

JFK Plaza/ LOVE Park Redesign

Public Meeting #2

January 20th, 2015

Skyline Room, Central Branch, Free Library of Philadelphia

5:30 – 6:00pm Registration & Check In

6:00 – 6:15pm Introduction & Welcome

Michael DiBerardinis, Deputy Mayor for Environmental and Community Resources and Commissioner of the Department of Parks and Recreation

6:15 – 6:25pm Project Background

Mark Focht, First Deputy Commissioner, Parks and Recreation
Background, timeline, and role of InterPark and Hargreaves

6:25 – 6:40pm Results of Civic Engagement

Bridget Keegan Barber, PennPraxis
Civic engagement results and conclusions

6:40 – 6:50pm Introduction of Design Team

Mark Focht, First Deputy Commissioner, Parks and Recreation

6:50 – 7:30pm Hargreaves Team Overview

Background of Project Team, Understanding of Site, Design Principles

7:30 – 7:40pm Project Schedule

Mark Focht, First Deputy Commissioner, Parks and Recreation

7:40 – 8:00pm Q&A and Thank You

Mark Focht, First Deputy Commissioner, Parks and Recreation



JFK Plaza/ LOVE Park Redesign

**Public Meeting
January 20th, 2015**



PHILADELPHIA
PARKS & RECREATION





Civic Engagement

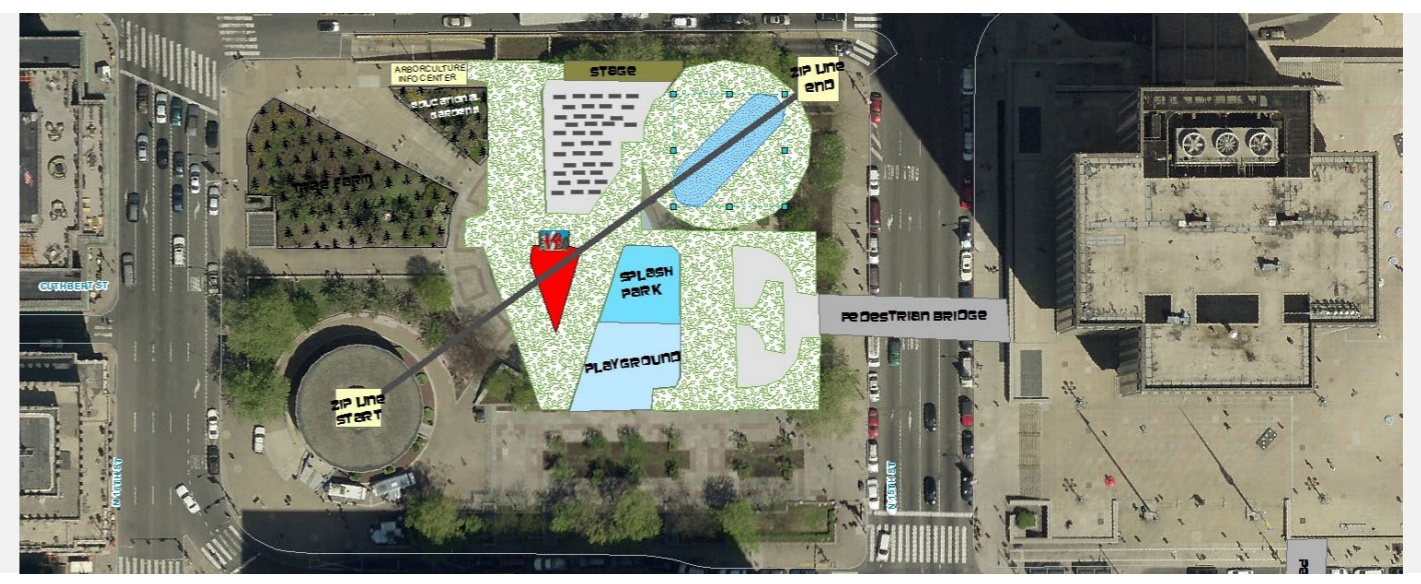
JFK Plaza/LOVE Park: Overview of Engagement

Since September, 2014 more than **650** people have participated via:

On Site
Engagement Days



Email



Social Media Platforms



Public Meeting #1



ENGAGEMENT PROCESS

PRIORITIES

CIVIC GOALS

JFK Plaza/LOVE Park: On Site Engagement

Wednesday, September 17th + Saturday, September 20th, 2014



ENGAGEMENT PROCESS



PRIORITIES



CIVIC GOALS

JFK Plaza/LOVE Park: Public Meeting #1

Wednesday, December 10th, 2014
Montgomery Auditorium, Free Library
200+ Attendees

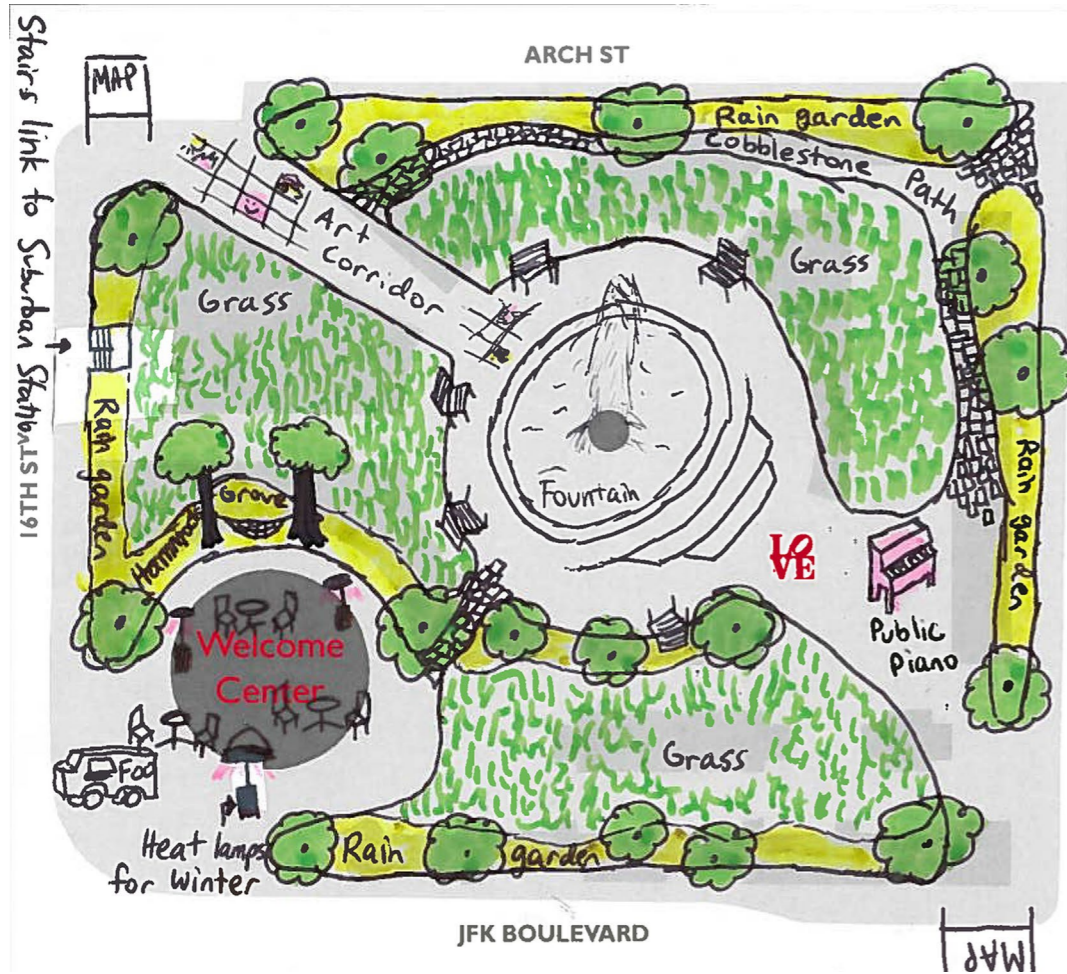


ENGAGEMENT PROCESS

PRIORITIES

CIVIC GOALS

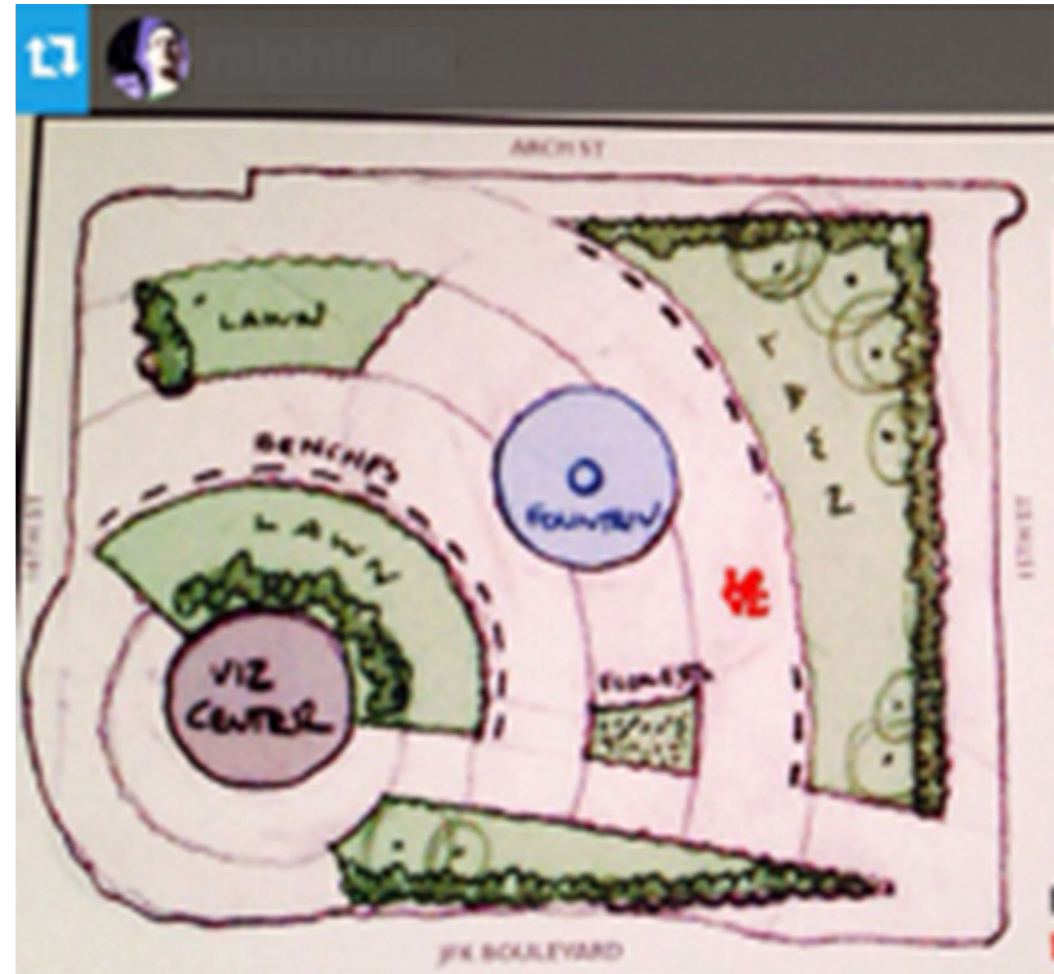
JFK Plaza/LOVE Park: Social Media & Email



THE
NEW LOVE PARK

#newlovepark

For more information go to planphilly.com/lovepark



ARCH ST

15TH ST

JFK BOULEVARD

THE NEW LOVE PARK

For more information go to planphilly.com/lovepark

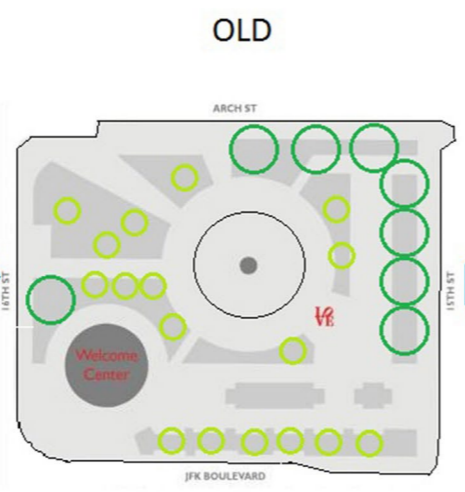
LOVE Park is being redesigned and we want your ideas!

Draw or write your ideas on this image. Then, take a photo and share it using #newlovepark or email your ideas to praxis@design.upenn.edu.

PHILADELPHIA PARKS & RECREATION

FALLENBOURGH HISTORIC CONSERVANCY

PennPraxis



KEY

- grass
- planters
- packed sand/gravel (sim to Logan Sqr)
- bluestone, pavers, nice colored bricks
- cafe seating
- sm/med tree
- large tree

Other possibilities

- > Hide a stormwater tank under the raised cafe outdoor seating (but it removes trees providing shade). Can possibly move trees to edge while hiding tank.
- > People are obsessed with Food trucks. Have a food truck park every now and then on the sand open area or in the cafe patio area.
- > Sand open area can host events, movies, concerts, street performers, Christmas village sheds.
- > Childrens play area can be changed into a jumping fountain (but we already have those at Sister Cities and Dilworth).
- Of course trashcans and benches everywhere.
- Welcome center NEEDs to be moved. A circle building is the worst use of space in a city.



Priorities

JFK Plaza/LOVE Park: Weighted by Demand



JFK Plaza/LOVE Park: Priorities to Civic Goals

**ENABLE
FLEXIBILITY**

**MAKE ROOM
FOR
DEMOCRACY**

**TAKE THE
ROUND
BUILDING
SERIOUSLY**

**ELEVATE
MAINTENANCE
& SECURITY**

**More Open
Programmable Space**

**Celebrate Love
Free Speech
Peaceful**

**Save the Saucer
Tear Down the Building**

**Cleaner
Security
Nightlights
No Skating**

ENGAGEMENT PROCESS

PRIORITIES

CIVIC GOALS

JFK Plaza/LOVE Park: Priorities to Civic Goals

GO GREEN

FACILITATE
GATHERING

CONNECT TO THE
PARKWAY

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

ENGAGEMENT PROCESS

PRIORITIES

CIVIC GOALS



Citizen Defined Goals

ENABLE FLEXIBILITY

Address accessibility by opening up the edges, lowering walls, & removing steps

Avoid abundant permanent fixtures

Allow for spaces to accommodate a variety of scales of use



Pioneer Courthouse Square. Portland, OR

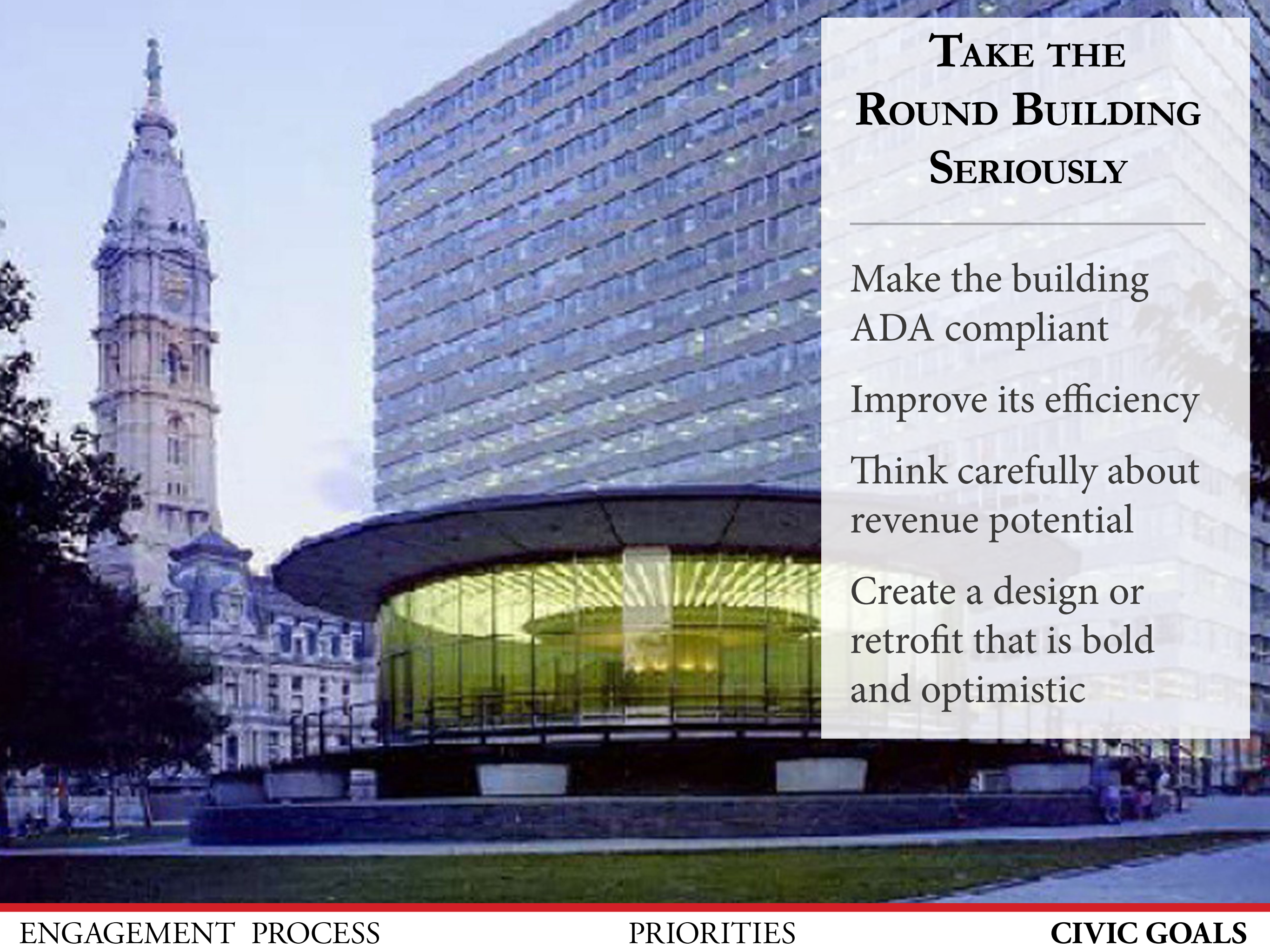


MAKE ROOM FOR DEMOCRACY

Design for open space, void of barriers

Capitalize on views of City Hall

Carefully consider future programming: Ensure that schedules do not eliminate the availability of public gathering spaces



TAKE THE ROUND BUILDING SERIOUSLY

Make the building
ADA compliant

Improve its efficiency

Think carefully about
revenue potential

Create a design or
retrofit that is bold
and optimistic

ELEVATE MAINTENANCE & SECURITY

Incorporate high quality materials

Improve the trash collection system

Strengthen the lighting program

Improve visibility

Develop new partnerships





Go GREEN

Create designated spaces for grassy areas and shade trees

Bring thoughtful & intentional horticultural design into the park

Integrate sustainable design practices

Uptown Normal Circle, Normal, IL



FACILITATE GATHERING

Design for clear, open spaces

Add basic amenities:
restrooms, defined
places to sit,
refreshment kiosks

Santa Fe Plaza. Santa Fe, NM



CONNECT TO THE PARKWAY

Incorporate wayfinding elements

Remove physical barriers at each corner

Improve pedestrian crossings to make the park more accessible

Honor existing sight lines

Principles of Redevelopment

- Provide a signature water element
- Provide plenty of green & horticulture
- Replicate the diagonal pedestrian path
- Reinstall the LOVE Sculpture at its current location
- Lower the JFK Boulevard & 15th Street perimeter grade
- Improve access to the parking garage
- Integrate ventilation shafts with perimeter pedestrian circulation

Civic Goals

+

Principles of Redevelopment

+

Hargreaves Project Team

=

#newlovepark

Thank you!

www.planphilly.com/lovepark