JFK PLAZA/LOVE PARK
Improvement Project
Interpark, LLC  UGP-Love Park, LLC
City of Philadelphia Parks and Recreation Department
Hargreaves Associates
KieranTimberlake  JMT Engineering  Hunt Engineering  Carl Walker Commercial Aquatic Engineers
Jenkins & Huntington  Pentagram  The Lighting Practice  VJ Associates  Northern Designs
January 20, 2015
Hargreaves Associates

*Hargreaves Associates* has been at the forefront of landscape architectural practice since its founding in 1983, creating a narrative approach to place making that layers history, ecology and environmental phenomena.

The built work of Hargreaves Associates creates meaning through dynamic, interactive and exultant landscape. Whether reductive or rich, highly programmed or passive, culturally interpretive or teeming with the phenomena of nature’s own systems, the built landscapes of Hargreaves Associates seek the power of connection to our day-to-day lives.

Queen Elizabeth Olympic Park

KieranTimberlake

National and international planning & design experience

30 years working in Philadelphia

National Design Award, Cooper-Hewitt, National Design Museum, Smithsonian, 2010

Architecture Firm Award, American Institute of Architects, 2008

150+ international and national design awards


9 LEED Platinum Projects

Over 200 articles and 5 books published internationally and nationally

Inaugural Latrobe Design Research Prize, College of Fellows, AIA, 2001
EXPERIENCE

Relevant Projects

Urban Parks & Plazas

One Island East - 5 acres

Denver Union Station – 34 acres

Discovery Green, Houston - 12 acres

James A. Michener Museum
In Progress Projects

Penn's Landing Park—12 acres

Urban Parks & Plazas

Willoughby Square—1 acre

Dilworth Park

Project Understanding
Love Park – Project Understanding

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**

**Project Understanding**

**Programming**

**Civic Engagement/Penn Praxis**

“My day started with my arms around a couple Brazilian tourists on one side, a cop on the other, mugging as a drone camera flew at us to film some stock Philly footage. It ended with dancing. That sounds about right.”

Ashley J. Hahn
Programming

Diverse public programs will bring a range of visitors to LOVE Park throughout the day and generate earned income.
A select number of private events can also generate revenue.

HR&A selected opportunities that reinforce the park’s mission and have the greatest market feasibility.
A new earned income program could increase earned income revenues by 2-3x, depending on intensity of programming.
555 Mission Street – San Francisco, CA

Urban Plazas & Promenades

“...you’ve got different things going on, different possibilities of occupation. It’s assertive and bold.”

John Rahaim, San Francisco Director of Planning on his top picks in SF
Shaw Center for the Arts – Baton Rouge, LA

Urban Plazas & Promenades

Plaza de Caesar Chavez – San Jose, CA

Urban Plazas & Promenades

3.8 acre site
Discovery Green – Houston, TX

Food Trucks

William Jefferson Clinton Library – Little Rock, AR

Private Events
<table>
<thead>
<tr>
<th>Potential Character</th>
<th>Approach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oasis</td>
<td></td>
</tr>
<tr>
<td>Shaded Lawn</td>
<td></td>
</tr>
<tr>
<td>Explorational Play</td>
<td></td>
</tr>
<tr>
<td>Informal Food</td>
<td></td>
</tr>
<tr>
<td>Topography</td>
<td></td>
</tr>
<tr>
<td>Public Art</td>
<td></td>
</tr>
<tr>
<td>Picnic Area</td>
<td></td>
</tr>
</tbody>
</table>
Potential Character

- Gardens
- Public Art
- Games
- Tables/Chairs
- Garage Access

Belo Garden - Dallas, TX

Gateway
Civic/Interactive Water Feature
Gathering/Events
LOVE Sculpture
Seating
Shade
Discovery Green – Houston, TX
Interactive/Civic Water Feature

Denver Union Station – Denver, CO
Interactive/Civic Water Feature
Worlds Fair Fountain – Seattle, WA

Interactive/Civic Water Feature

JFK Plaza/LOVE Park – Philadelphia, PA

LOVE Sculpture
SITE ANALYSIS - SUN/SHADOW STUDIES

SUMMER SOLSTICE
JUNE 21

EQUINOX
SEPT 22 & MARCH 20

WINTER SOLSTICE
DECEMBER 21

APPROACH
Making Connections
Queen Elizabeth Olympic Park – London, UK

Making Connections

APPROACH
Programming and Activation
The Biggest Little Park in the World

Strong programming—both fixed attractions and special events—draws crowds to Houston’s Discovery Green, an unusual hybrid of park, sculpture garden, and fairground. By Daniel J.

SPRING/SUMMER PROGRAM CALENDAR 2009

IDENTIFY EVENT BY COLOR SPECIAL EVENTS • ENTERTAINMENT SERIES • ART SERIES • HEALTHY LIVING IN THE PARK • FAMILIES & CHILDREN SERIES
APPROACH

Integrating Art

Discovery Green – Houston, TX

Integrating Art
Rain Gardens

Bioswales
Water Efficiency

Sustainability

Water Quality/Local Materials

Sustainability
APPROACH
Technical Challenges

JFK Plaza/Love Park

SITE ANALYSIS - SECTION STUDIES

PARK + UNDERGROUND PLAN

SECTION A

SECTION B
Below Grade Parking

Technical Challenges

Discovery Green, Houston, TX
PLACE MAKING/
ICONIC IDENTITY

Zaryadye Park – Moscow

Place Making/Iconic Identity
Atwater Commons, Middlebury College

Place Making/Iconic Identity

Morse & Stiles College, Yale University

Place Making/Iconic Identity