

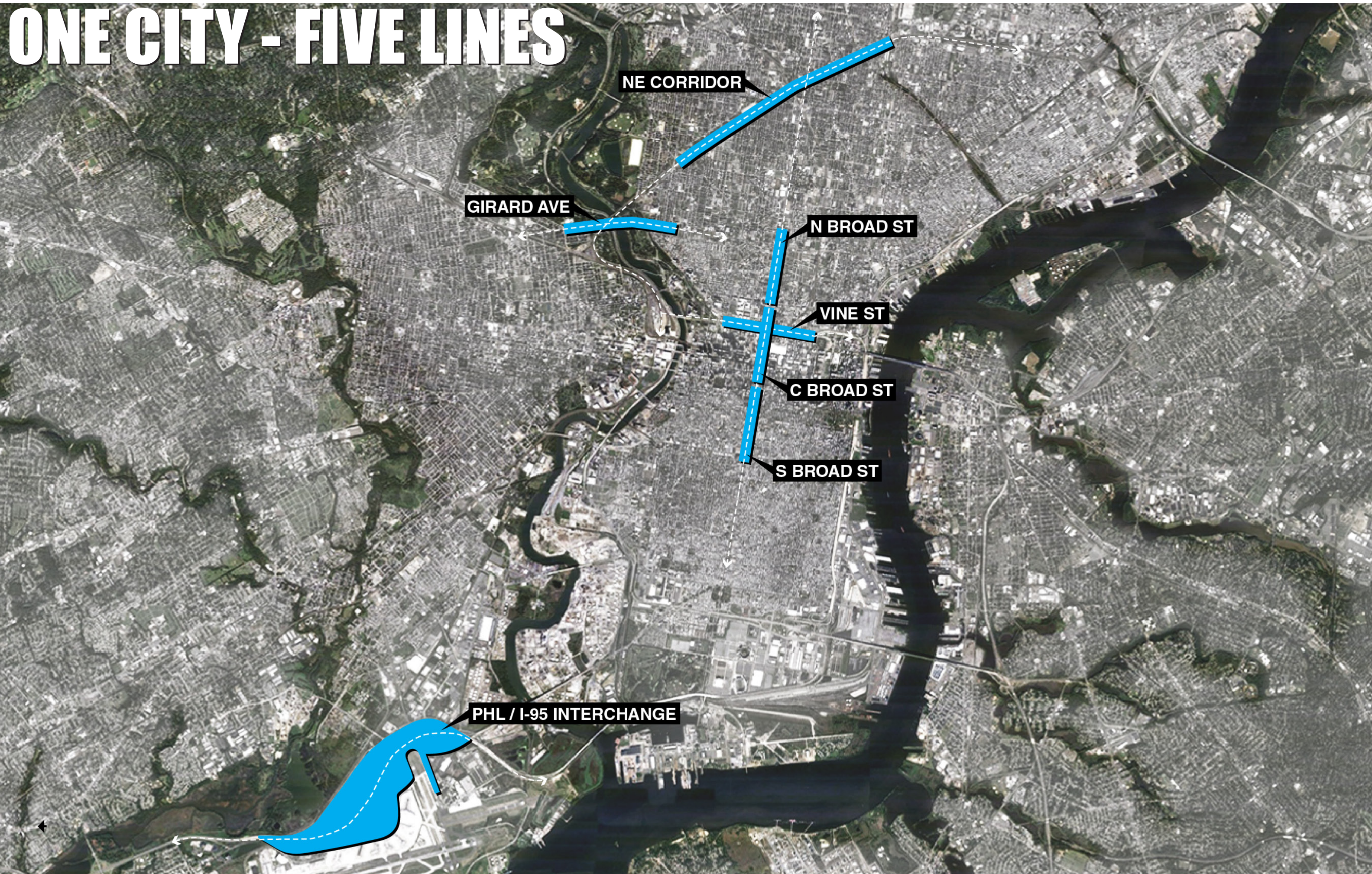
# **PHS CIVIC LANDSCAPES**

**prepared for The Pennsylvania Horticultural Society**

**prepared by PennPraxis and PORT A+U**

**February 18, 2013**

# ONE CITY - FIVE LINES



NE CORRIDOR

GIRARD AVE

N BROAD ST

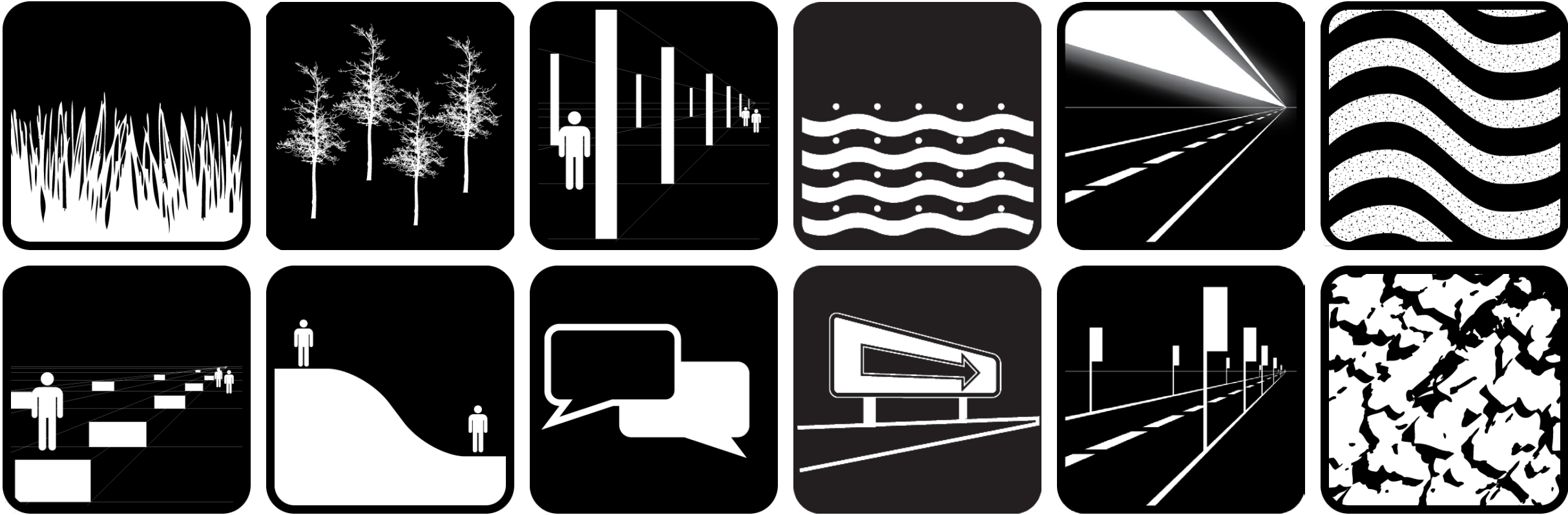
VINE ST

C BROAD ST

S BROAD ST

PHL / I-95 INTERCHANGE

# A KIT OF PARTS APPROACH



# PHL/I-95



EXISTING CONDITIONS



DIAGRAM

# PHL/I-95



EXISTING CONDITIONS



DIAGRAM

# PHL/I-95

EXISTING

interchange spaces

interchange spaces

interchange spaces

stormwater basins

dark / disorienting

impervious surface

vertical surfaces



HORIZONTAL  
PLANTING



VERTICAL  
PLANTING



OBJECT FIELD  
(DRY)



OBJECT FIELD  
(WET)



ILLUMINATED  
ACCESS



PATTERNING +  
RESURFACING



SCREENING /  
SIGNAGE

PROPOSED

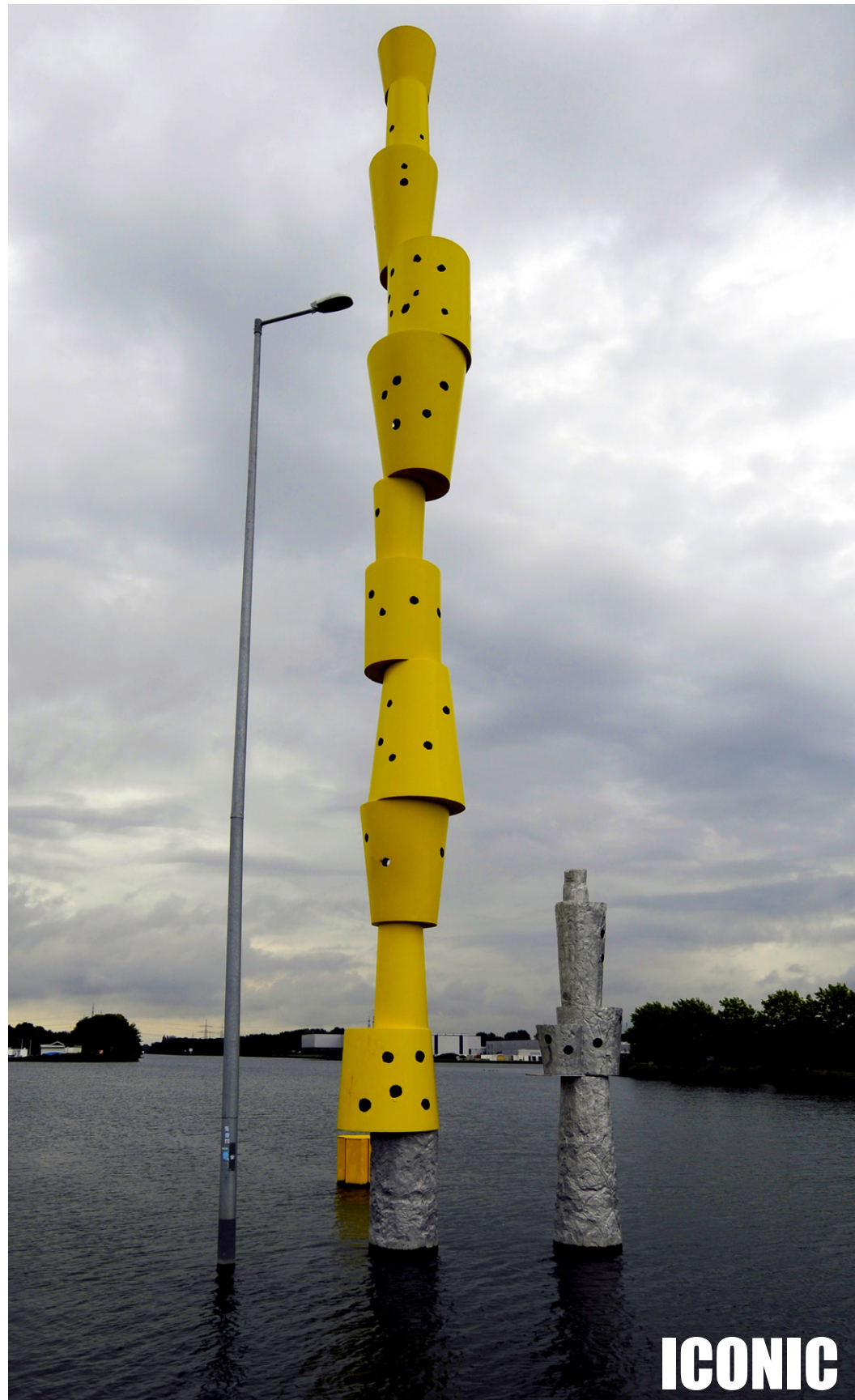
# PHL/I-95

# OBJECT FIELD (dry)



# PHL/I-95

# OBJECT FIELD (wet)



**ICONIC**



**PRODUCTIVE**



**LUMINOUS**



# PHL/I-95

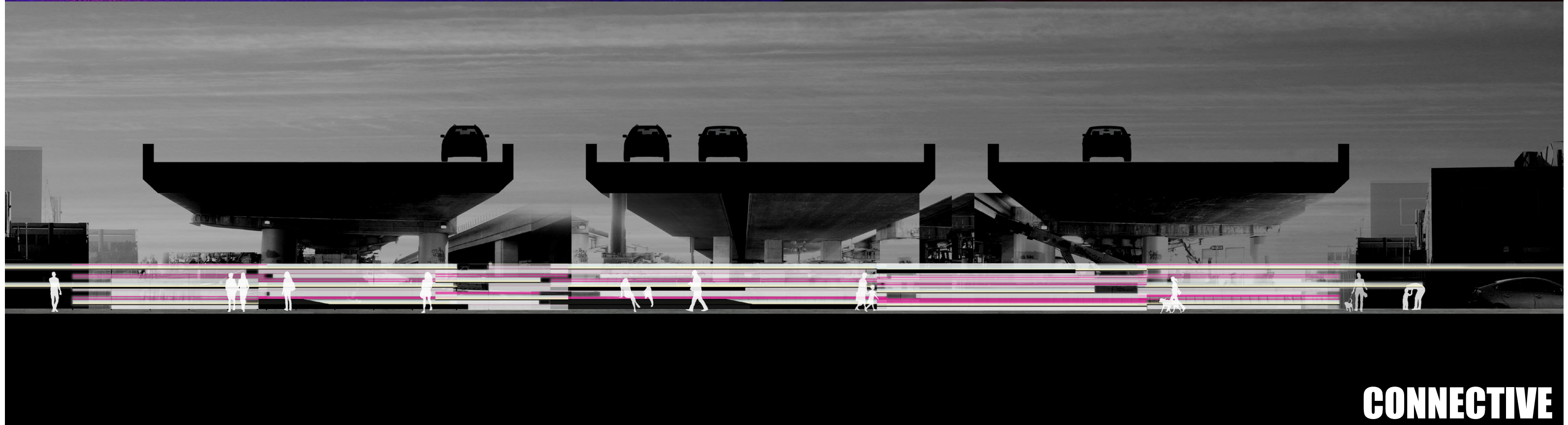
# ILLUMINATED ACCESS



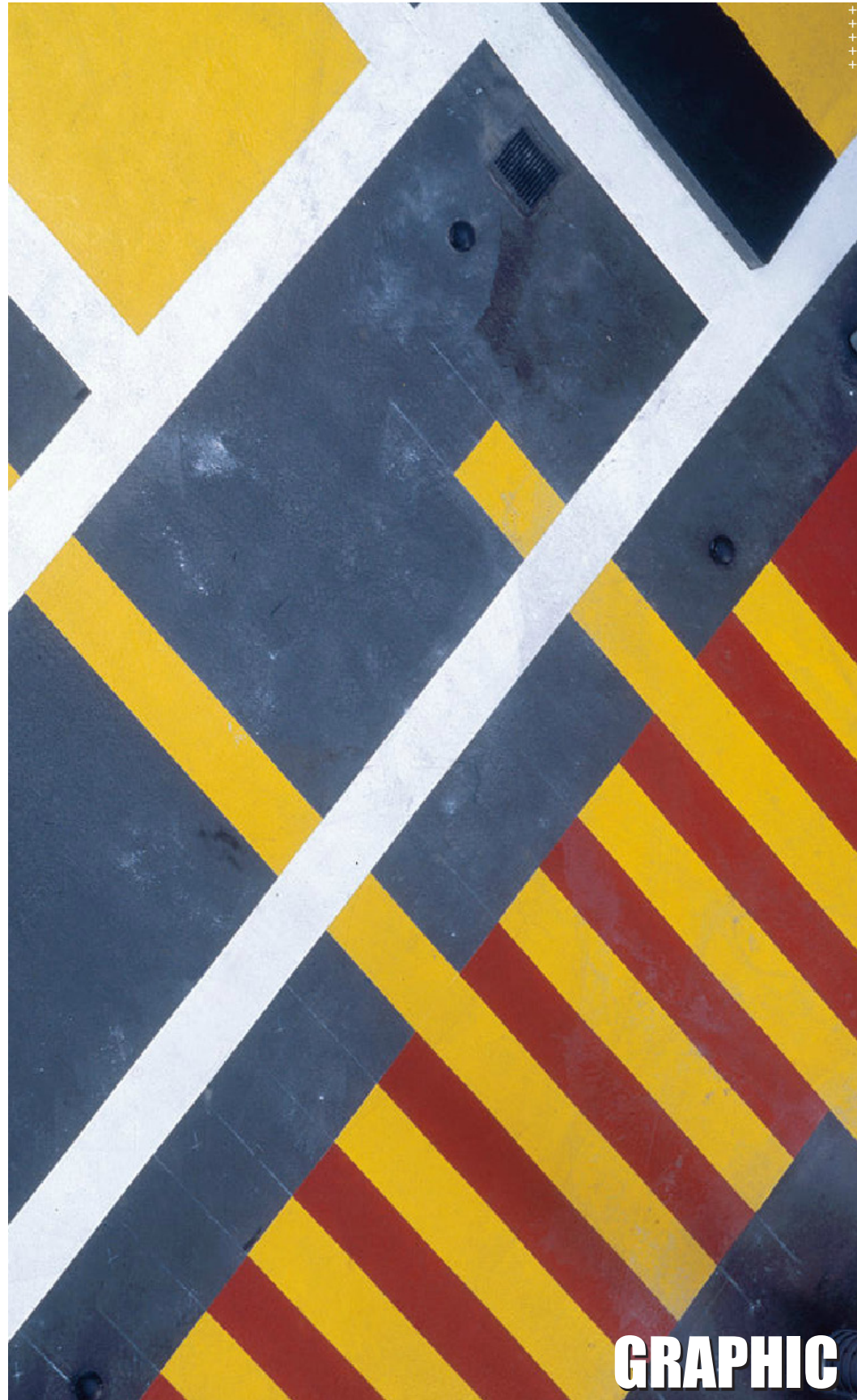
**DRAMATIC**



**RHYTHMIC**



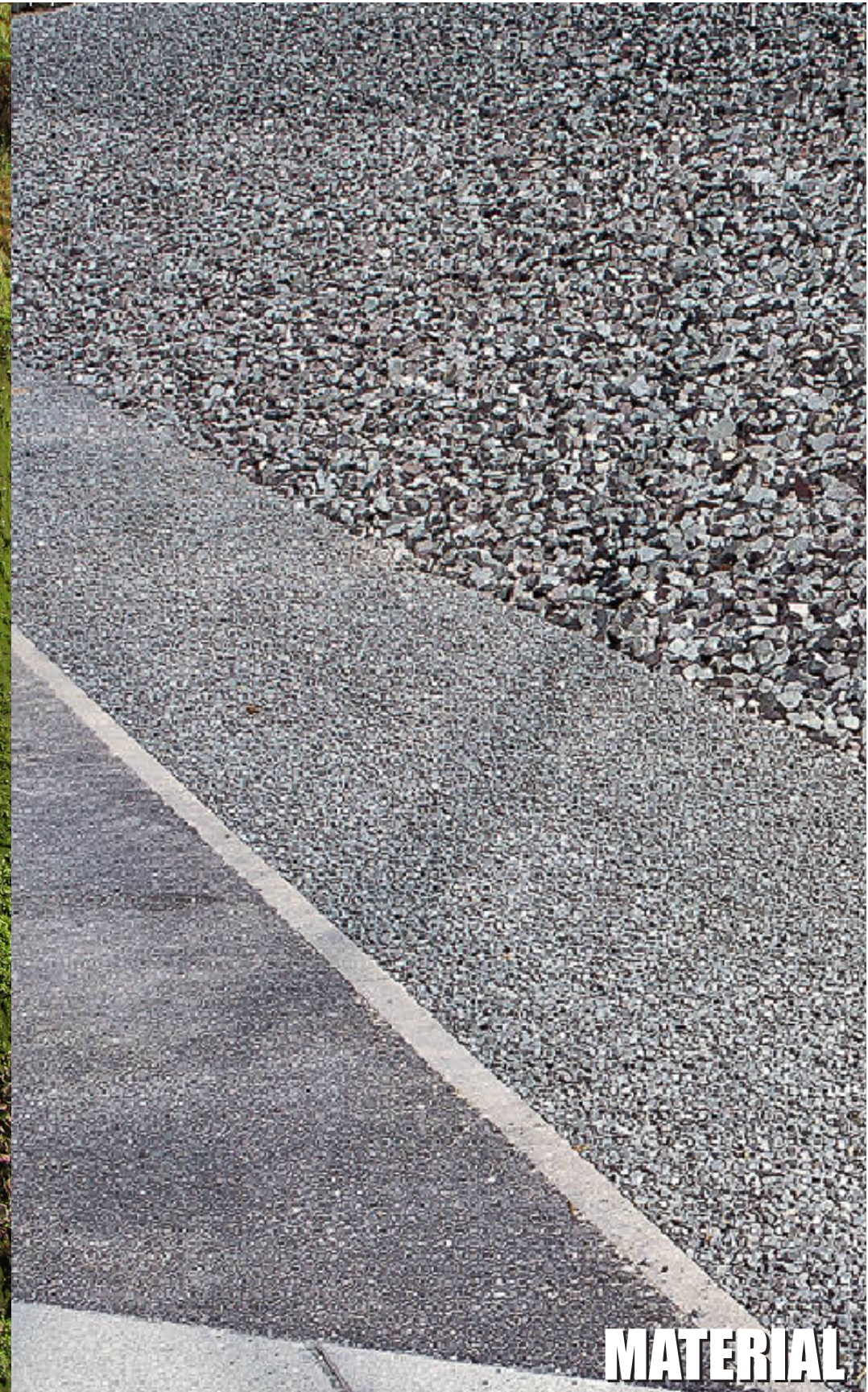
**CONNECTIVE**



**GRAPHIC**



**VEGETAL**



**MATERIAL**

# PHL/I-95

# SURFACING



**LEGIBLE**



**LARGE-SCALE**



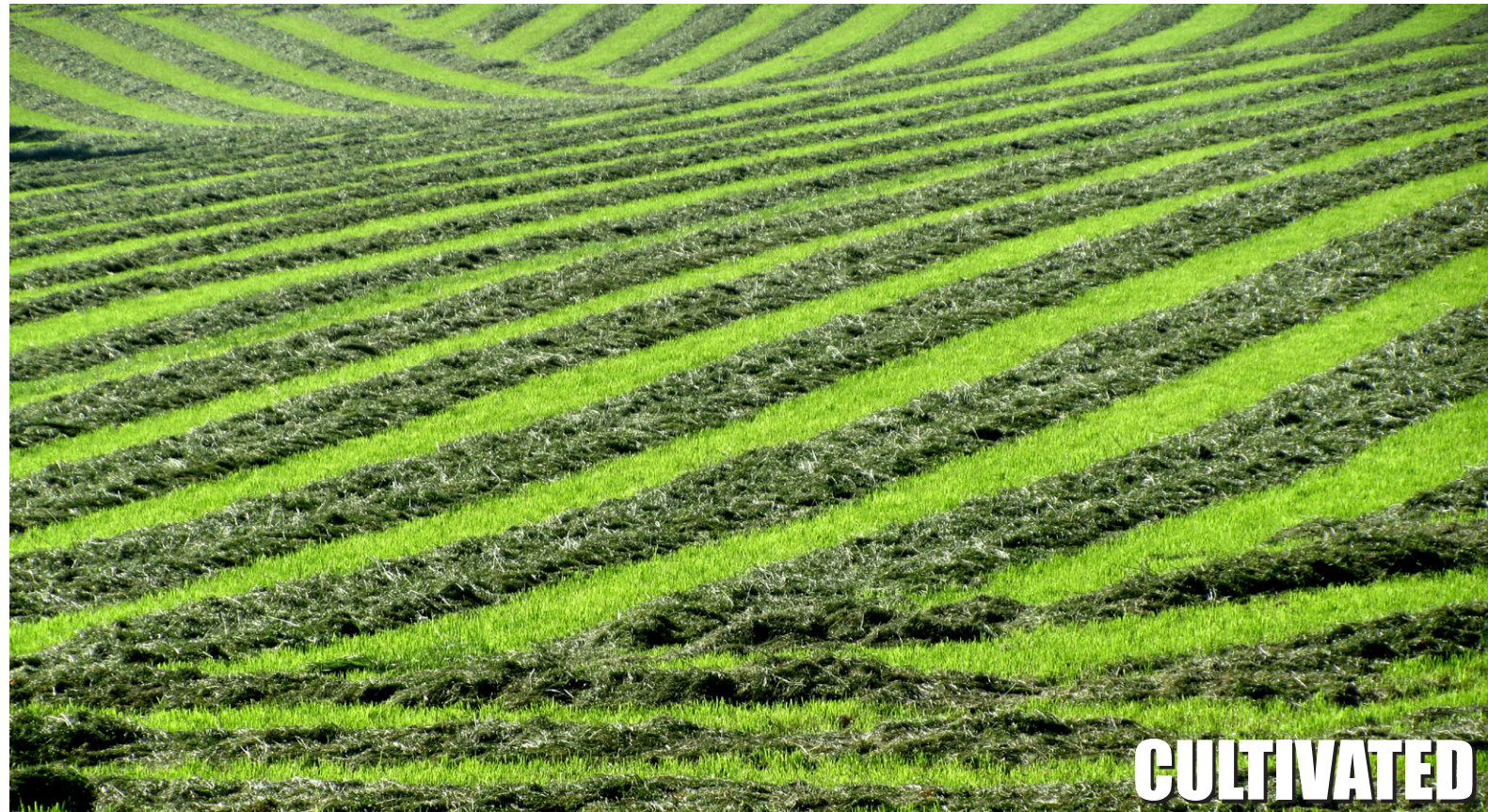
**UNFAMILIAR**



**ECOLOGICAL**

# PHL/I-95

# PLANTING (horizontal)



# PHL/I-95

# PLANTING (vertical)



# PHL/I-95



**CLEARLY DEFINED 3.2 MILE AIRPORT CORRIDOR**

**GATEWAY INTERSECTION**

**FURNISHING + SIGNAGE ALONG ISLAND AVE.**

**RESURFACING + OBJECT FIELD @ PARKING AREAS**

**GRAPHIC SIGNAGE + PLANTING @ SEPTA LINE**

**HABITAT CONNECTION TO TINICUM REFUGE**

**DISTINCT INTERCHANGE PLANTING THROUGHOUT**

**GRAPHIC SIGNAGE + PLANTING @ TERMINAL**

**OBJECT FIELD (WET)**

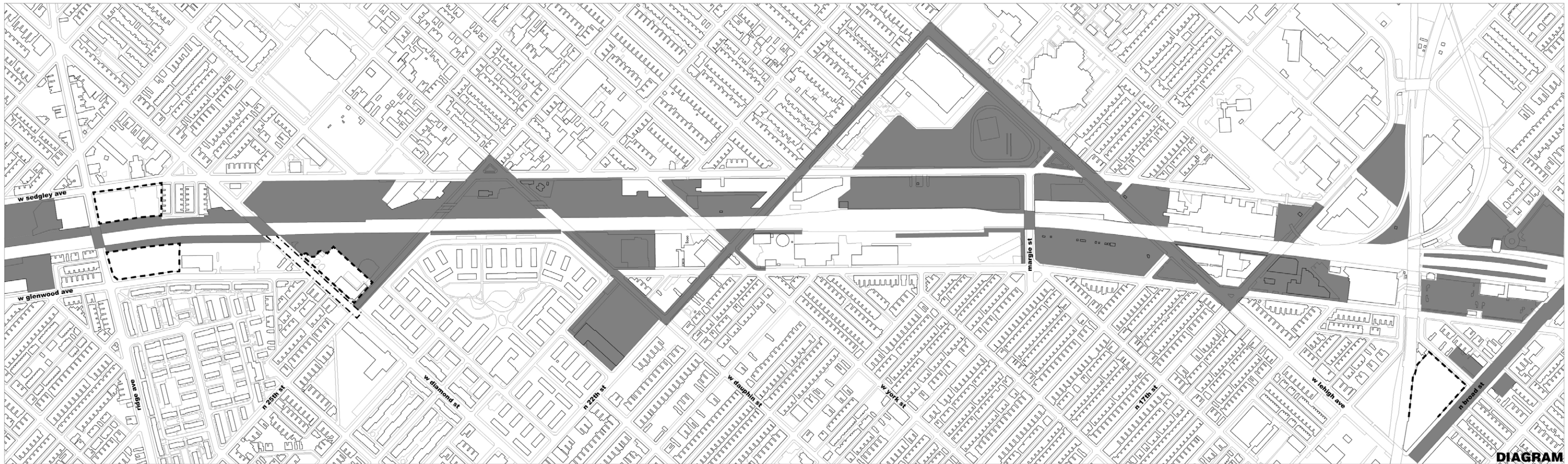
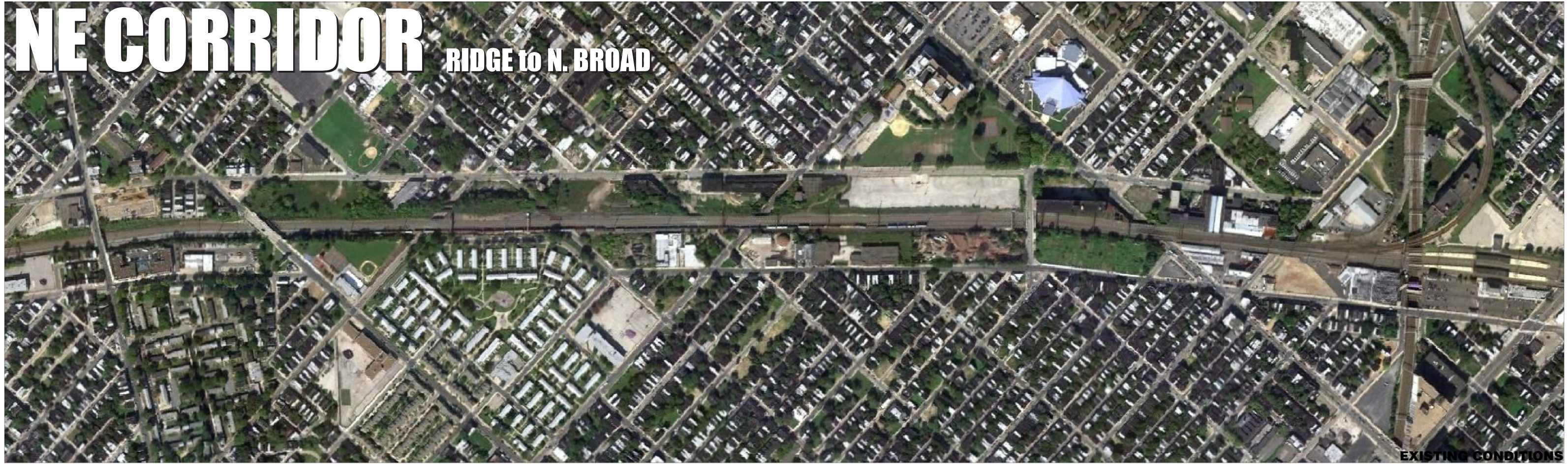
**GRAPHIC SIGNAGE @ OVERPASSES**

**FURNISHING + SIGNAGE ALONG BARTRAM AVE.**

**GATEWAY INTERSECTION**

# NE CORRIDOR

RIDGE to N. BROAD

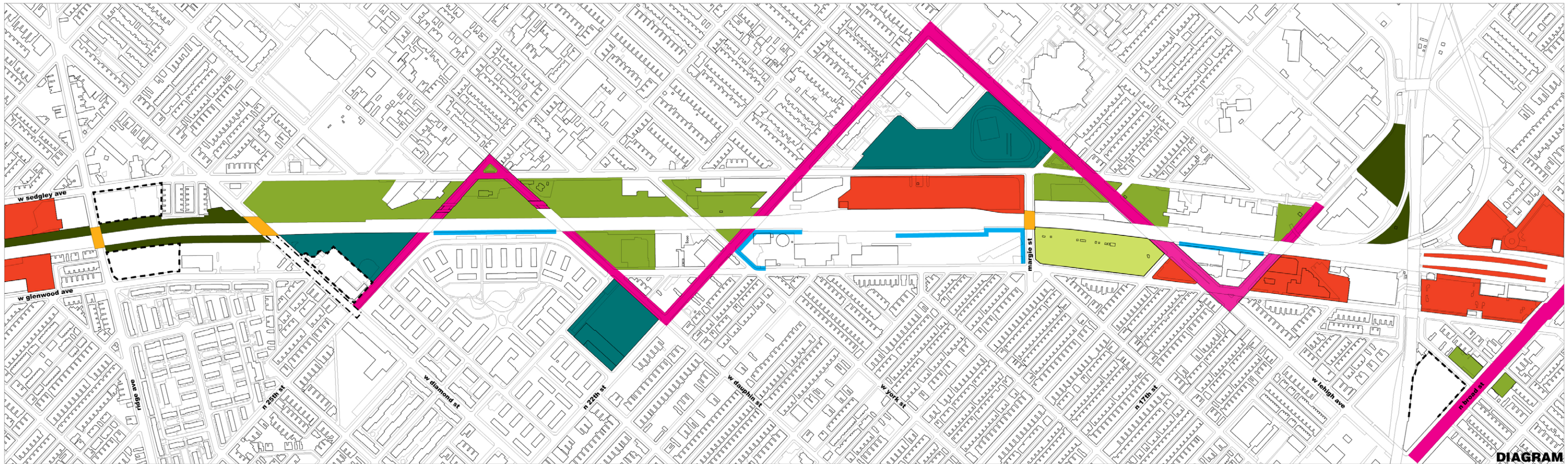


# NE CORRIDOR

RIDGE to N. BROAD



EXISTING CONDITIONS



DIAGRAM

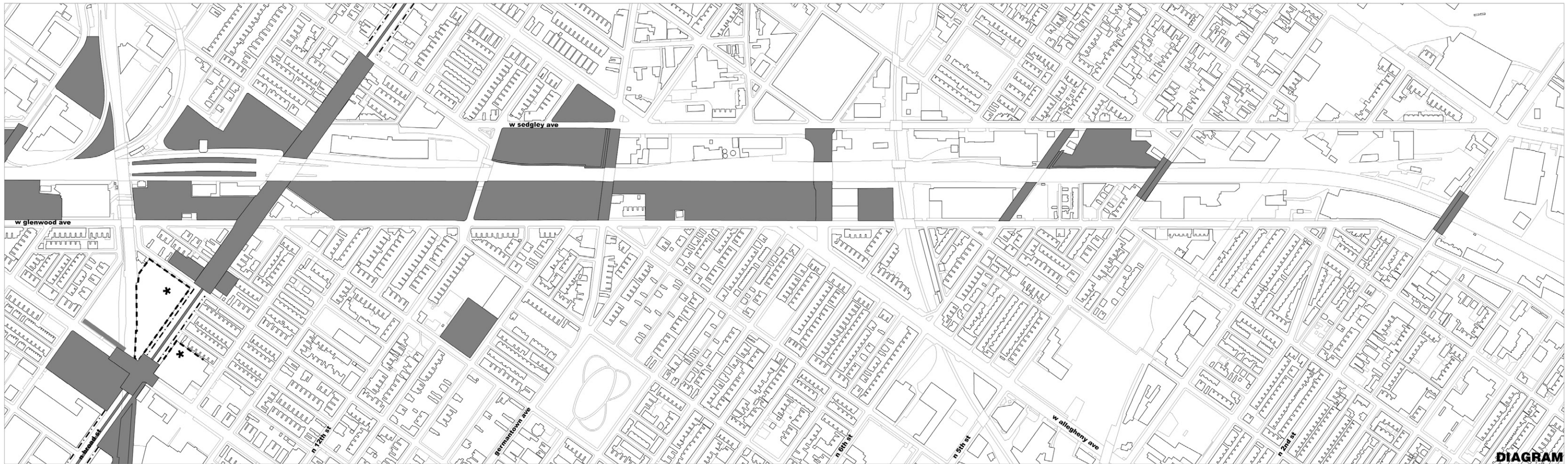


# NE CORRIDOR

N. Broad to 2nd



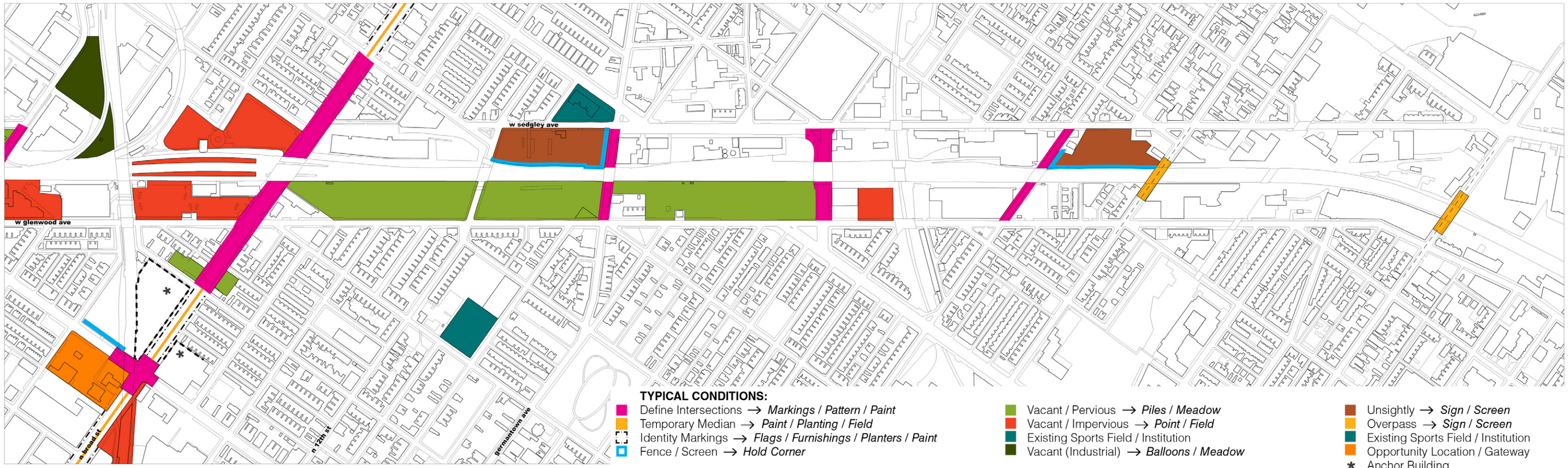
EXISTING CONDITIONS



DIAGRAM

# NE CORRIDOR

## N. Broad to 2nd



# NE CORRIDOR

## EXISTING

vacant parcels

vacant parcels

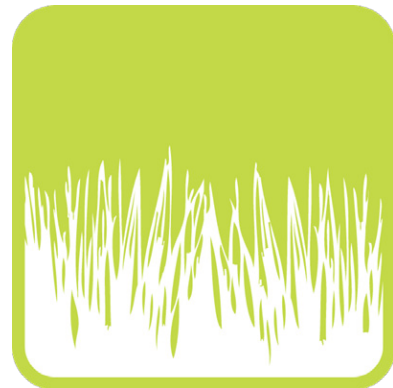
vacant parcels

rail berm

rail boundary

impervious surface

unsightly / confusing



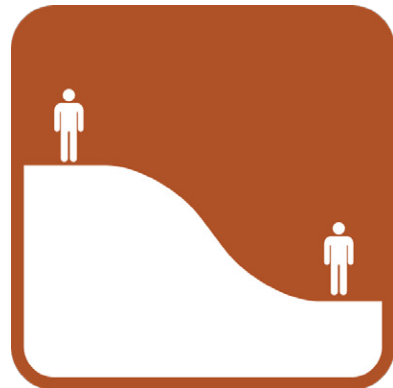
HORIZONTAL  
PLANTING



VERTICAL  
PLANTING



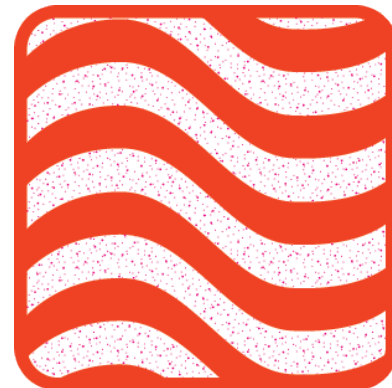
OBJECT FIELD  
(DRY)



LANDFORM +  
REGRADING



ILLUMINATED  
ACCESS



PATTERNING +  
RESURFACING

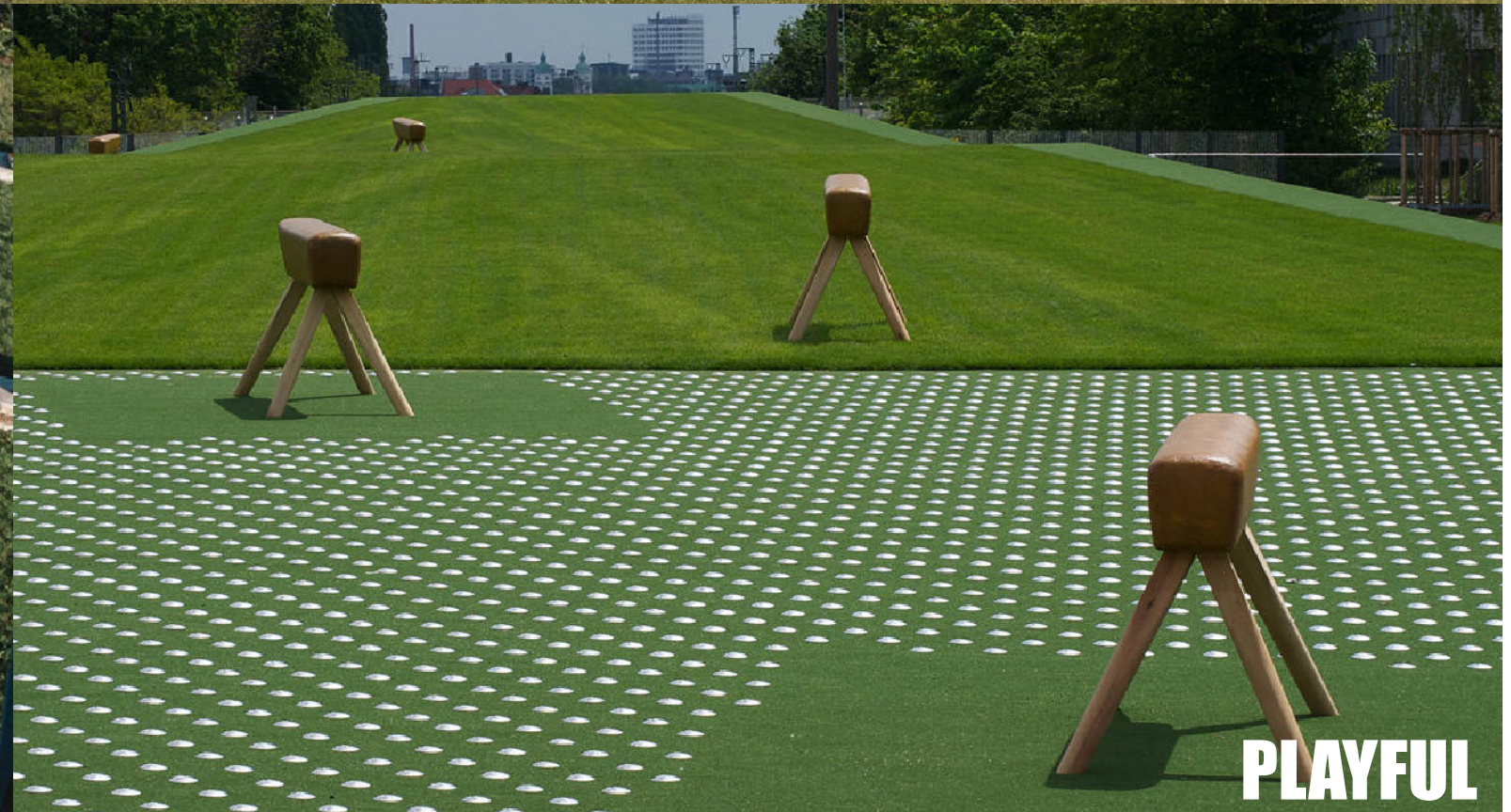


SCREENING /  
SIGNAGE

## PROPOSED

# NE CORRIDOR

# OBJECT FIELD (dry)



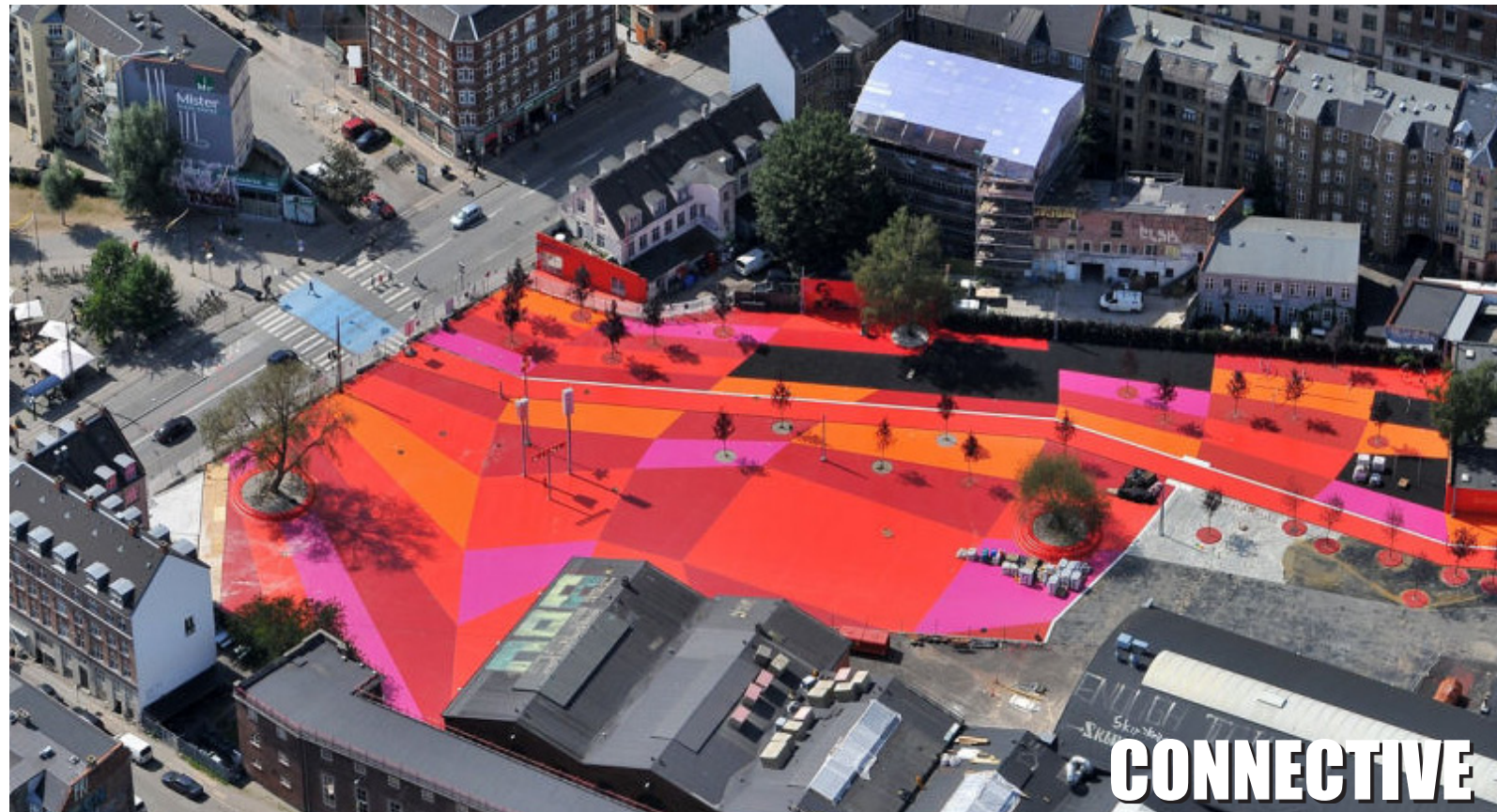
# NE CORRIDOR

# PLANTING



# NE CORRIDOR

# SURFACING



# NE CORRIDOR

# LANDFORMING



# NE CORRIDOR

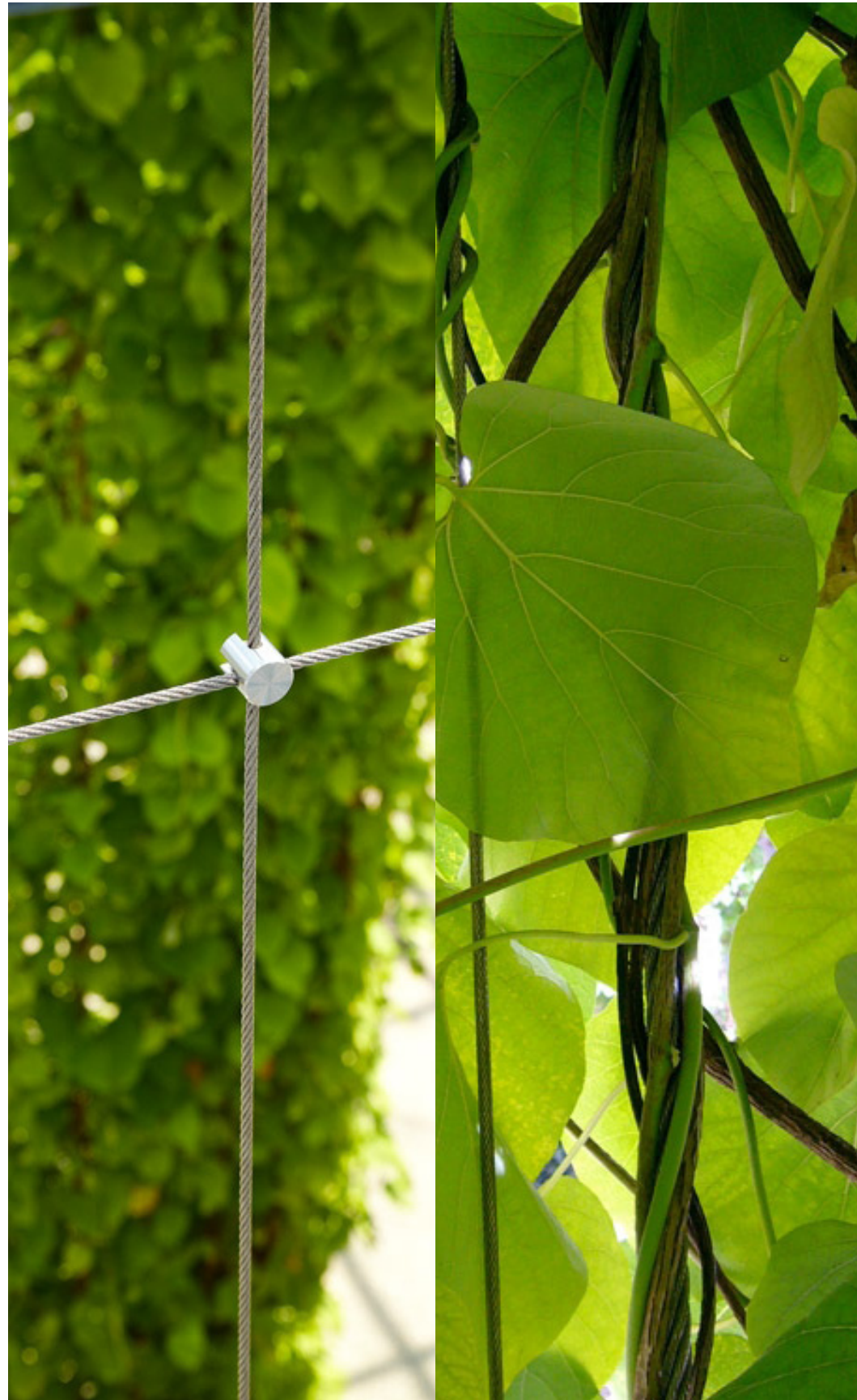
# SOCIALIZING



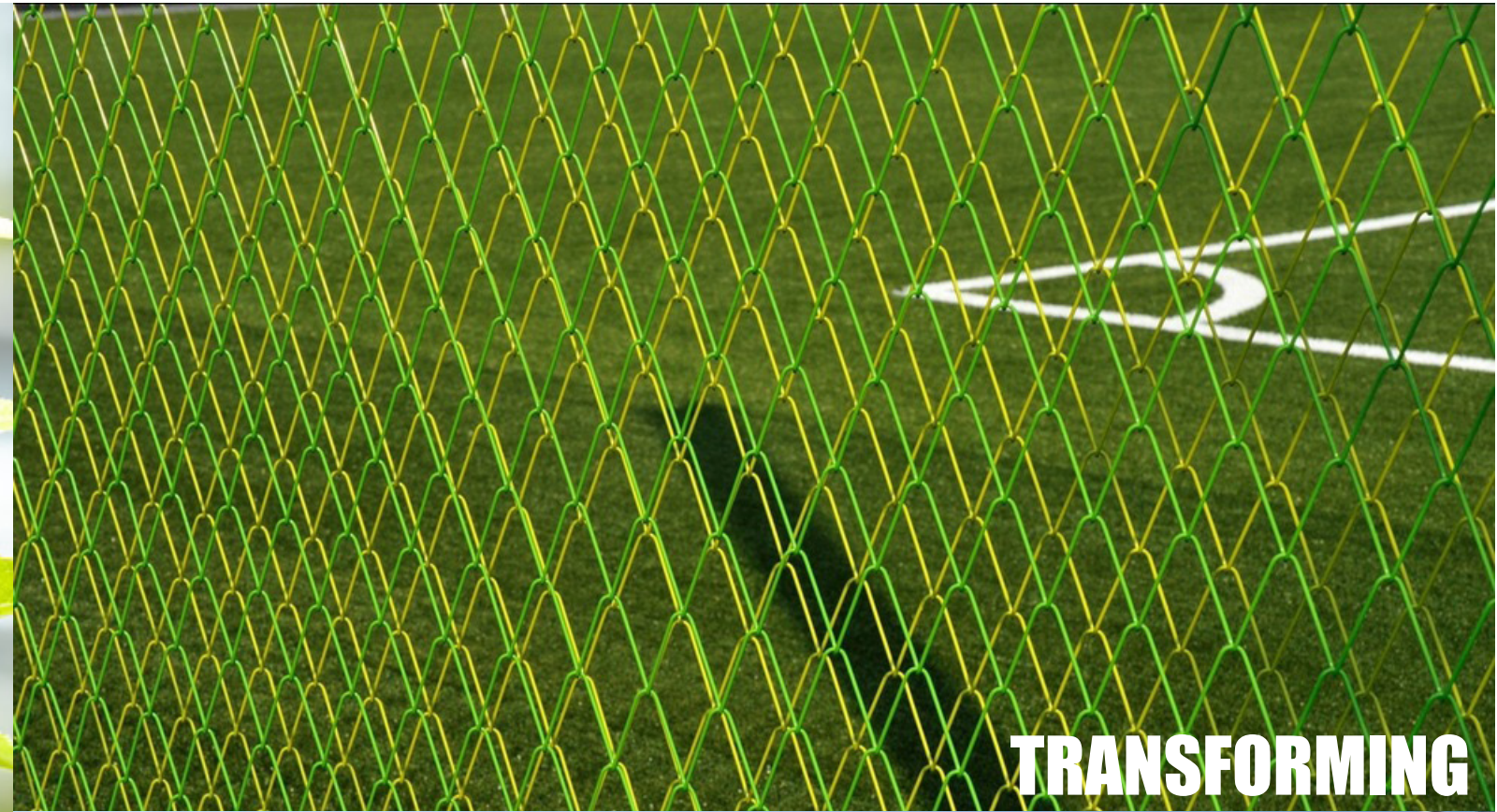


# NE CORRIDOR

# SCREENING



**SYNTHETIC**



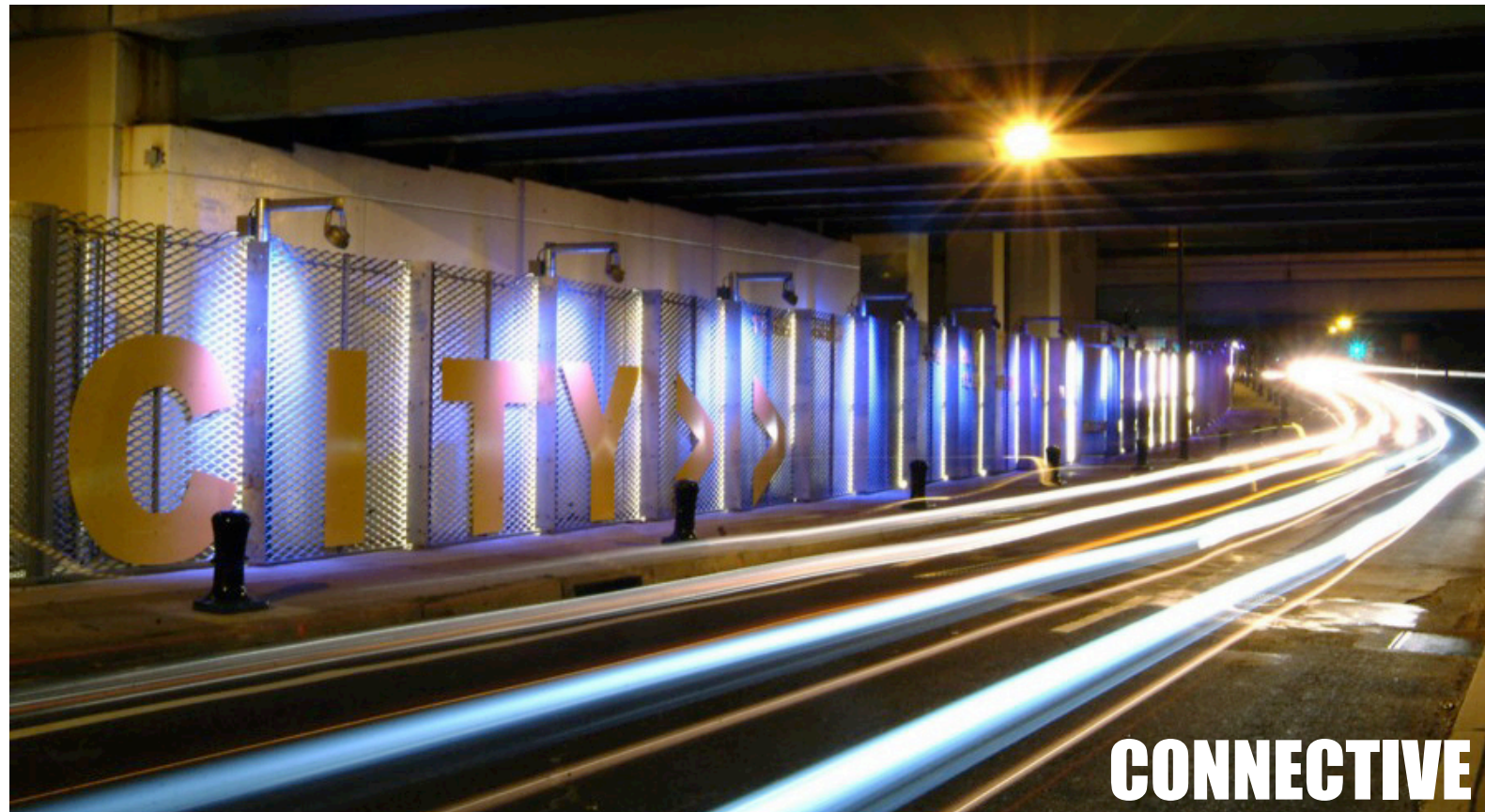
**TRANSFORMING**



**LEGIBLE**

# NE CORRIDOR

# ILLUMINATING



**CONNECTIVE**



**ACTIVE**



**AMBIENT**



**SOCIAL**

# NE CORRIDOR at N. BROAD



- SCREENING OF UNSIGHTLY PARCELS
- DISTINCT PLANTING IN VACANT CORRIDOR
- RESURFACED + FURNISHED CROSSING STREETS
- RESURFACING + OBJECT FIELD @ PARKING AREAS
- REFRESHED N.PHILA AMTRAK STATION STOP
- OBJECT FIELD @ INFRASTRUCTURE ROW
- WELL-DEFINED INTERSECTIONS
- SCREENING OF SURFACE PARKING
- RESURFACING + OBJECT FIELD @ PARKING AREAS
- RESURFACED + FURNISHED CROSSING STREETS

Google

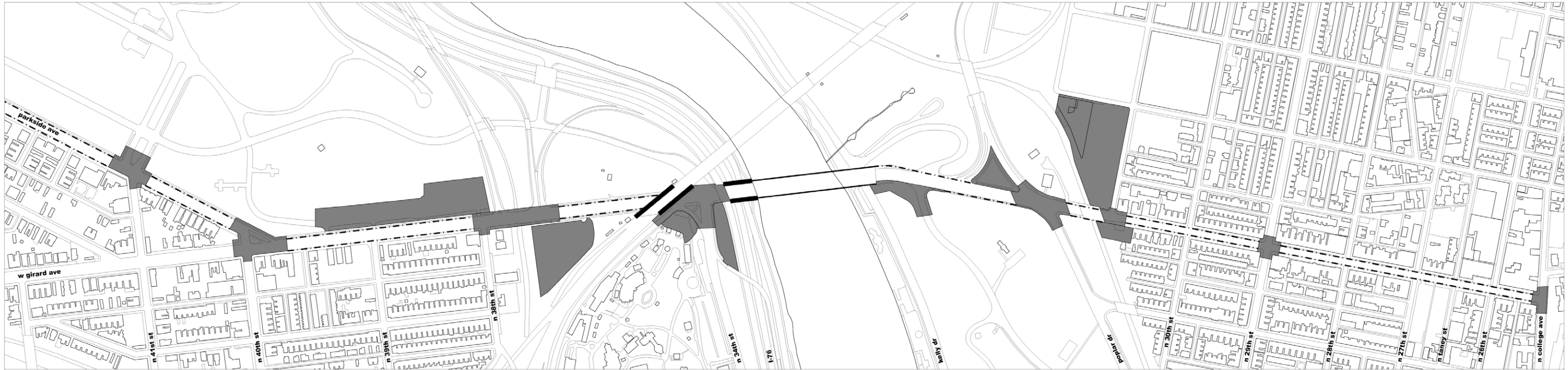
© 2011 1992  
39°59'45.47" N 75°09'24.64" W Elev. 11 ft

# GIRARD

## Parkside to N. College



AERIAL PHOTOGRAPH



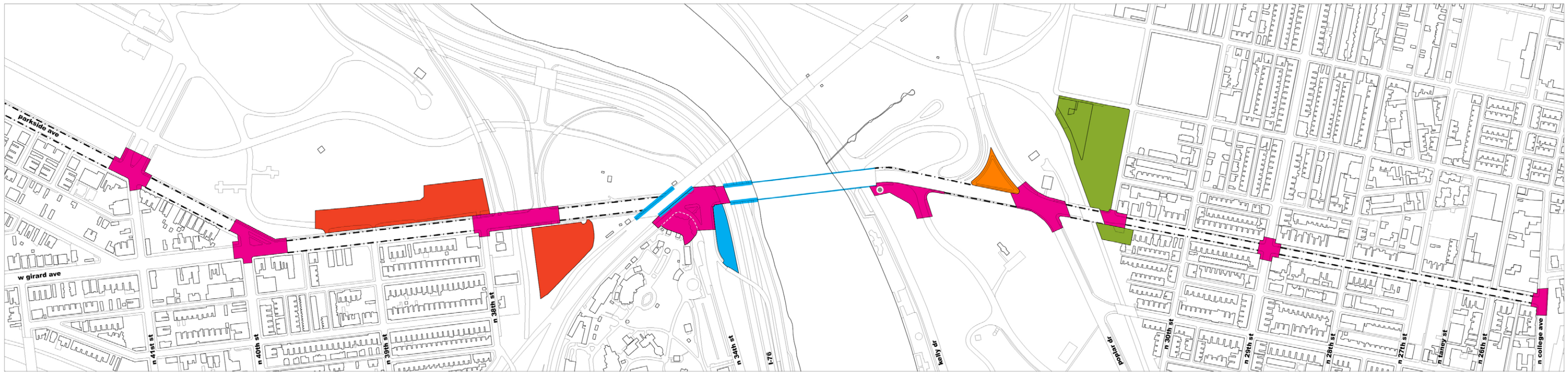
DIAGRAM

# GIRARD

## Parkside to N. College



AERIAL PHOTOGRAPH



DIAGRAM

**TYPICAL CONDITIONS:**

- Establish Intersections + Pedestrian Crossings
- Refreshed Zoo Entry
- Identity Markings
- Screen on Girard Ave Bridge
- Clean Up / Out Area → New Sign / Gateway
- Impervious → Planter / Paint
- Opportunity Gateway
- Vacant / Permeable → Piles + Meadows

# GIRARD

## EXISTING

auto dominated



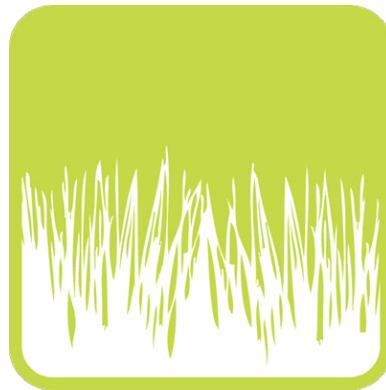
CLEAR PED.  
CROSSINGS

surface parking



OBJECT FIELD  
(DRY)

vacant parcel



HORIZONTAL  
PLANTING

vacant parcel



VERTICAL  
PLANTING

undefined street



FURNISHING +  
MARKING

high visibility / low use



SCREENING /  
SIGNAGE

## PROPOSED



**CONNECTIVE**



**PLAYFUL**



**SOCIAL**



**INFORMATIONAL**



**OTHERWORLDLY**

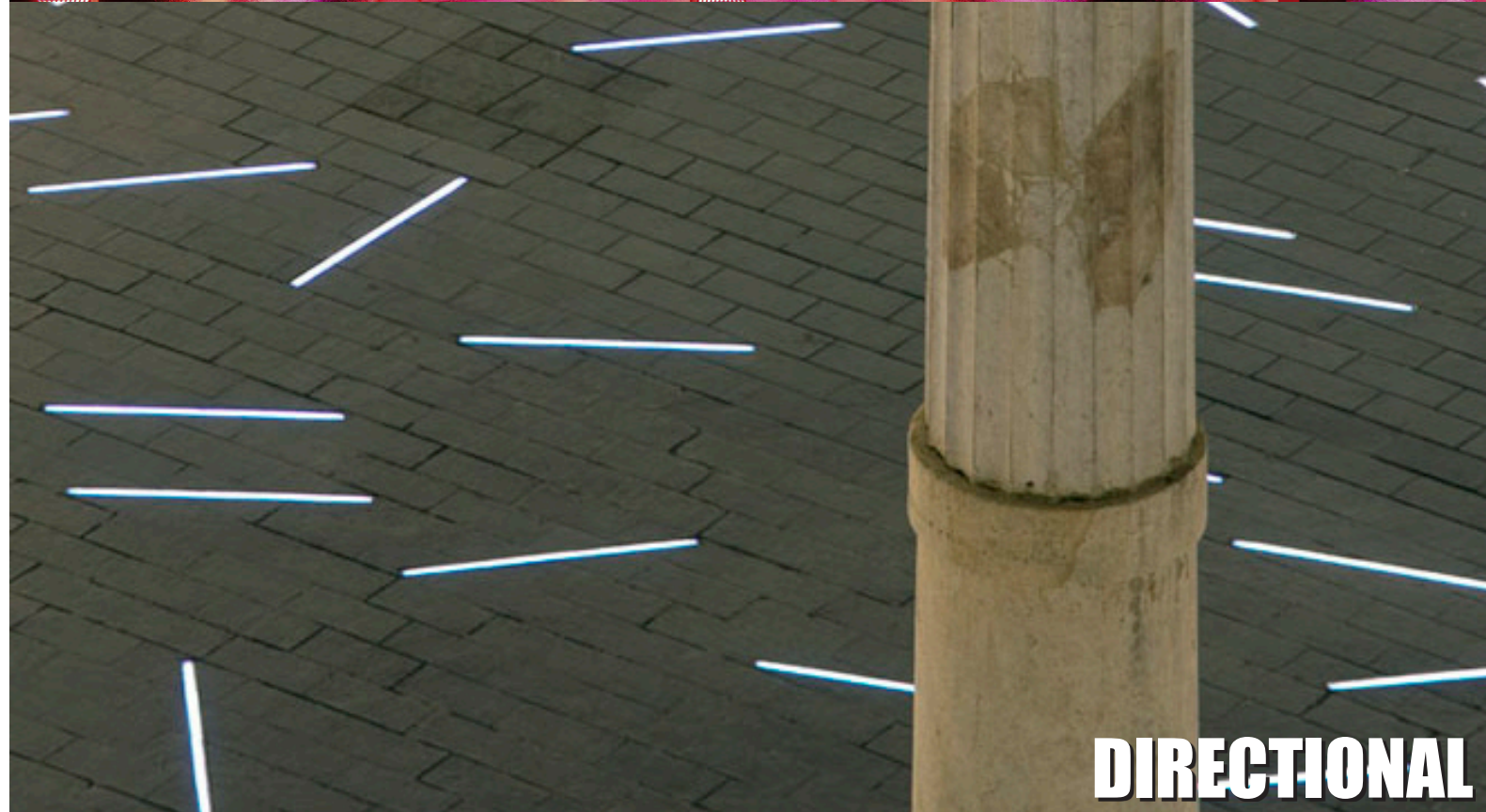
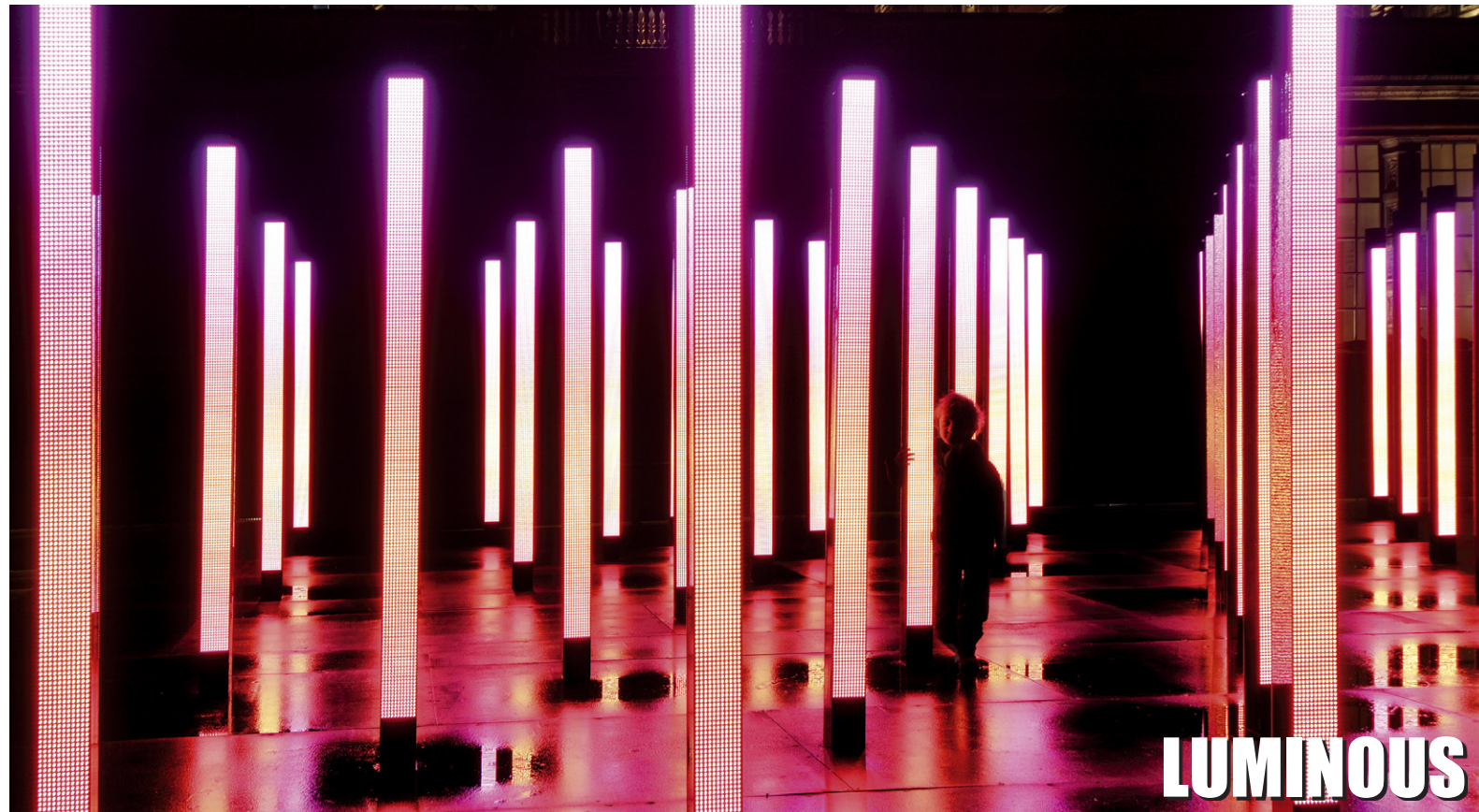


**ANIMATED**



**ICONIC**







**SOCIAL**



**DESTINATION**

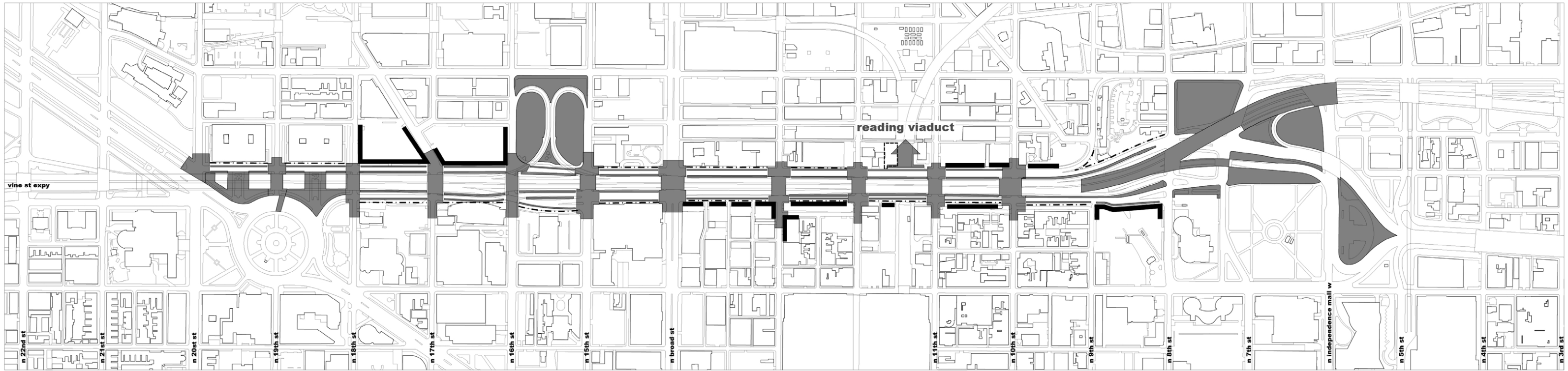


**CHARACTER**

# VINE Franklin Square to Logan Square



AERIAL PHOTOGRAPH

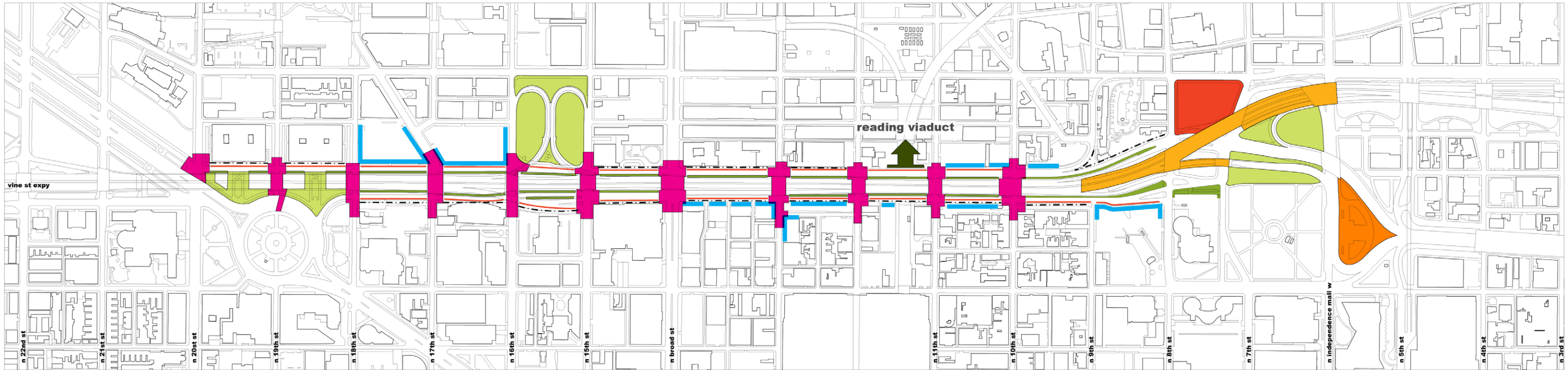


DIAGRAM

# VINE Franklin Square to Logan Square



AERIAL PHOTOGRAPH



DIAGRAM

**TYPICAL CONDITIONS:**

- "City Gate"
- Pervious / Open → *Iconic Planting / Vertical Field*
- Impervious → *Vertical Field / Surface / Object / Gateway*
- Entry Wall → *Rescreen / Surface / Pattern*
- Existing Parking → *Screen*
- Establish Intersections
- Replant Edge → *More Dense + Iconic / Resurface Walls Below*
- Identity Markings → *Flags / Furnishings*
- Reading Viaduct Access Point
- Bike Lane
- Understructure → *Illuminated / Painted*

# VINE

## EXISTING

perceptual obstruction



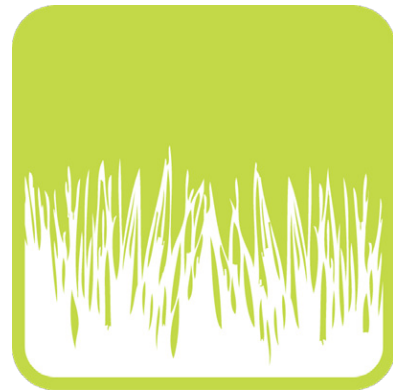
CLEAR PED.  
CROSSINGS

surface parking



GRAPHIC  
SCREENING

unkept planting



REFRESHED  
PLANTING

dark underpass



ILLUMINATED  
UNDERPASS

auto dominated



DEFINED BIKE  
LANES

entry to city



GATEWAY +  
SIGNAGE

## PROPOSED

# VINE

# CROSSING



# VINE

# SCREENING

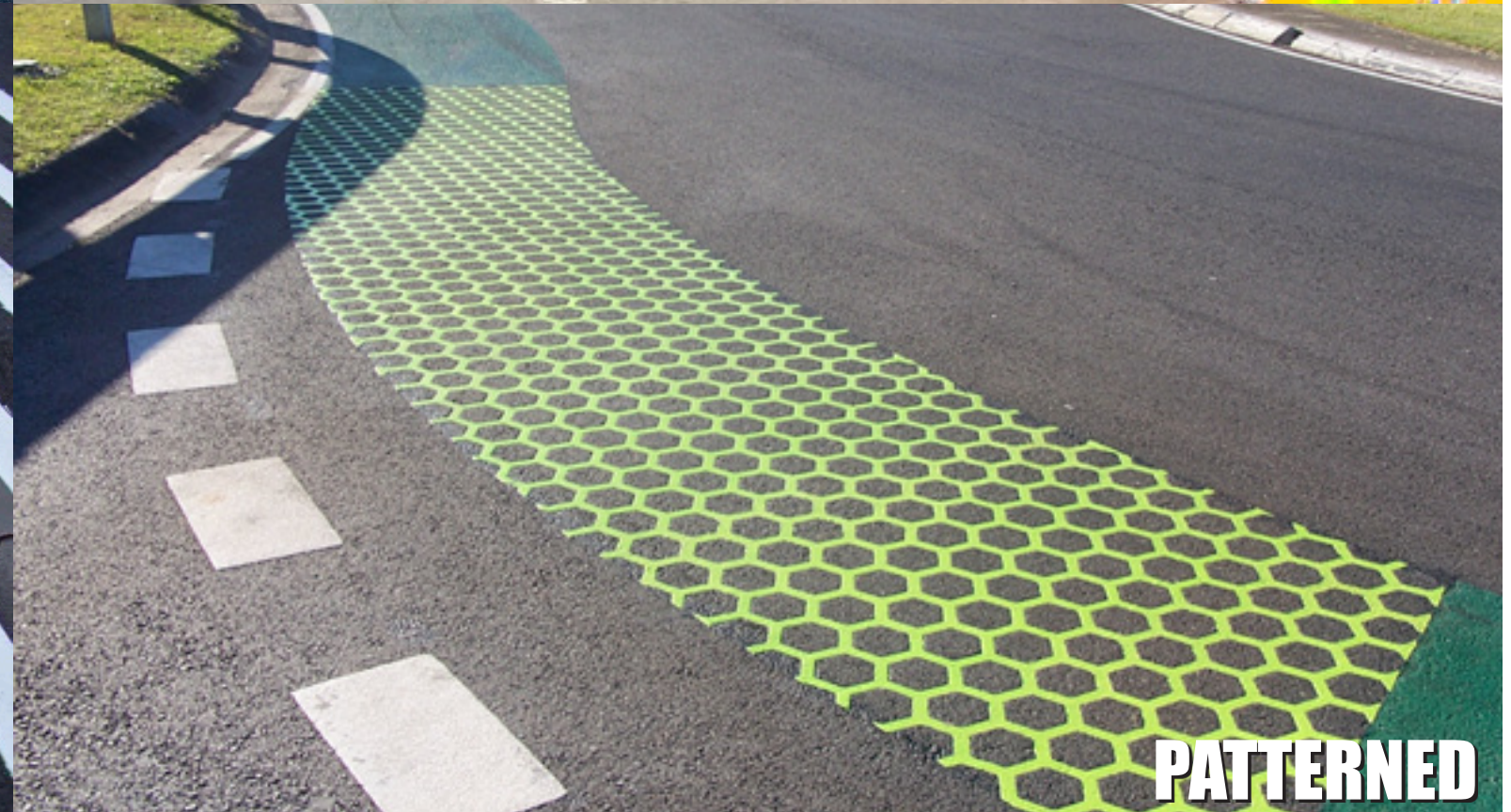


# VINE

# PLANTING





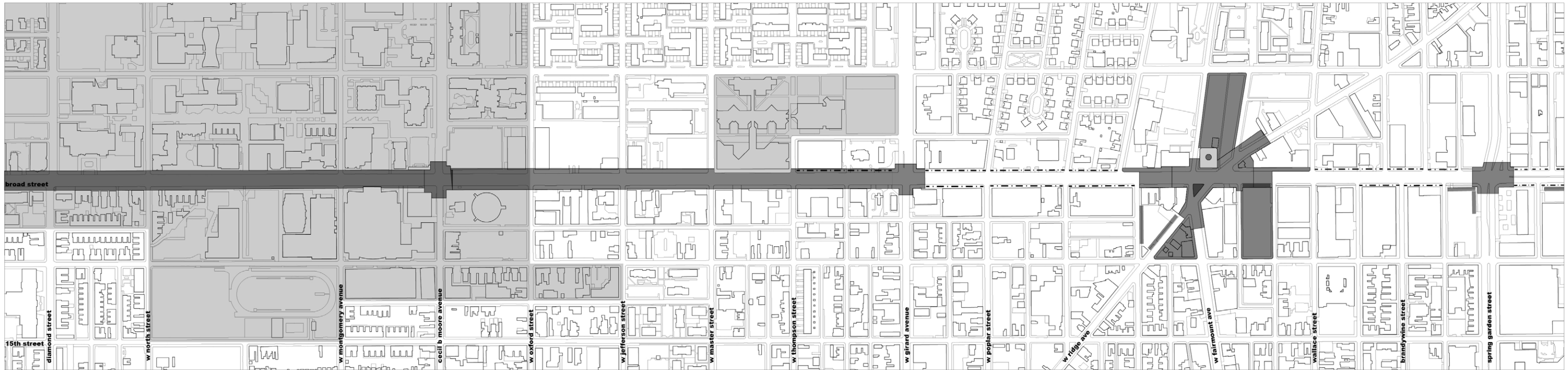


# N. BROAD

## Temple University to Spring Garden



AERIAL PHOTOGRAPH



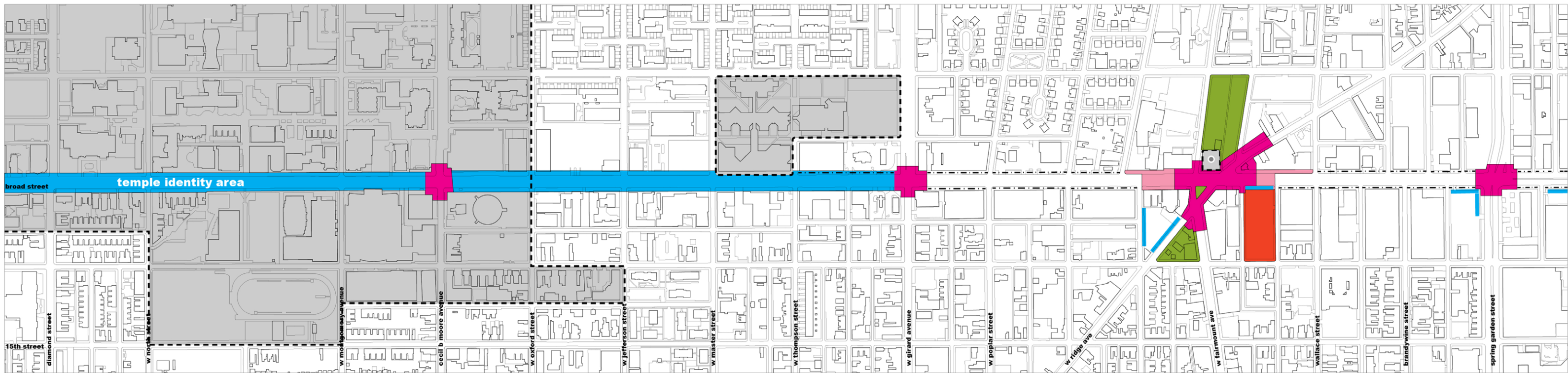
DIAGRAM

# N. BROAD

## Temple University to Spring Garden



AERIAL PHOTOGRAPH



DIAGRAM

**TYPICAL CONDITIONS:**

- Establish Intersections + Pedestrian Crossings
- Vacant / Permeable → *Piles / Meadows*
- Unsightly / Hold Corner → *Screen*
- Impervious → *Point / Pattern*
- Opportunity Location / Gateway
- Temporary Boulevard
- Identity Markings → *Flags / Furnishings / Planters / Paint*
- Existing Institution
- Vertical Element
- Anchor Building

# N. BROAD

## EXISTING

major intersection



CLEAR PED.  
CROSSINGS

surface parking



GRAPHIC  
SCREENING

vacant parcels



COMMUNITY  
GARDENS

auto dominated



FURNISHING +  
MARKING

## PROPOSED

# N. BROAD

# CROSSING



**DIRECTIONAL**



**PROTECTIVE**



**MATERIAL**



**COLORFUL**

# N. BROAD

# FURNISHING/MARKING



**CONNECTION**



**COLLECTION**



**ILLUMINATION**

# N. BROAD

# COMMUNITY GARDENS

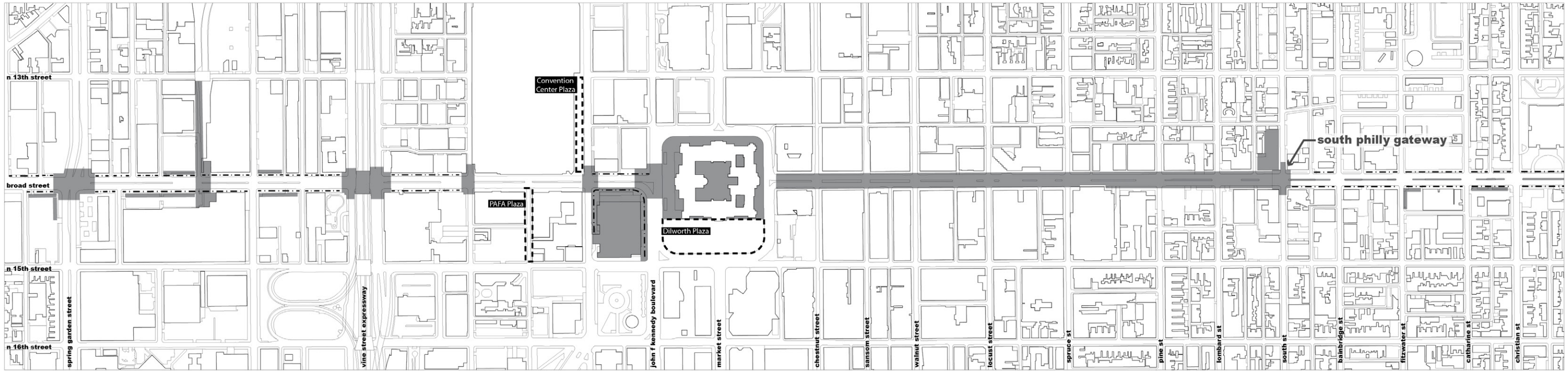


# C. BROAD

## Spring Garden to South Street



AERIAL PHOTOGRAPH



DIAGRAM

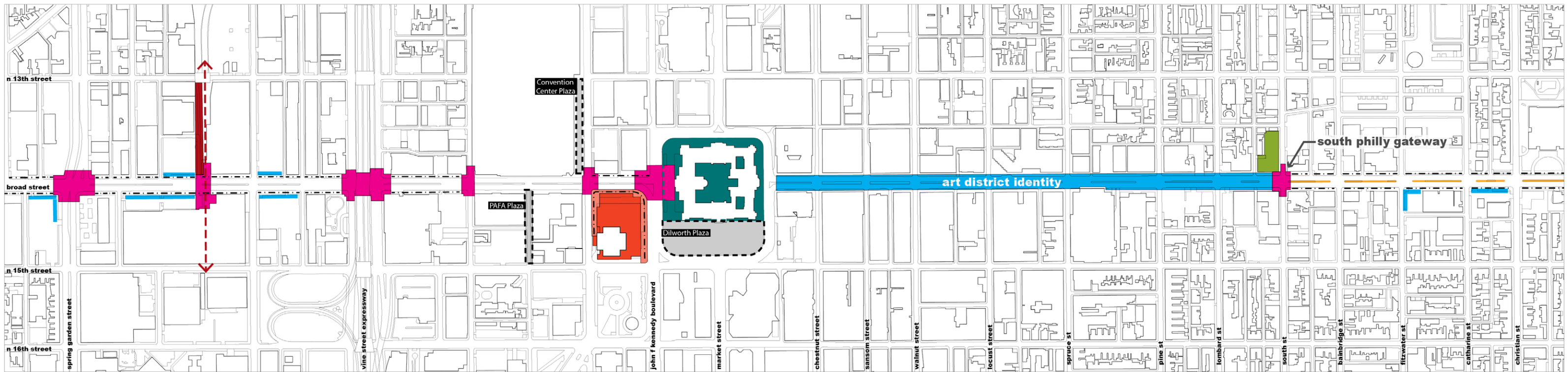


# C. BROAD

## Spring Garden to South Street



AERIAL PHOTOGRAPH



DIAGRAM

**TYPICAL CONDITIONS:**

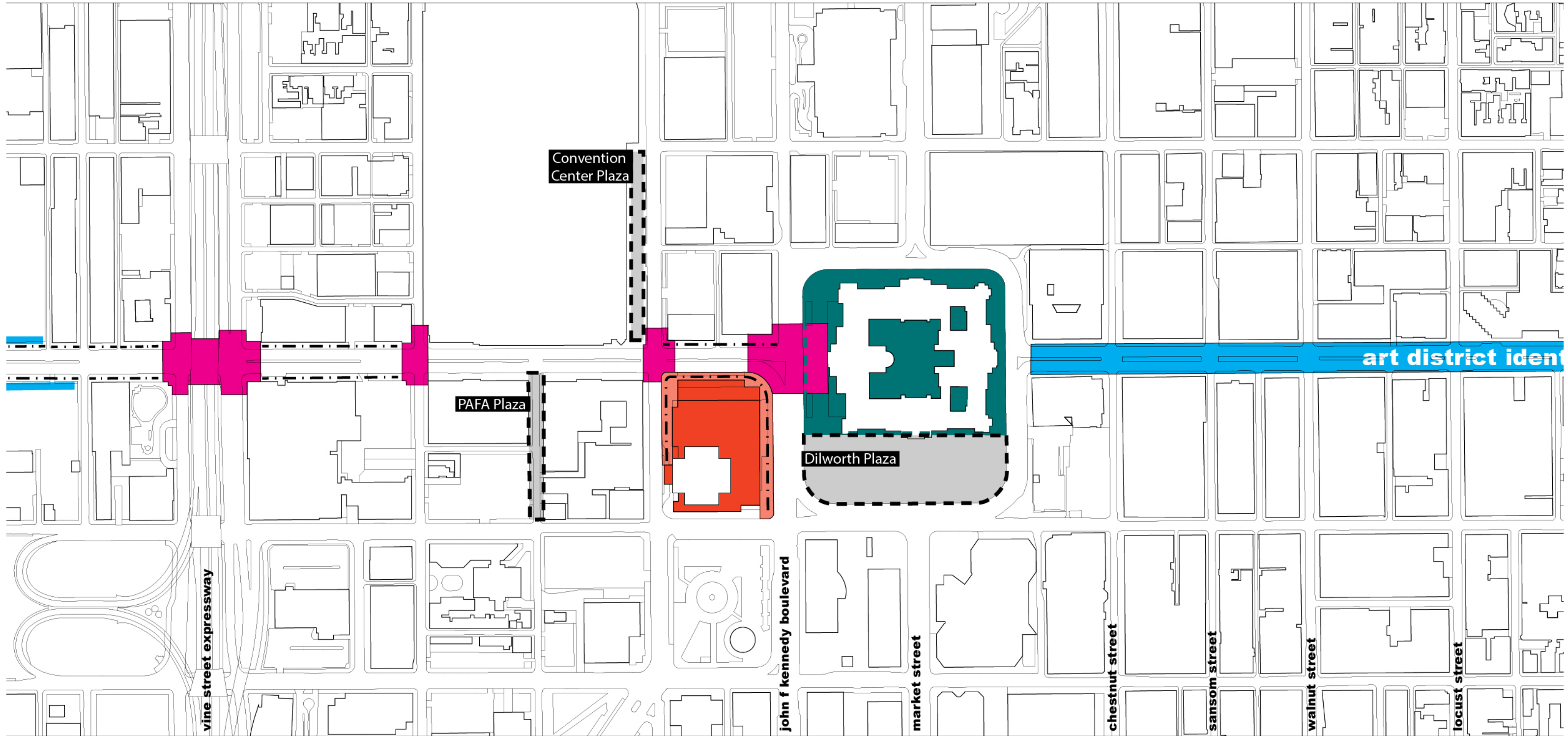
- Establish Intersections + Pedestrian Crossings
- Impervious Plaza → *Animate / Occupy*
- Identity Markings → *Flags / Furnishings / Planters / Paint*
- Secondary Impervious Plaza
- Temporary Media → *Paint / Planting / Field*

- Vacant / Pervious → *Piles / Meadows*
- Unsightly / Hold Edge → *Screen*
- Existing Institution / Landmark → *Leverage*
- Viaduct Crossing

- Viaduct Leg
- Vertical Element

# C. BROAD

## Spring Garden to South Street



**TYPICAL CONDITIONS:**

- Establish Intersections + Pedestrian Crossings
- Impervious Plaza → *Animate / Occupy*
- Identity Markings → *Flags / Furnishings / Planters / Paint*
- Secondary Impervious Plaza
- Temporary Media → *Paint / Planting / Field*

- Vacant / Pervious → *Piles / Meadows*
- Unsightly / Hold Edge → *Screen*
- Existing Institution / Landmark → *Leverage*
- Viaduct Crossing

- Viaduct Leg
- Vertical Element

**DIAGRAM**

# C. BROAD

**EXISTING**

major intersection

limited planting

disconnected spaces

unanimated surfaces

auto dominated



**CLEAR PED.  
CROSSINGS**



**EXPANDED  
PLANTING**



**WAY-FINDING +  
INFOGRAPHICS**



**OBJECT FIELD +  
ACTIVATION**



**FURNISHING +  
MARKING**

**PROPOSED**

# C. BROAD

# SURFACING

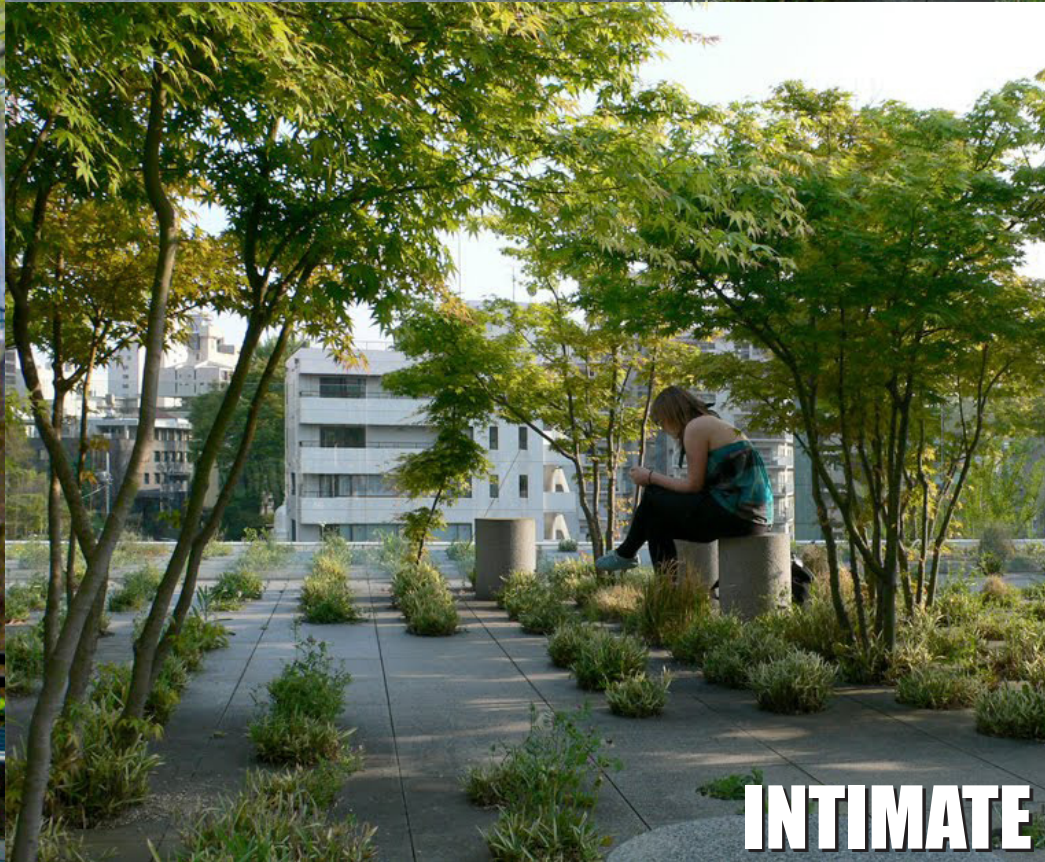
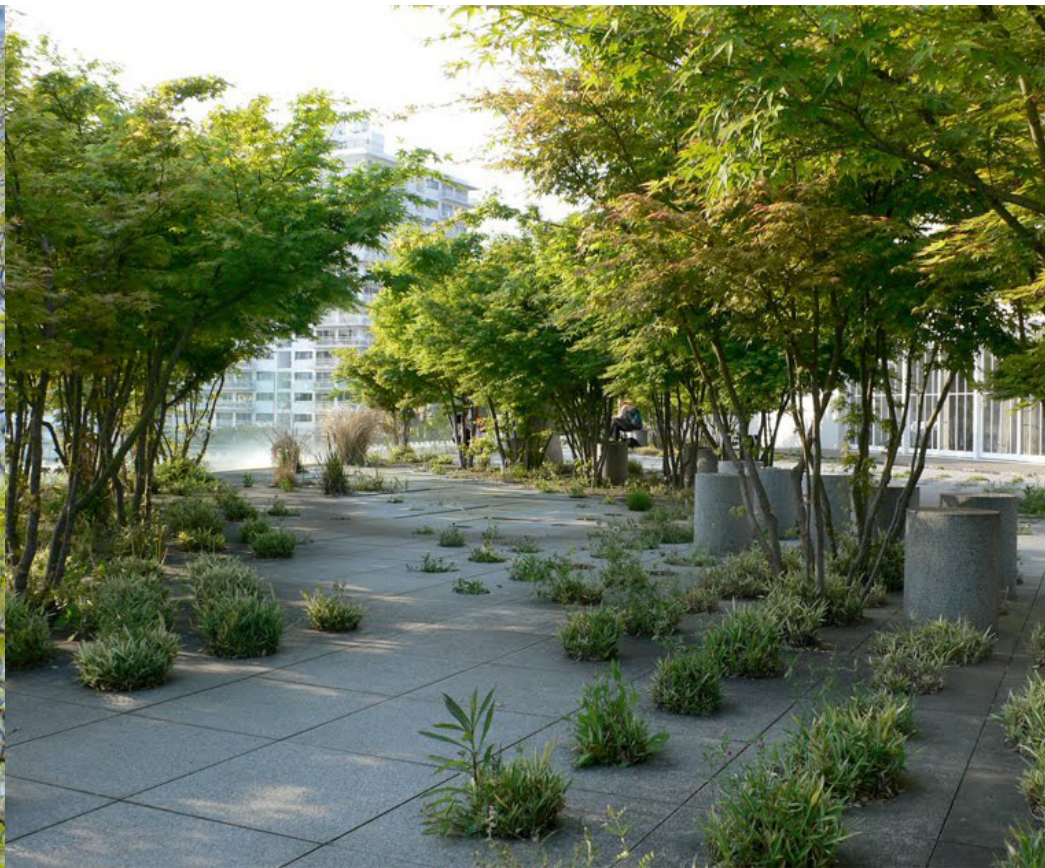


# C. BROAD

# PLANTING



**GRAND**



**INTIMATE**



**DRAMATIC**

# C. BROAD

# ACTIVATING



# S. BROAD

South Street to Passyunk



AERIAL PHOTOGRAPH



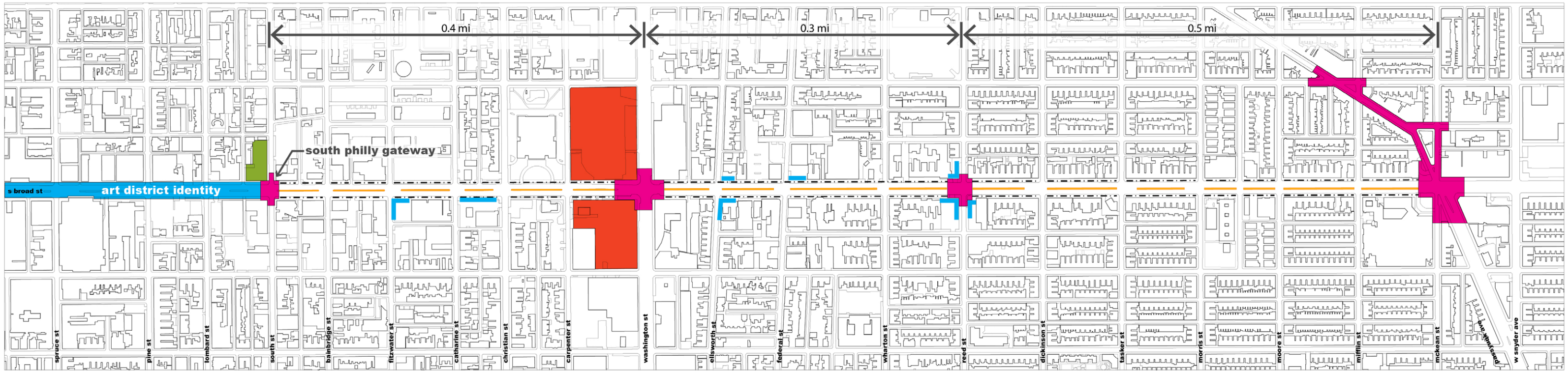
DIAGRAM

# S. BROAD

South Street to Passyunk



AERIAL PHOTOGRAPH



DIAGRAM

**TYPICAL CONDITIONS:**

- Define Intersections → *Markings / Pattern / Paint*
- Temporary Media → *Paint / Planting / Field*
- Identity Markings → *Flags / Furnishings / Planters / Paint*
- Fence / Screen → *Hold Corner*
- Vacant / Pervious → *Plant / Mow*
- Vacant / Impervious → *Point / Field*



# S. BROAD

## EXISTING

major intersection



CLEAR PED.  
CROSSINGS

surface parking



GRAPHIC  
SCREENING

vacant parcels



COMMUNITY  
GARDENS

vacant parcels



TEMPORARY  
EVENTS

auto dominated



FURNISHING +  
MARKING

## PROPOSED

# S. BROAD

# PLANTING + FURNISHING



**TRANSFORMATIVE**



**UNEXPECTED**



**COMMUNITY**



**SOCIAL**

# S. BROAD

# TEMPORARY EVENTS



**VEGETAL**



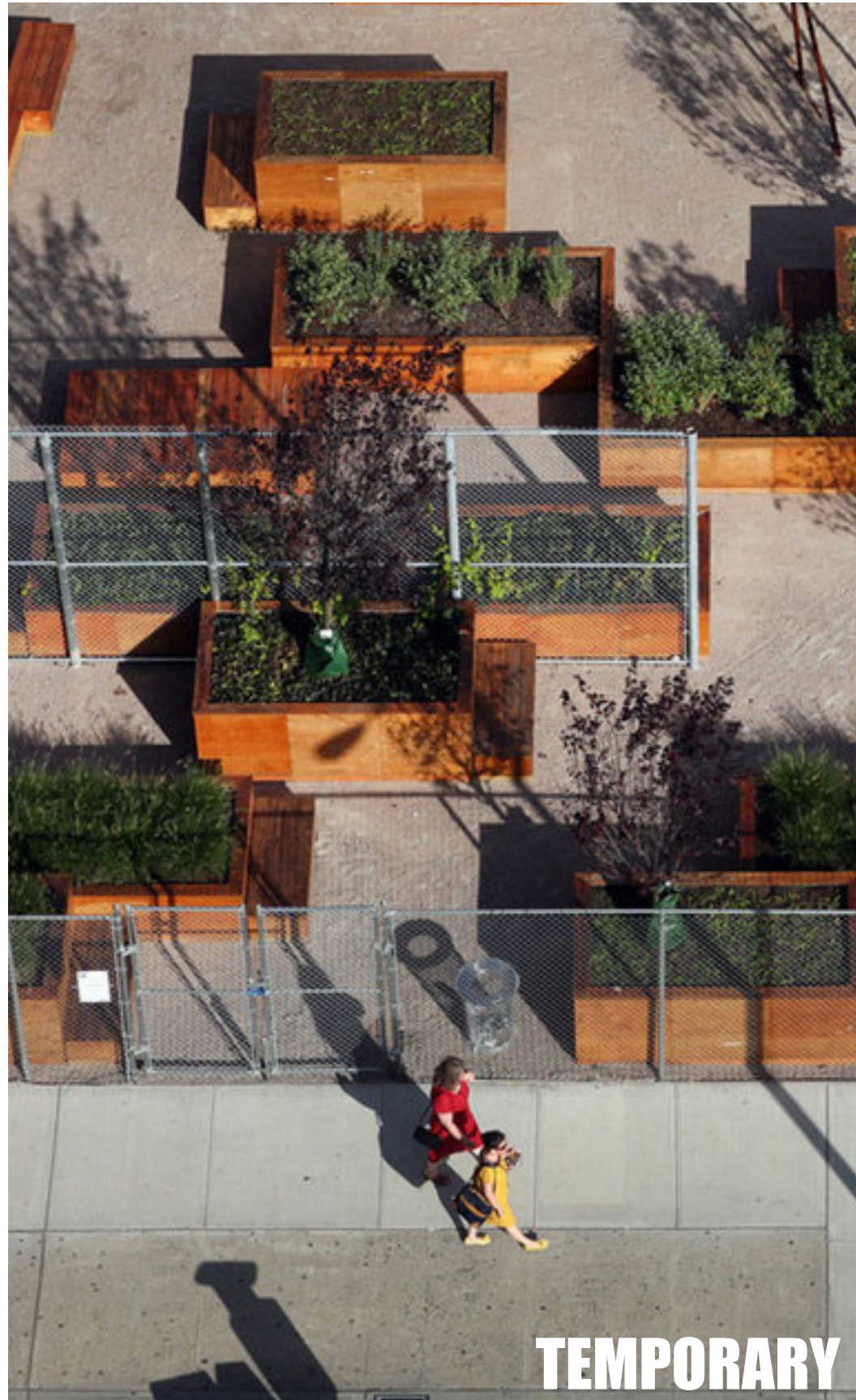
**PLAYFUL**



**ARTFUL**

# S. BROAD

# COMMUNITY GARDENS



**TEMPORARY**



**PRODUCTIVE**



**INNOVATIVE**

# **PHS CIVIC LANDSCAPES**

**The Pennsylvania Horticultural Society**