



JFK PLAZA/LOVE PARK Improvement Project

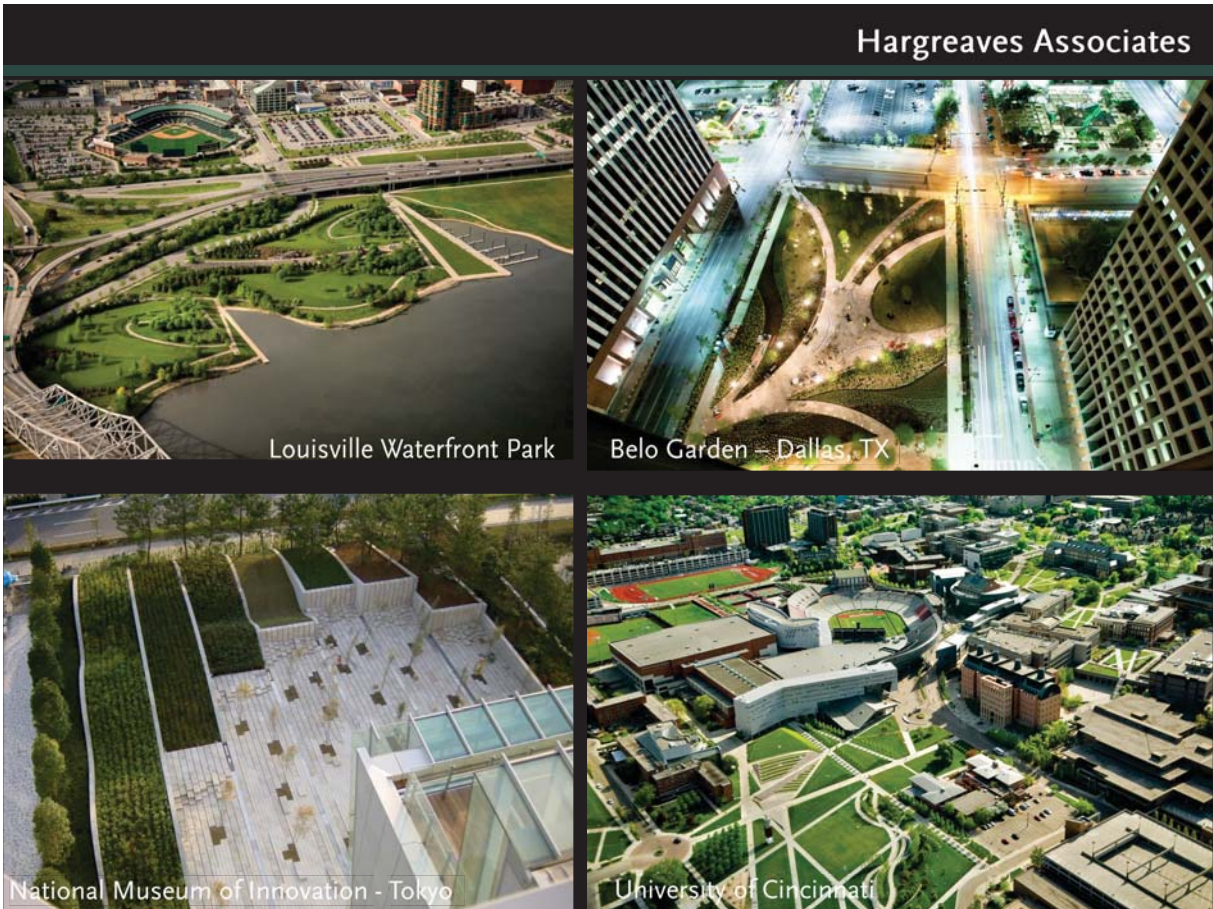
Interpark, LLC UGP-Love Park, LLC

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

Louisville Waterfront Park

Belo Garden - Dallas, TX

National Museum of Innovation - Tokyo

University of Cincinnati

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

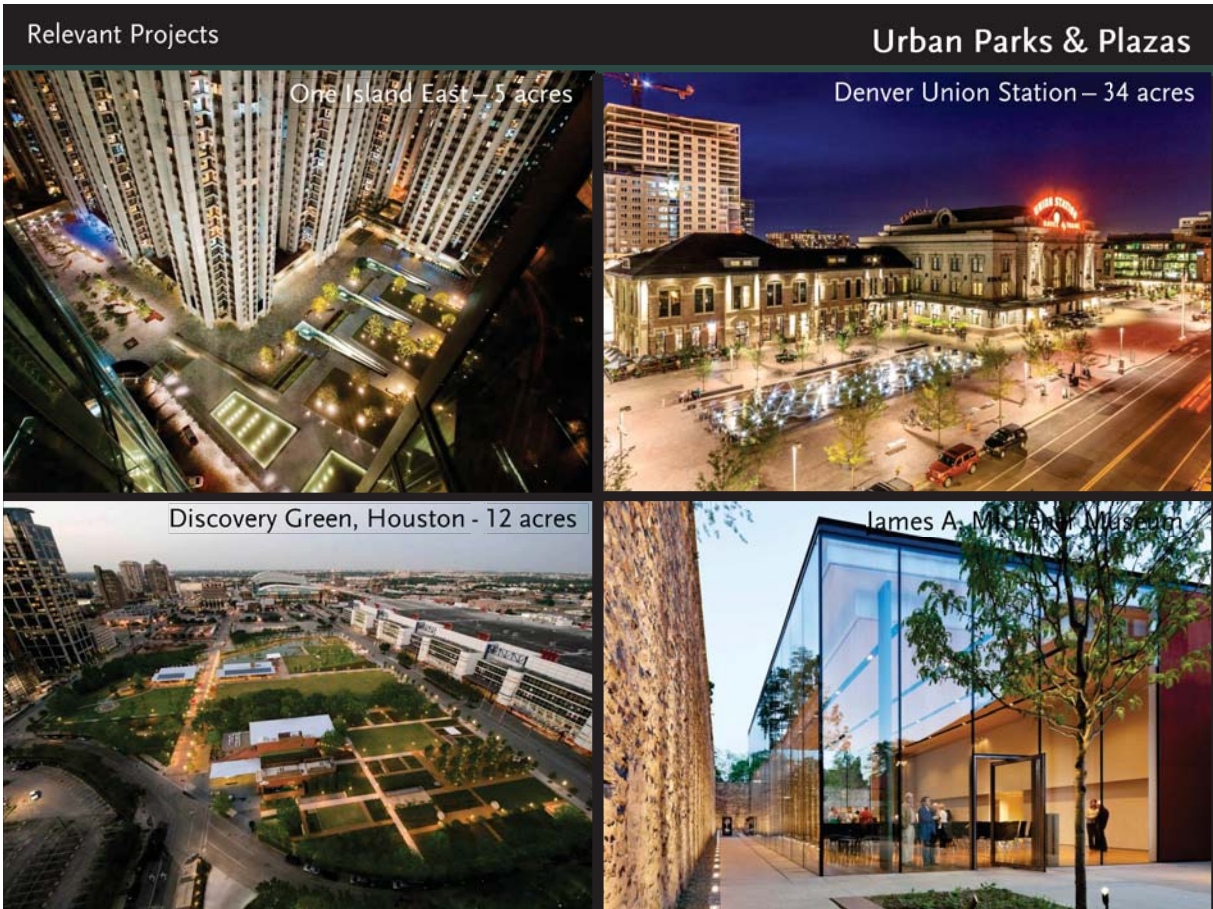
150+ international and national design awards

4 COTE Top Ten Environmental Honor Awards, AIA, 2007, 2008, 2010 and 2013

9 LEED Platinum Projects

Over 200 articles and 5 books published internationally and nationally

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



In Progress Projects



Urban Parks & Plazas



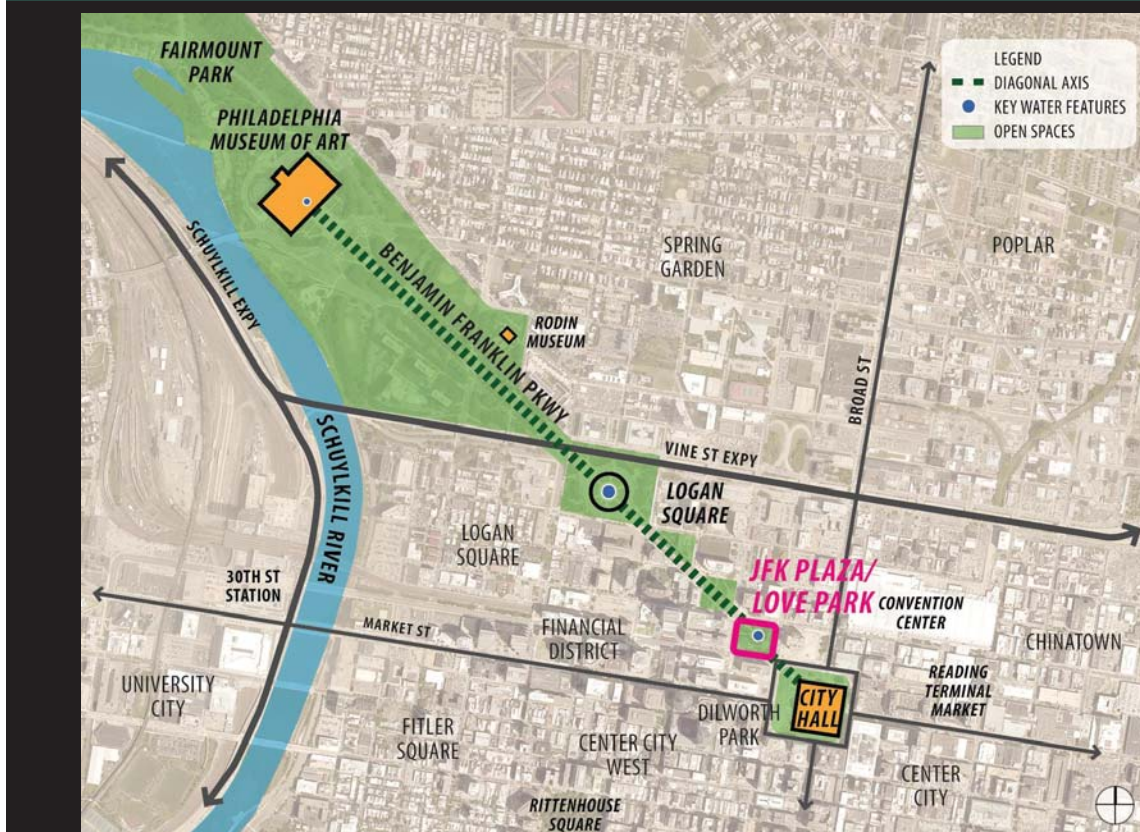
Love Park – Project Understanding

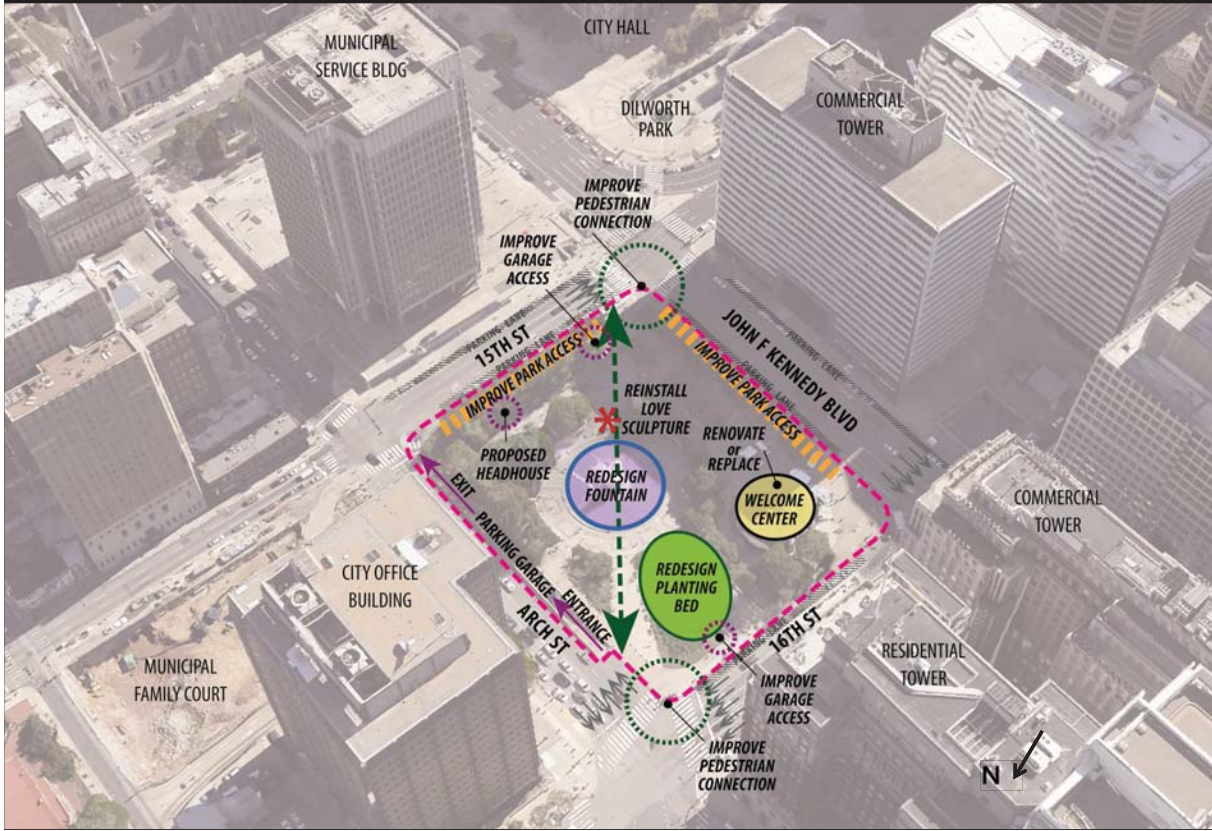
As drawn from the City's JFK Plaza/LOVE Park redesign principles:

- **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**

Urban 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

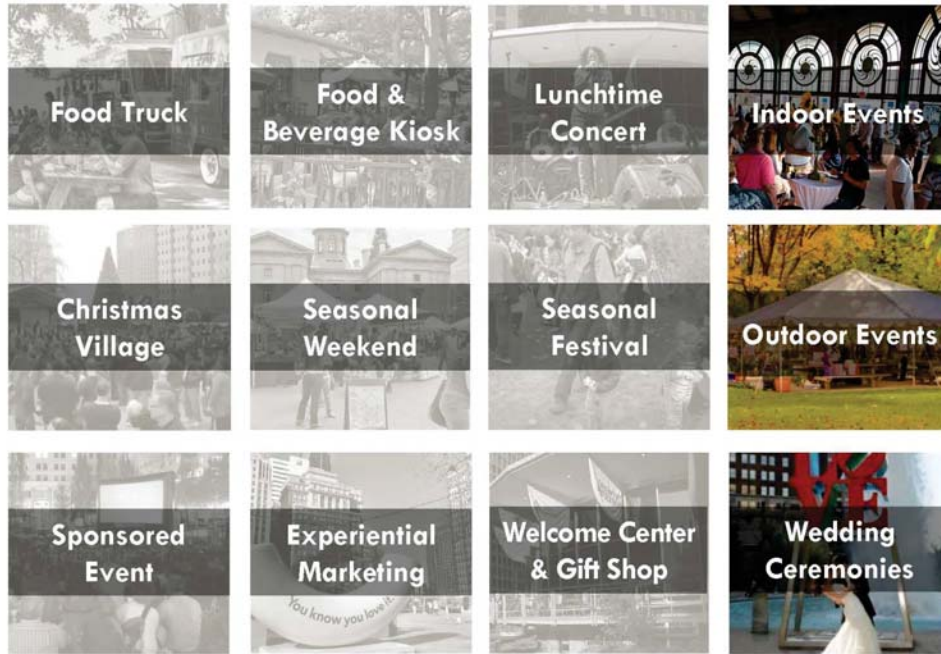




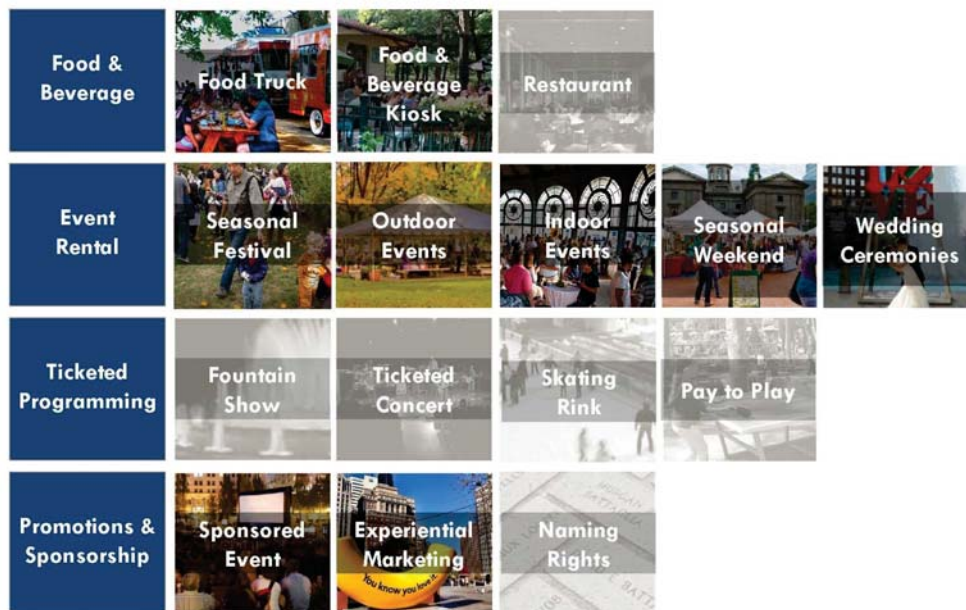
Diverse public programs will bring a range of visitors to LOVE Park throughout the day and generate earned income.



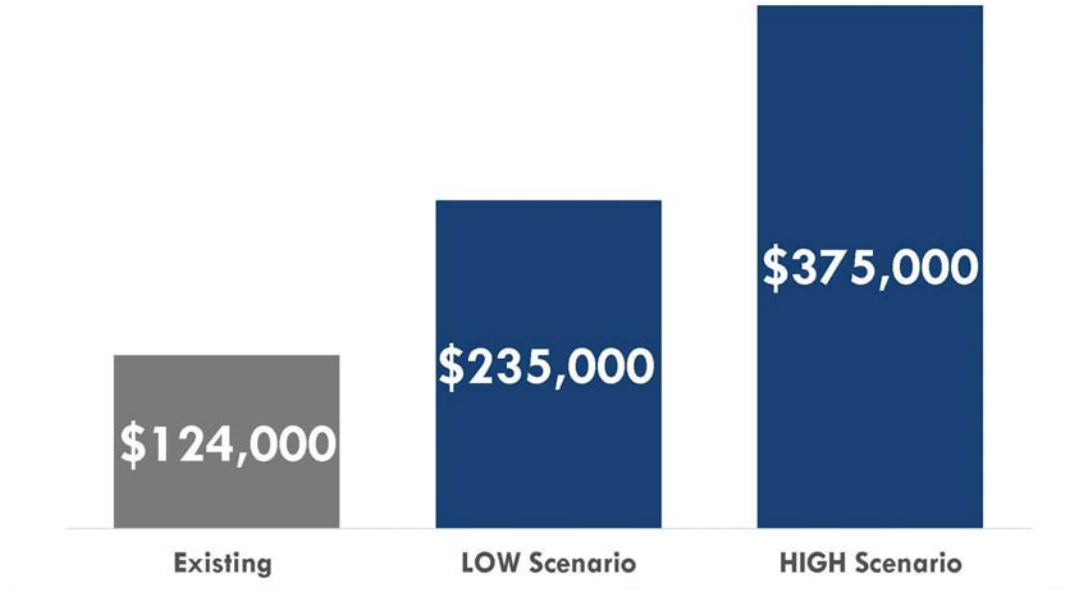
A select number of private events can also generate revenue.



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

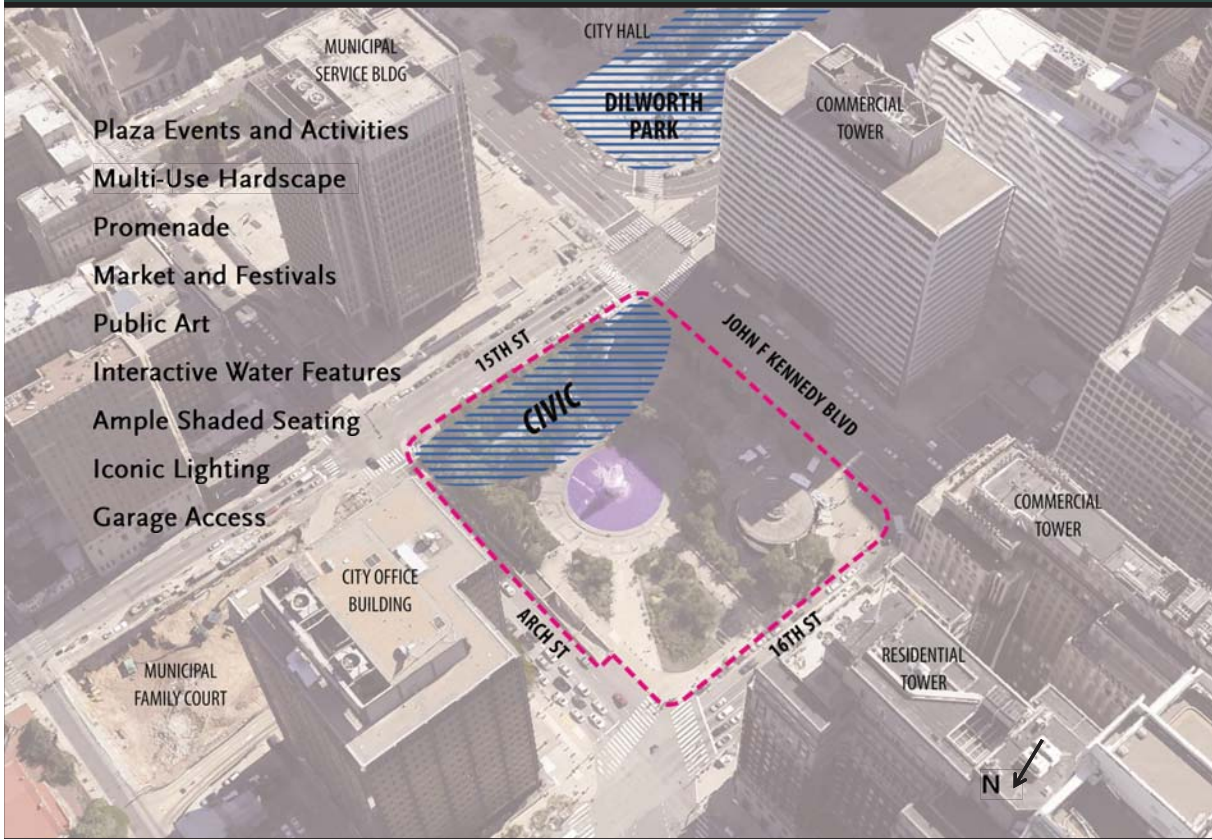


A new earned income program could increase earned income revenues by 2-3x, depending on intensity of programming.



Potential Character

Approach



- Plaza Events and Activities
- Multi-Use Hardscape
- Promenade
- Market and Festivals
- Public Art
- Interactive Water Features
- Ample Shaded Seating
- Iconic Lighting
- Garage Access

555 Mission Street – San Francisco, CA

Urban Plazas & Promenades

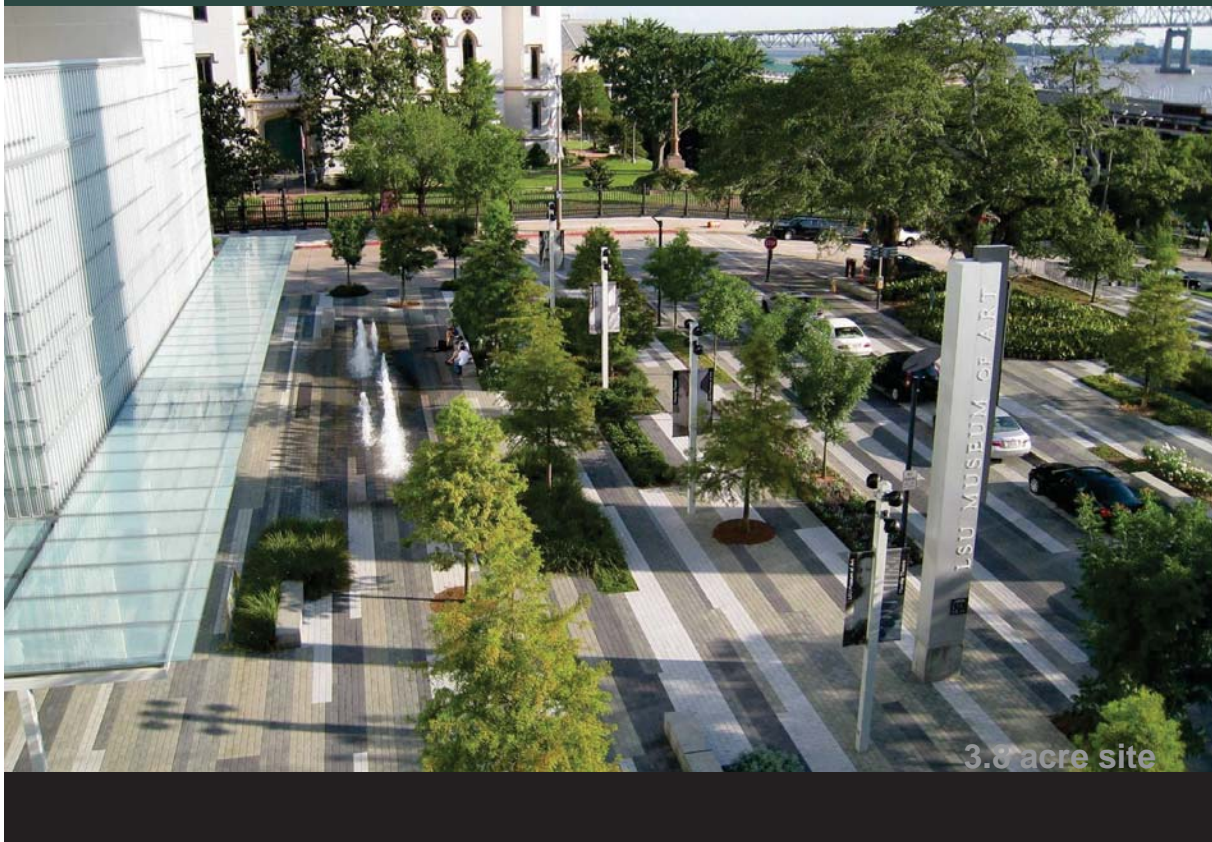


“...you’ve got different things going on, different possibilities of occupation.. It’s assertive and bold.”

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







Denver Union Station – Denver, CO

Interactive Fountain



Denver Union Station – Denver, CO

Interactive Fountain



San Francisco Ferry Terminal Building

Outdoor Markets

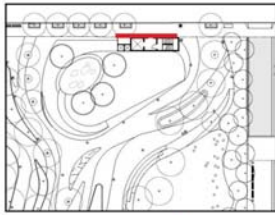


Discovery Green – Houston, TX

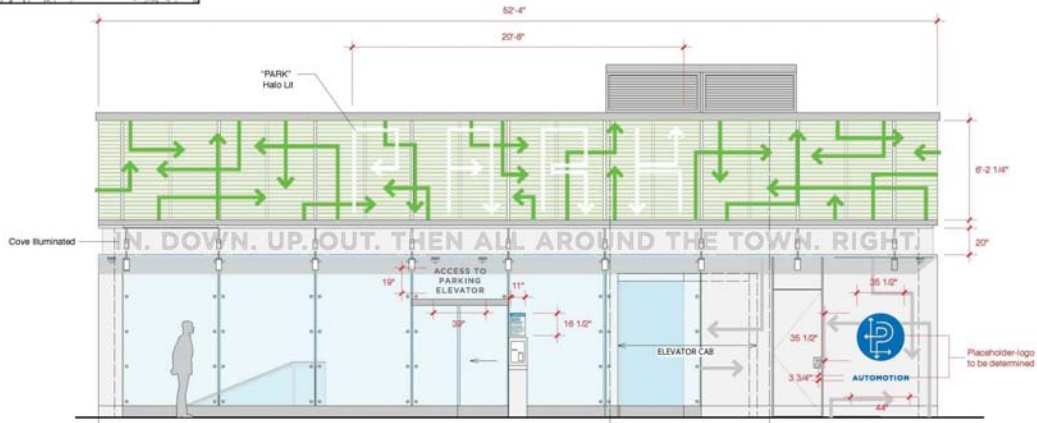
Public Art







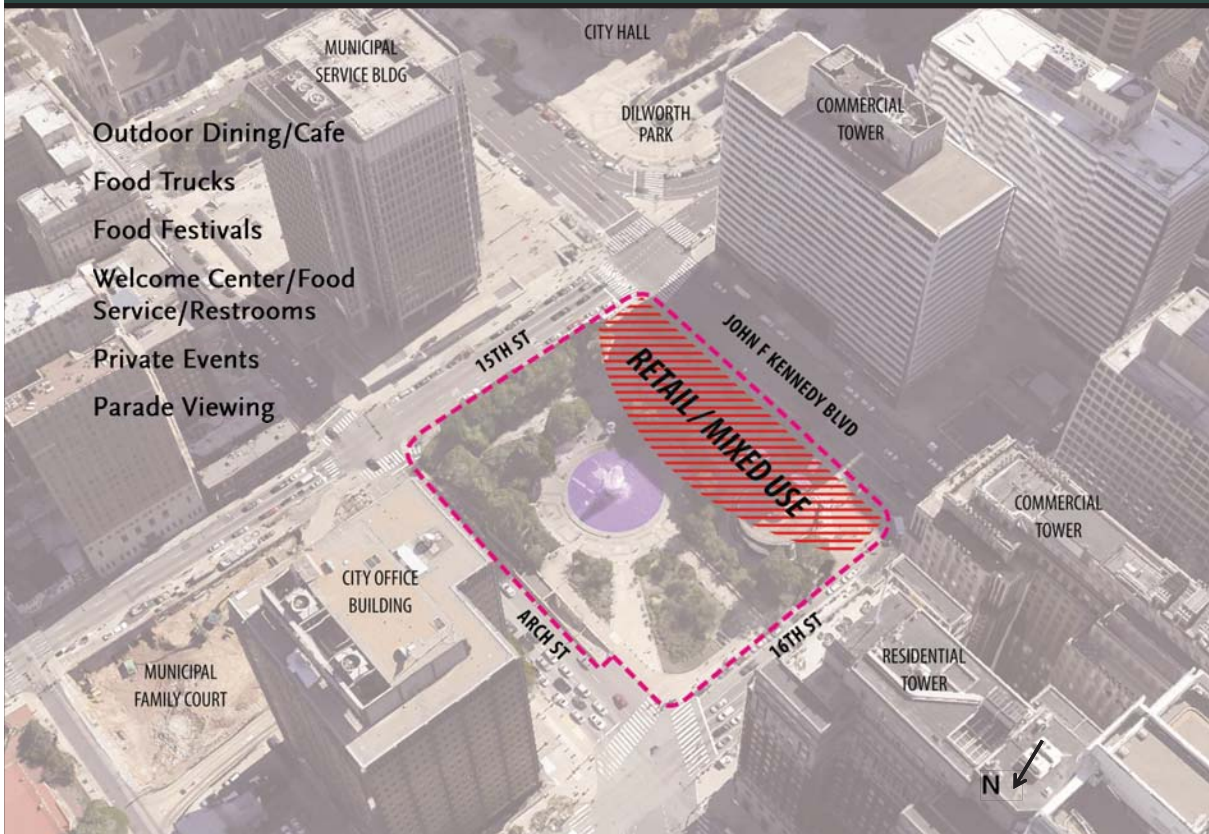
Key Plan



Concept, Gold Street Parking Access
Willoughby Square Park Garage 08.11.14

Potential Character

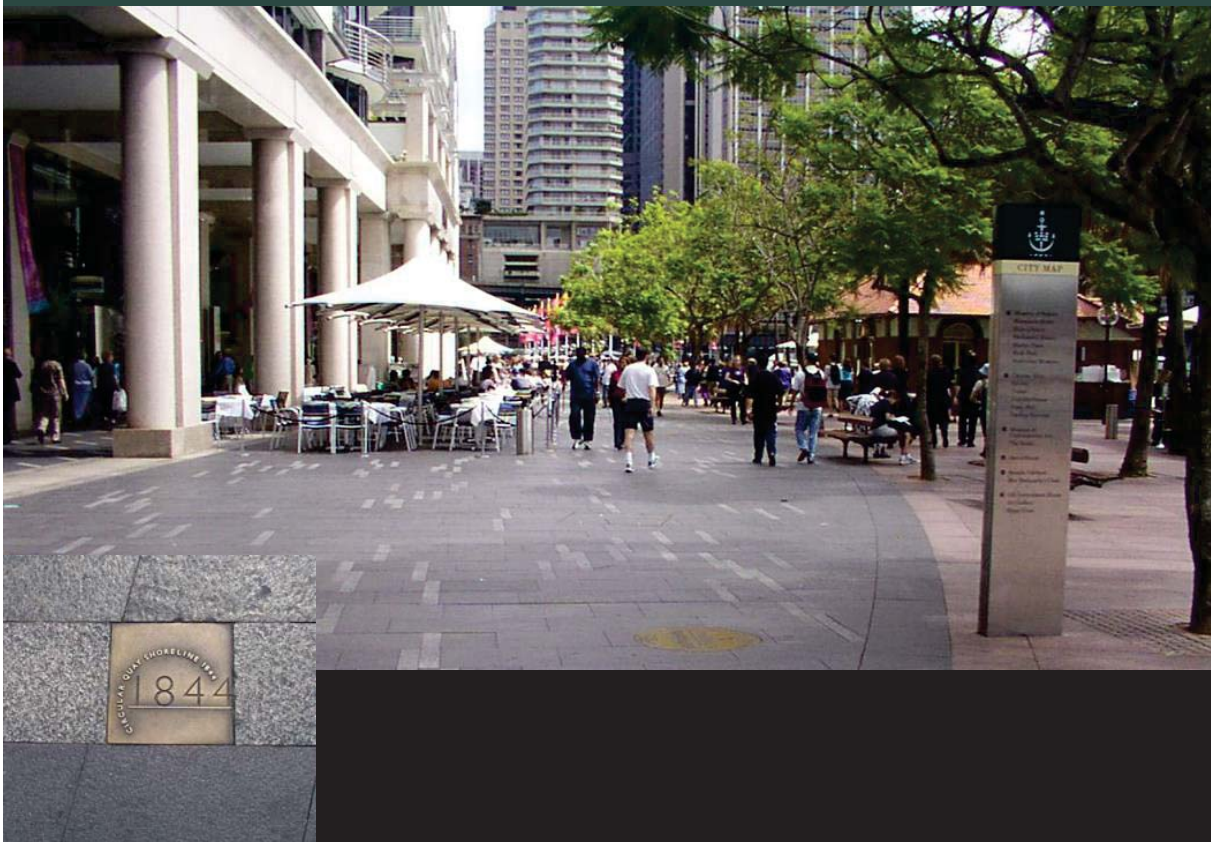
Approach



- Outdoor Dining/Cafe
- Food Trucks
- Food Festivals
- Welcome Center/Food Service/Restrooms
- Private Events
- Parade Viewing

Curcular Quay – Sydney Australia

Retail Edge



Discovery Green – Houston, TX

Outdoor Cafe





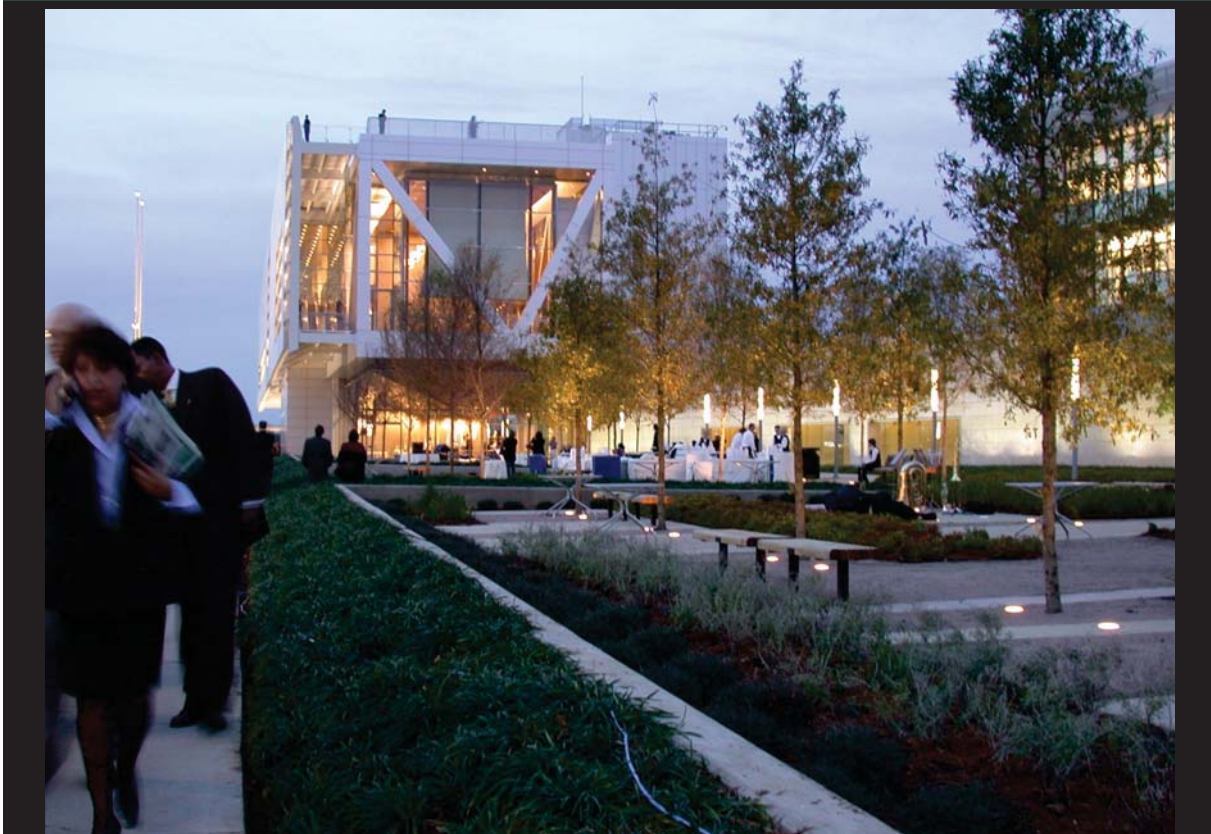
Discovery Green – Houston, TX

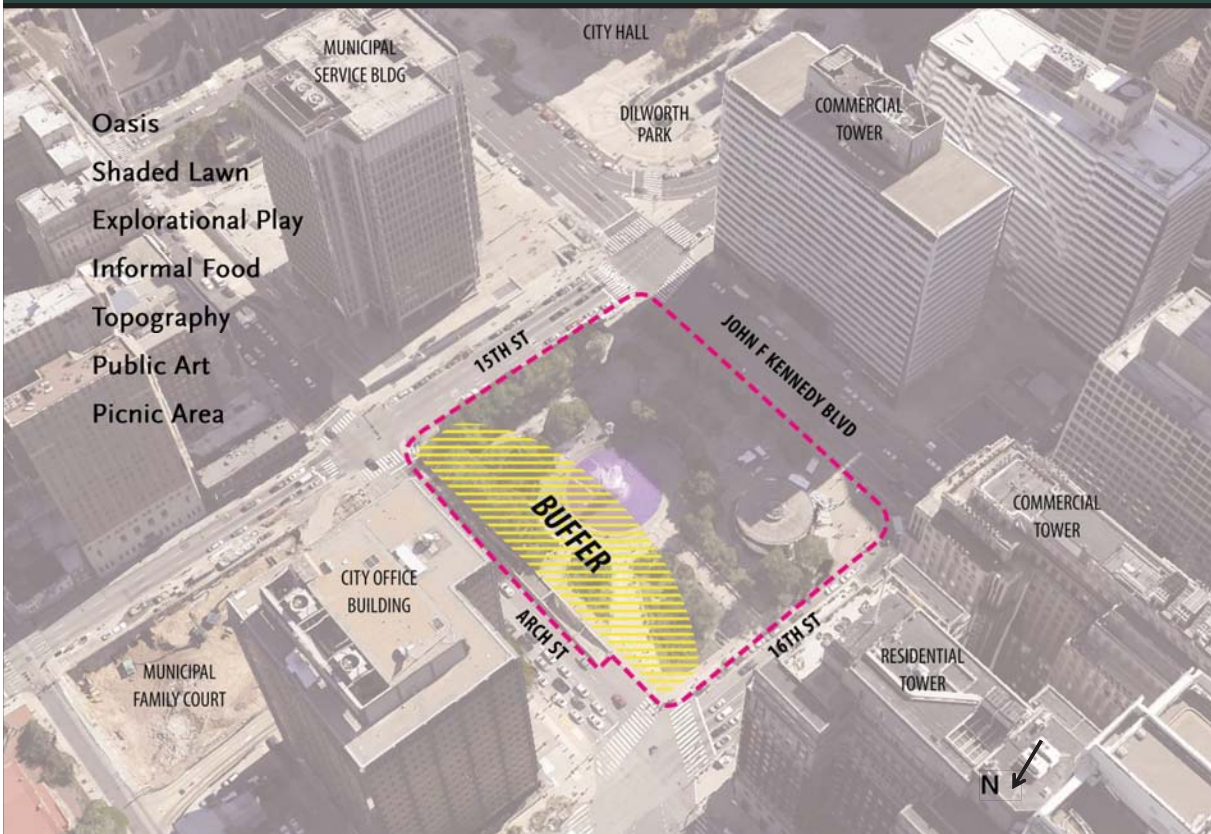
Food Trucks



William Jefferson Clinton Library – Little Rock, AR

Private Events





Discovery Green – Houston, TX

Shaded Lawn



Queen Elizabeth Olympic Park – London, UK

Topography



Discovery Green – Houston, TX

Picnic Area



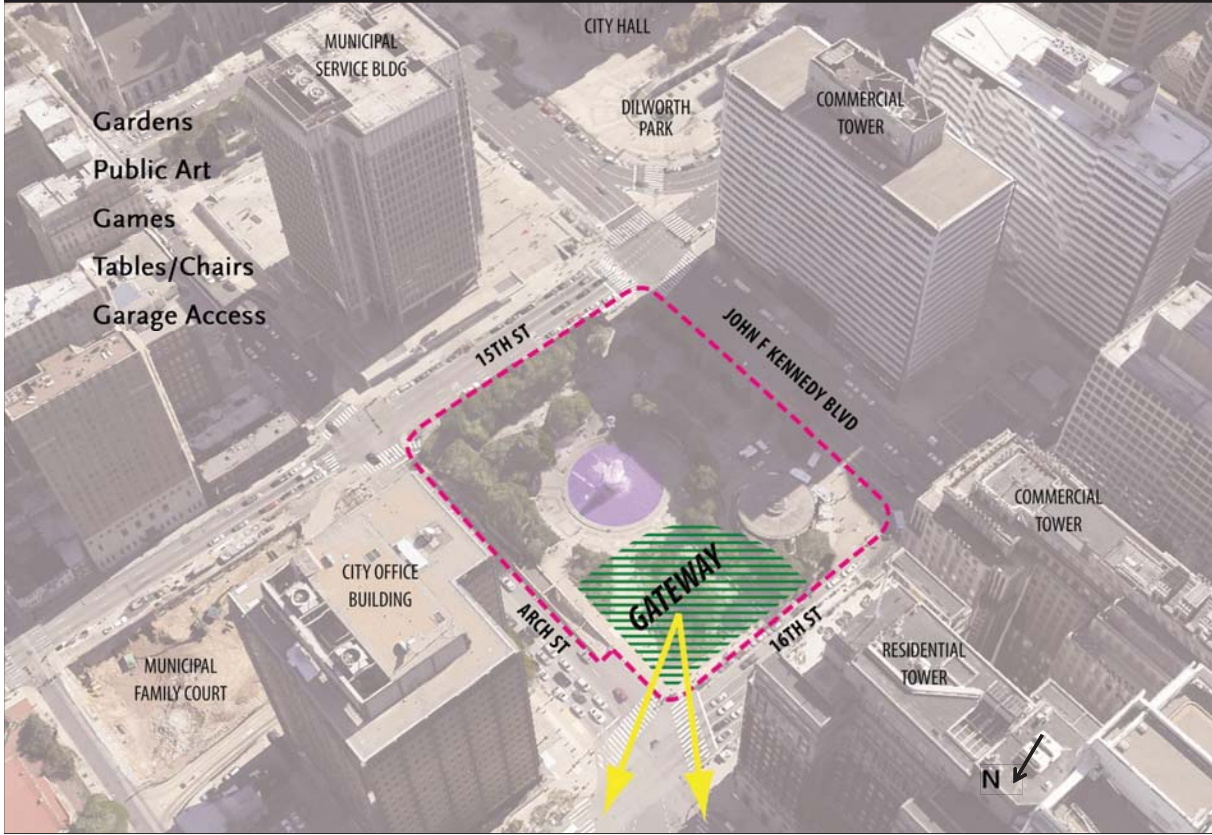
Discovery Green/Elizabeth Caruthers Park

Childrens Play



Potential Character

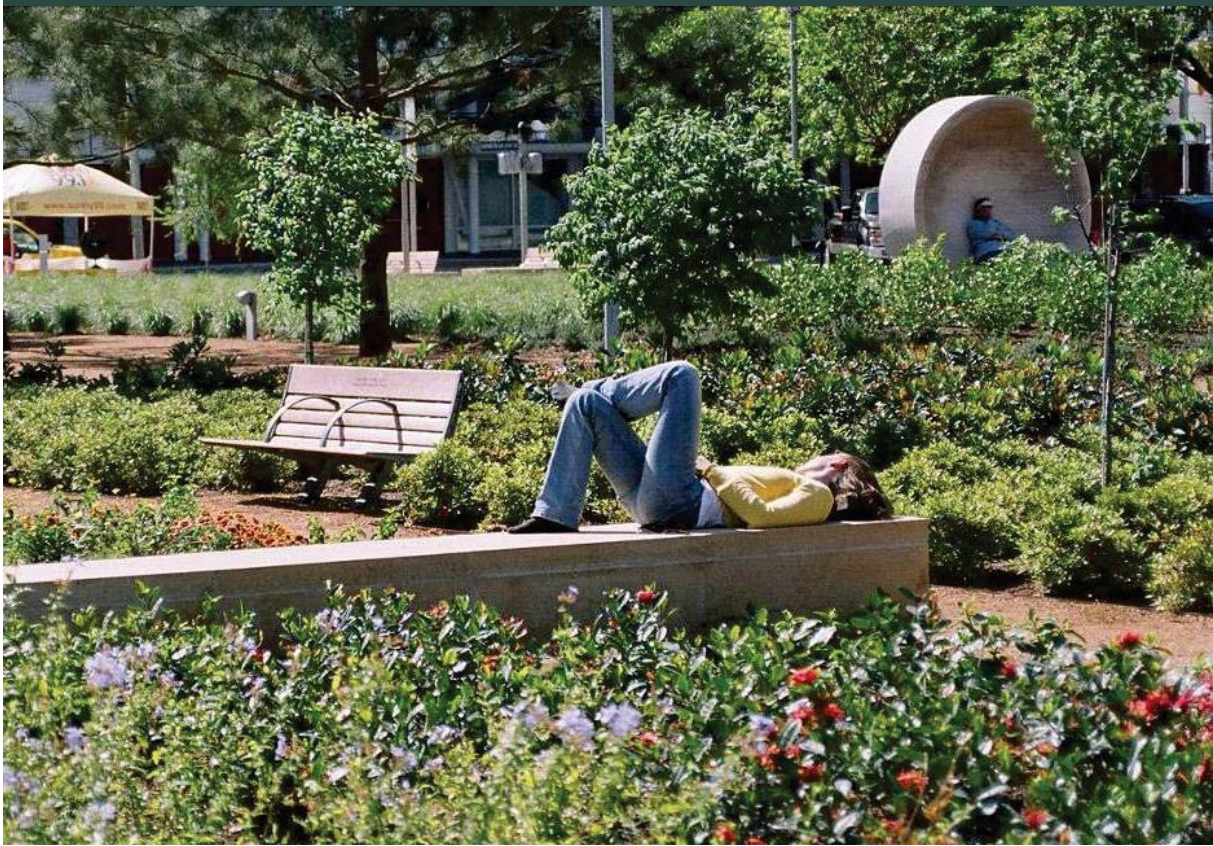
Approach

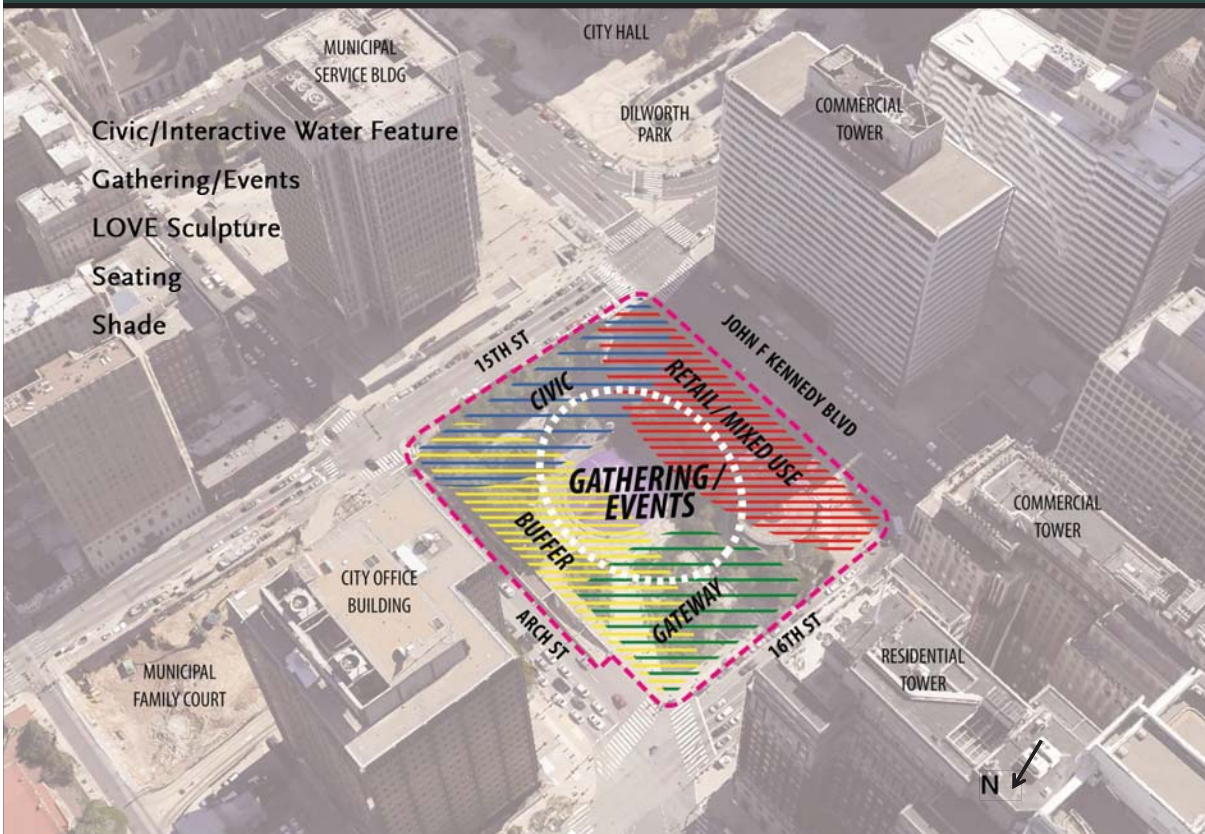


Belo Garden - Dallas, TX

Gateway









Discovery Green – Houston, TX

Interactive/Civic Water Feature



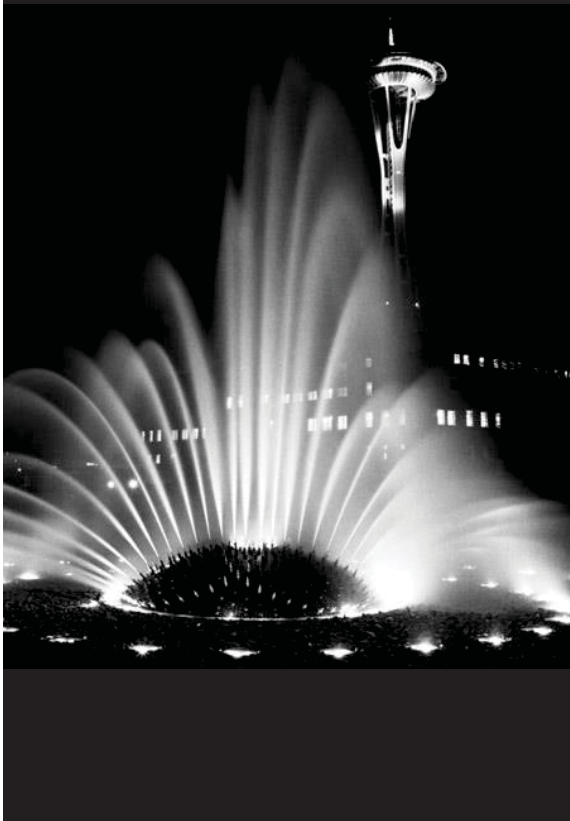
Denver Union Station – Denver, CO

Interactive/Civic Water Feature



Worlds Fair Fountain – Seattle, WA

Interactive/Civic Water Feature

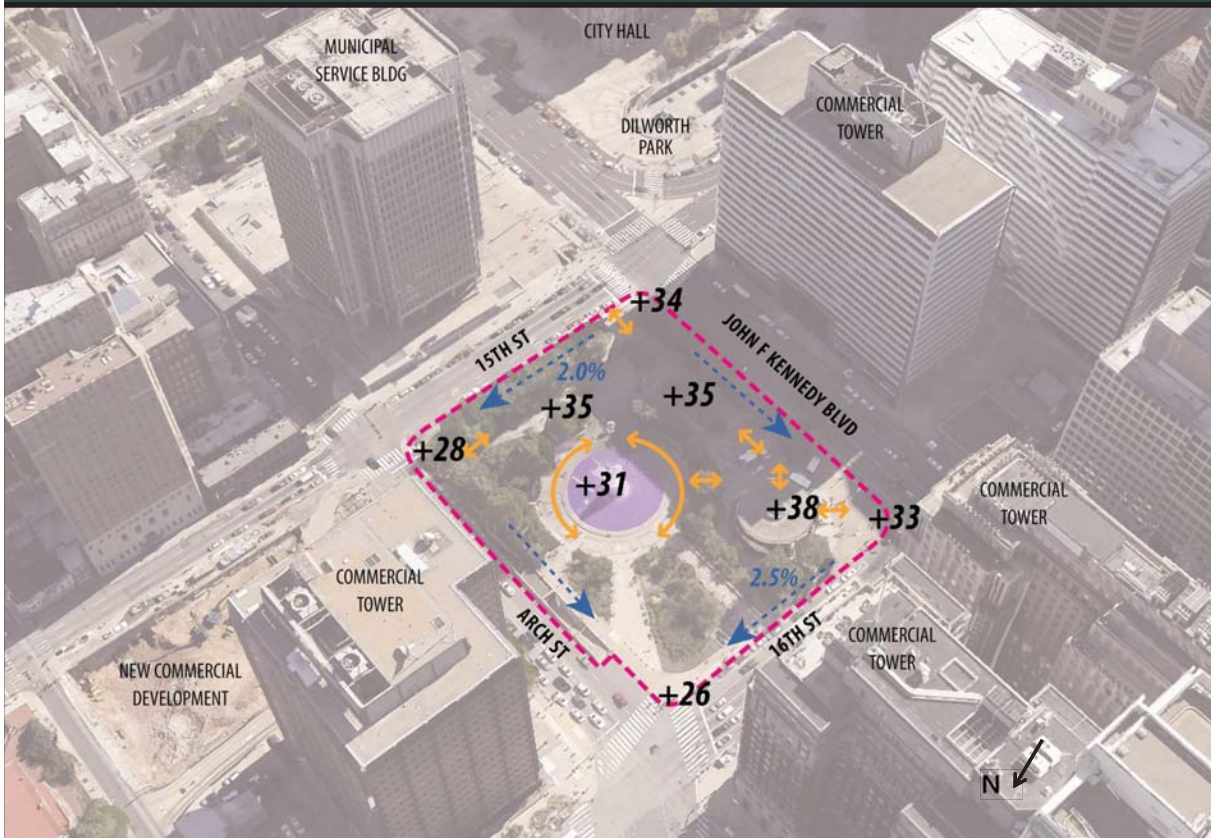


JFK Plaza/LOVE Park – Philadelphia, PA

LOVE Sculpture

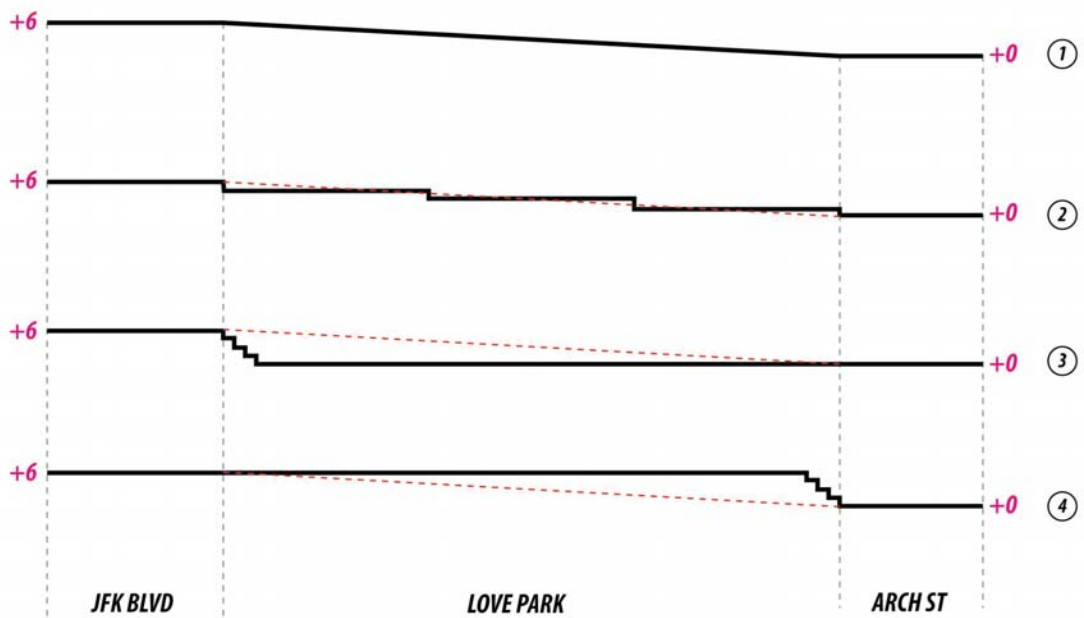


Topography



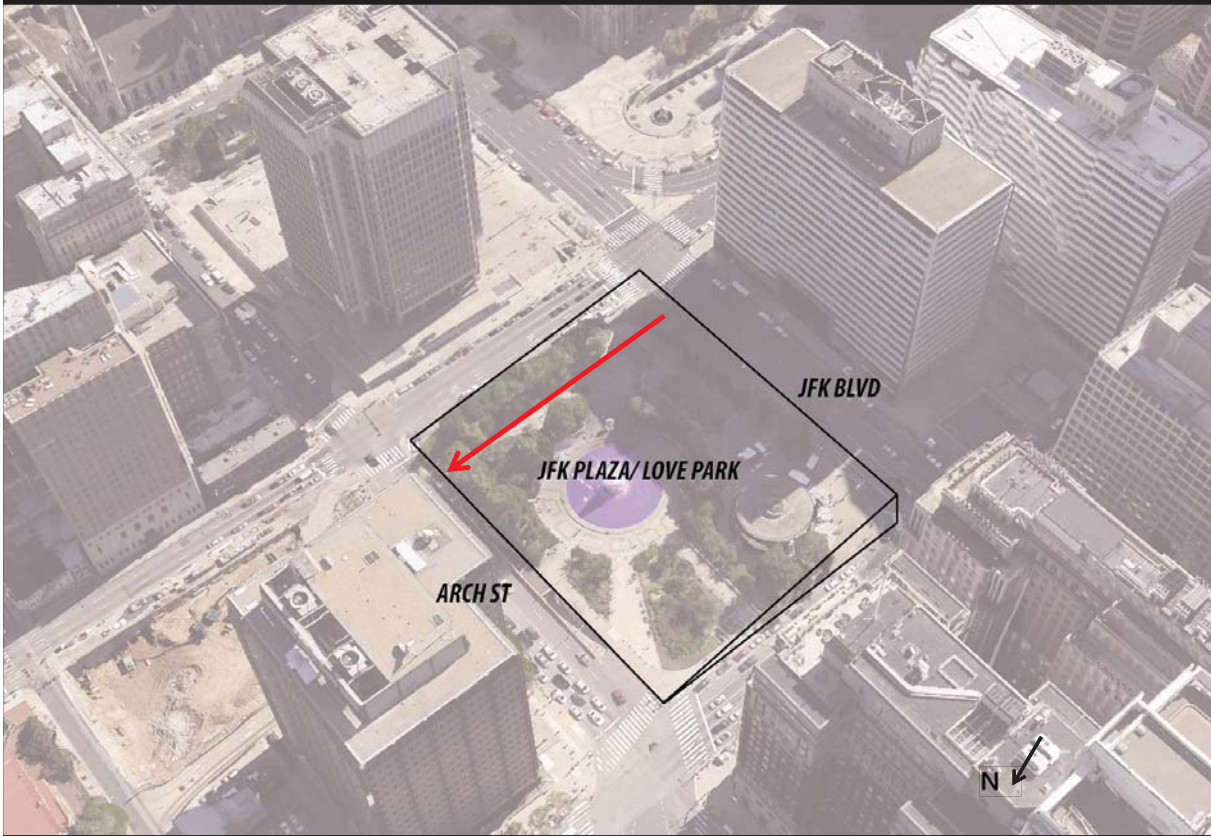
Potential Character

Topography



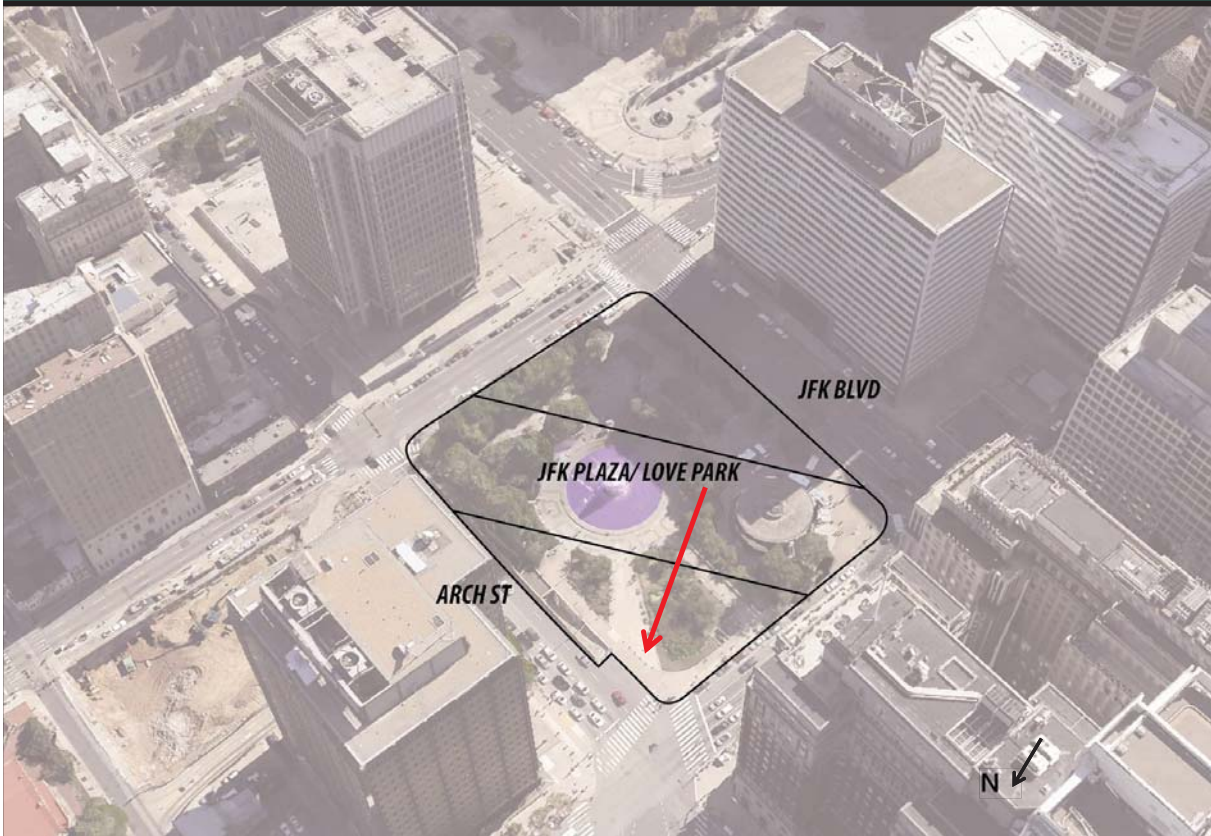
Potential Character

Topography



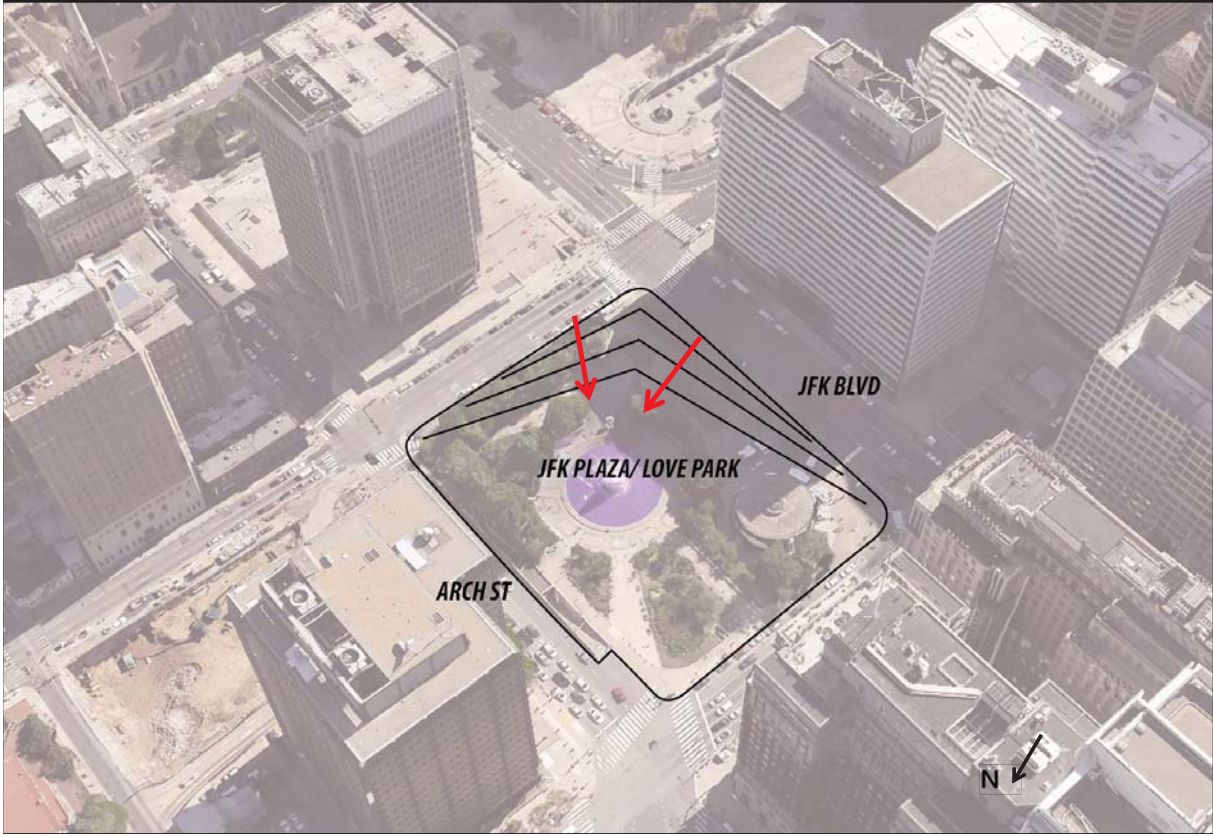
Potential Character

Topography



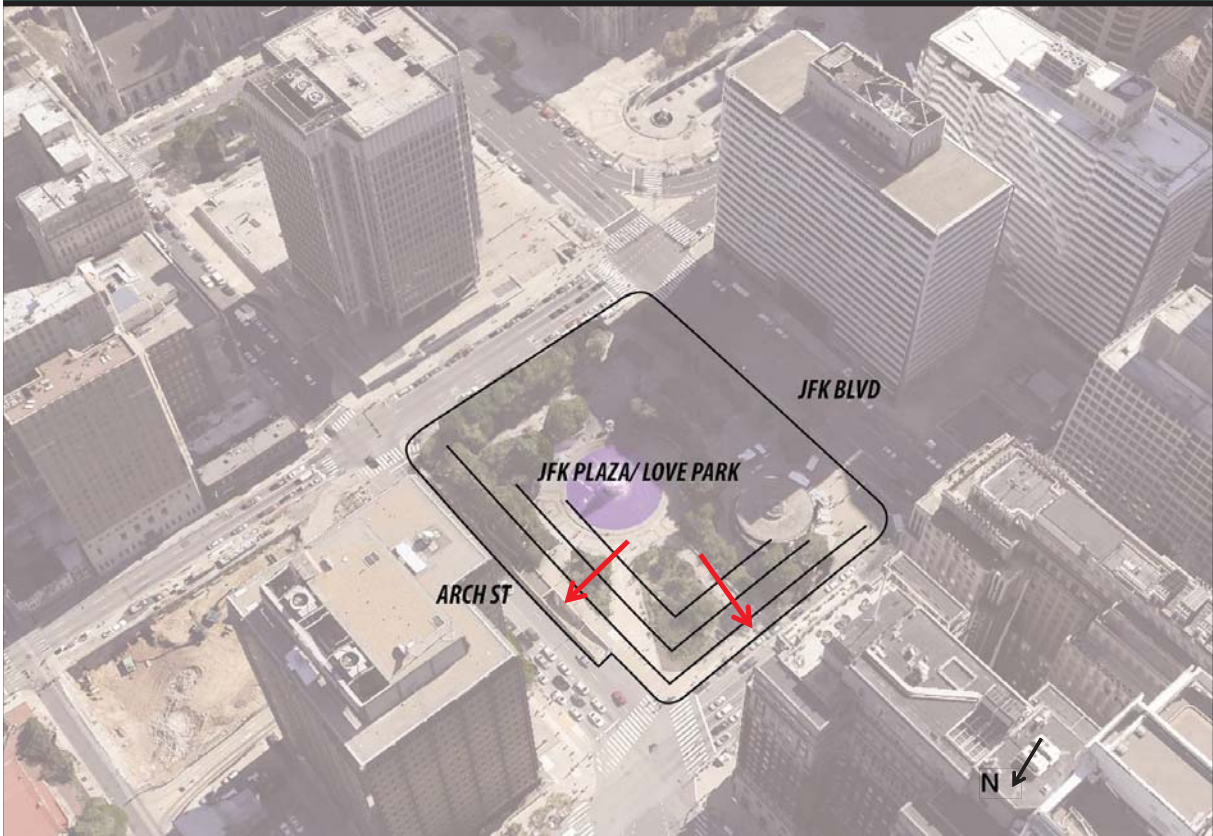
Potential Character

Topography



Potential Character

Topography



SITE ANALYSIS - SUN/SHADOW STUDIES

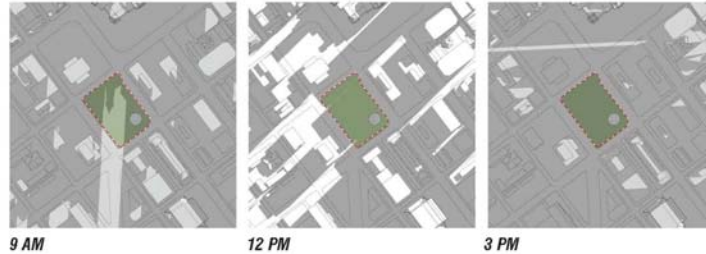
SUMMER SOLSTICE
JUNE 21



EQUINOX
SEPT 22 & MARCH 20

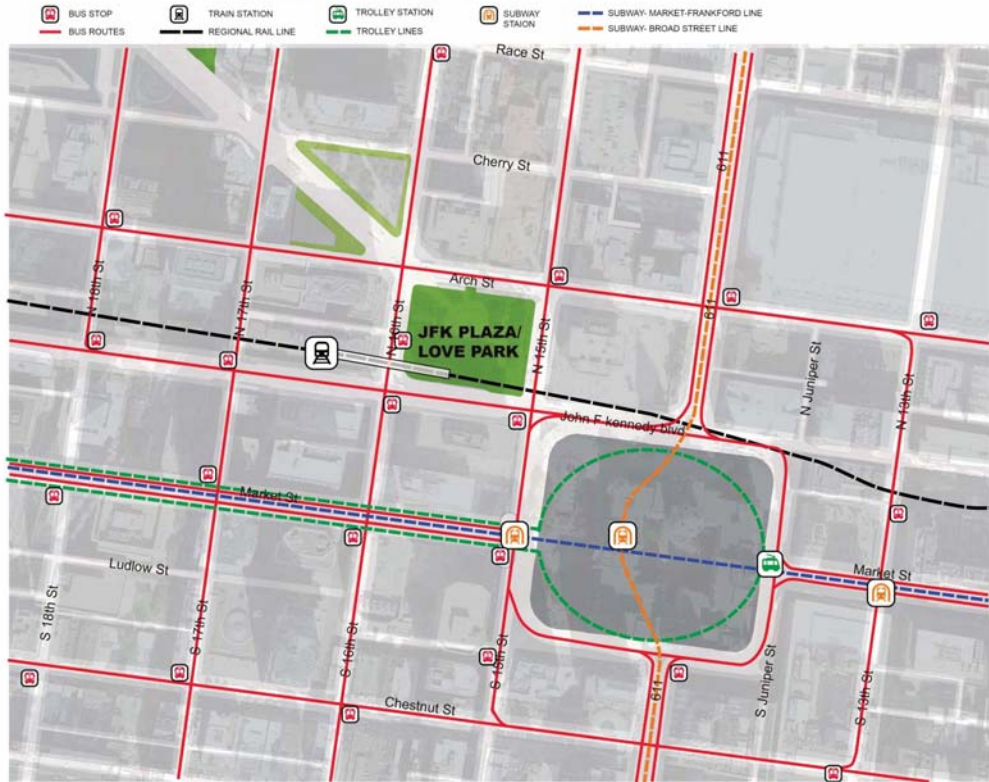


WINTER SOLSTICE
DECEMBER 21

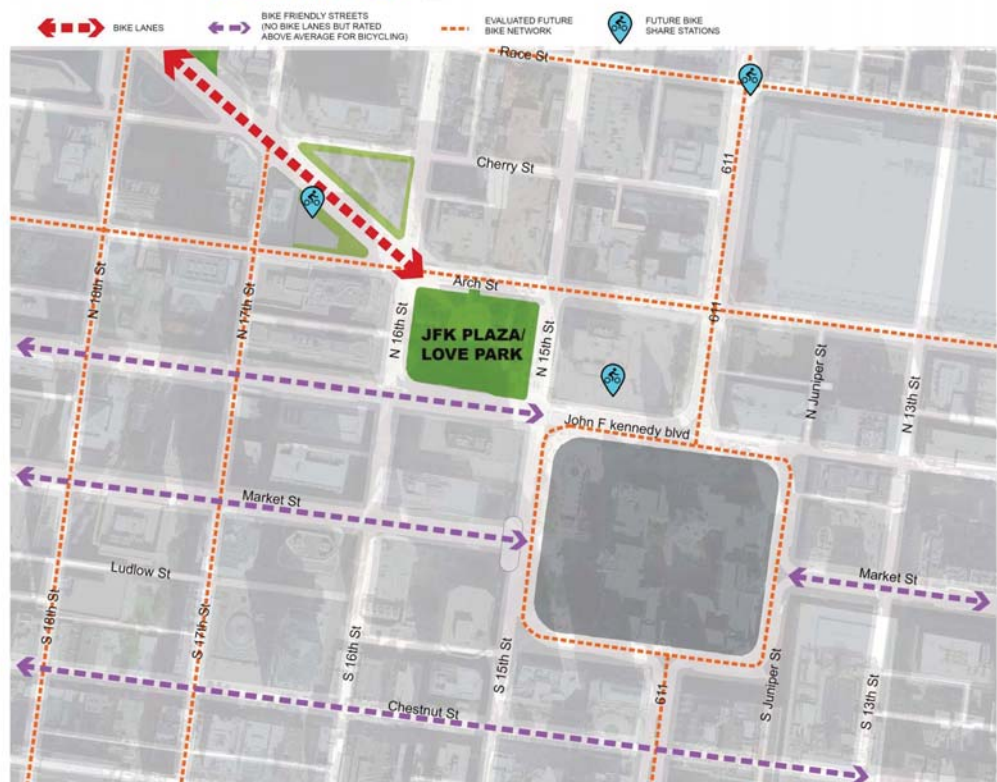


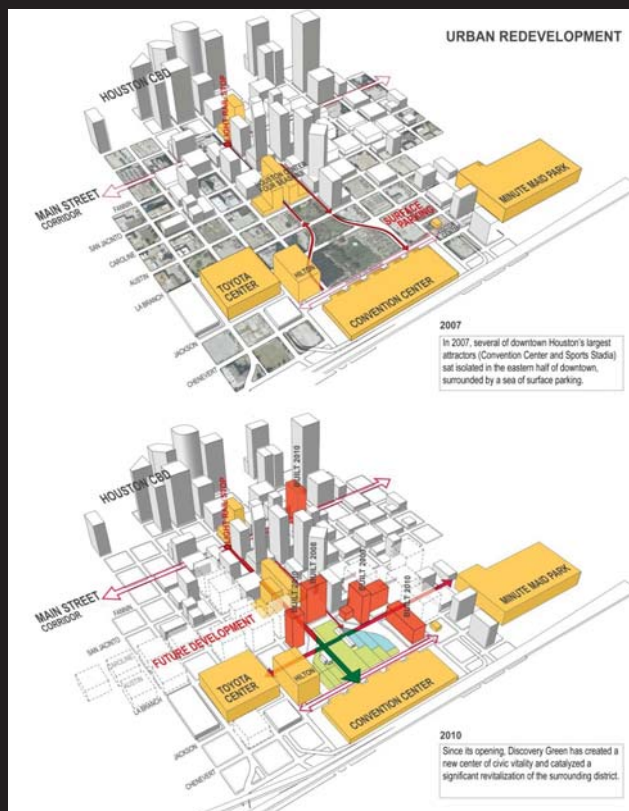
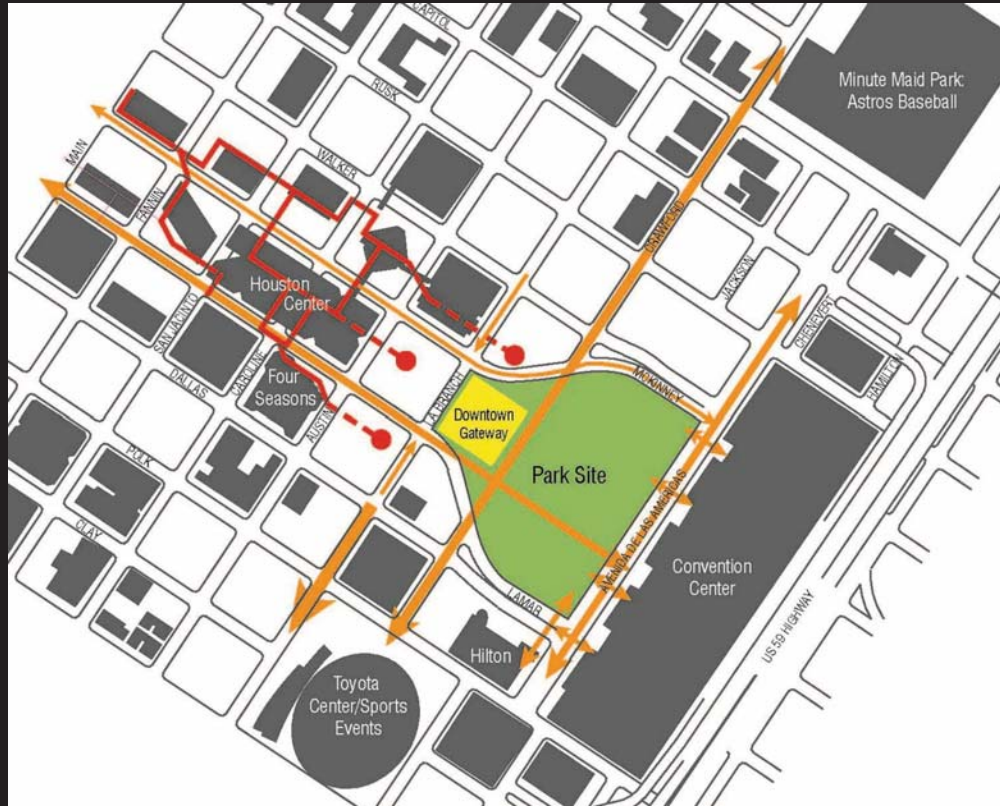
APPROACH
Making Connections

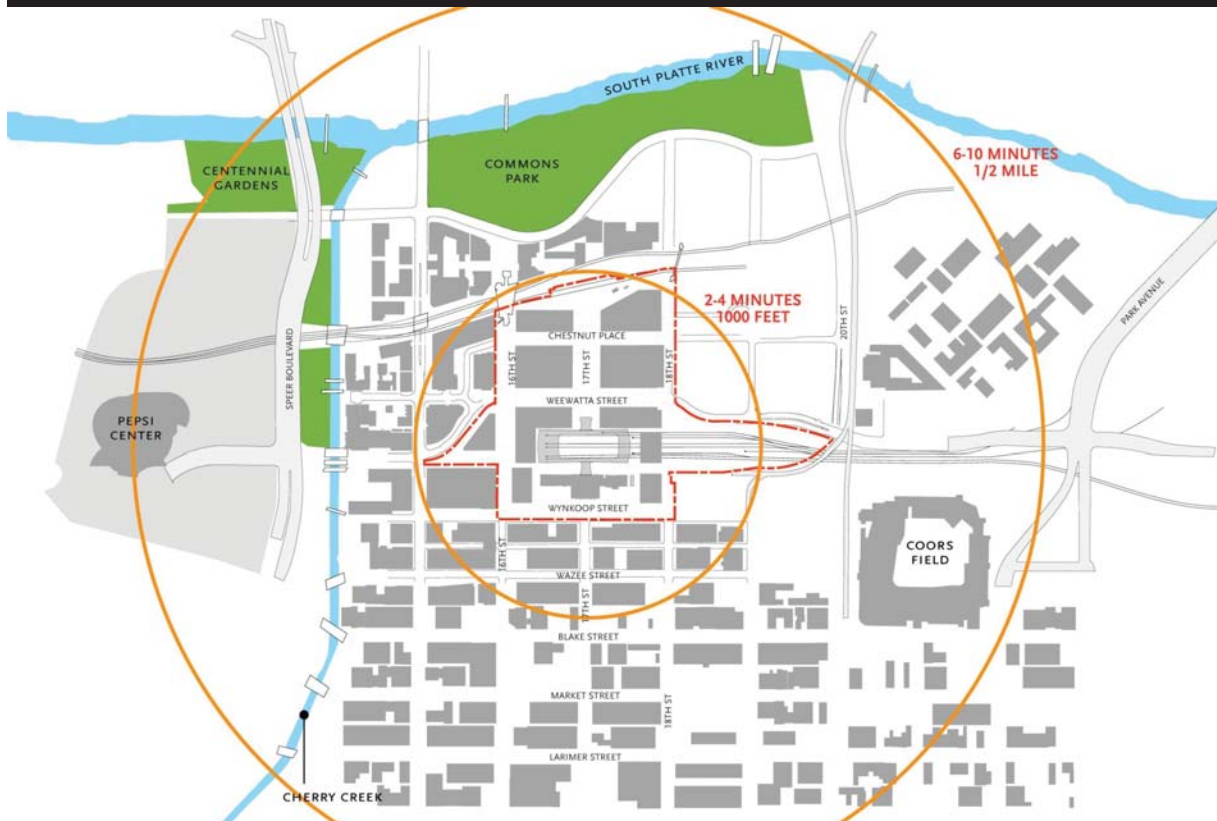
SITE ANALYSIS - PUBLIC TRANSPORTATION

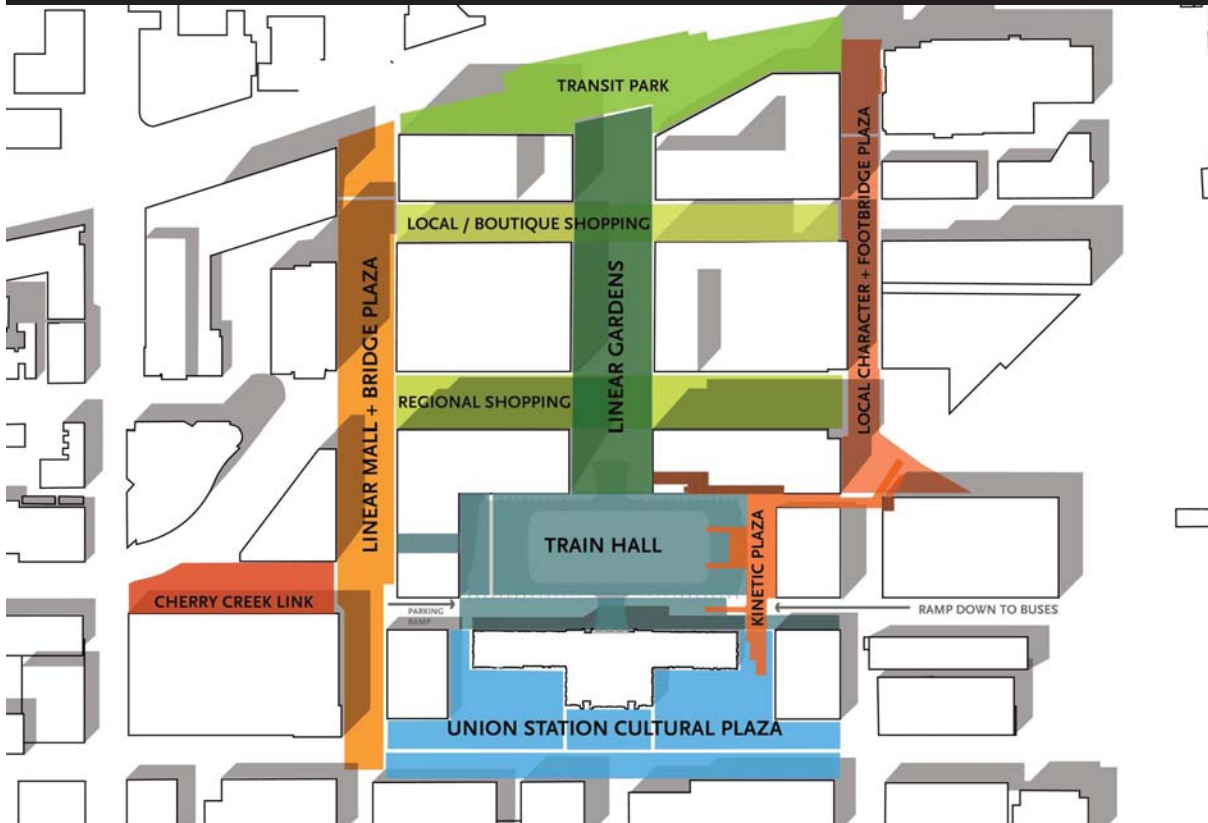
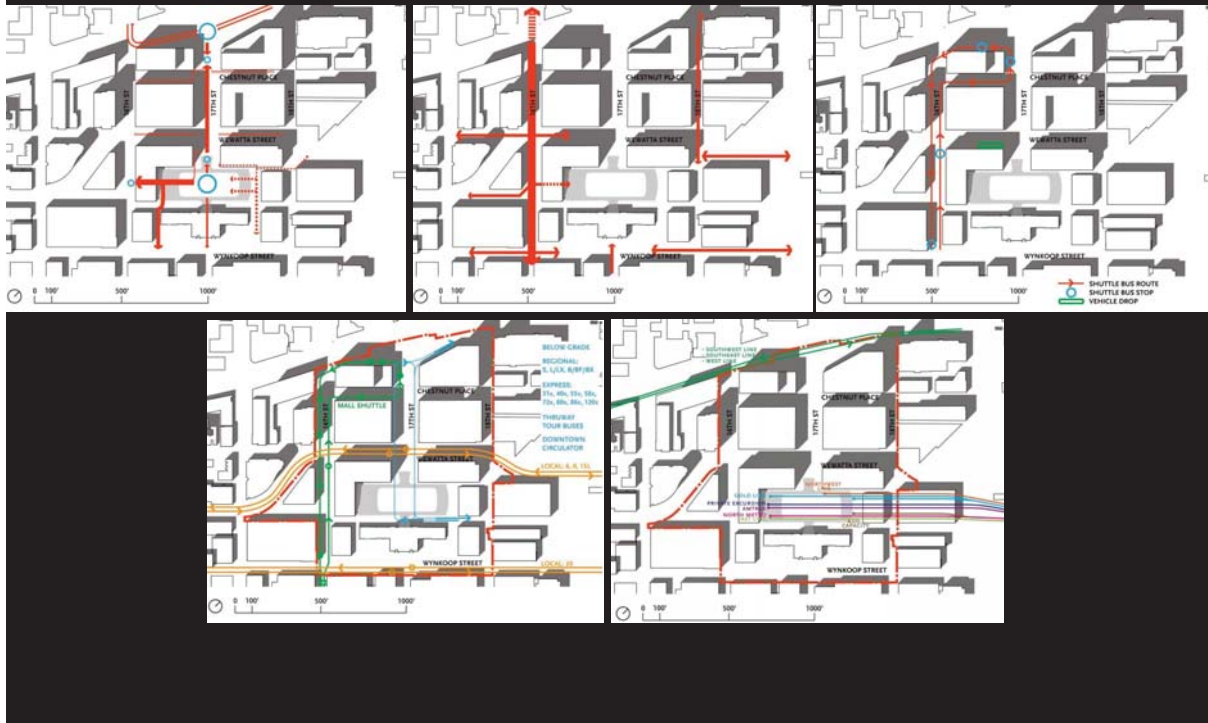


SITE ANALYSIS - BIKE PATHWAYS

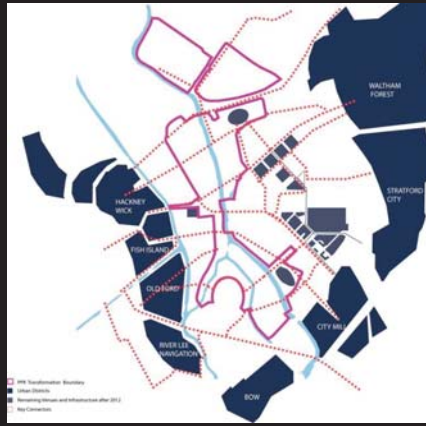












<p>Tai Chi in the Park 12 - 1 p.m. Anheuser-Busch Stage</p> <p>Capital One Bank's Thursdays Rocks: EXTREME WII! 6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space</p> <p>Yoga in the Park with TUTS 9:30 - 10:30 a.m. Anheuser-Busch Stage</p> <p>Biologe's Recycling Fair 10 a.m. - 2 p.m. Andrea and Bill White Promenade</p> <p>Bike Repair Workshop 10 a.m. - 2 p.m. Andrea and Bill White Promenade</p> <p>Young Writers Workshop 10:30 - 11:30 a.m. Lake House Building</p> <p>Hip2BFF Fun Club! 11:30 a.m. - 12 p.m. Anheuser-Busch Stage</p> <p>Wells Fargo's Discovery Series: HTS Beauty and the Beast 12 p.m. Anheuser-Busch Stage</p> <p>Pocket Full of Soul Music and Film Festival 5:30 - 10 p.m. Anheuser-Busch Stage and Fondren Performance Space</p> <p>Central City Co-op Downtown Green Market 12 - 4 p.m. Andrea and Bill White Promenade</p> <p>Nia Moves 1 - 2 p.m. Fondren Performance Space</p> <p>Four Seasons' Sundays in the Park: Space City Gameplan 3 - 5 p.m. Anheuser-Busch Stage</p> <p>Film Premieres: Spending Motorcycle 6 - 10 p.m. Anheuser-Busch Stage and Fondren Performance Space</p> <p>Pilates in the Park with TUTS 6 - 7 p.m. Anheuser-Busch Stage</p> <p>Zumba! 6 - 7 p.m. Anheuser-Busch Stage</p> <p>Inprint Reading on the Green 7 p.m. Grace Event Lawn</p> <p>Tai Chi in the Park 12 - 1 p.m. Anheuser-Busch Stage</p> <p>Capital One Bank's Thursdays Rocks: EXTREME WII! 6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space</p>	<p>Earth Day Houston 9 a.m. - Various locations throughout the park</p> <p>Central City Co-op Downtown Green Market 12 - 4 p.m. Andrea and Bill White Promenade</p> <p>Nia Moves 1 - 2 p.m. Fondren Performance Space</p> <p>Four Seasons' Sundays in the Park: Two Star Sunshiny 3 - 5 p.m. Anheuser-Busch Stage</p> <p>Pilates in the Park with TUTS 6 - 7 p.m. Anheuser-Busch Stage</p> <p>Zumba! 6 - 7 p.m. Grace Event Lawn</p> <p>Tai Chi in the Park 12 - 1 p.m. Anheuser-Busch Stage</p> <p>Capital One Bank's Thursdays Rocks: EXTREME WII! 6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space</p> <p>KUH Silent Film Concerts: Metropolis 7:30 p.m. Anheuser-Busch Stage and Fondren Performance Space</p> <p>Yoga in the Park with TUTS 9:30 - 10:30 a.m. Anheuser-Busch Stage</p> <p>Biologe's Recycling Saturdays 10 a.m. - 2 p.m. Andrea and Bill White Promenade</p> <p>Bike Repair Workshop 10 a.m. - 2 p.m. Andrea and Bill White Promenade</p> <p>Young Writers Workshop 10:30 - 11:30 a.m. Lake House Building</p> <p>Hip2BFF Fun Club! 11:30 a.m. - 12 p.m. Anheuser-Busch Stage</p> <p>Wells Fargo's Discovery Series: Texas Movie Theatre 12 p.m. Anheuser-Busch Stage</p> <p>Houston Arts Alliance Showcase: Houston Poetry Slam 3 - 5 p.m. Anheuser-Busch Stage and Fondren Performance Space</p> <p>Central City Co-op Downtown Green Market 12 - 4 p.m. Andrea and Bill White Promenade</p> <p>Nia Moves 1 - 2 p.m. Fondren Performance Space</p>	<p>Shakespeare at the Green: Macbeth 7:30 p.m. Anheuser-Busch Stage and Fondren Performance Space</p> <p>Yoga in the Park with TUTS 9:30 - 10:30 a.m. Anheuser-Busch Stage</p> <p>Biologe's Recycling Saturdays 10 a.m. - 2 p.m. Andrea and Bill White Promenade</p> <p>Bike Repair Workshop 10 a.m. - 2 p.m. Andrea and Bill White Promenade</p> <p>Young Writers Workshop 10:30 - 11:30 a.m. Lake House Building</p> <p>Hip2BFF Fun Club! 11:30 a.m. - 12 p.m. Anheuser-Busch Stage</p> <p>Wells Fargo's Discovery Series: Opera to Go! Daughters of the Regiment 12 p.m. Anheuser-Busch Stage</p> <p>Shakespeare at the Green: As You Like It 7:30 p.m. Anheuser-Busch Stage and Fondren Performance Space</p> <p>Central City Co-op Downtown Green Market 12 - 4 p.m. Andrea and Bill White Promenade</p> <p>Nia Moves 1 - 2 p.m. Fondren Performance Space</p> <p>Shakespeare at the Green: Macbeth 1 p.m. Anheuser-Busch Stage and Fondren Performance Space</p> <p>Four Seasons' Sundays in the Park: Picture Book 3 - 5 p.m. Anheuser-Busch Stage</p> <p>Shakespeare at the Green: As You Like It 5 p.m. Anheuser-Busch Stage and Fondren Performance Space</p> <p>Pilates in the Park with TUTS 6 - 7 p.m. Anheuser-Busch Stage</p> <p>Zumba! 6 - 7 p.m. Grace Event Lawn</p> <p>Tai Chi in the Park 12 - 1 p.m. Anheuser-Busch Stage</p> <p>Capital One Bank's Thursdays Rocks: EXTREME WII! 6:30 p.m. Anheuser-Busch Stage and Fondren Performance Space</p>
---	---	--

FINAL SITE PROGRAM









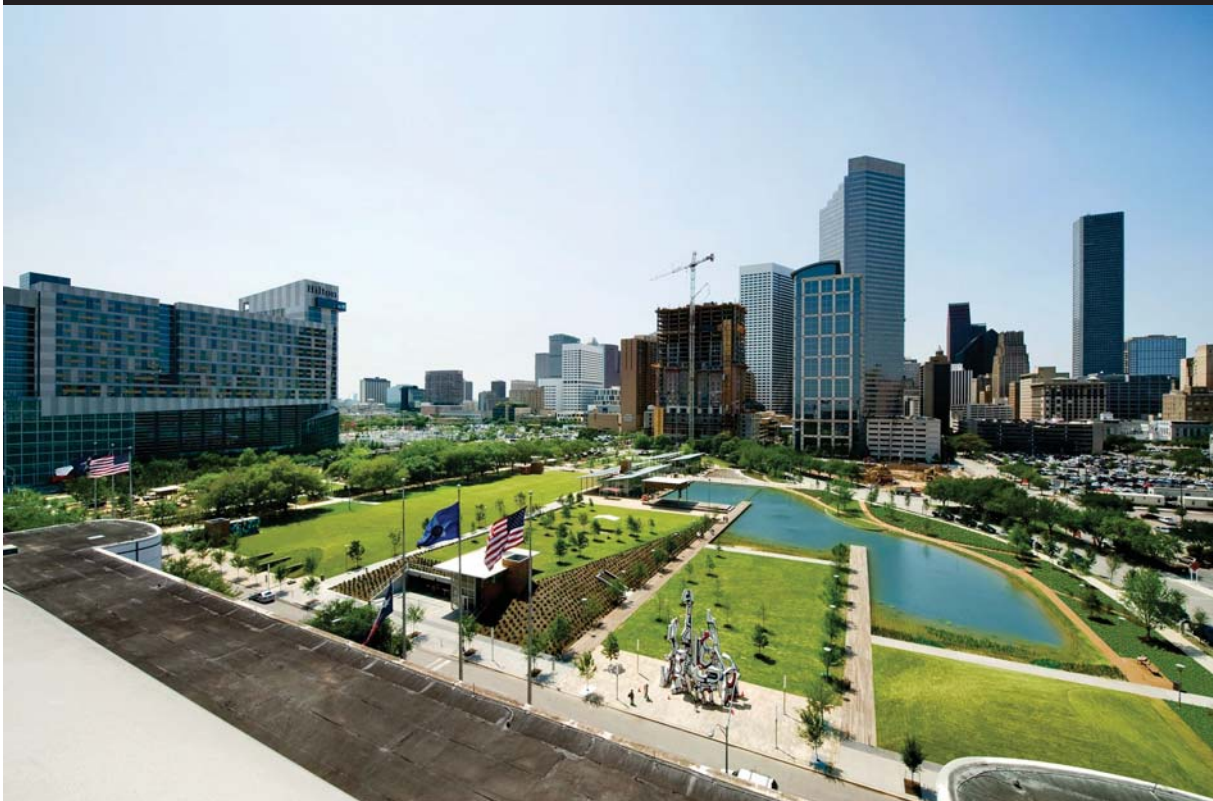






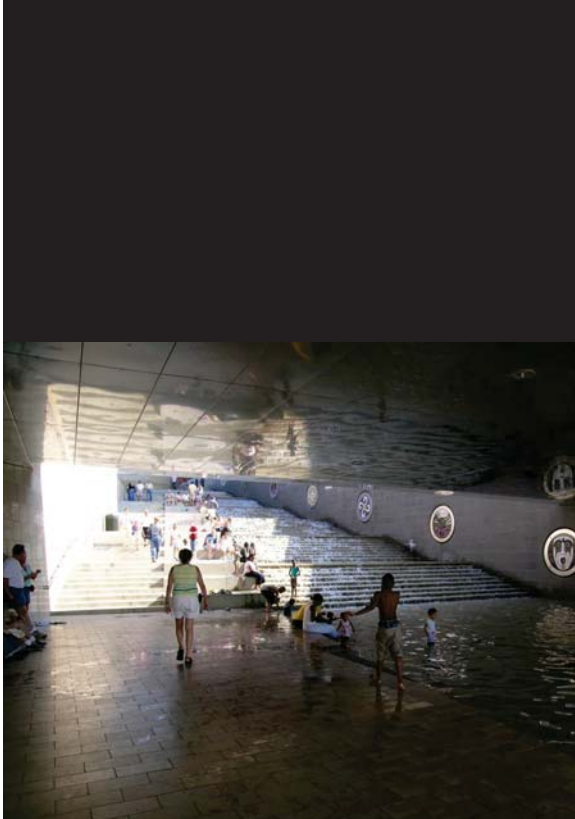
Discovery Green – Houston, TX

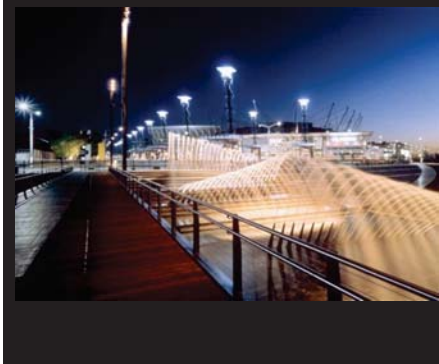
Integrating Art







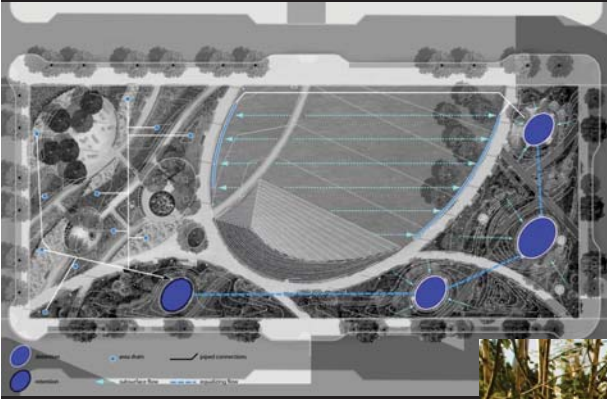




APPROACH
Sustainability

Rain Gardens

Sustainability



Bioswales

Sustainability

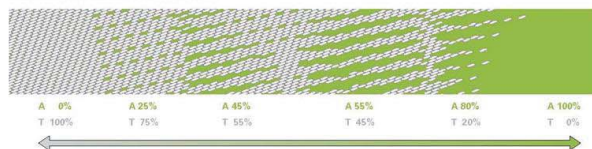




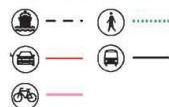
СХЕМА ПЛАНИРОВОЧНОЙ ОРГАНИЗАЦИИ ТЕРРИТОРИИ FUNCTIONAL LAND USE PLAN



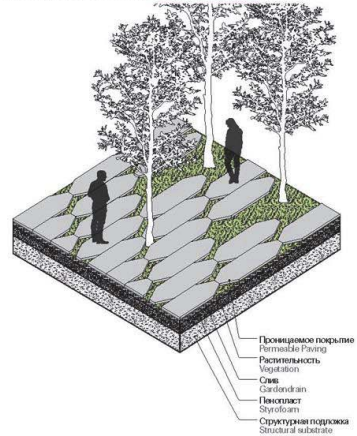
УСЛОВНЫЕ ОБОЗНАЧЕНИЯ PAVING GRADIENT



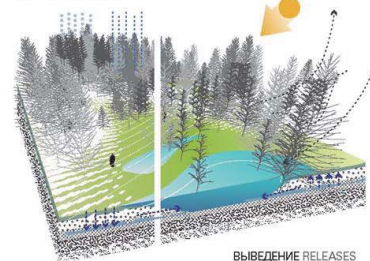
УСЛОВНЫЕ ОБОЗНАЧЕНИЯ KEY



ВЗАИМОДЕЙСТВИЕ ПОКРЫТИЙ PAVING PERFORMANCE



ЗАХВАТ CAPTURES



ВЫВЕДЕНИЕ RELEASES

Water Efficiency

Sustainability



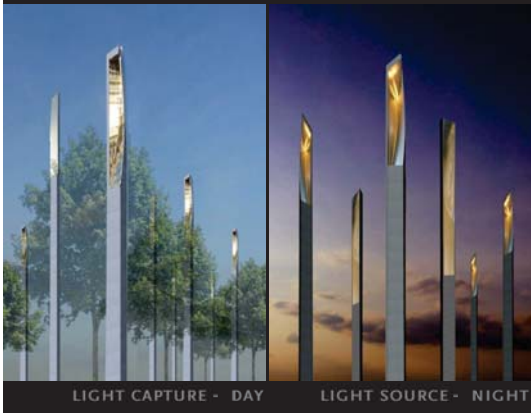
Water Quality/Local Materials

Sustainability



Energy Efficiency

Sustainability



Energy Efficiency

Sustainability



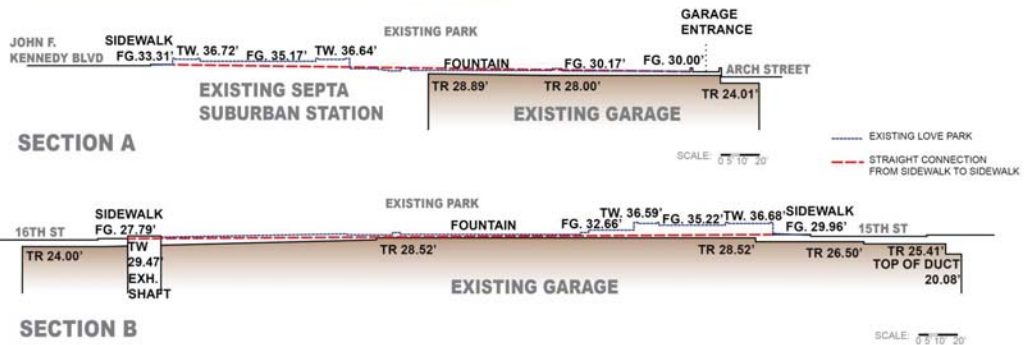


JFK Plaza/Love Park Technical Challenges

SITE ANALYSIS - SECTION STUDIES



PARK + UNDERGROUND PLAN



Below Grade Parking

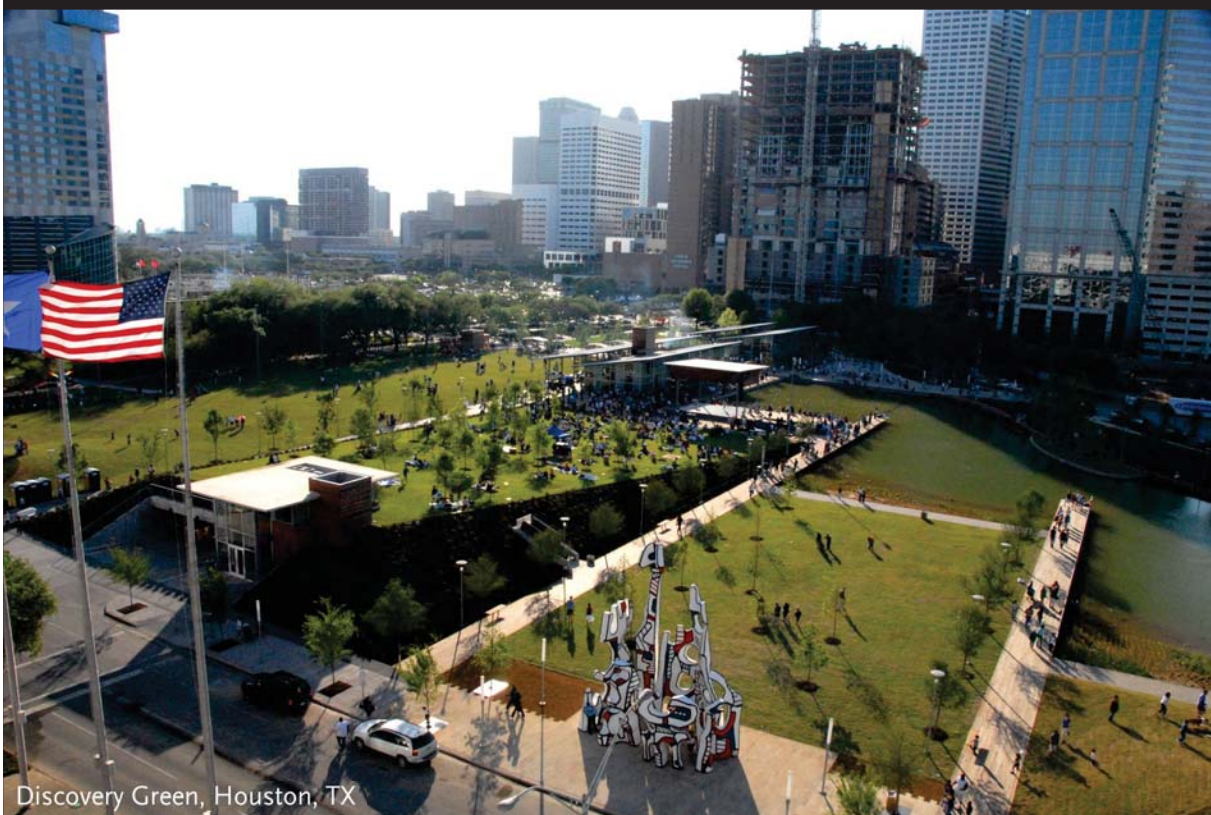
Technical Challenges



Discovery Green, Houston, TX

Below Grade Parking

Technical Challenges



Discovery Green, Houston, TX

Below Grade Bus Terminal

Technical Challenges



Denver Union Station

Below Grade Garage Access

Technical Challenges



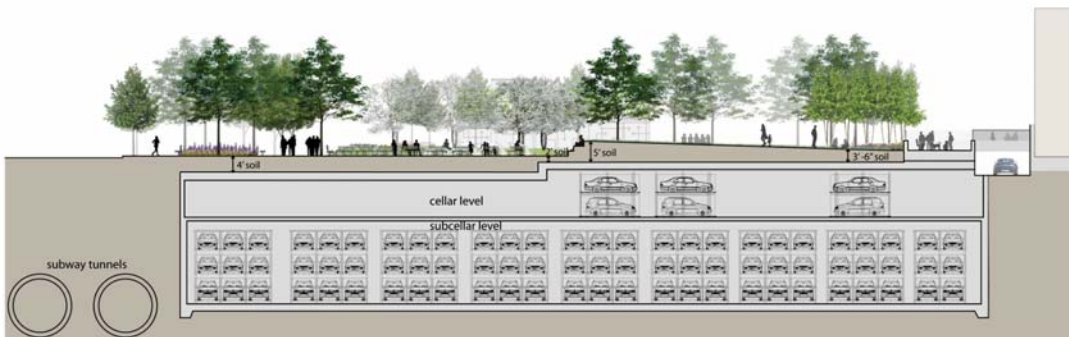
seating steps

wet woodland

dog park

garage entrance

VIEW - NORTHWEST



Topography – Universal Access

Technical Challenges



University of Cincinnati MainStreet, OH

Glazing

Technical Challenges



Levine Hall, University of Pennsylvania

Glazing

Technical Challenges



Putman Pavilion, James A. Michener Museum

Glazing

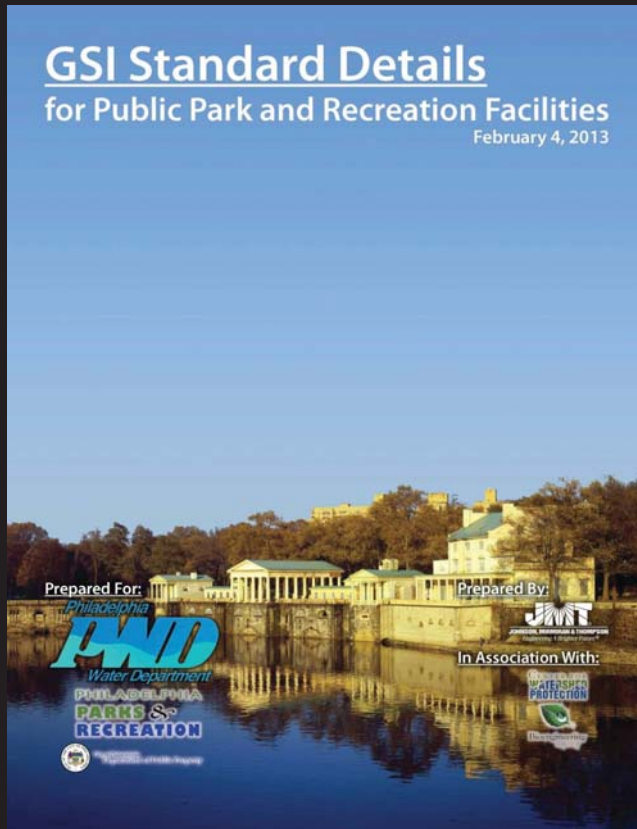
Technical Challenges



Innovation Studio, Kimmel Center for the Performing Arts

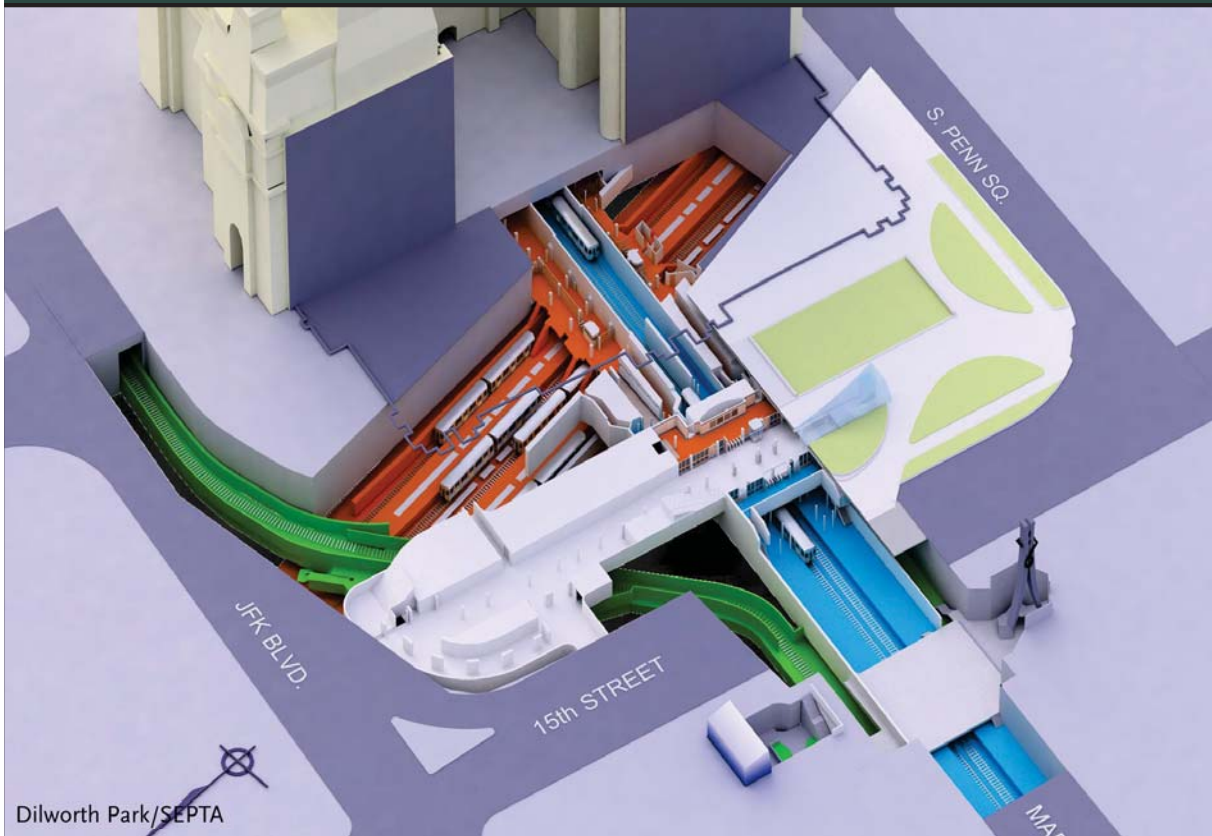
GSI Standard Details for Public Park and Recreation Facilities

February 4, 2013



Prepared For:
Philadelphia
PWD
Water Department
PHILADELPHIA
PARKS & RECREATION

Prepared By:
JWT
In Association With:
WATER SUPPLY PROTECTION

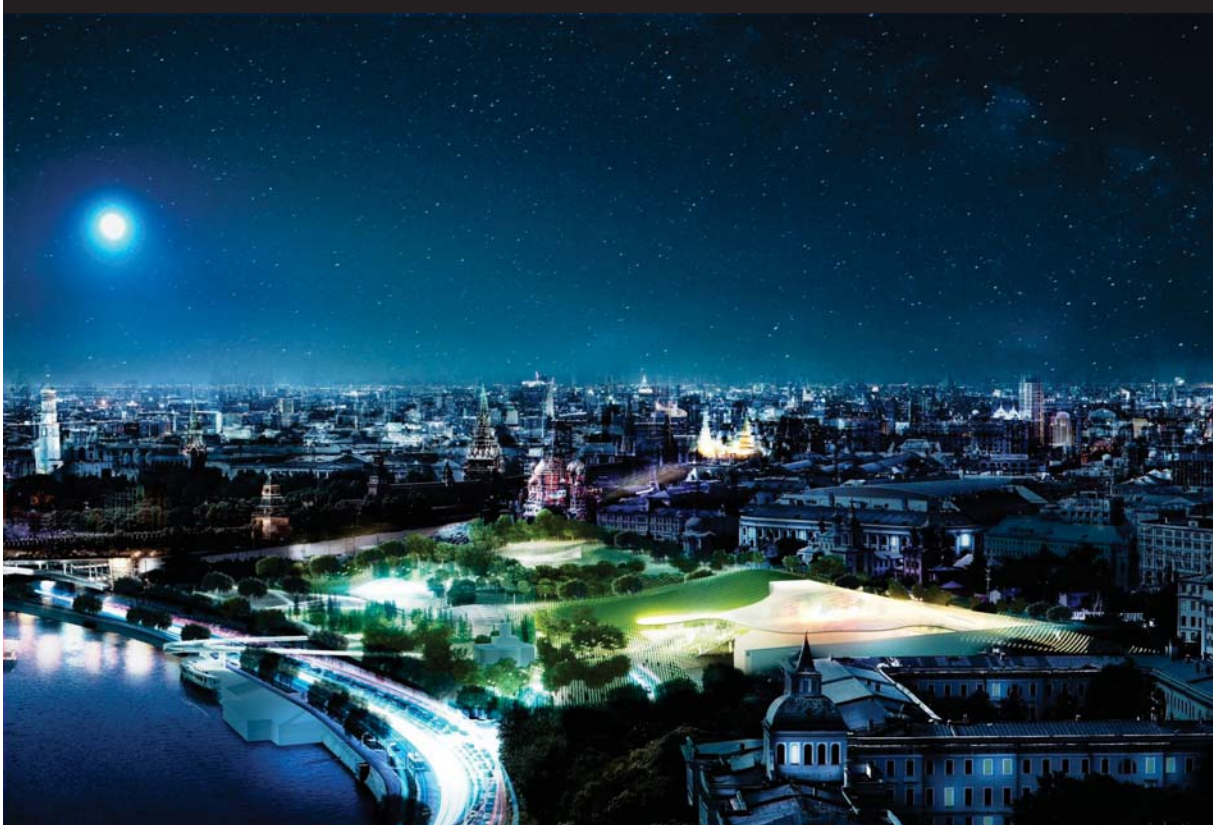


Dilworth Park/SEPTA



Zaryadye Park – Moscow

Place Making/Iconic Identity



Zaryadye Park – Moscow

Place Making/Iconic Identity



ДИКИЙ УРБАНИЗМ WILD URBANISM

South Pointe Park – Miami

Place Making/Iconic Identity



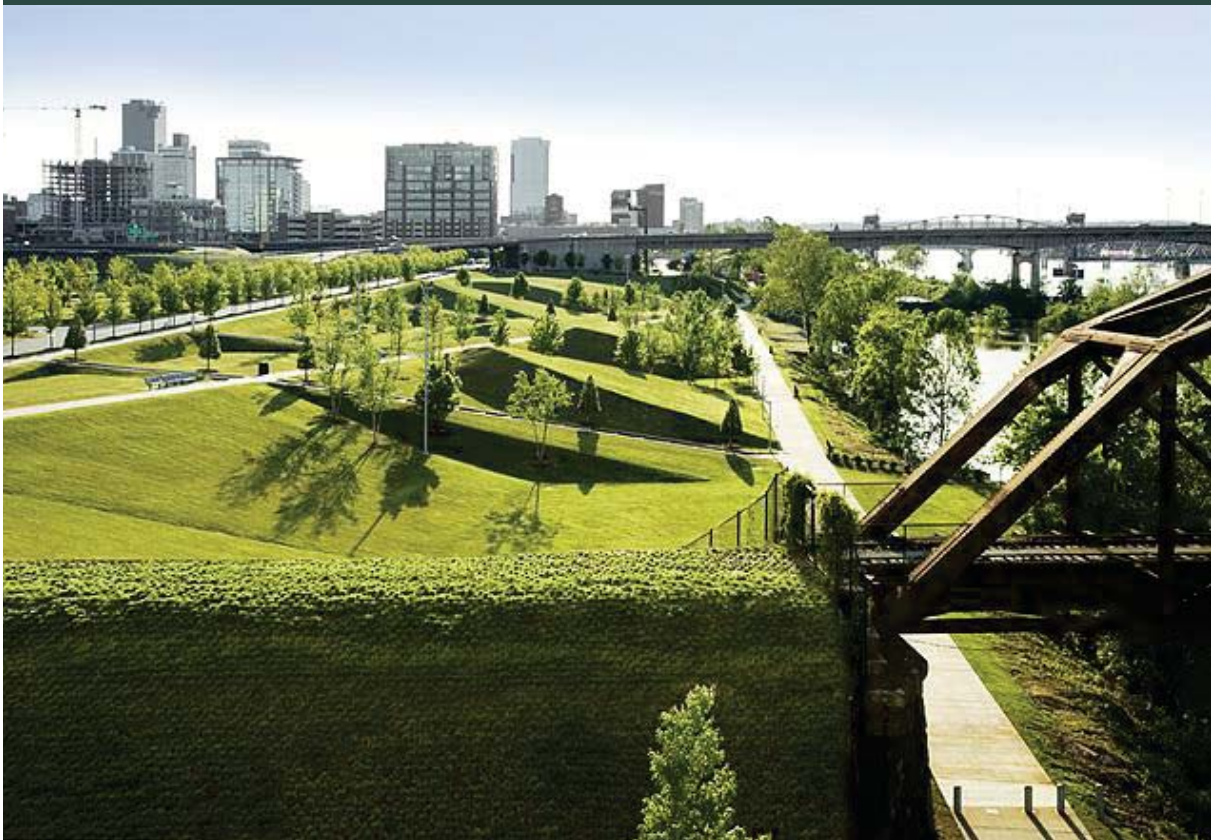
Elizabeth Caruthers Park – Portland, OR

Place Making/Iconic Identity



William Jefferson Clinton Presidential Library – Little Rock

Place Making/Iconic Identity



Louisville Waterfront Park – Louisville, KY

Place Making/Iconic Identity



Chattanooga 21st Century Waterfront

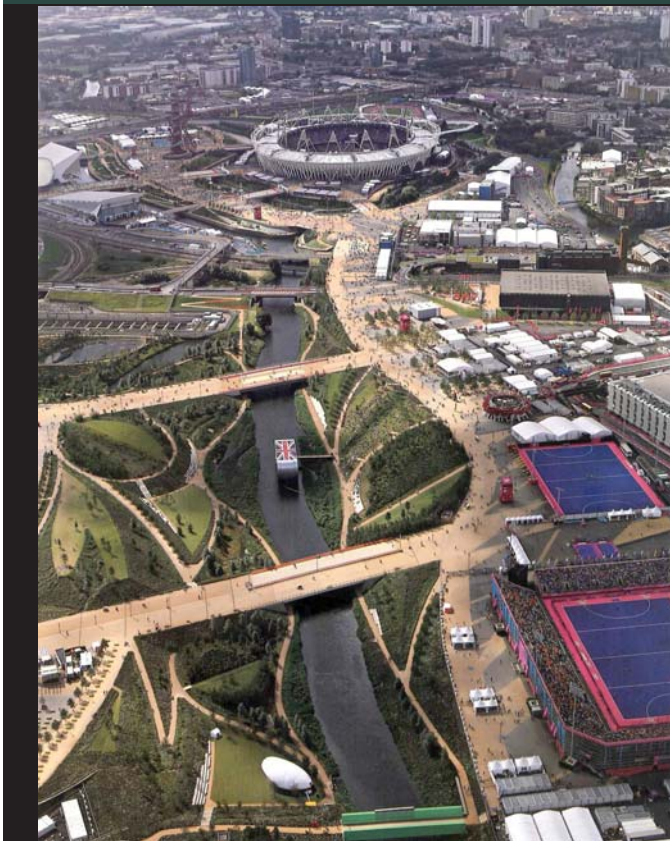
Place Making/Iconic Identity





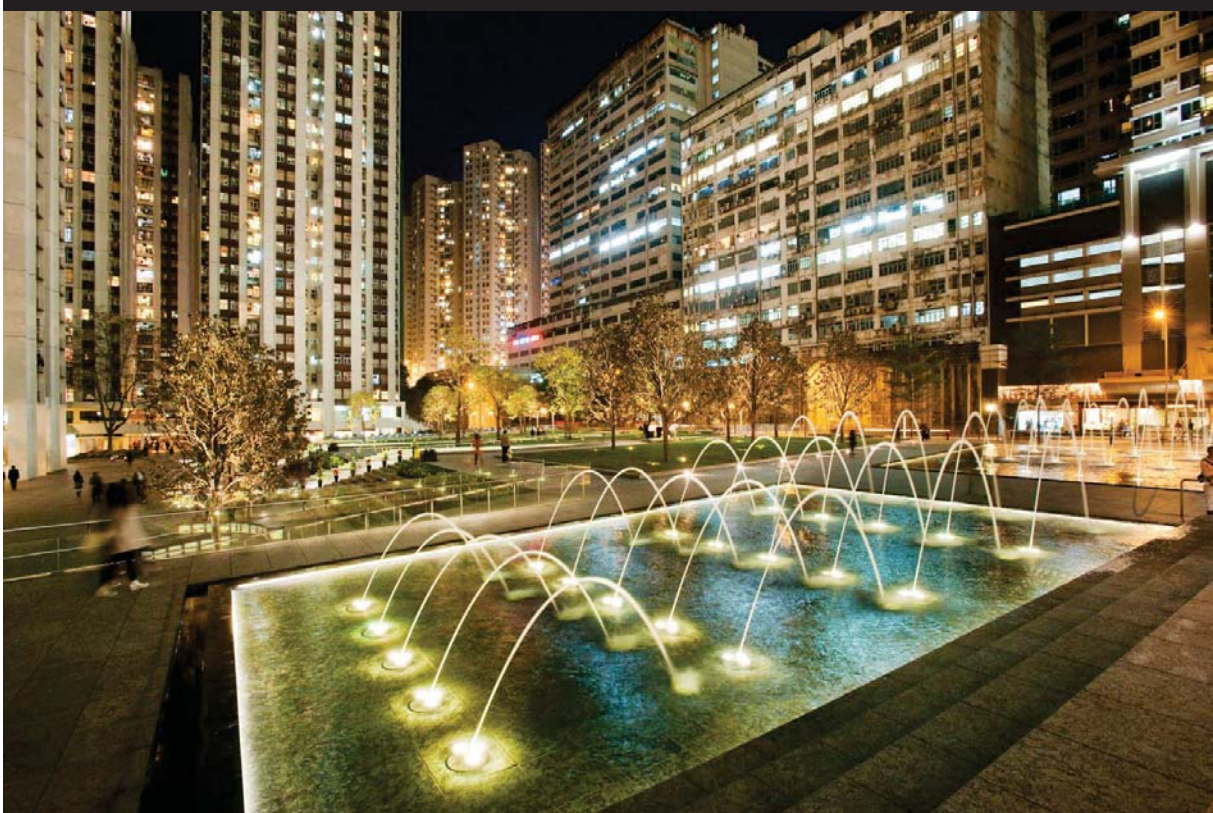
London Olympics - UK

Place Making/Iconic Identity



One Island East – Hong Kong

Place Making/Iconic Identity



Denver Union Station – Denver, CO

Place Making/Iconic Identity



Penn's Landing – Philadelphia, PA

Place Making/Iconic Identity



Penn's Landing – Philadelphia, PA

Place Making/Iconic Identity



New US Embassy, London

Place Making/Iconic Identity



Atwater Commons, Middlebury College

Place Making/Iconic Identity



Morse & Stiles College, Yale University

Place Making/Iconic Identity



