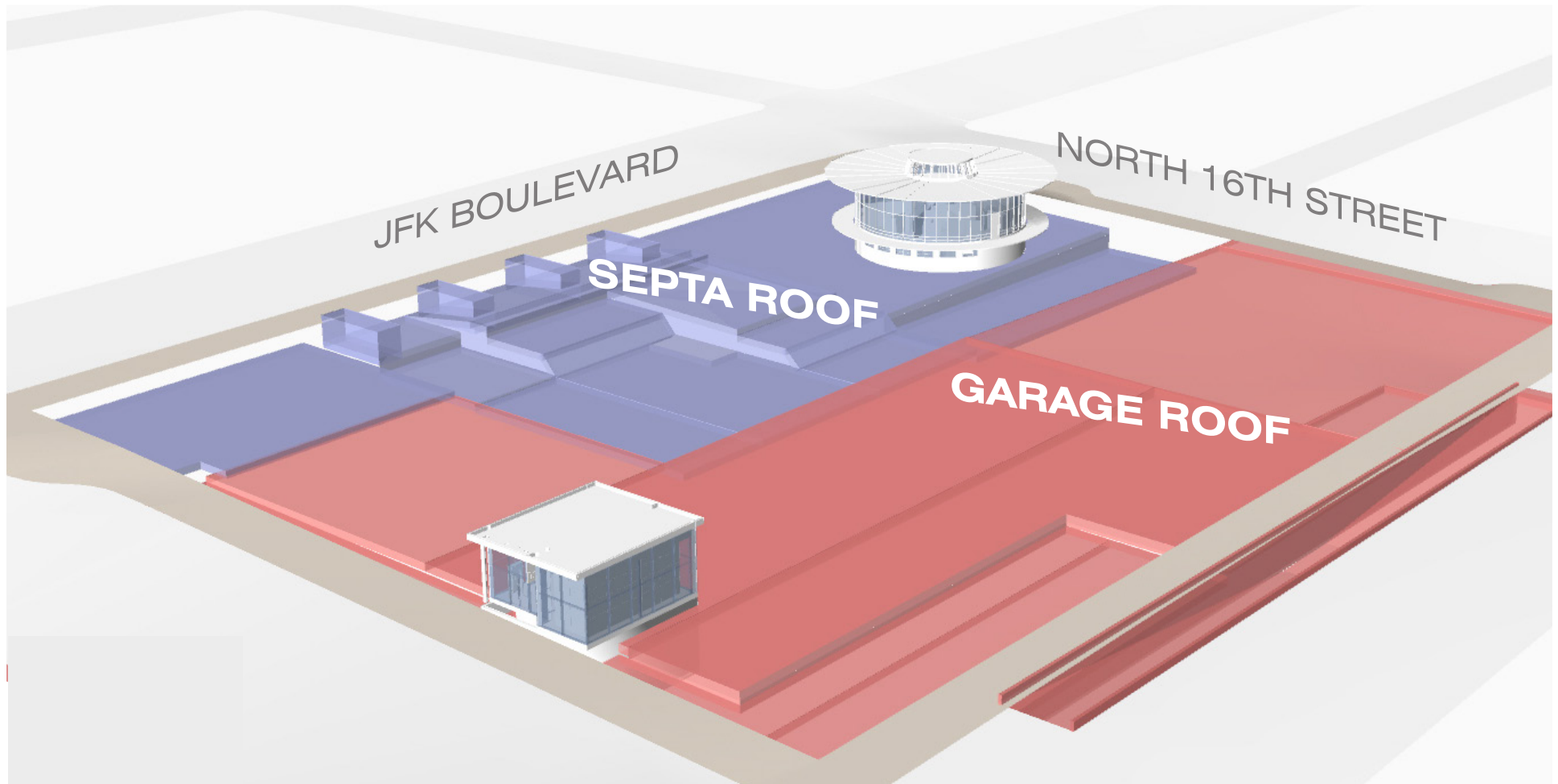
TECHNICAL SUBSURFACE CHALLENGES



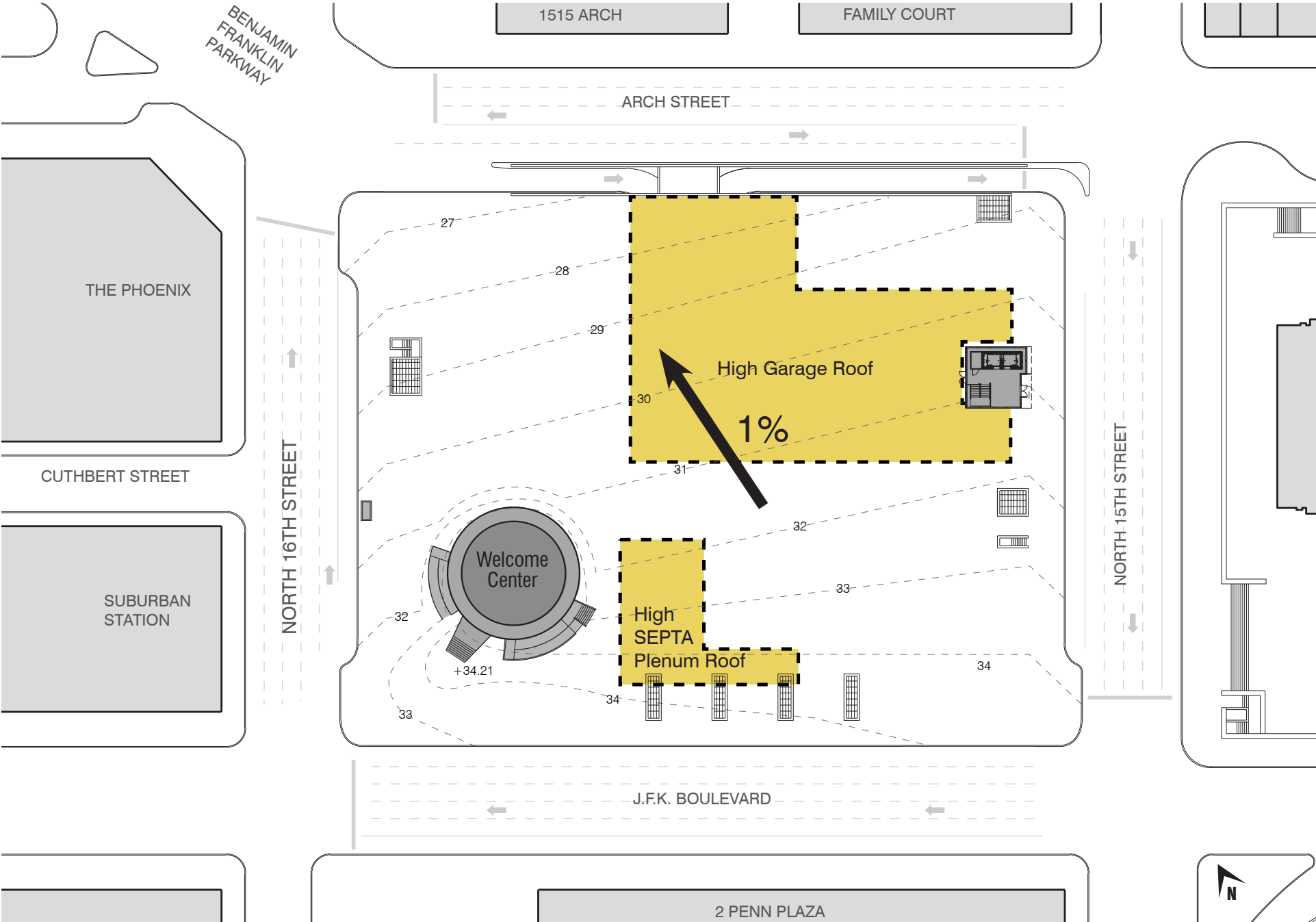
SUBSURFACE ROOF STUDY



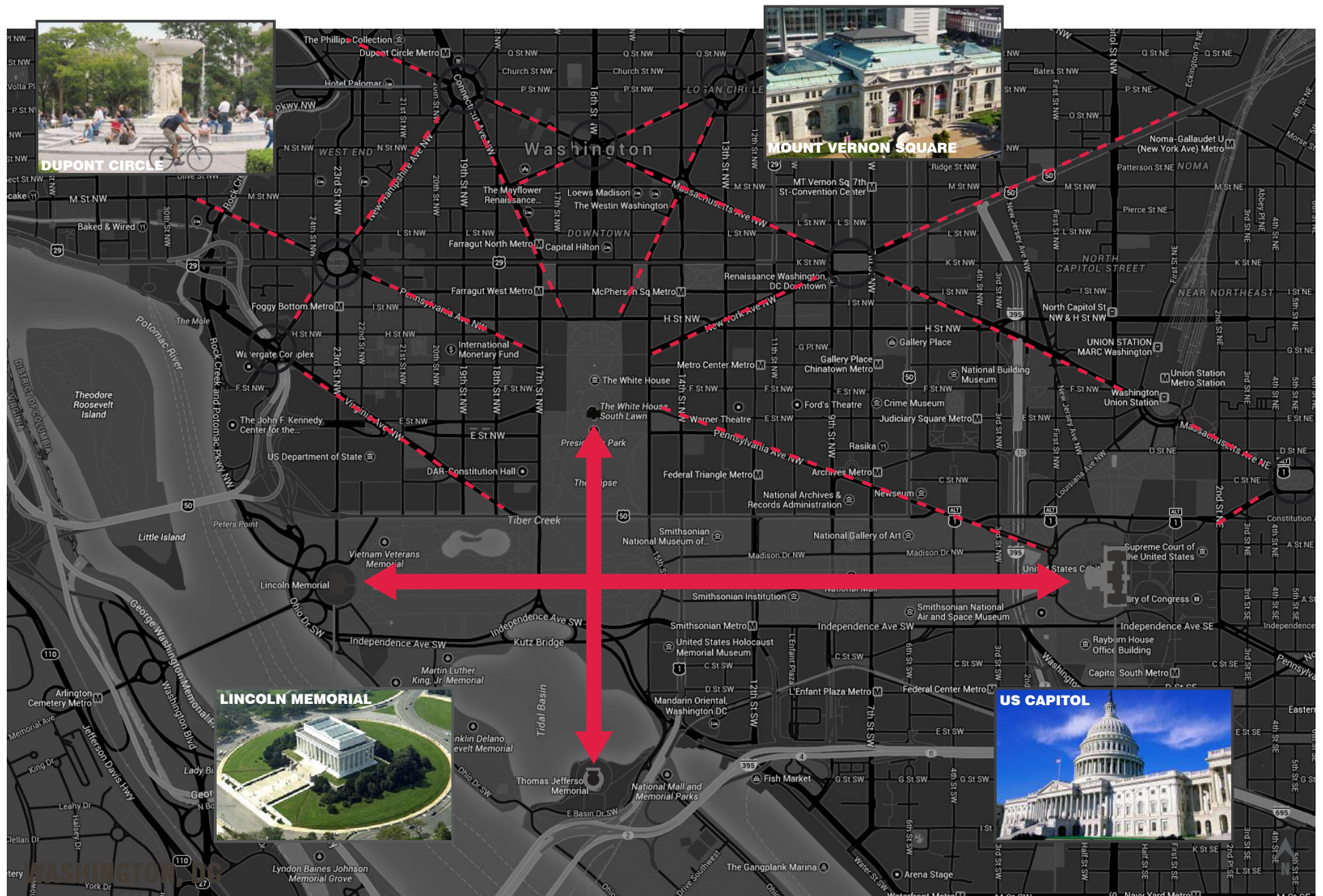
SUBSURFACE ROOF STUDY MODEL



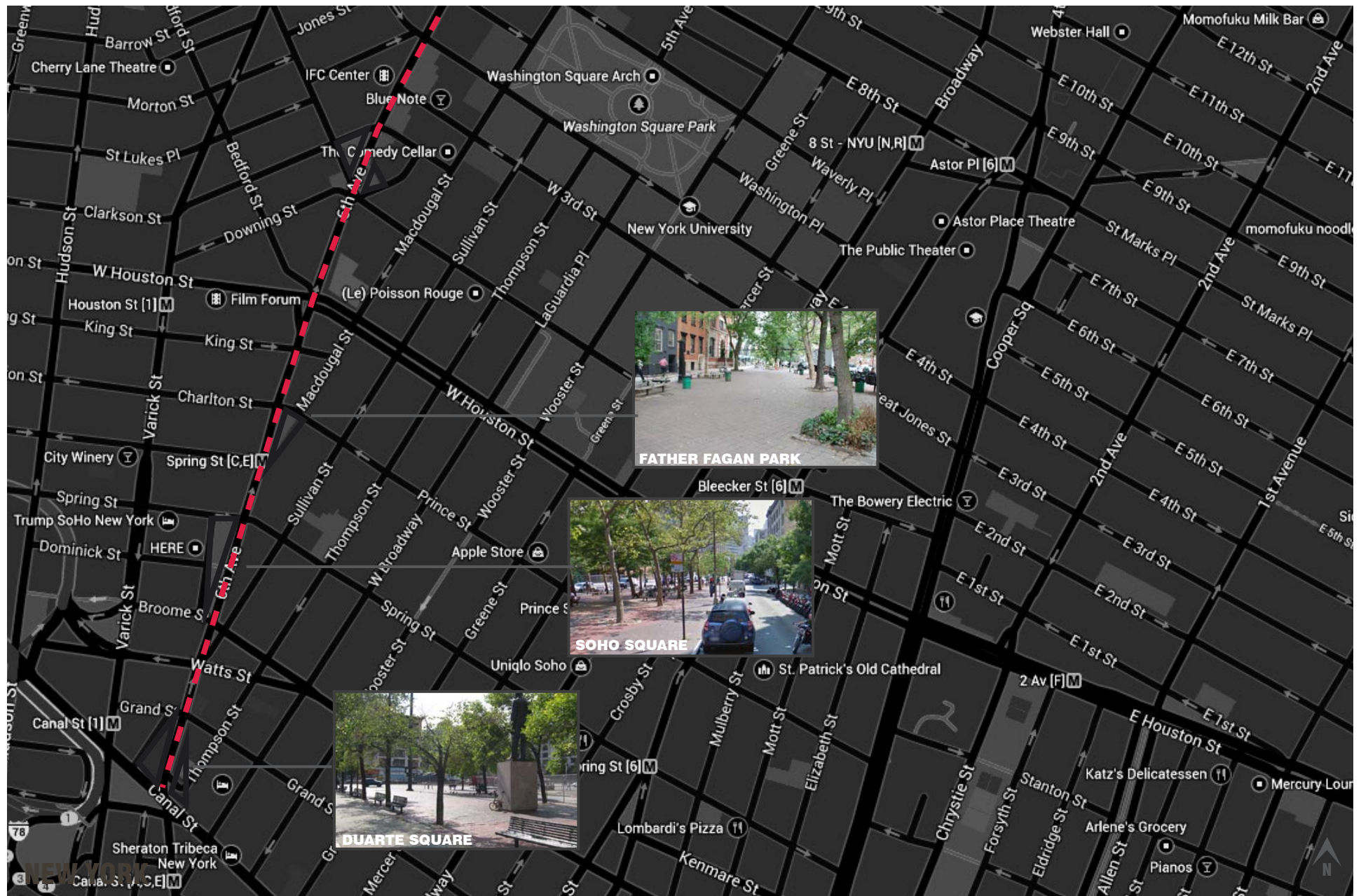
GRADING STUDY & AREAS WITH LIMITED DEPTH FOR TREE PLANTING



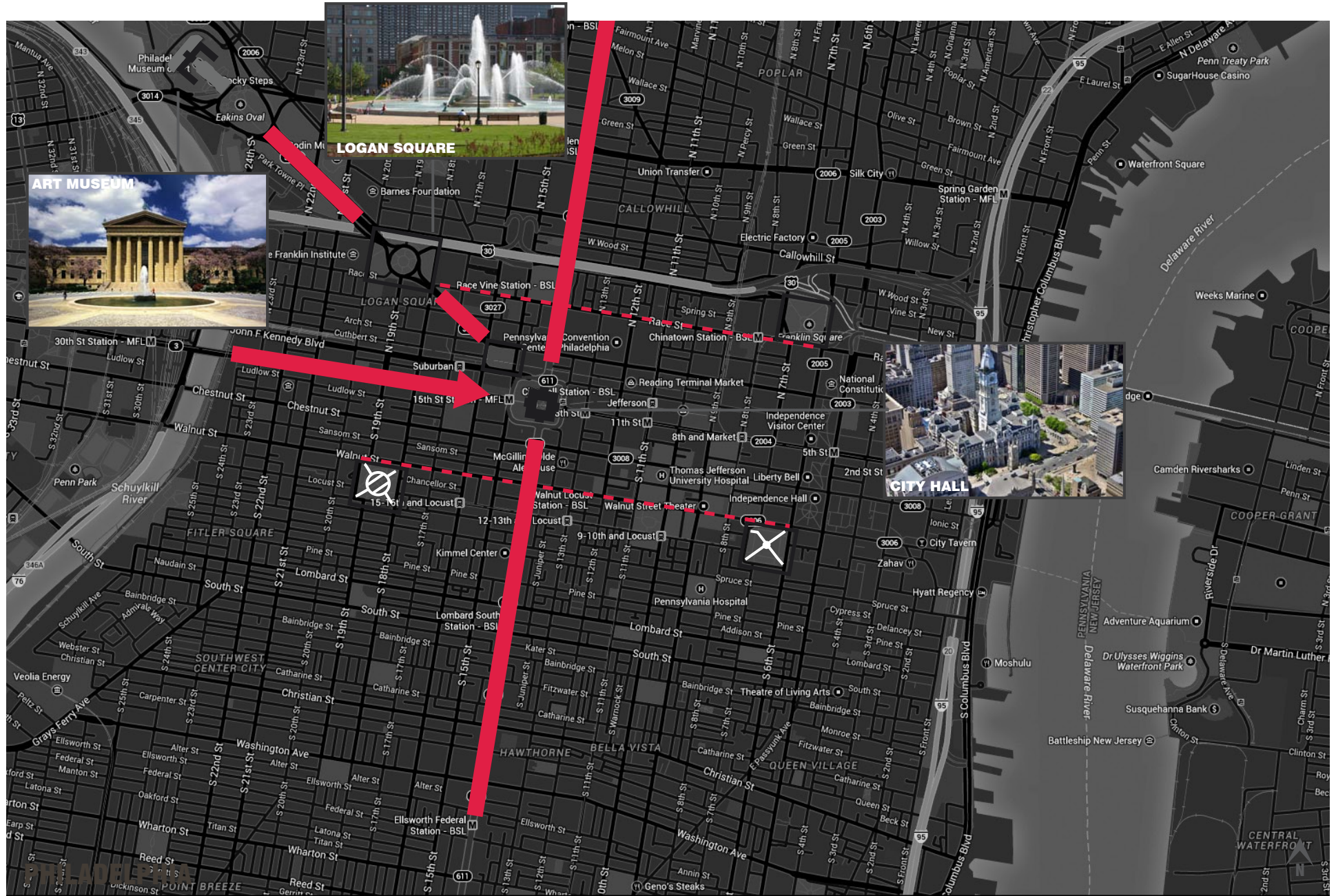
DIAGONAL ROND-POINT PRECEDENT



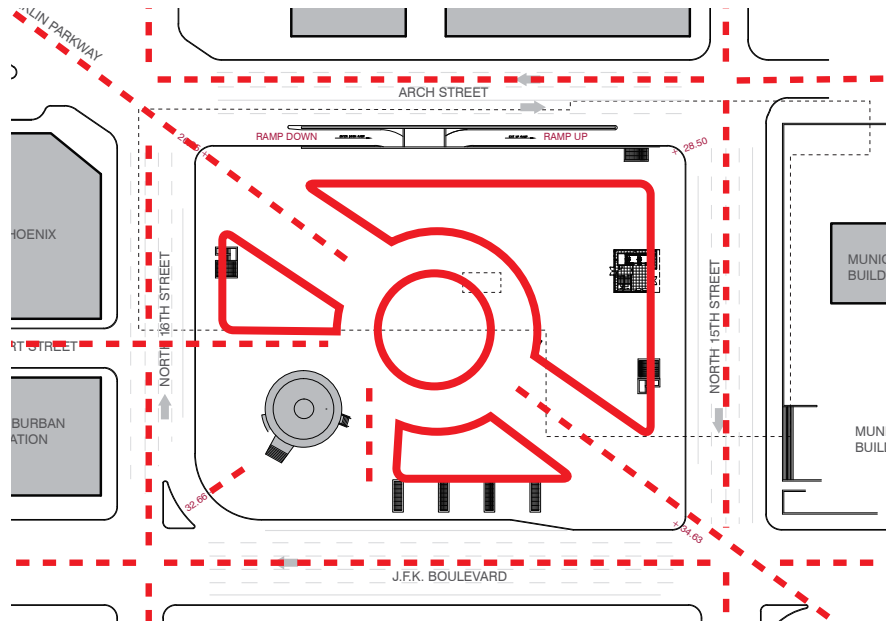
DIAGONAL BOW-TIE PRECEDENT



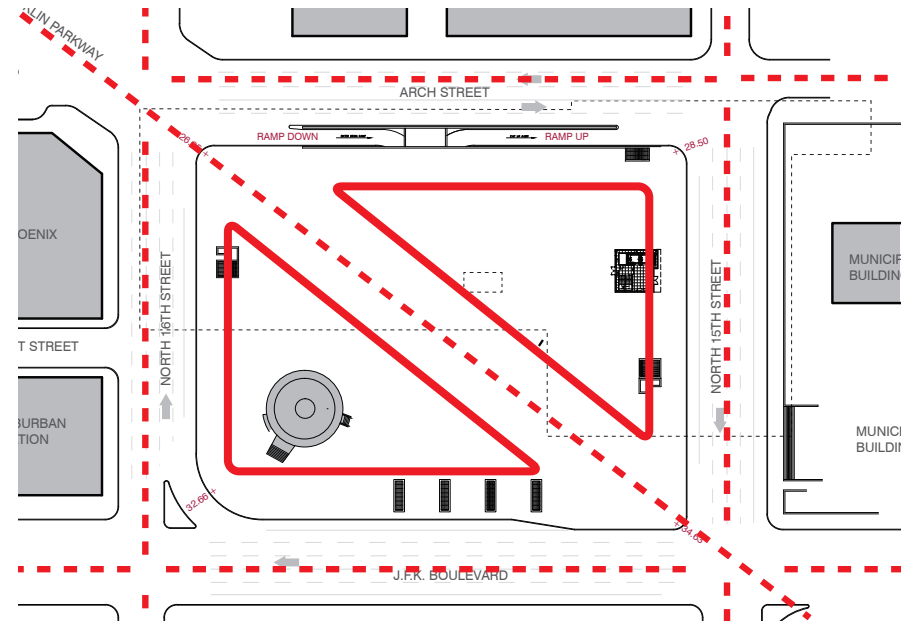
SQUARE PRECEDENT



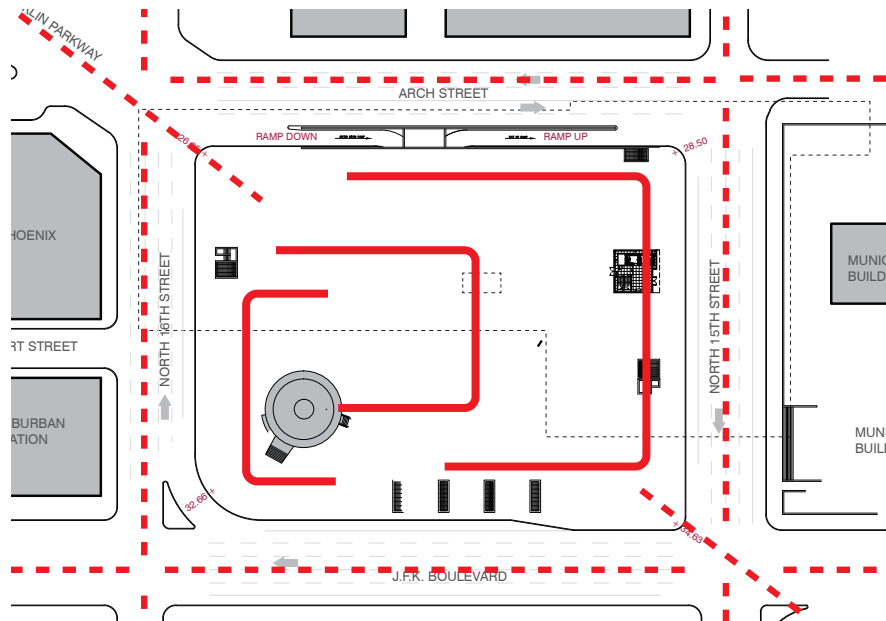
SITE APPROACHES/TYOLOGICAL PARTIS



ROUND-POINT

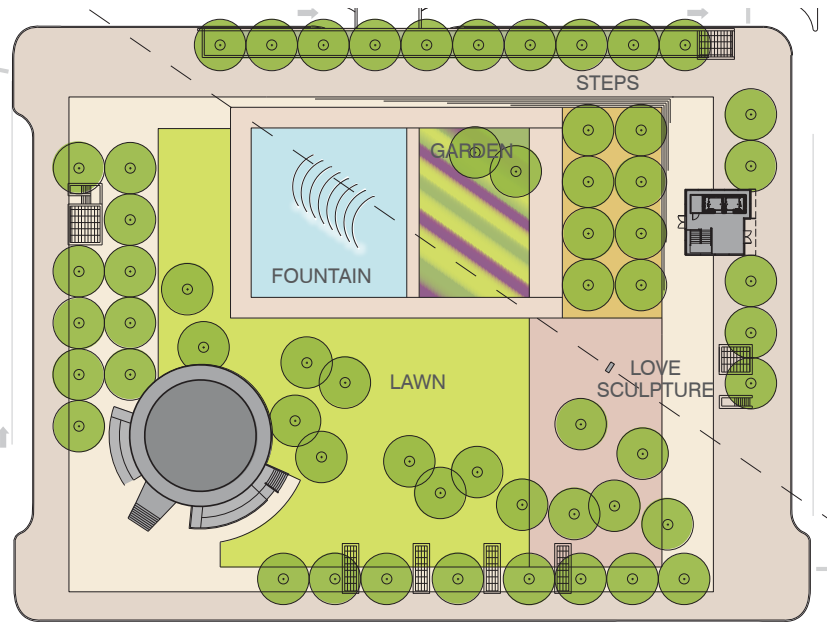


BOW-TIE

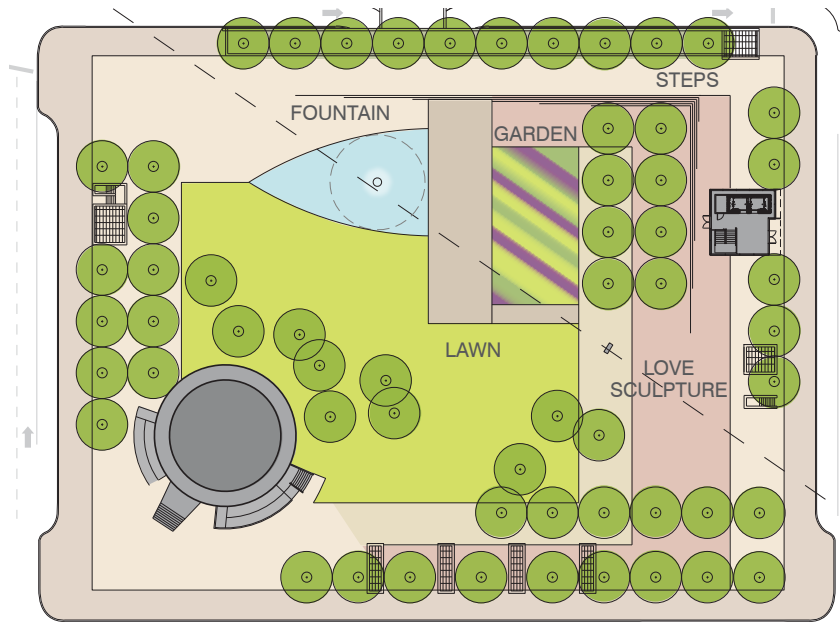


SQUARE

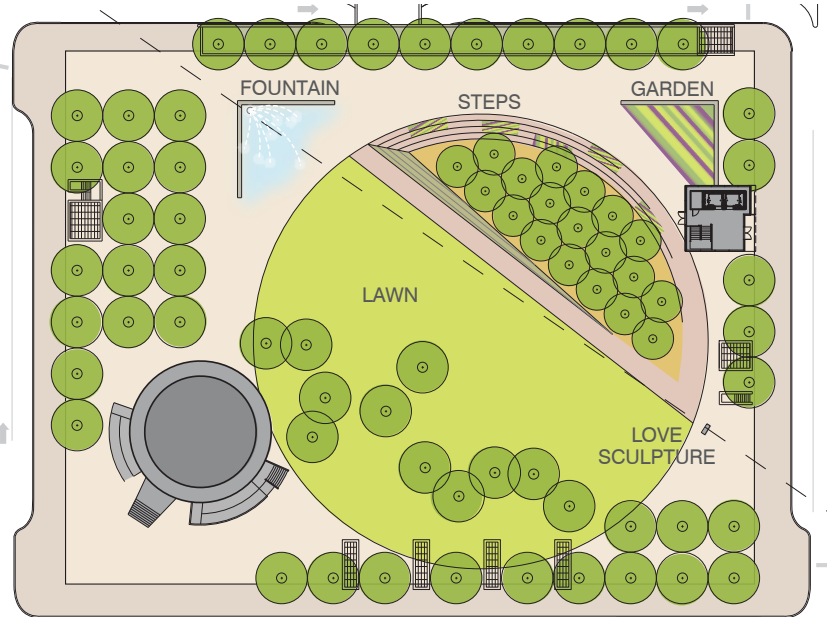
MARCH 24 PUBLIC MEETING OPTIONAL SITE APPROACHES



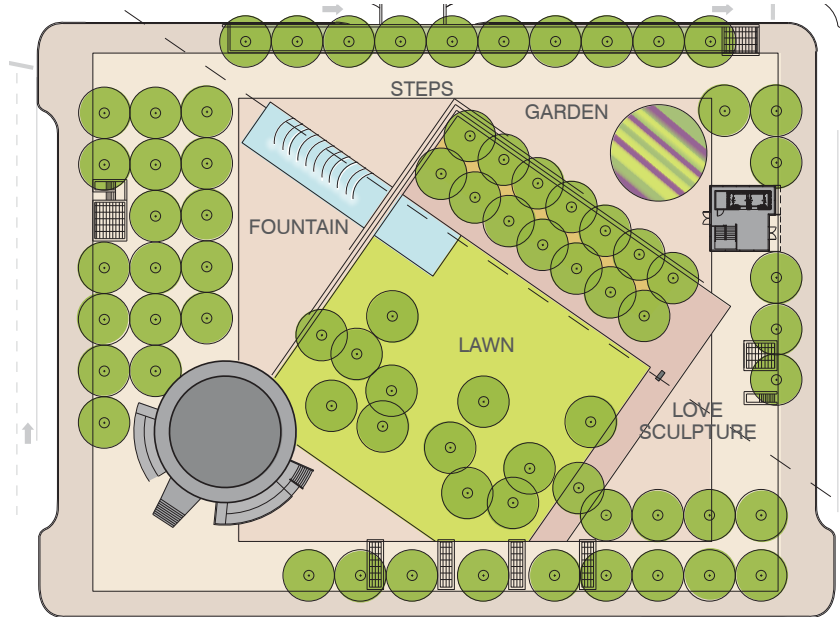
SQUARE 1



SQUARE 2



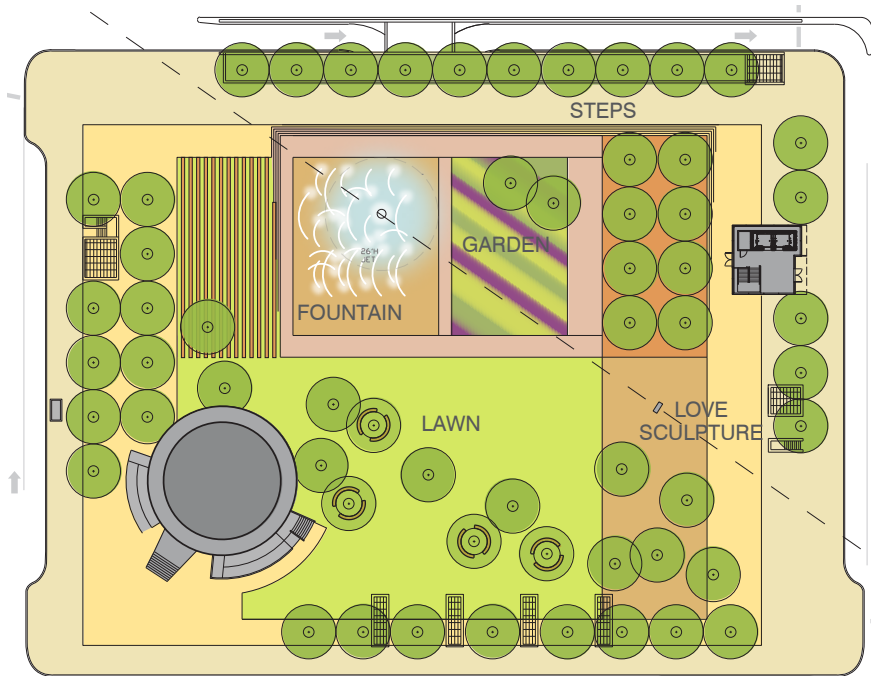
BOW-TIE 1



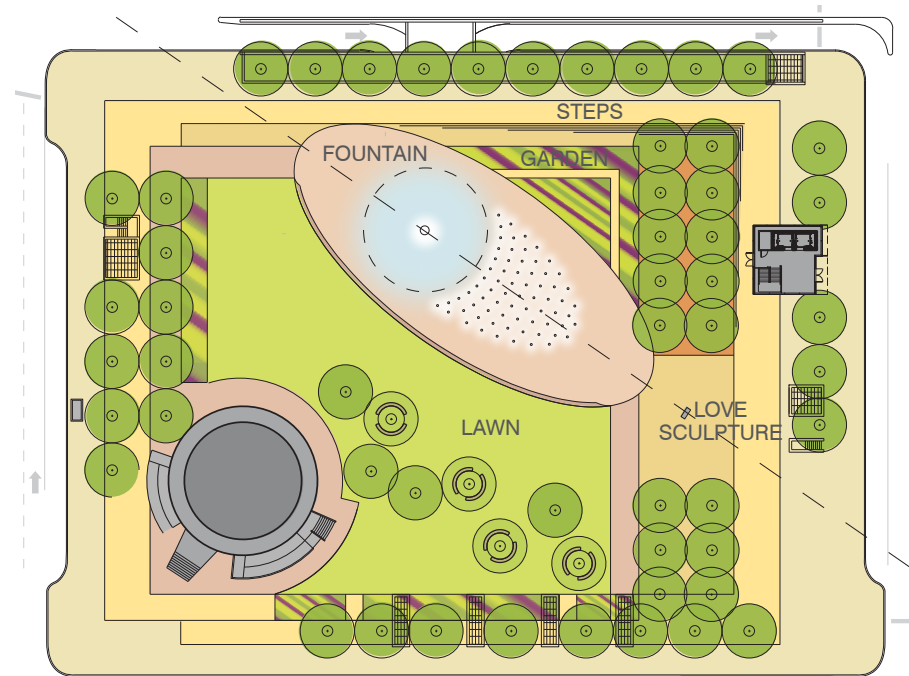
BOW-TIE 2

RESPONDING TO WHAT WE HEARD

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



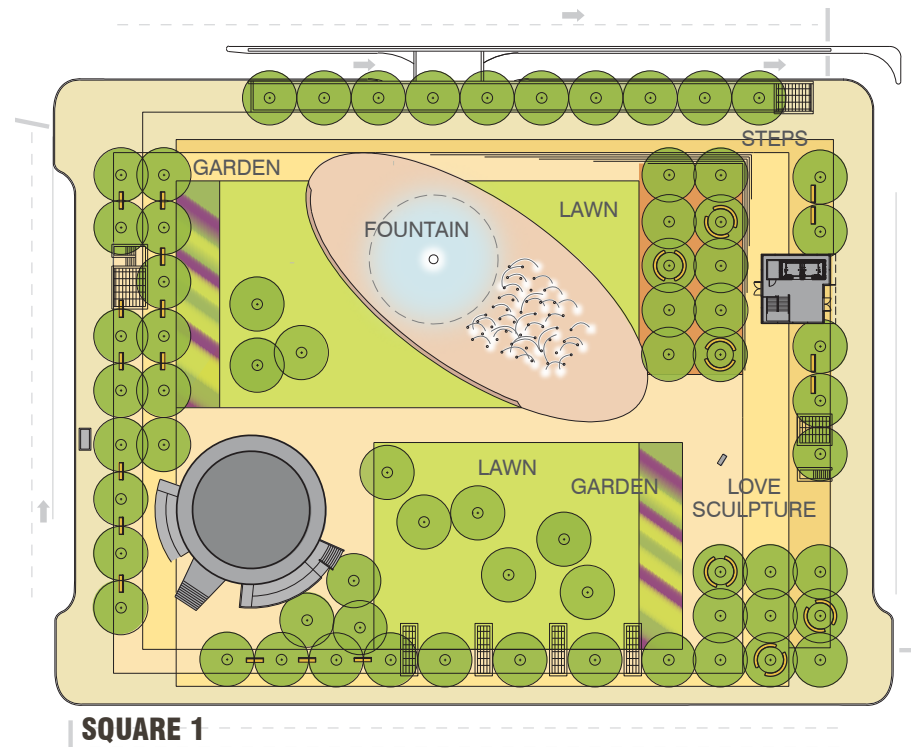
SQUARE 1



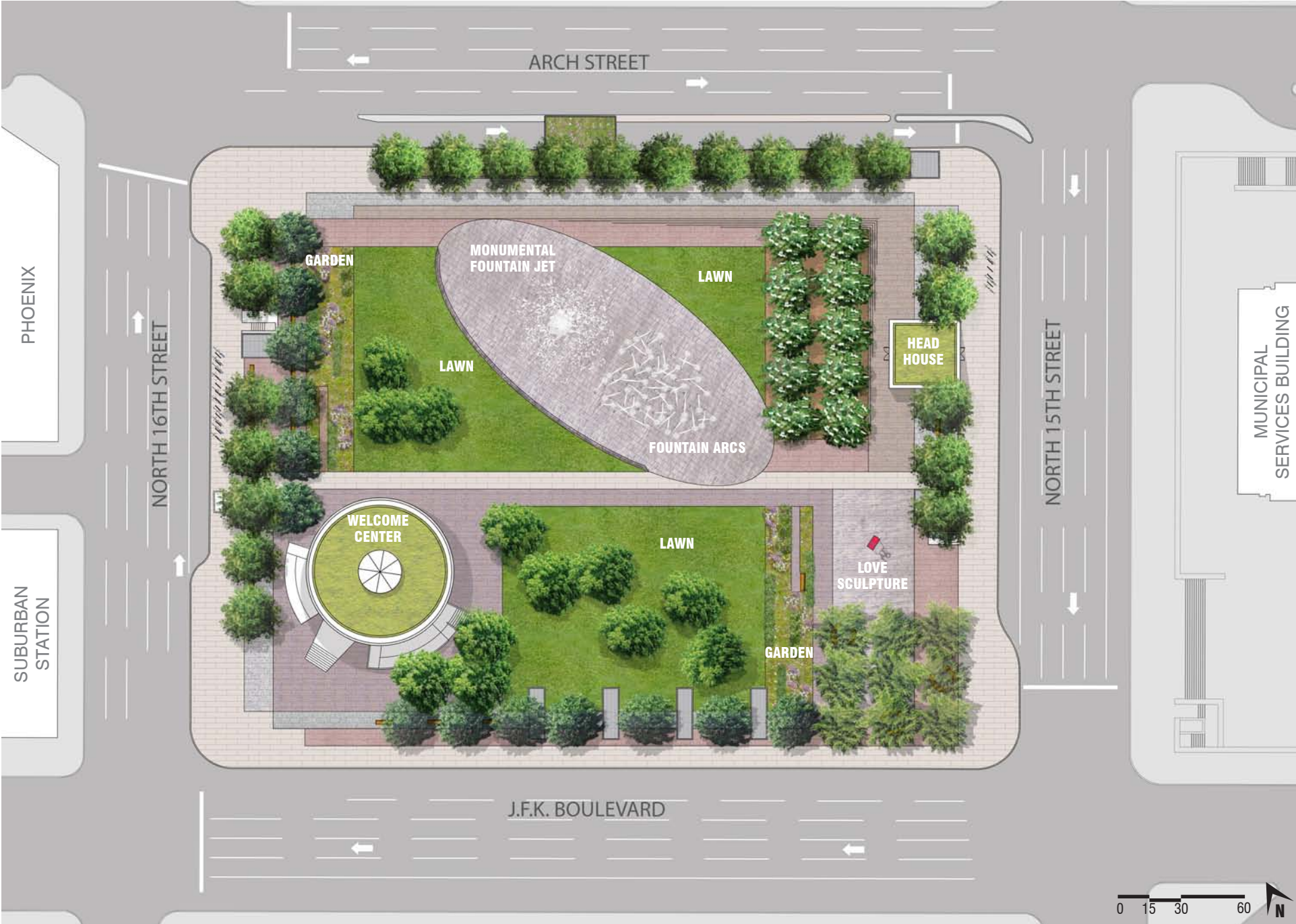
SQUARE 2

CONCEPTUAL PARK DIAGRAM

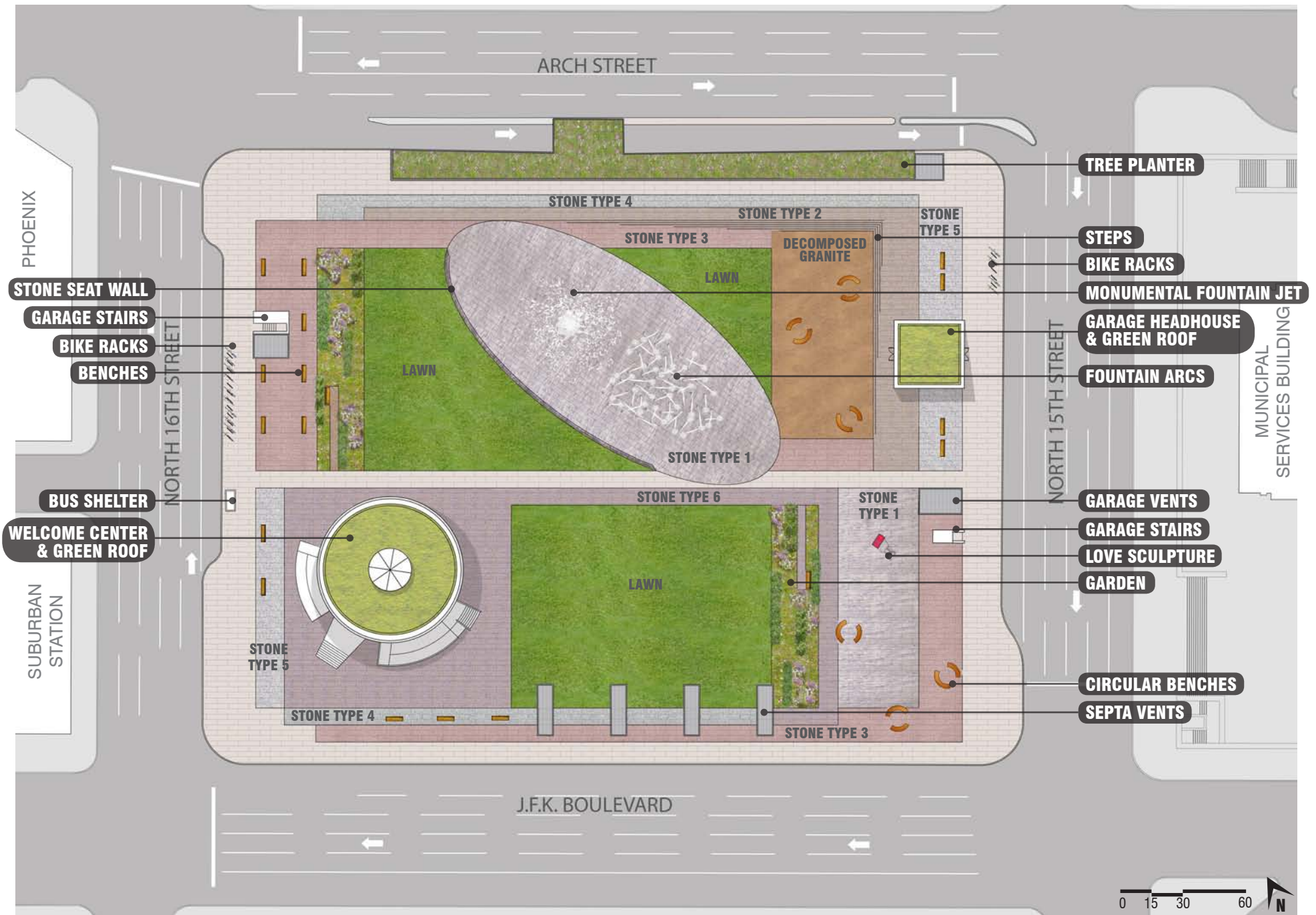
- DIAGONAL VIEWS
- DIAGONAL CIRCULATION
- MAXIMIZES GREEN & HIGHLIGHTS GARDENS
- MONUMENTAL FOUNTAIN JET
- ACCOMMODATES EAST/WEST MOVEMENT
- RETAINS & INTEGRATES WELCOME CENTER



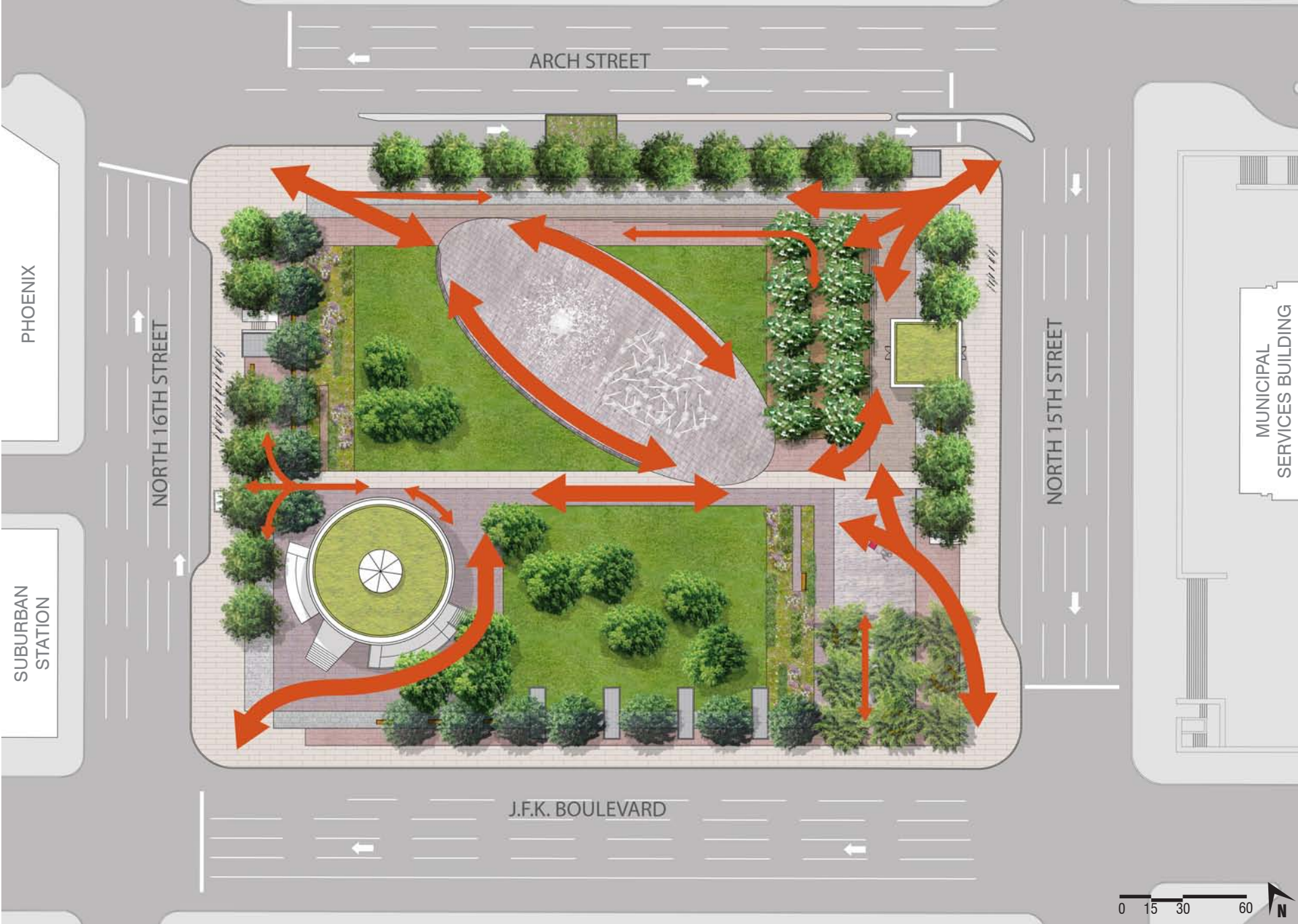
JFK PLAZA/LOVE PARK CONCEPTUAL PLAN



JFK PLAZA/LOVE PARK CONCEPTUAL PLAN



CIRCULATION PLAN



VIEW TOWARD PARKWAY



VIEW TOWARD CITY HALL



VIEW TOWARD PARKWAY



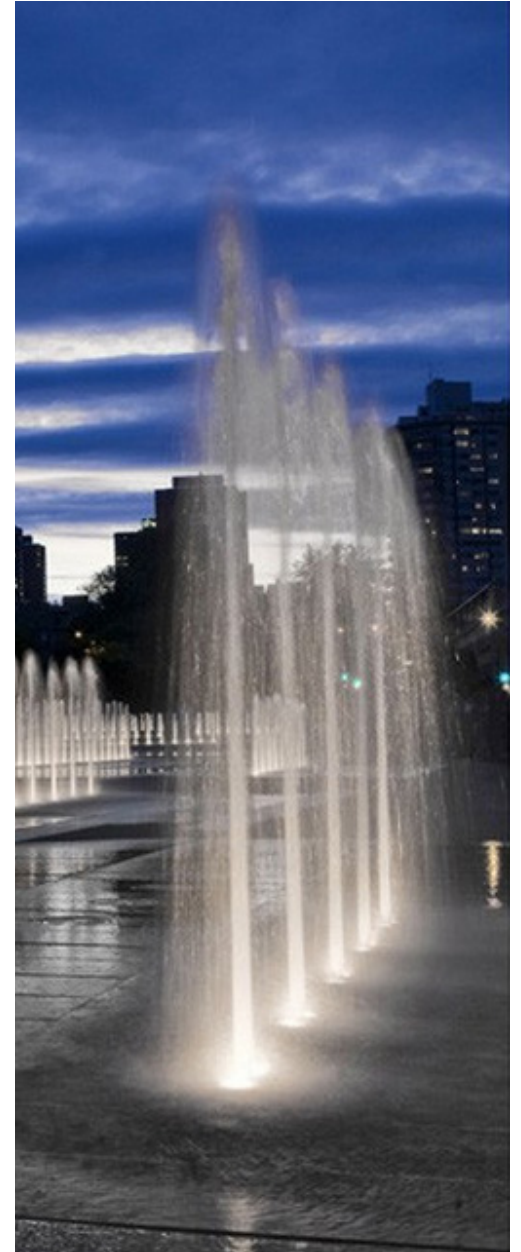
VIEW TOWARD CITY HALL



VIEW FROM WELCOME CENTER BALCONY



FOUNTAIN JETS



FOUNTAIN JET DETAIL



Straight Stream

No Light	White LED	RGB LED
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V Stream

No Light	White LED	RGB LED
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FOUNTAIN ARCS



WELCOME CENTER



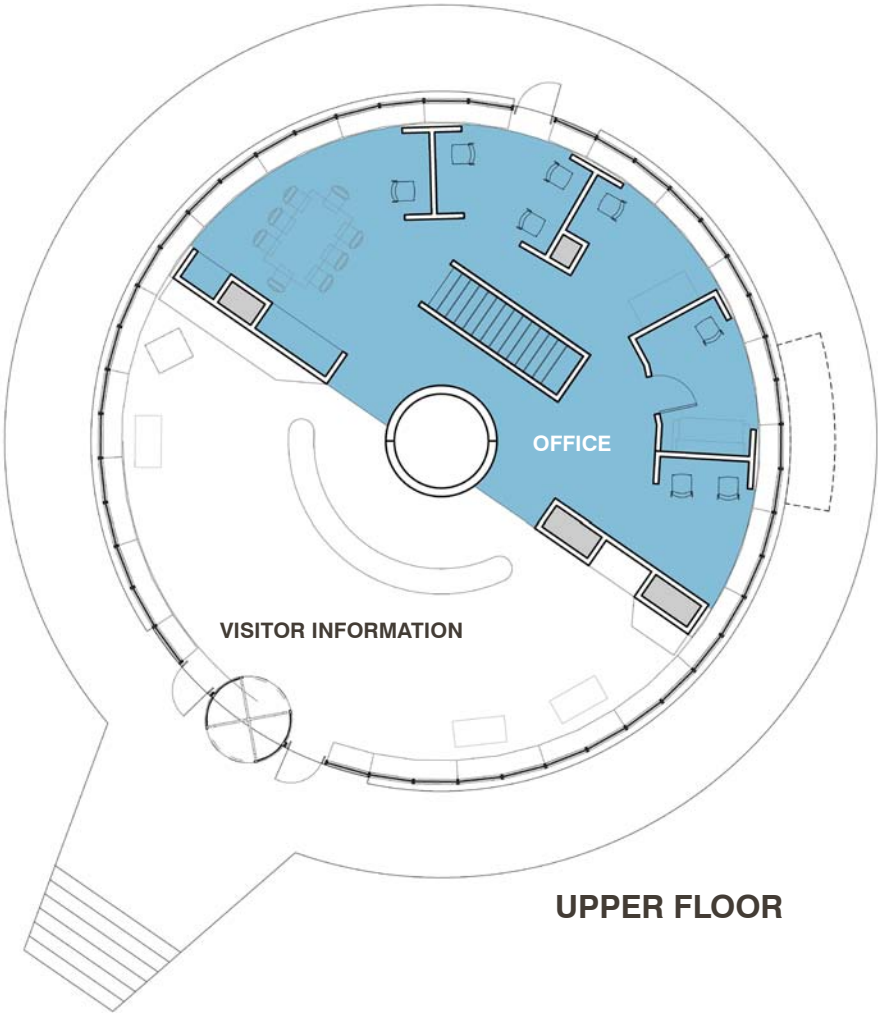
WELCOME CENTER EXTERIOR - CURRENT CONDITION



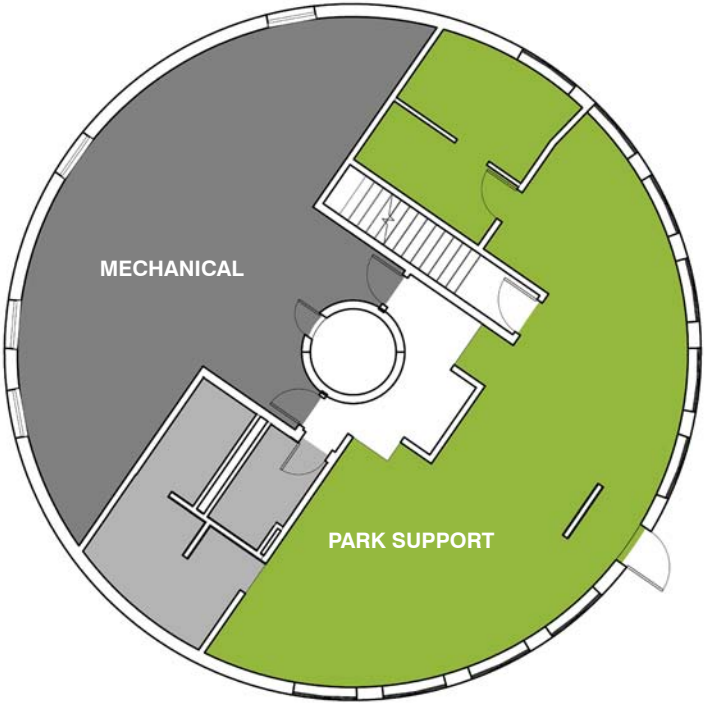
WELCOME CENTER INTERIOR - CURRENT CONDITION



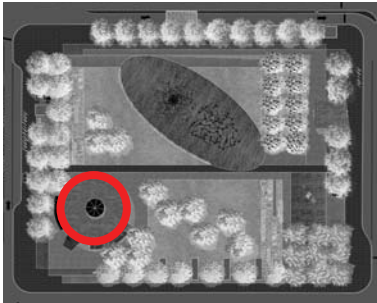
WELCOME CENTER PROGRAM - EXISTING



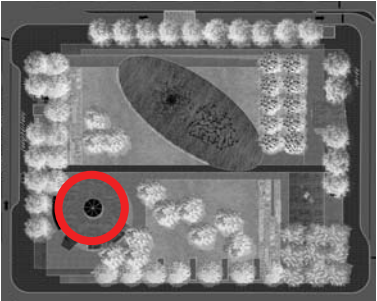
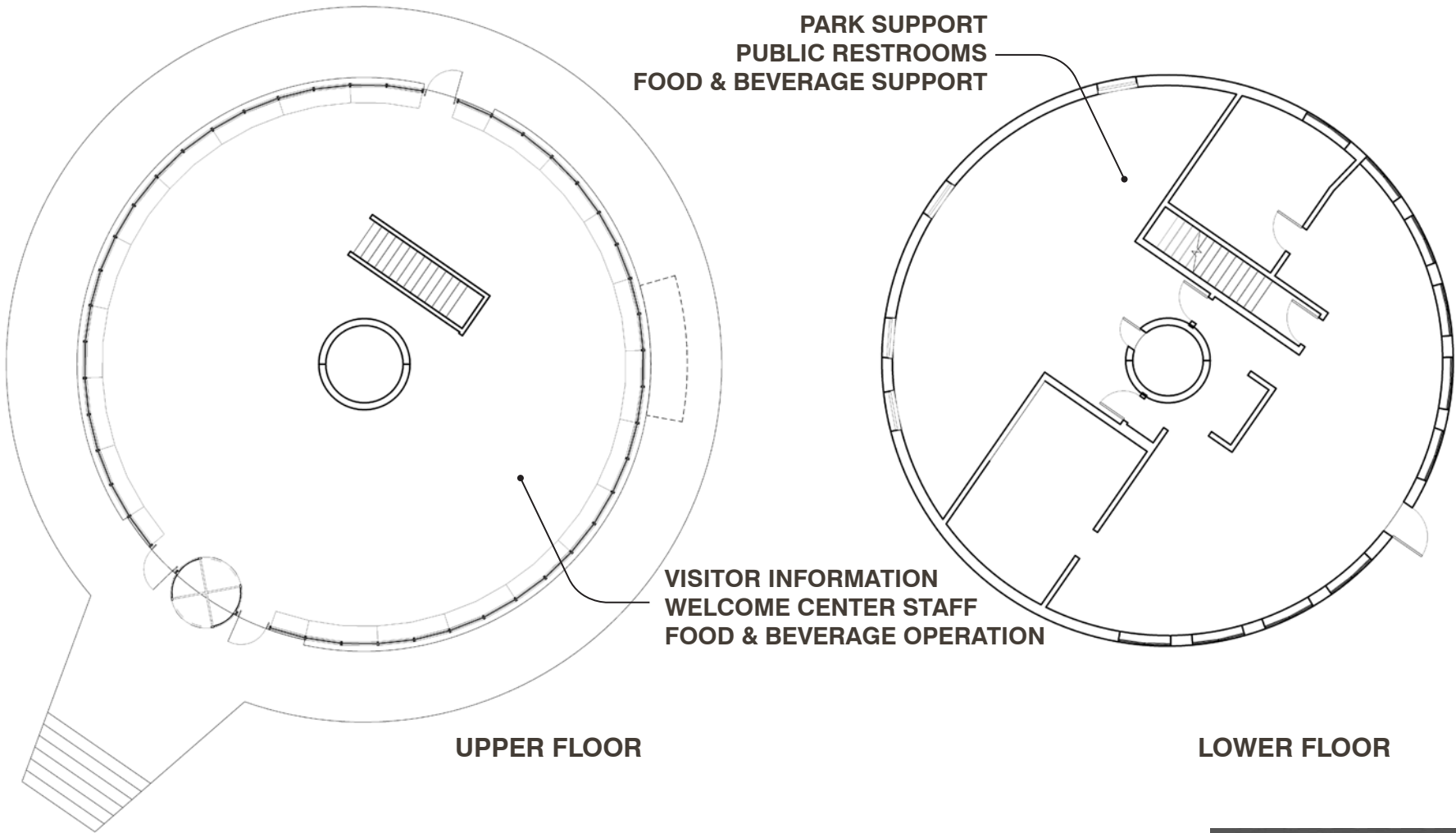
UPPER FLOOR



LOWER FLOOR



WELCOME CENTER PROGRAM - PROPOSED



WELCOME CENTER VIEW FROM SOUTHWEST



WELCOME CENTER VIEW FROM NORTHWEST



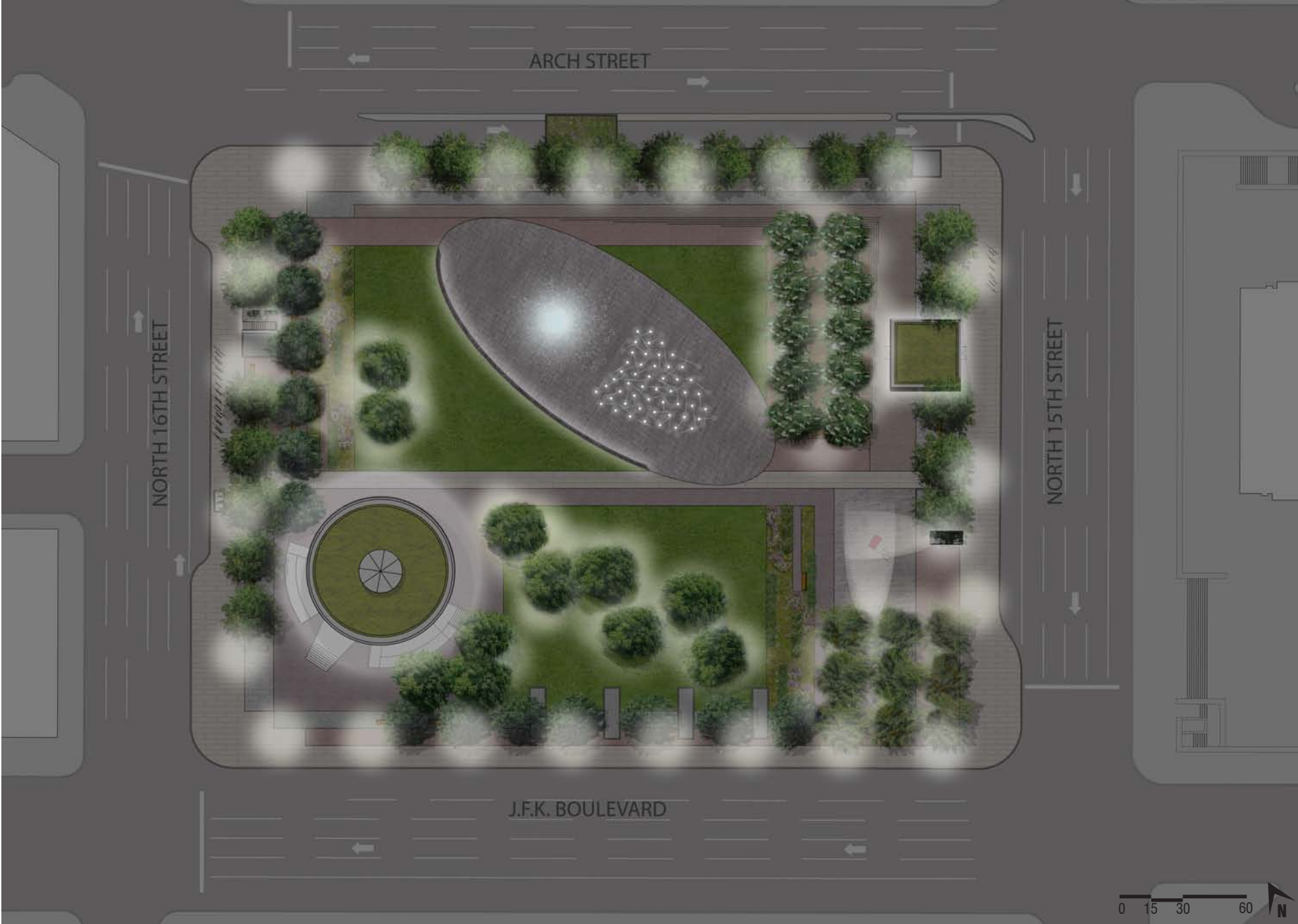
PRECEDENT



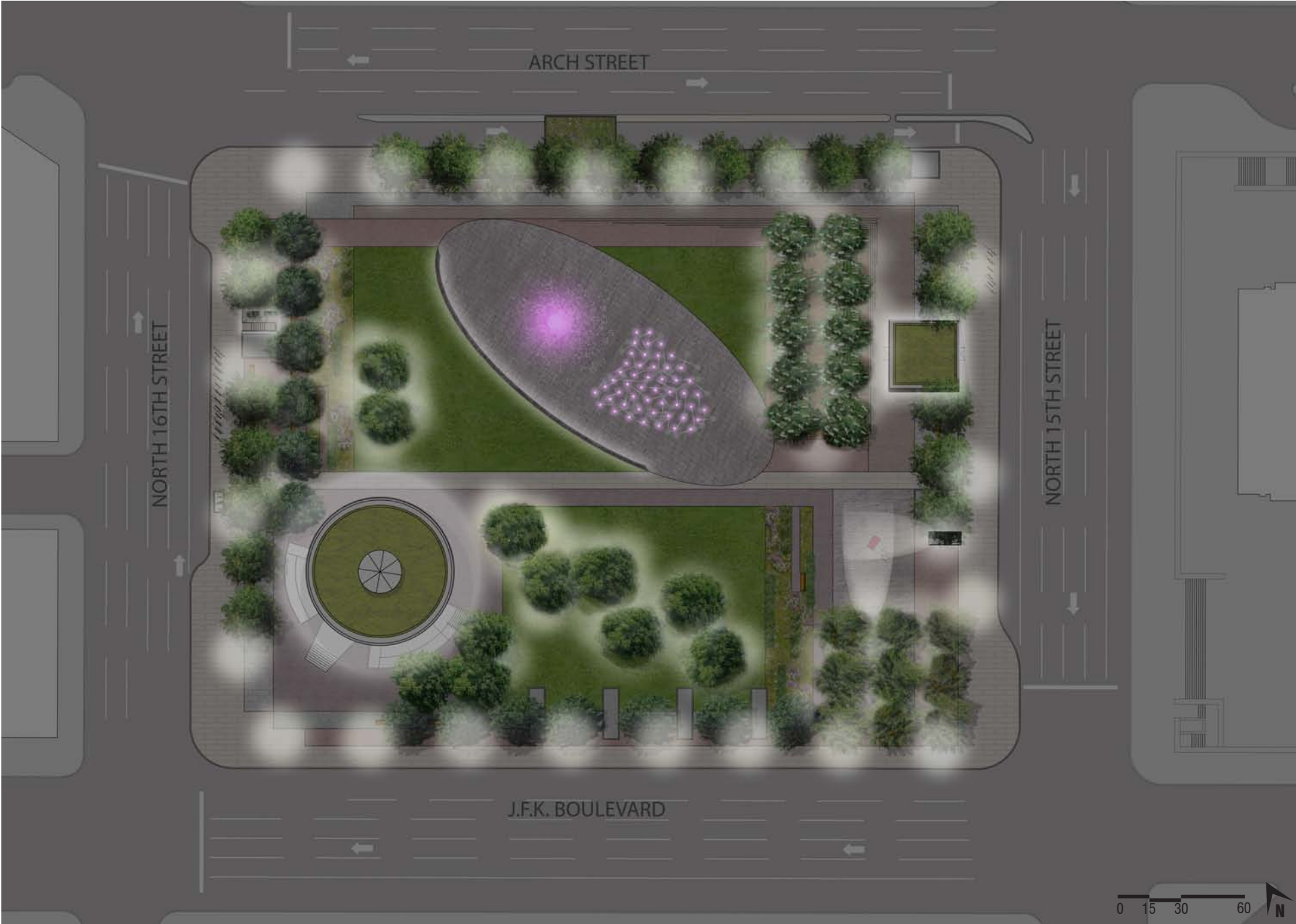
PRECEDENT



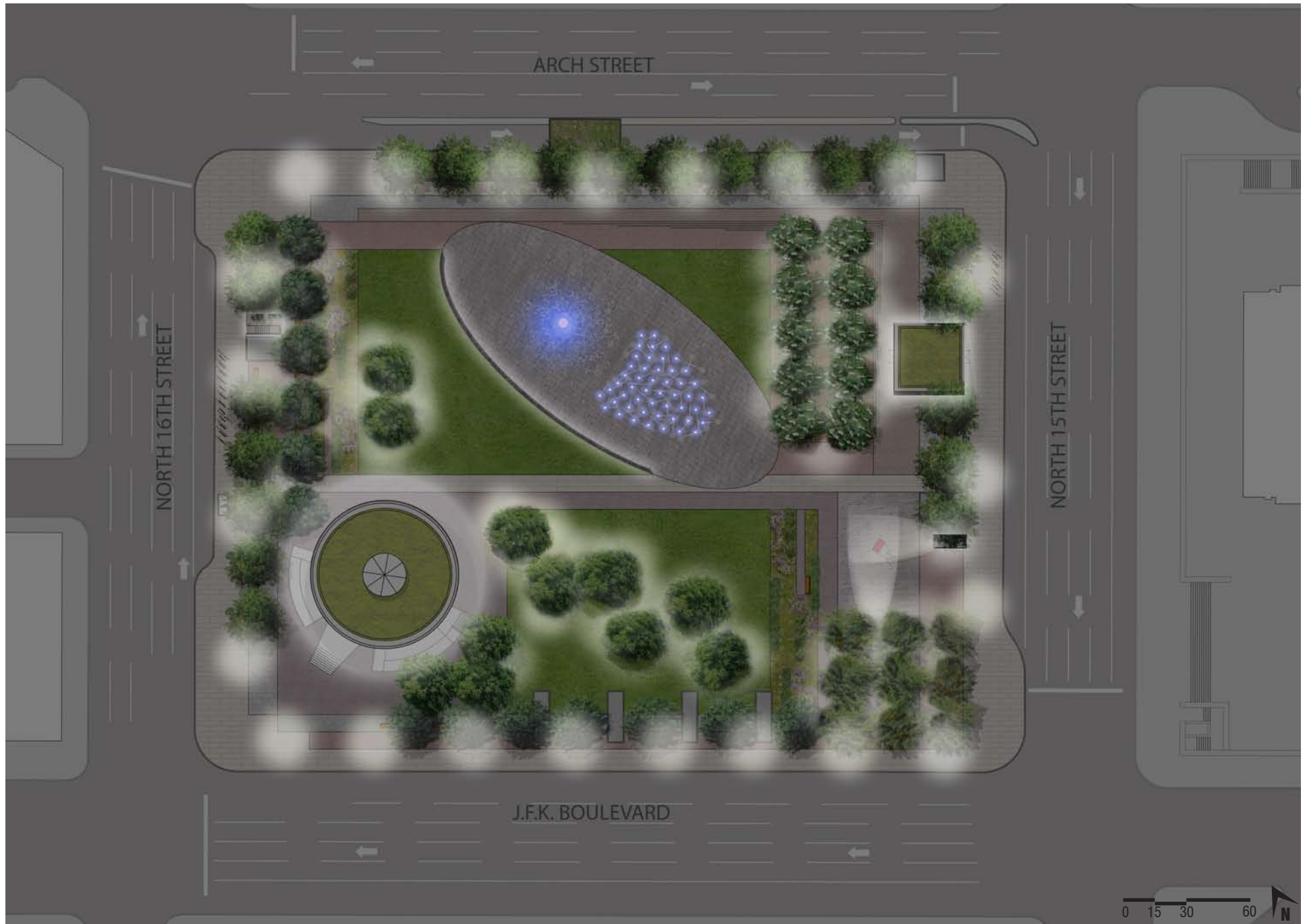
CONCEPTUAL LIGHTING PLAN



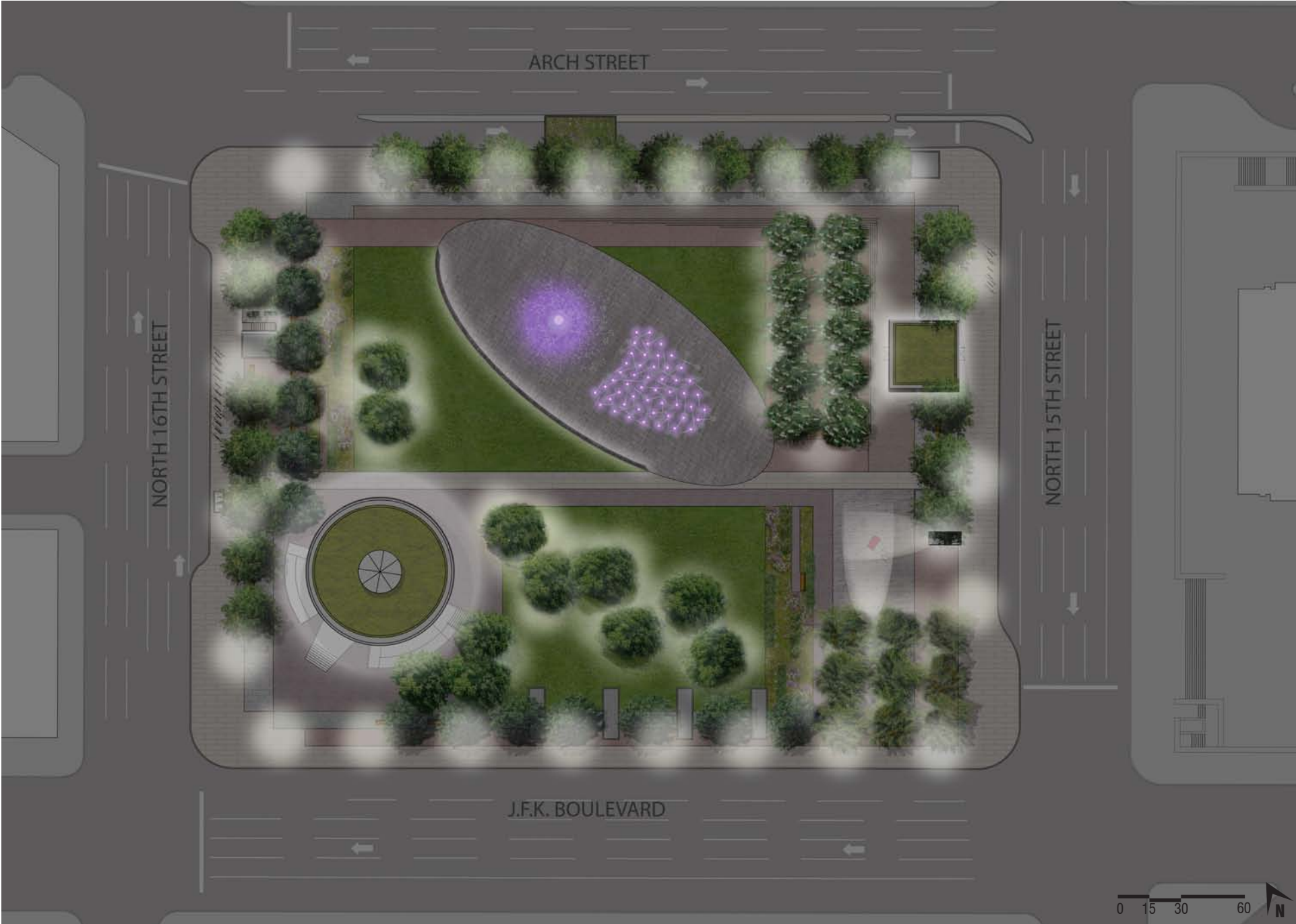
CONCEPTUAL LIGHTING PLAN



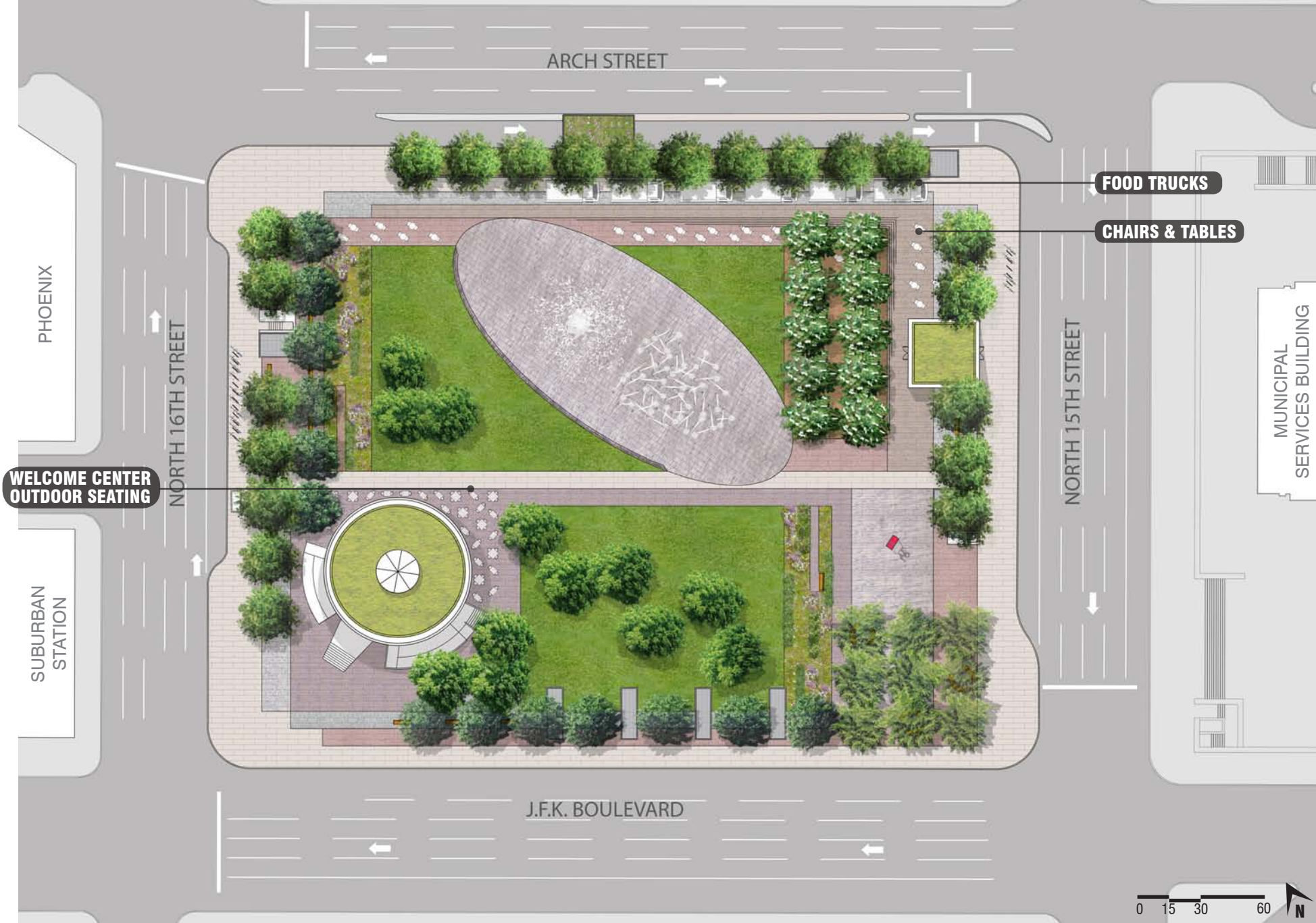
CONCEPTUAL LIGHTING PLAN



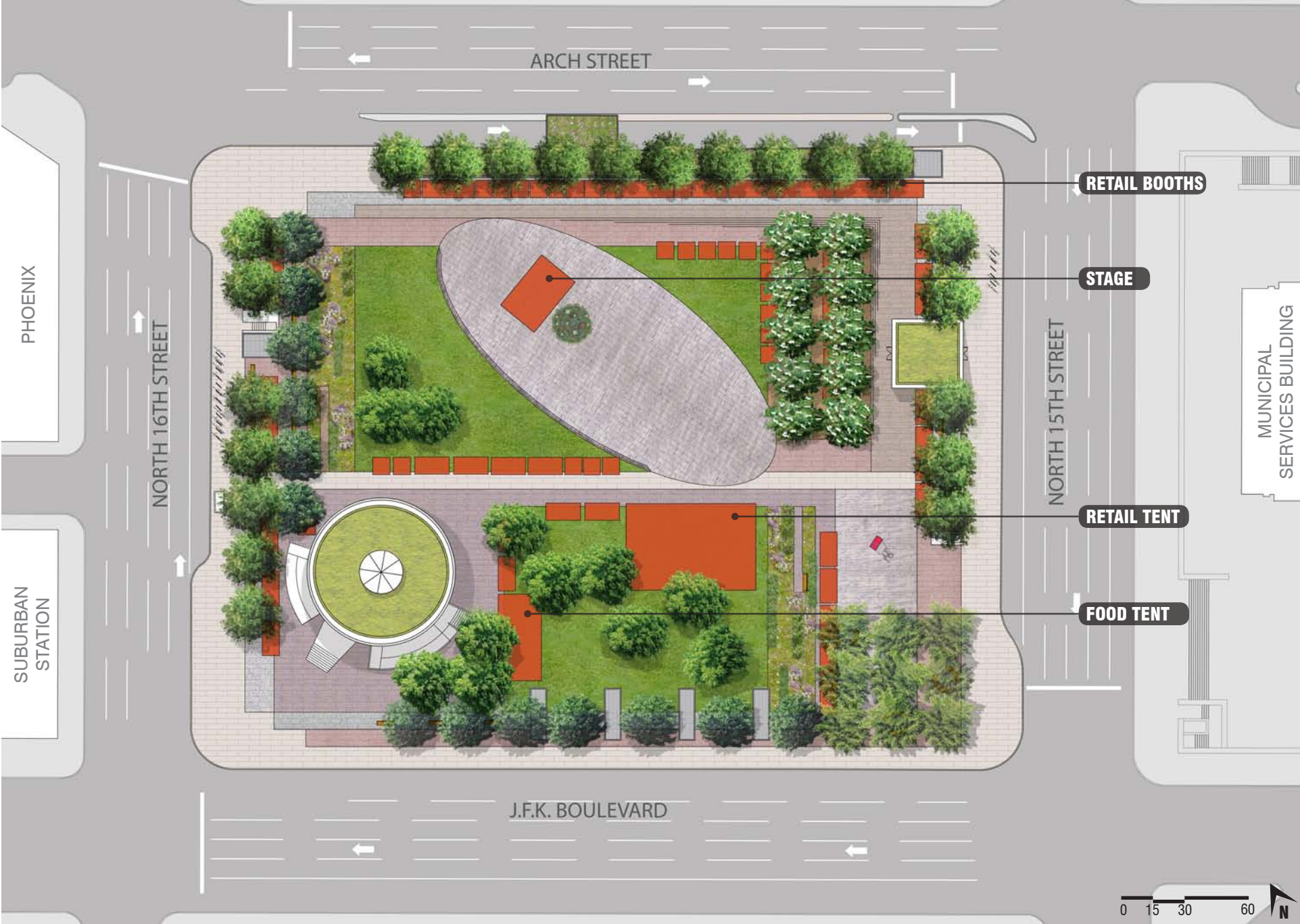
CONCEPTUAL LIGHTING PLAN



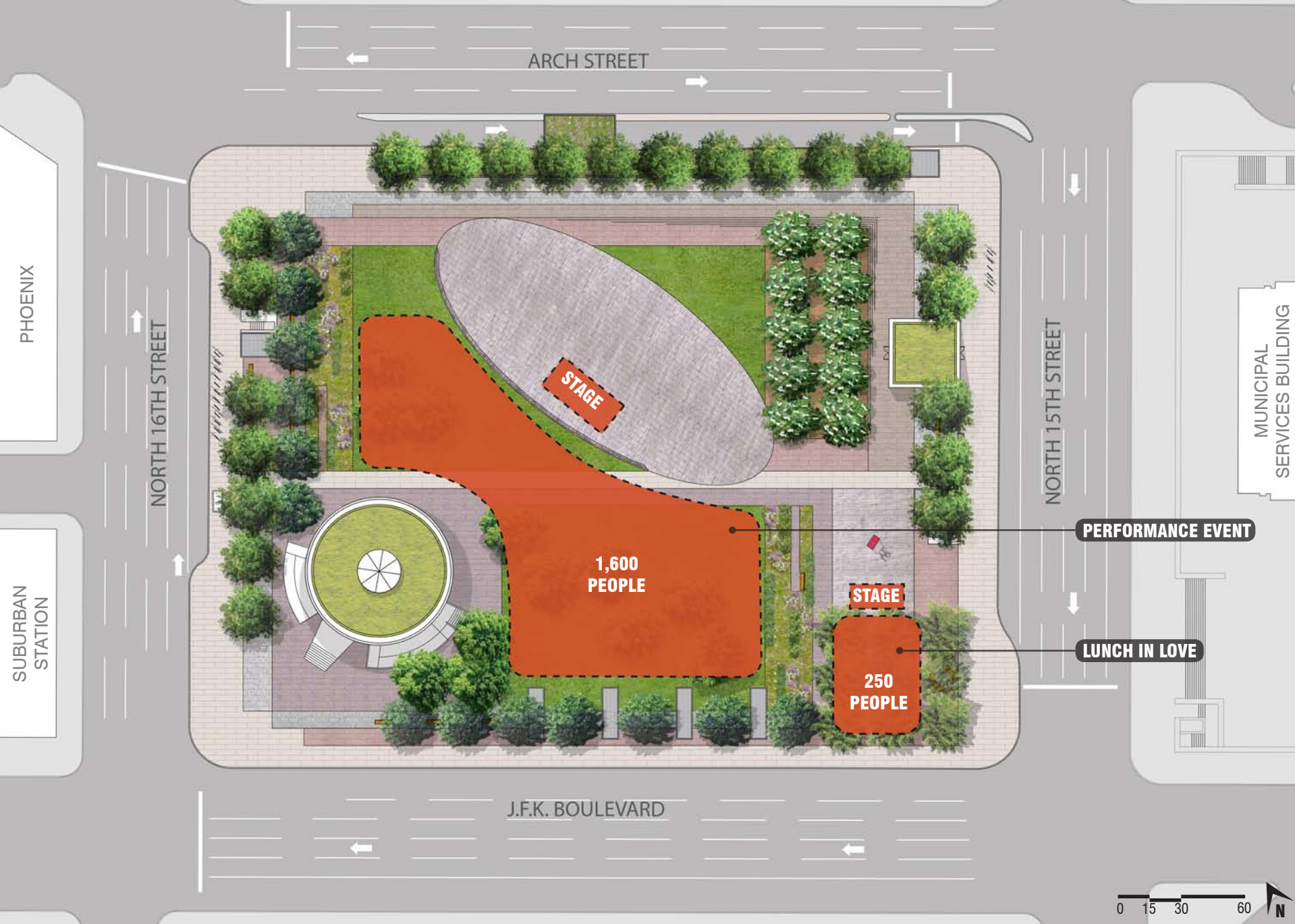
FOOD TRUCKS & WELCOME CENTER FOOD AND BEVERAGE



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

