



MORE PARK, LESS WAY:

AN ACTION PLAN TO INCREASE URBAN VIBRANCY ON THE BENJAMIN FRANKLIN PARKWAY

SPECIAL THANKS TO
THE ACADEMY OF
NATURAL SCIENCES
12TH STREET
CATERING
SWEET BOX
CUPCAKES

FOR
PHILADELPHIA
PARKS AND
RECREATION

PREPARED BY
PENNPRAXIS,
SCHOOL OF
DESIGN,
UNIVERSITY OF
PENNSYLVANIA

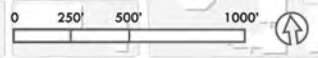
SUPPORTED BY
THE PEW
CHARITABLE
TRUSTS
THE LENFEST
FOUNDATION



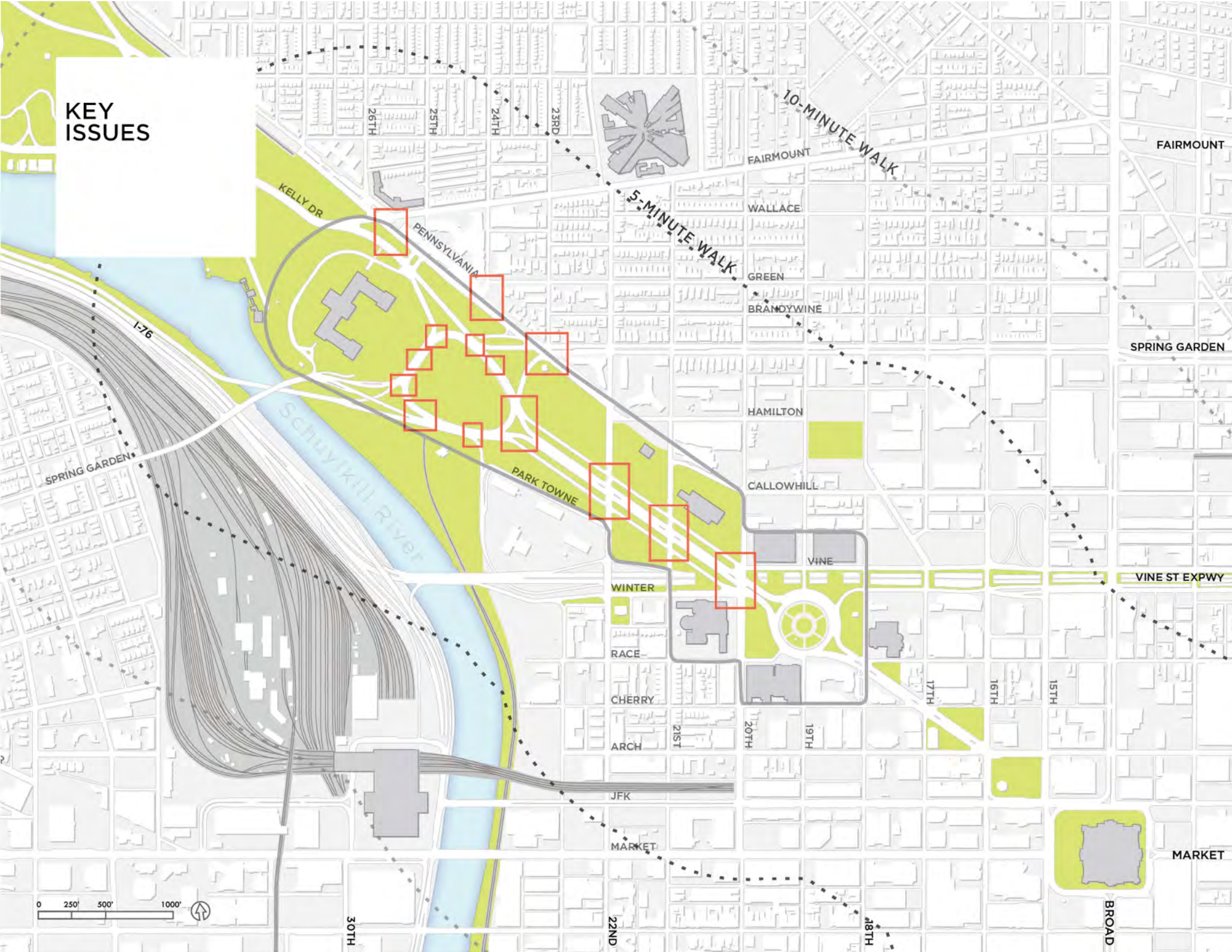
KEY ISSUES



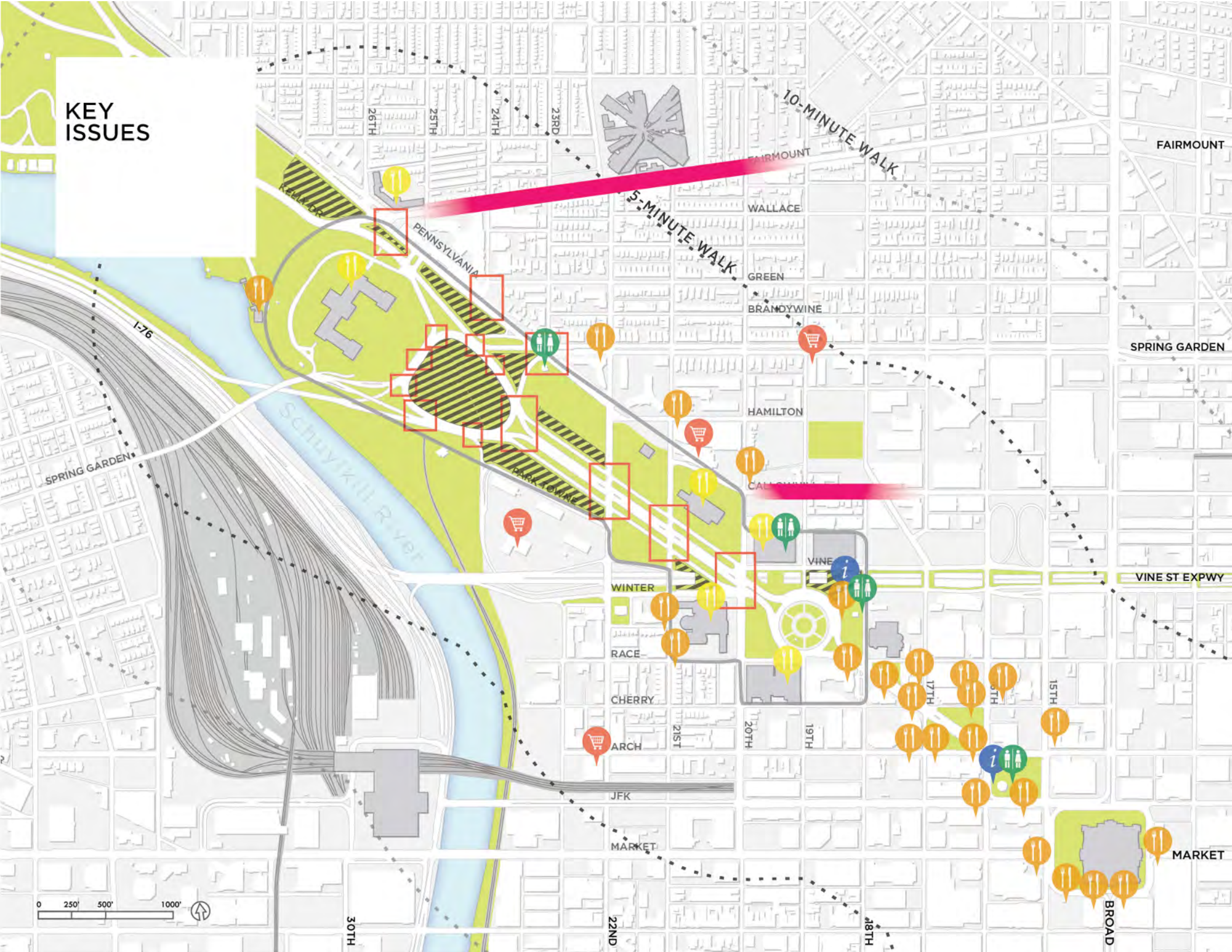
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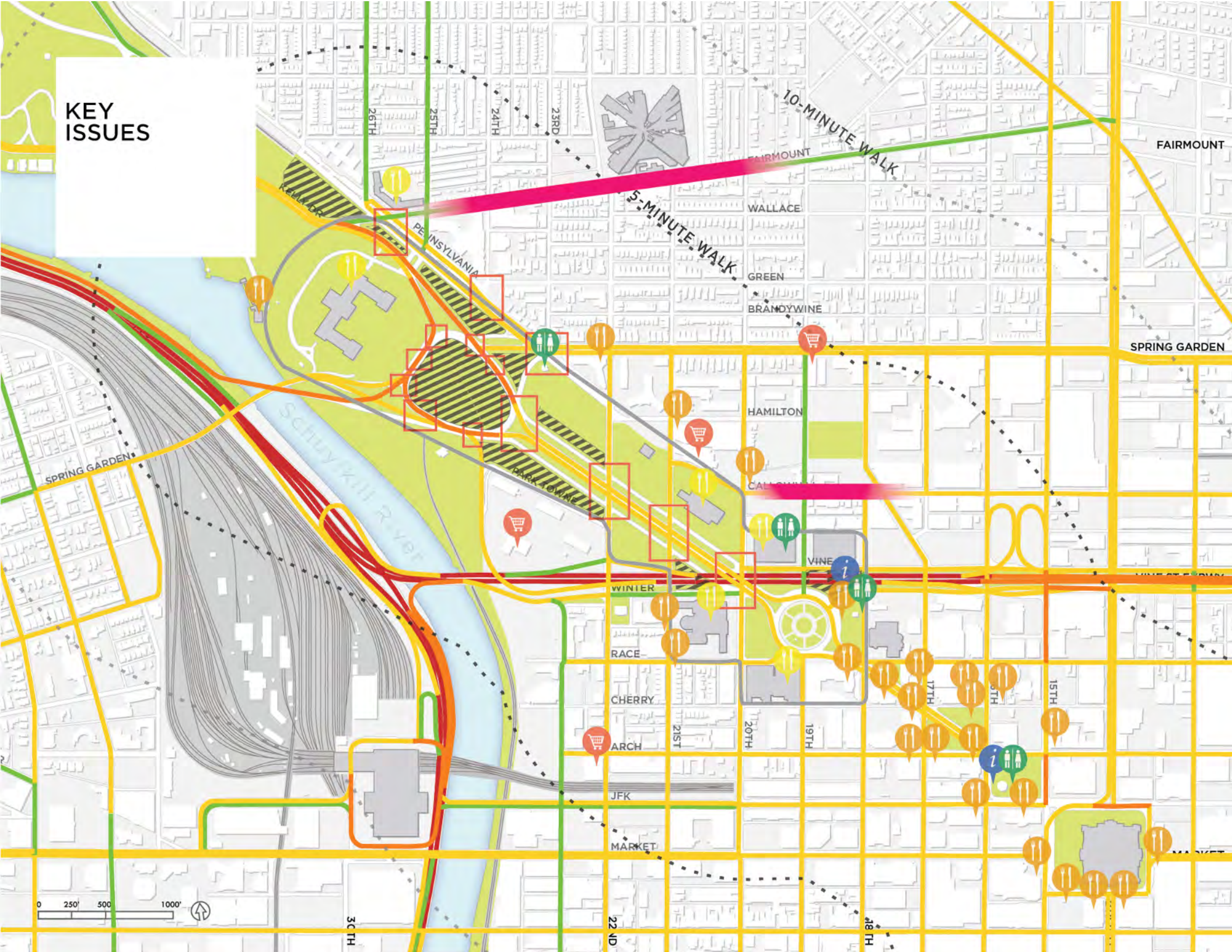
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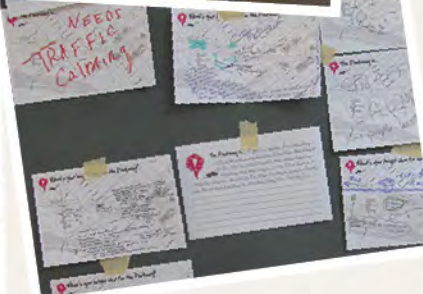
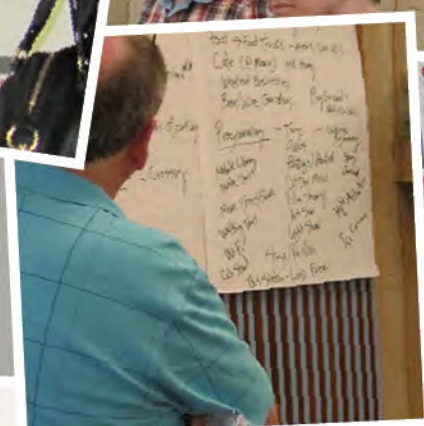
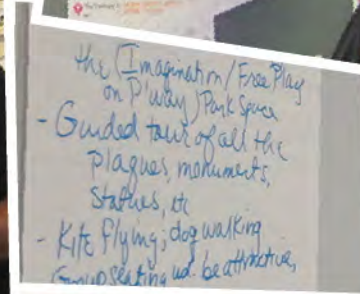
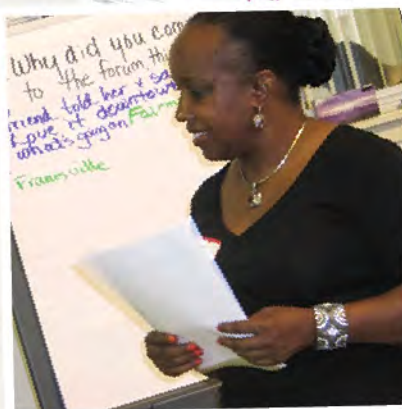
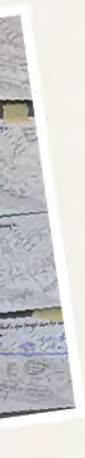
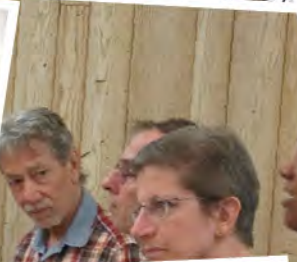
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CIVIC VALUES



CIVIC VALUES

DESIGN FOR PHILADELPHIANS

**MORE PARK,
LESS WAY**

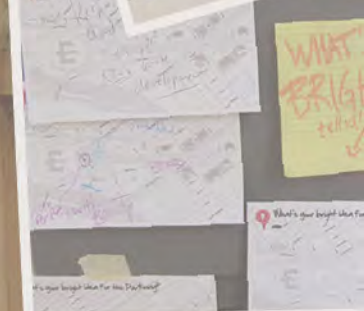
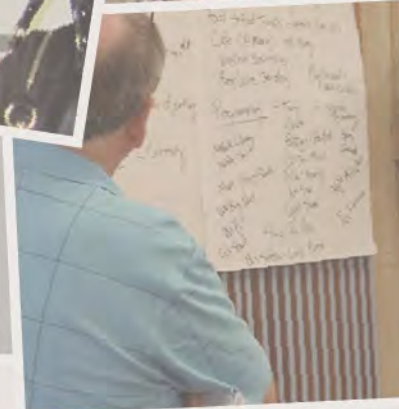
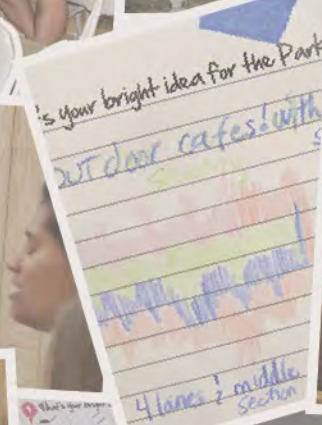
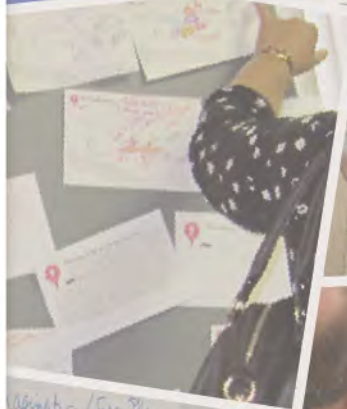
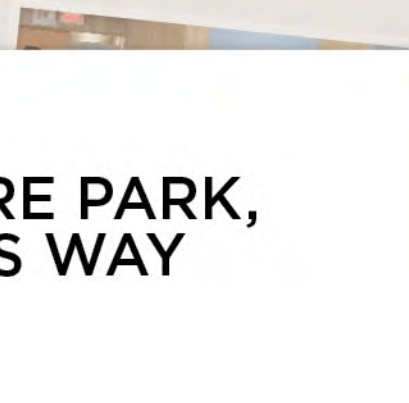


CIVIC
VALUES

DESIGN FOR
PHILADELPHIANS

MORE PARK,
LESS WAY

CIVIC
GRANDEUR,
NEIGHBORHOOD
CHARM



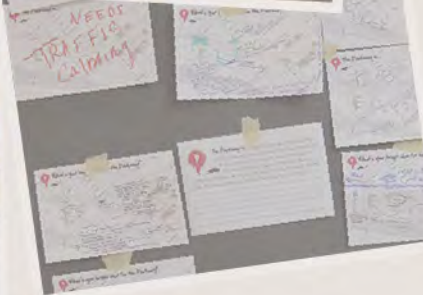
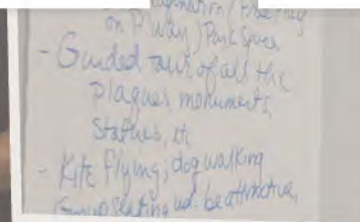
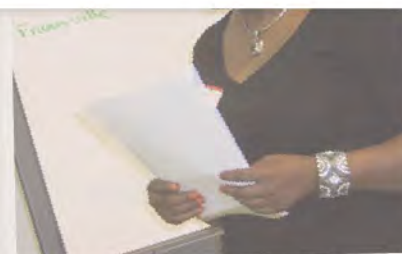
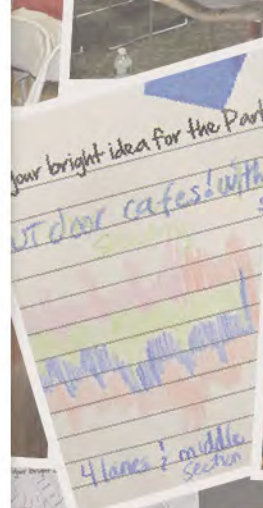
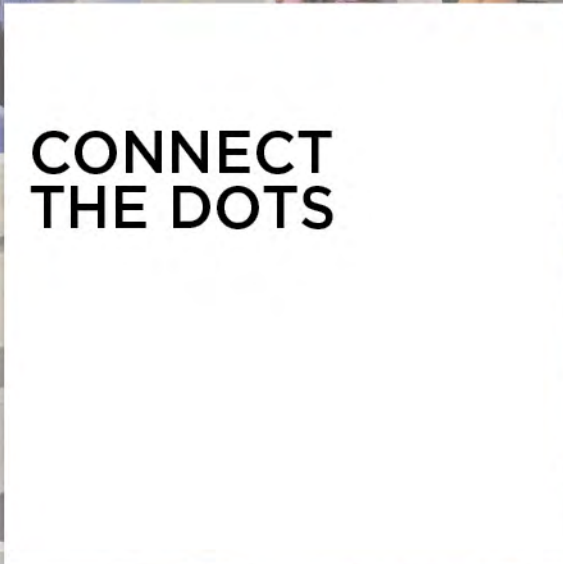
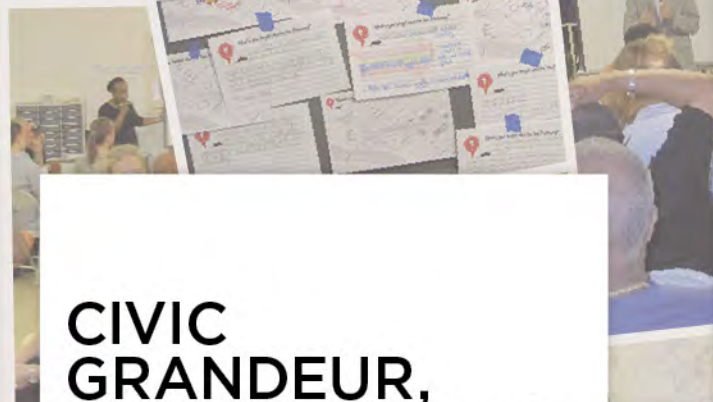
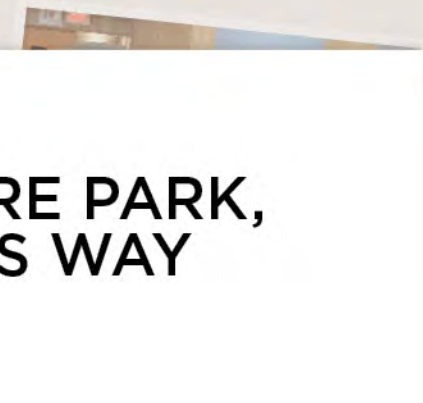
CIVIC
VALUES

DESIGN FOR
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MORE PARK,
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CIVIC
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CHARM

CONNECT
THE DOTS



**CIVIC
VALUES**

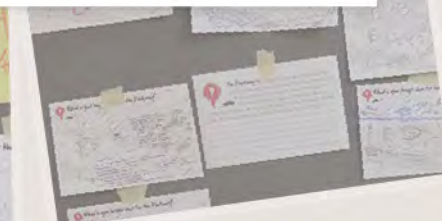
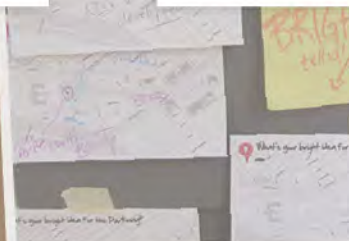
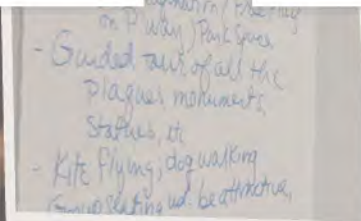
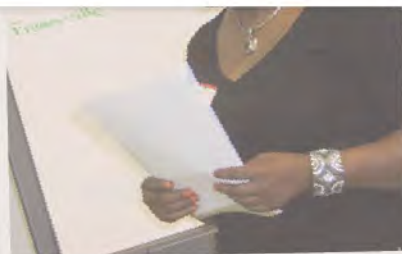
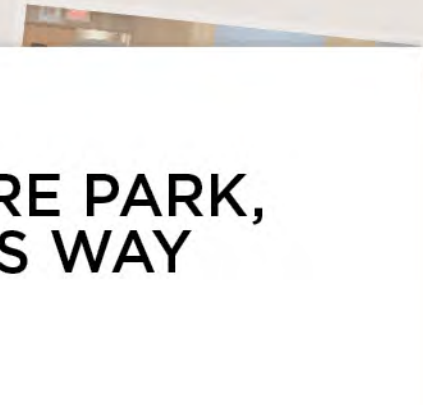
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PHILADELPHIANS**

**MORE PARK,
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**CIVIC
GRANDEUR,
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CHARM**

**CONNECT
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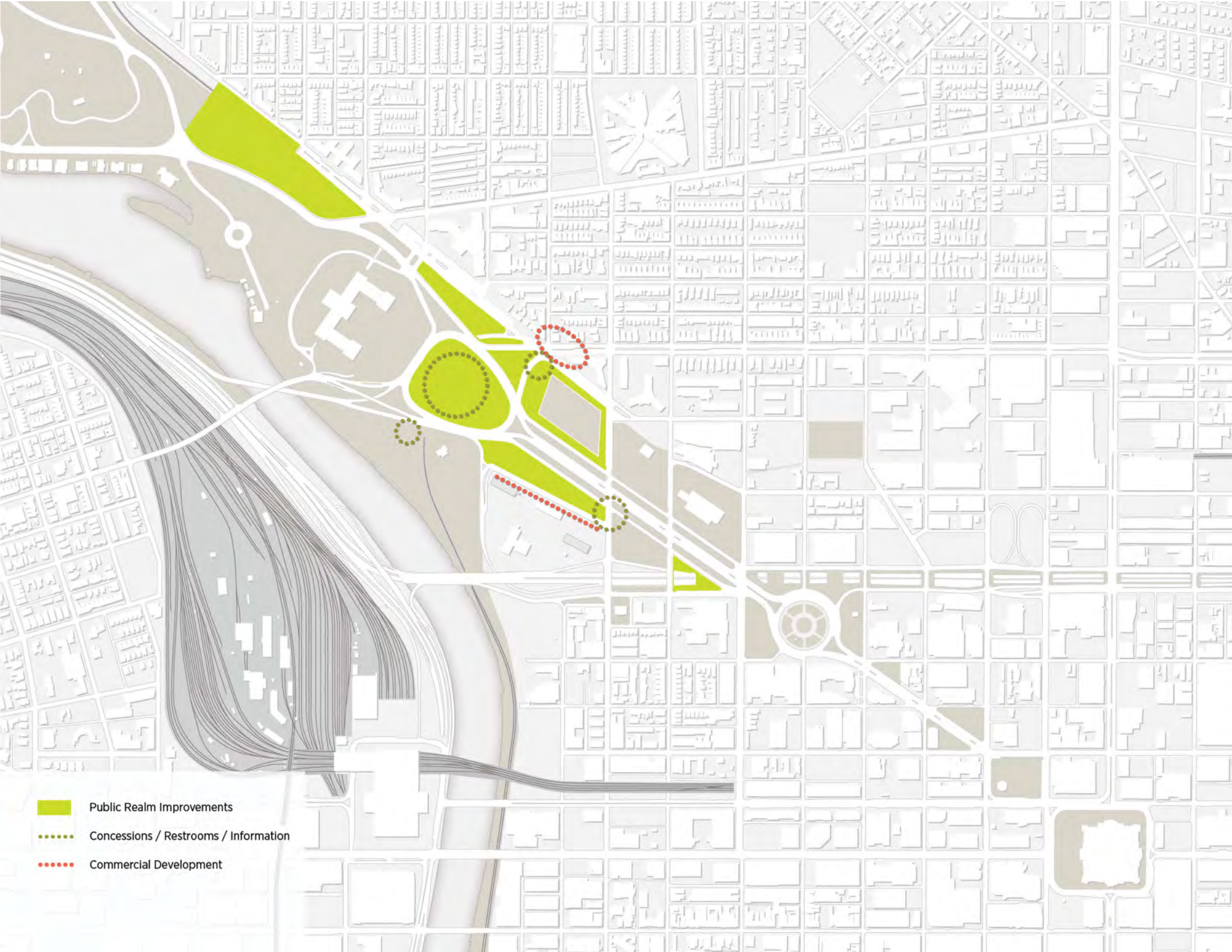
**ENLIVEN THE
PARKWAY**



DESIGN HIGH-QUALITY URBAN PARKS







- Public Realm Improvements
- Concessions / Restrooms / Information
- Commercial Development

1.1

DRAW UPON
THE 70,000
PHILADELPHIANS
LIVING WITHIN A
TEN-MINUTE WALK
OF THE PARKWAY



1.2

CAPITALIZE ON
THE LARGE,
UNDERUTILIZED
OPEN SPACES THAT
ARE ADJACENT TO
NEIGHBORHOODS



1.3

CREATE INVITING,
PEOPLE-FRIENDLY
PUBLIC SPACES



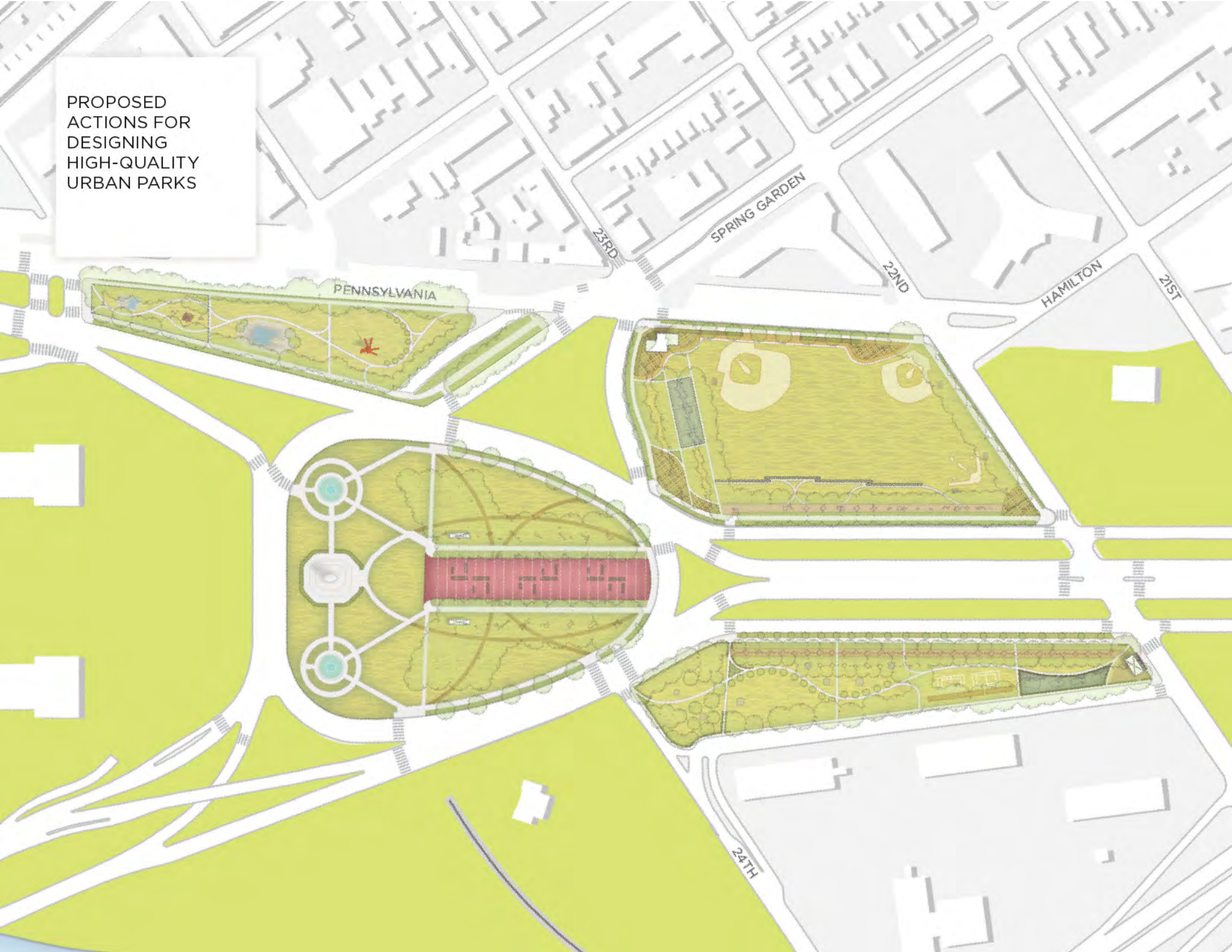
1.4

INTEGRATE
PUBLIC ART
INTO CIVIC
LANDSCAPES

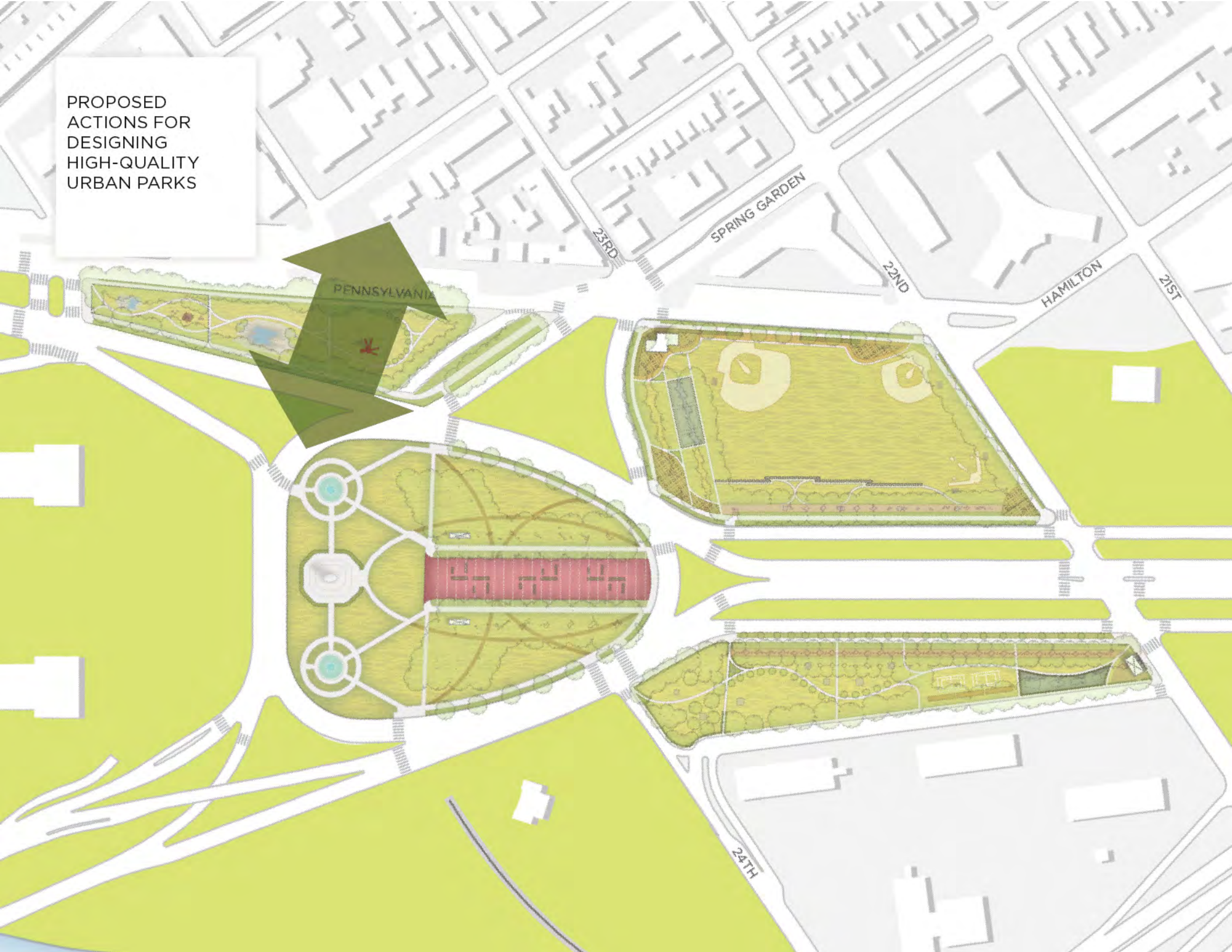


"Anne d'Harnoncourt Sculpture Garden, September 2009." Courtesy of Elise Geyelin, The OLIN Studio.

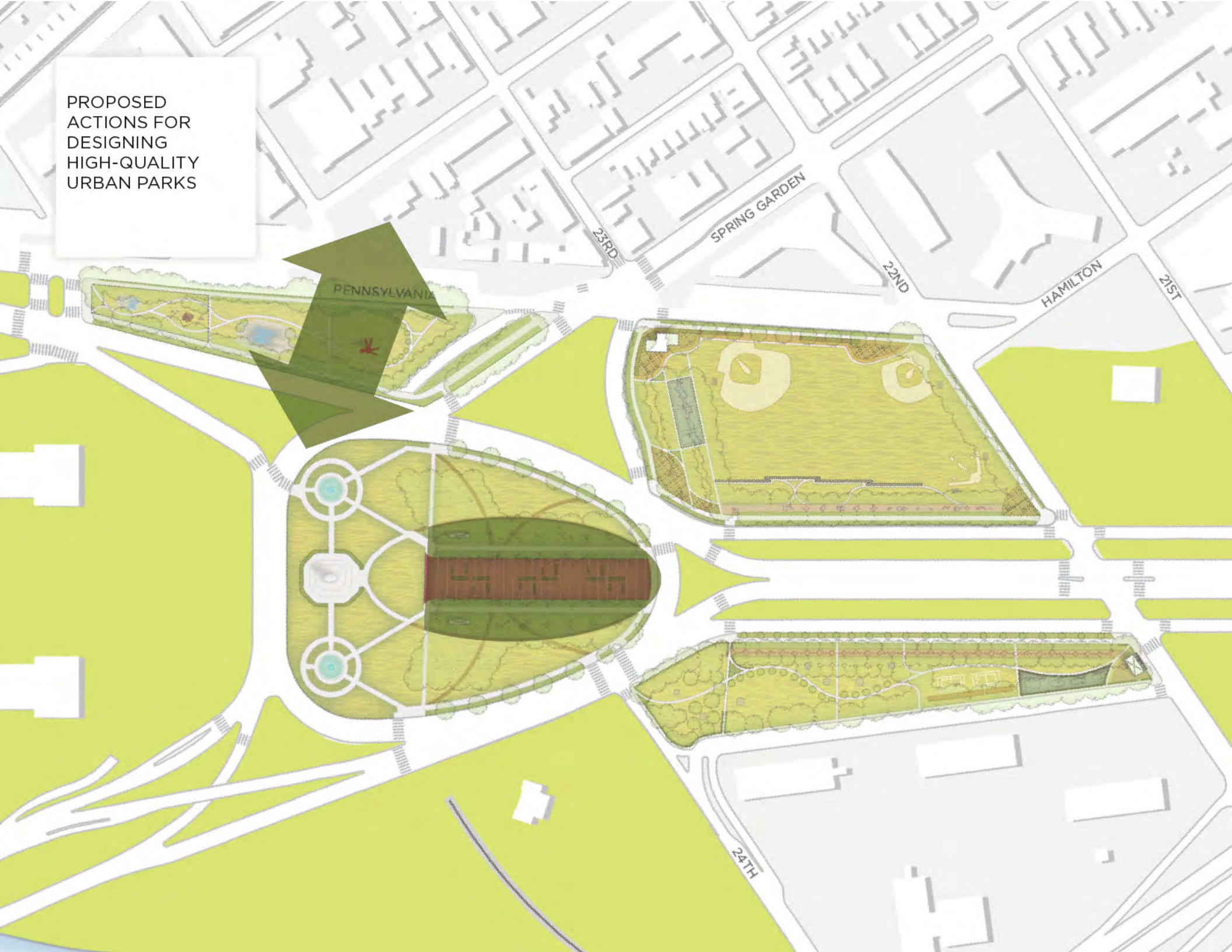
PROPOSED
ACTIONS FOR
DESIGNING
HIGH-QUALITY
URBAN PARKS



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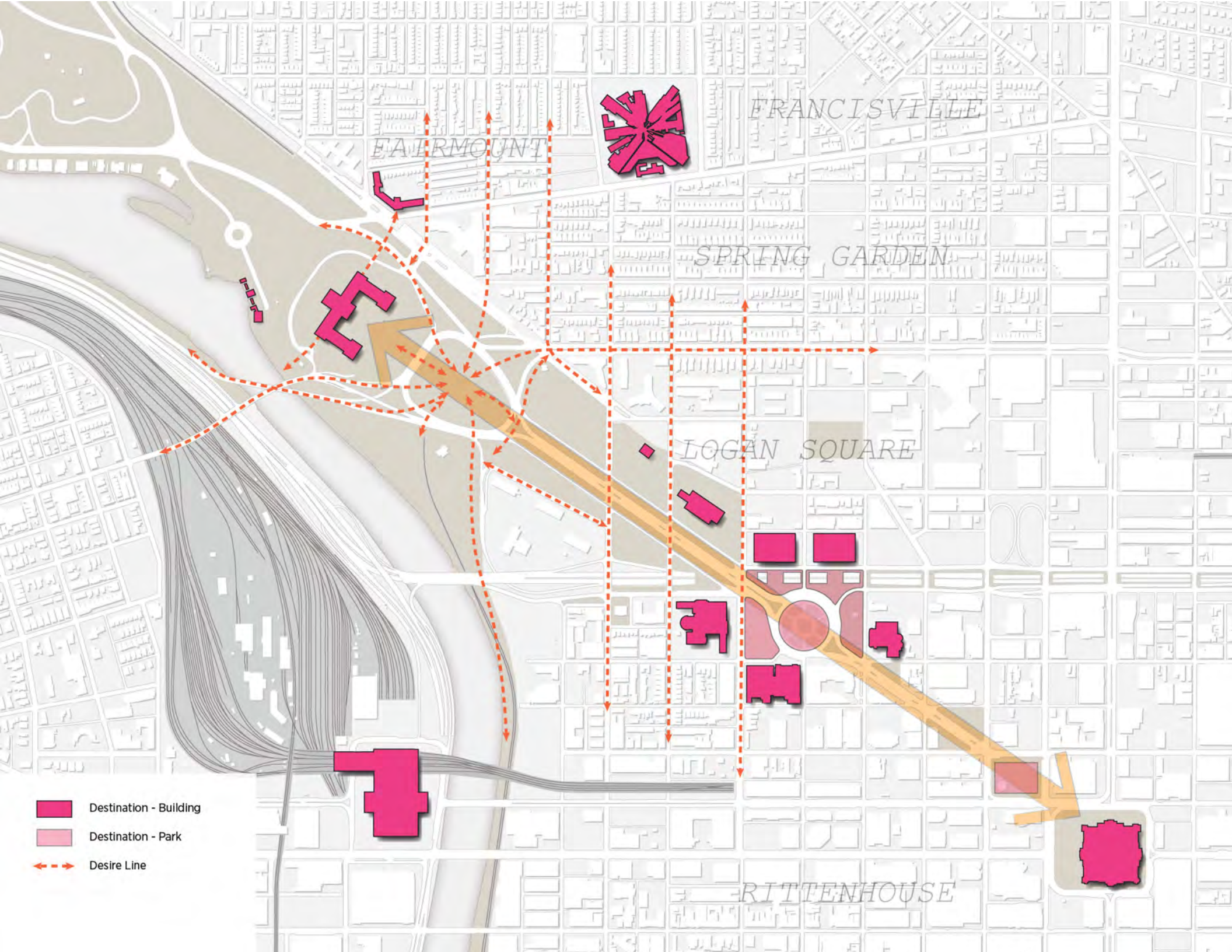
PROPOSED
ACTIONS FOR
DESIGNING
HIGH-QUALITY
URBAN PARKS



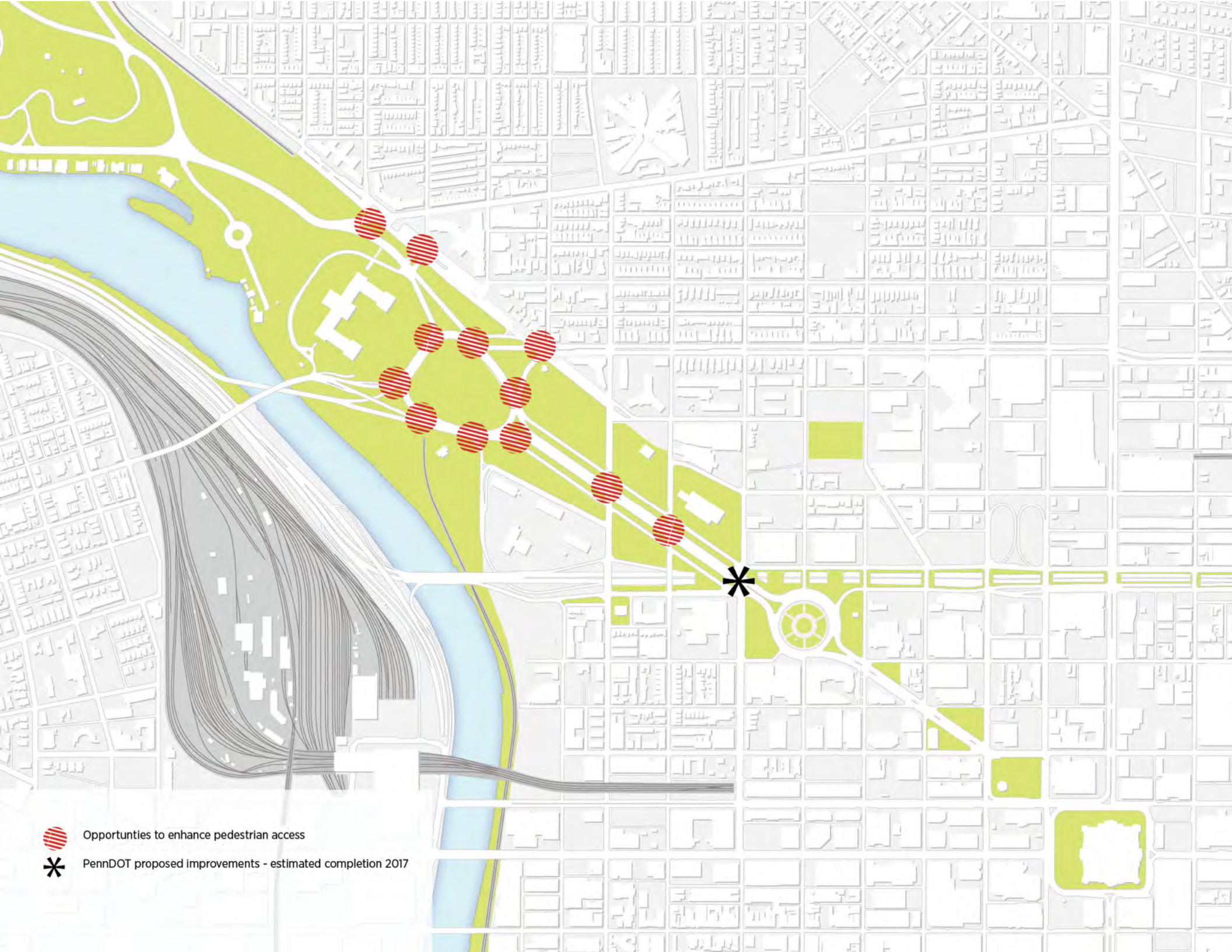
A group of diverse people are clapping outdoors. In the foreground, a person in a white sweater is seen from the back. To their right, a man in a black jacket and flat cap is clapping. Further right, a woman in a red shirt and a man in a light blue shirt are also clapping. The background is filled with more people and green foliage, suggesting a park or public event setting.

2

ENSURE SAFE ACCESS TO PARKS AND INSTITUTIONS



- Destination - Building
- Destination - Park
- Desire Line



Opportunities to enhance pedestrian access



PennDOT proposed improvements - estimated completion 2017

2.1

COMPLETE THE
TRAFFIC CALMING
PROGRAM ALONG
THE PARKWAY



"Logan Square after traffic improvements." Courtesy of Frank Jaskiewicz of JZTL.

2.2

LINK THE
PARKWAY TO
ADJOINING
RIVER TRAILS



2.3

COMPLETE
THE BIKE LANE
NETWORK ALONG
THE PARKWAY



2.4

REDUCE THE WIDTH
OF PENNSYLVANIA
AVENUE AND
CREATE NEW
PARKING AREAS

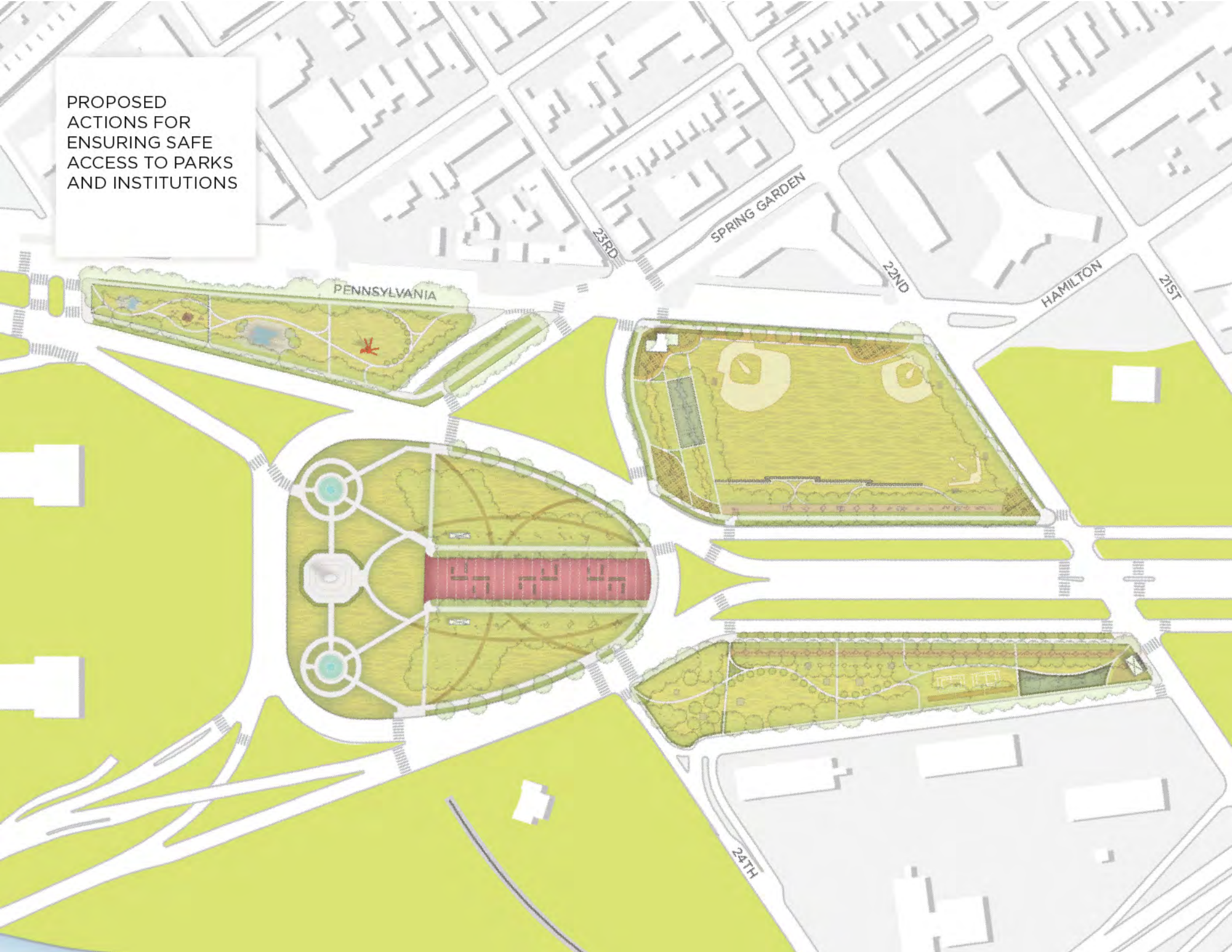


2.5

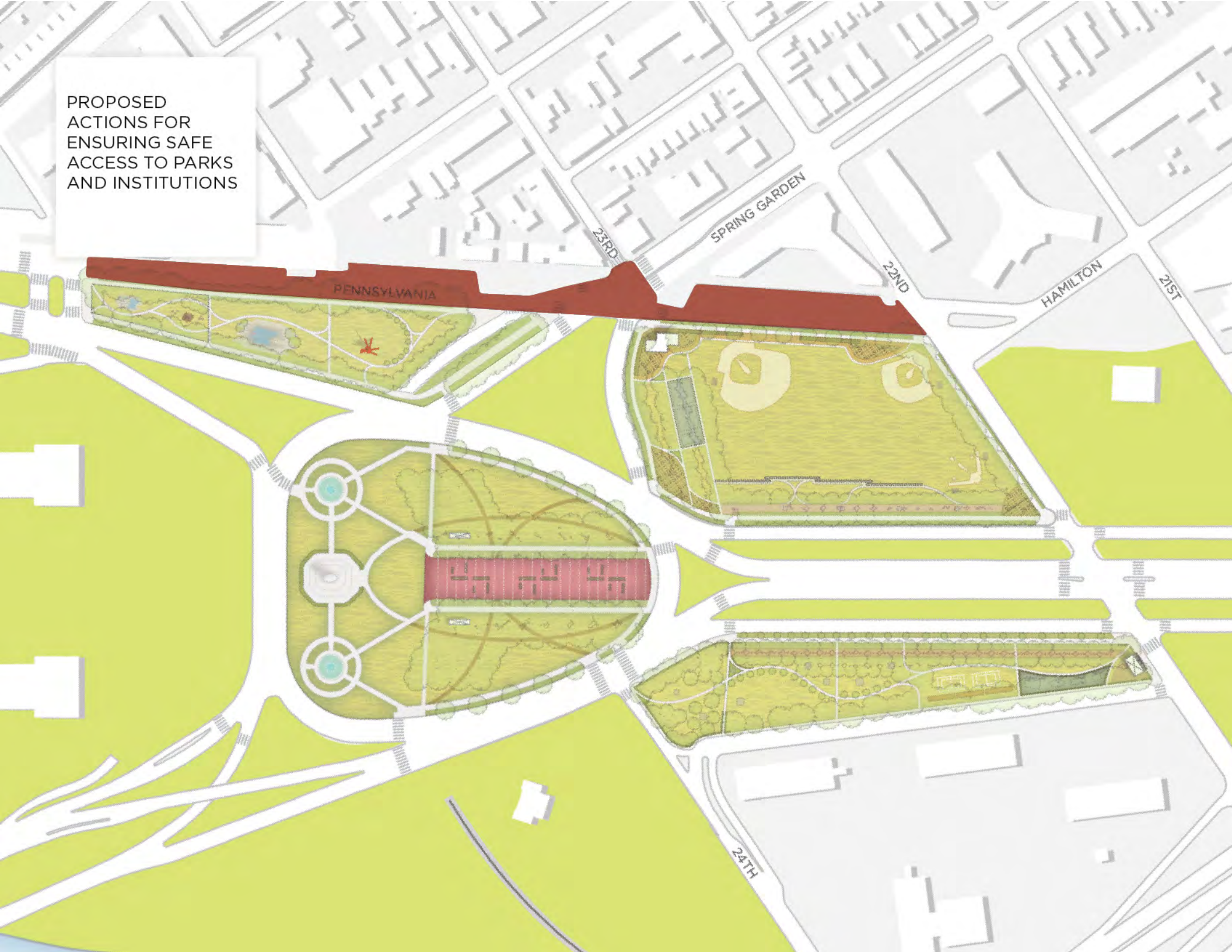
PROVIDE RELIABLE
AND DEPENDABLE
PUBLIC
TRANSPORTATION
TO AND FROM
THE PARKWAY



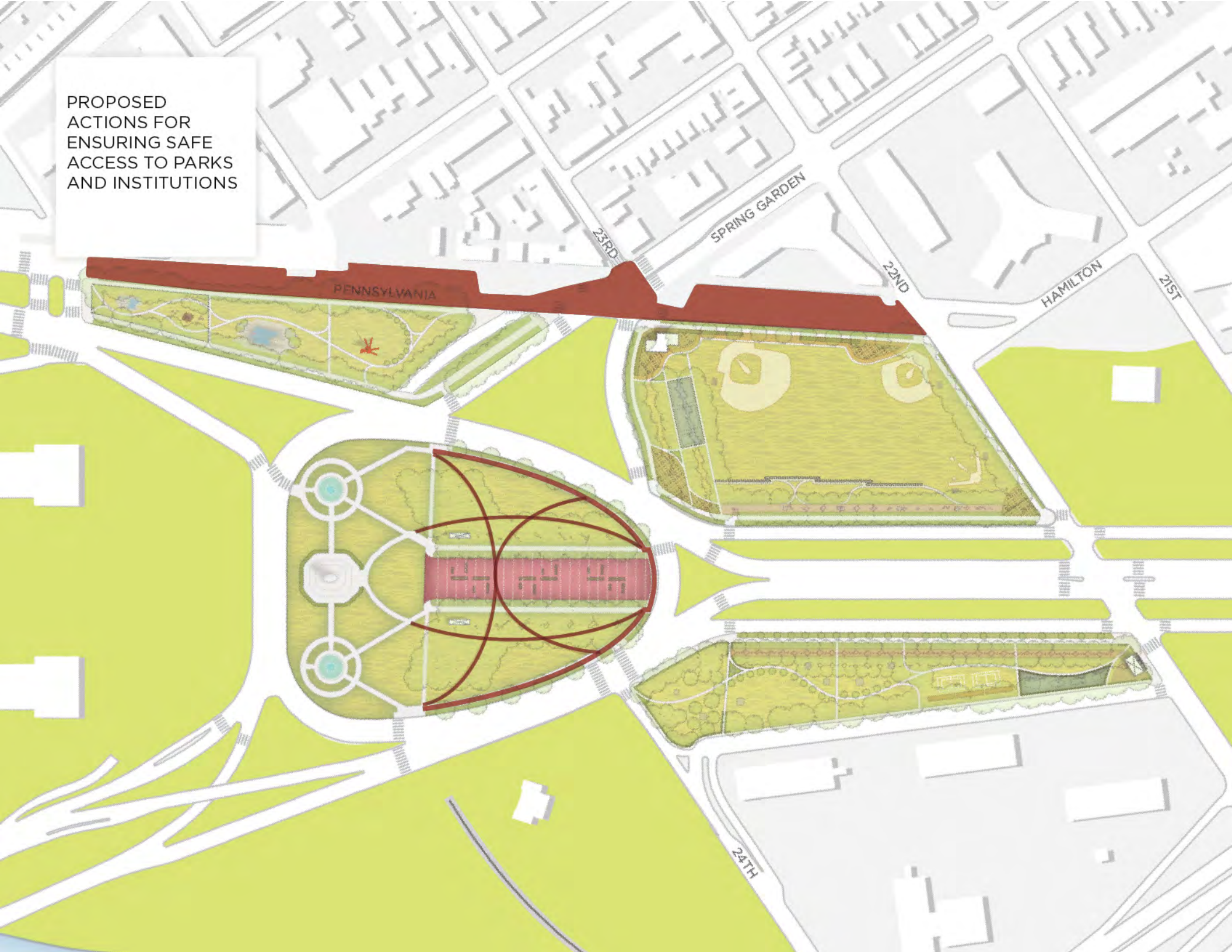
PROPOSED
ACTIONS FOR
ENSURING SAFE
ACCESS TO PARKS
AND INSTITUTIONS



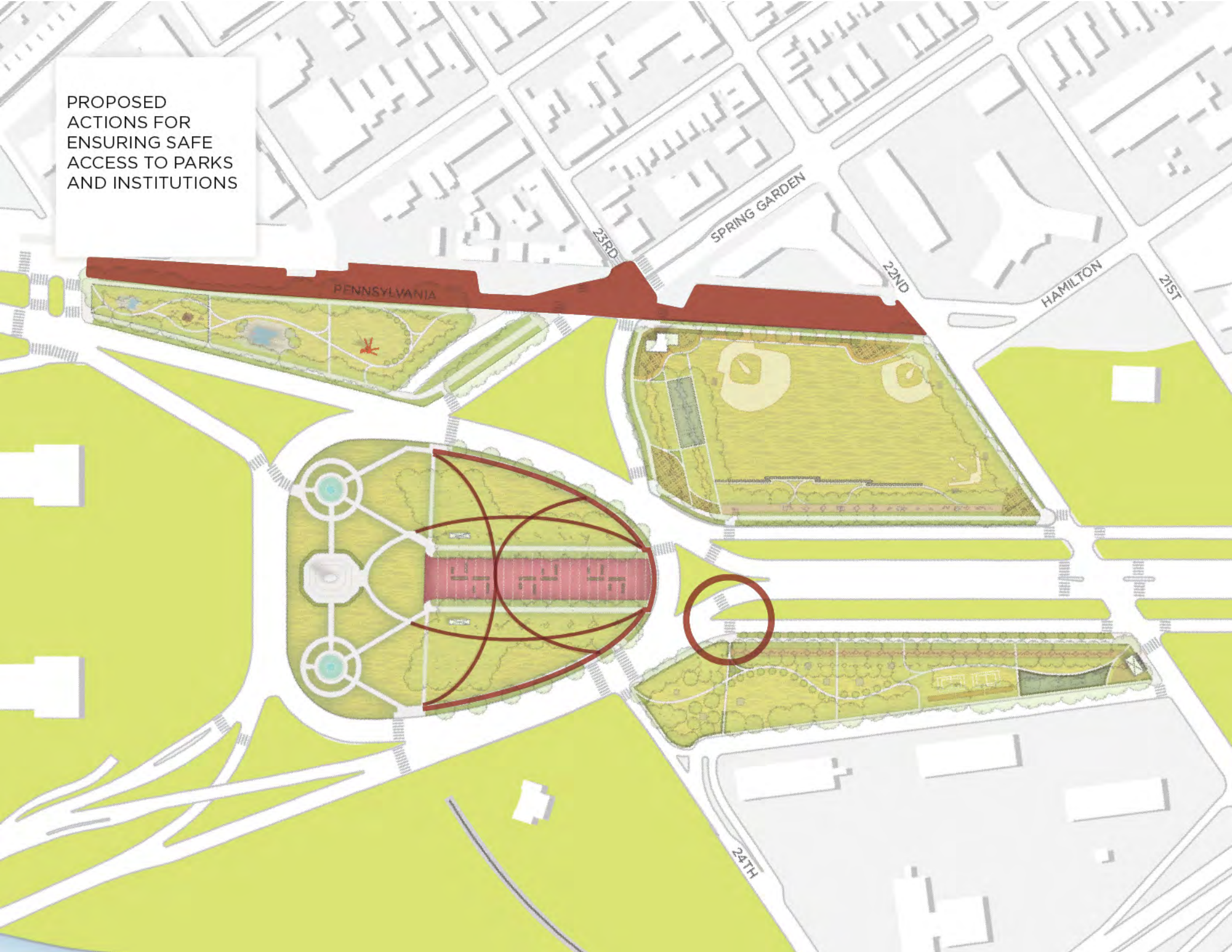
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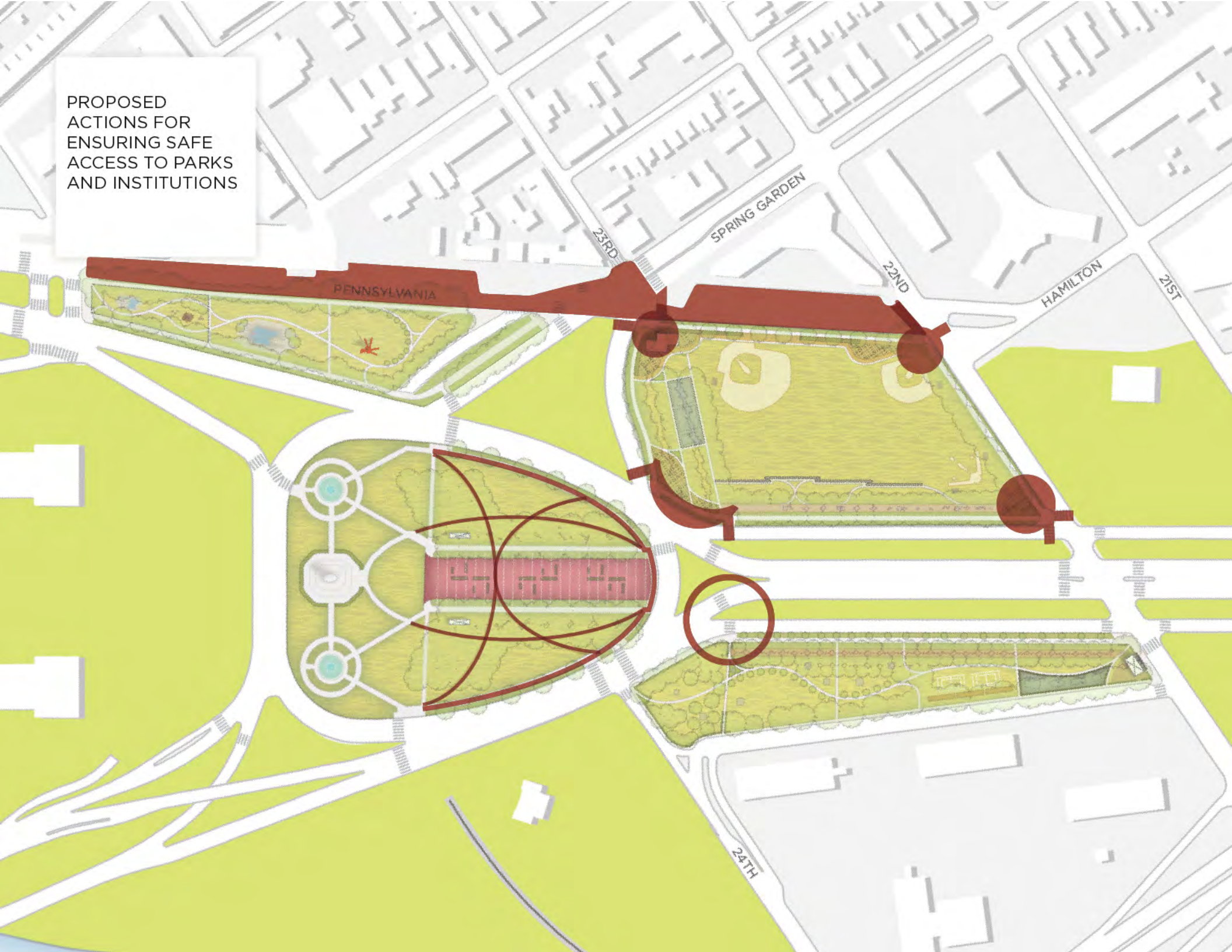
PROPOSED
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PROPOSED ACTIONS FOR ENSURING SAFE ACCESS TO PARKS AND INSTITUTIONS



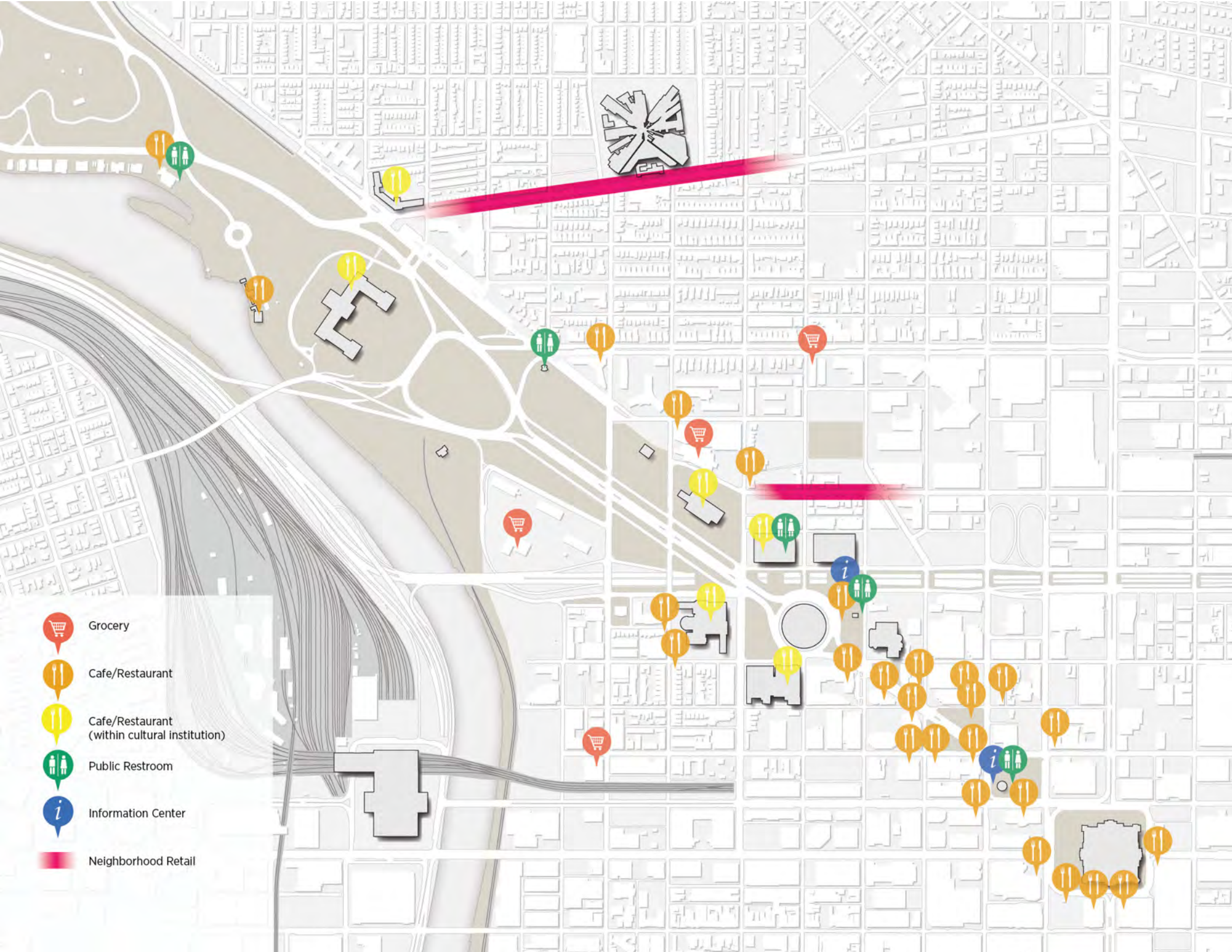
PROPOSED
ACTIONS FOR
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ACCESS TO PARKS
AND INSTITUTIONS



3

PROVIDE A VARIETY OF AMENITIES





Grocery



Cafe/Restaurant



Cafe/Restaurant
(within cultural institution)



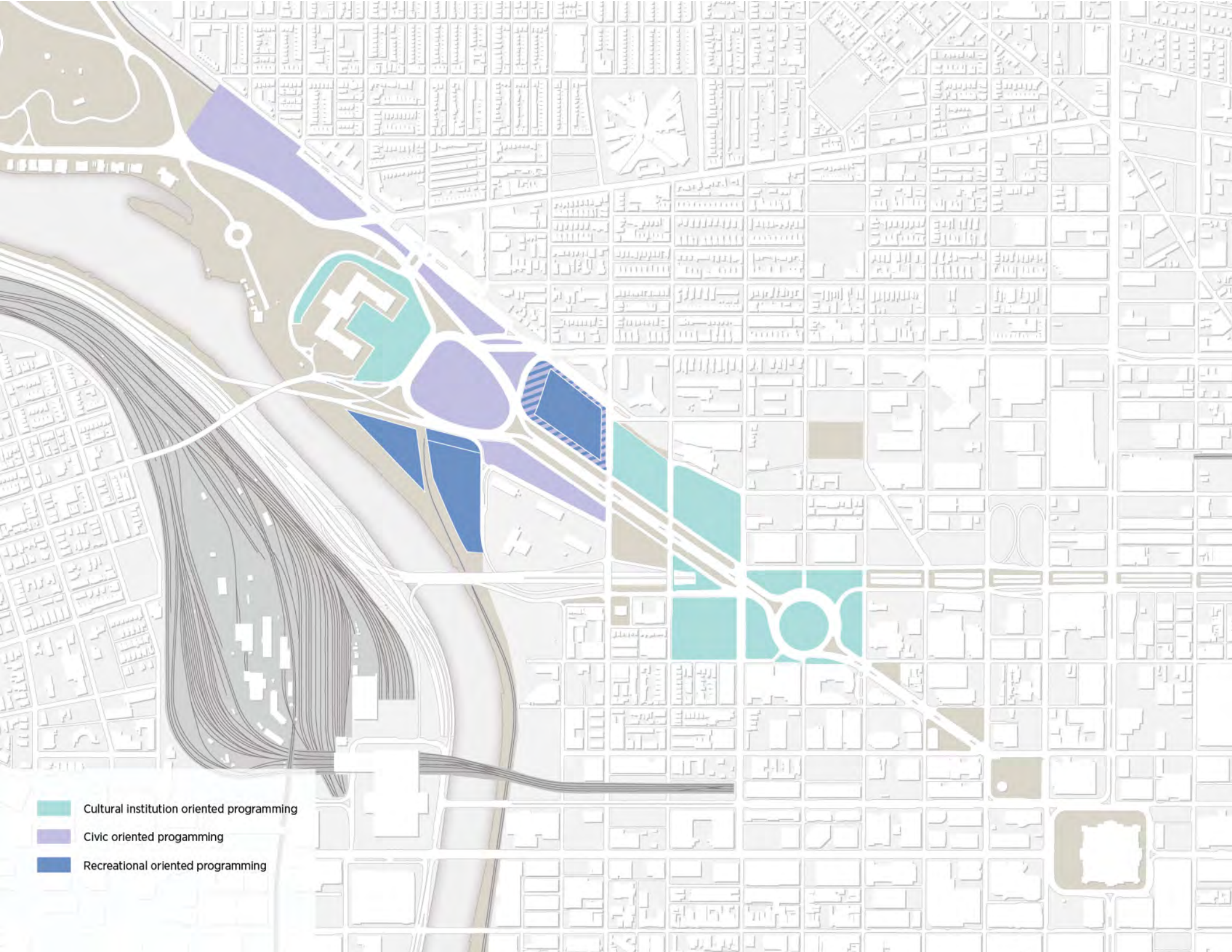
Public Restroom



Information Center



Neighborhood Retail



- Cultural institution oriented programming
- Civic oriented programming
- Recreational oriented programming

3.1

FILL IN THE GAP
IN AMENITIES
BETWEEN
LOGAN SQUARE
AND THE
ART MUSEUM



"The Porch at 30th Street Station." Courtesy of the University City District.

3.2

PROVIDE
HIGH-QUALITY,
DEPENDABLE
PROGRAMMING



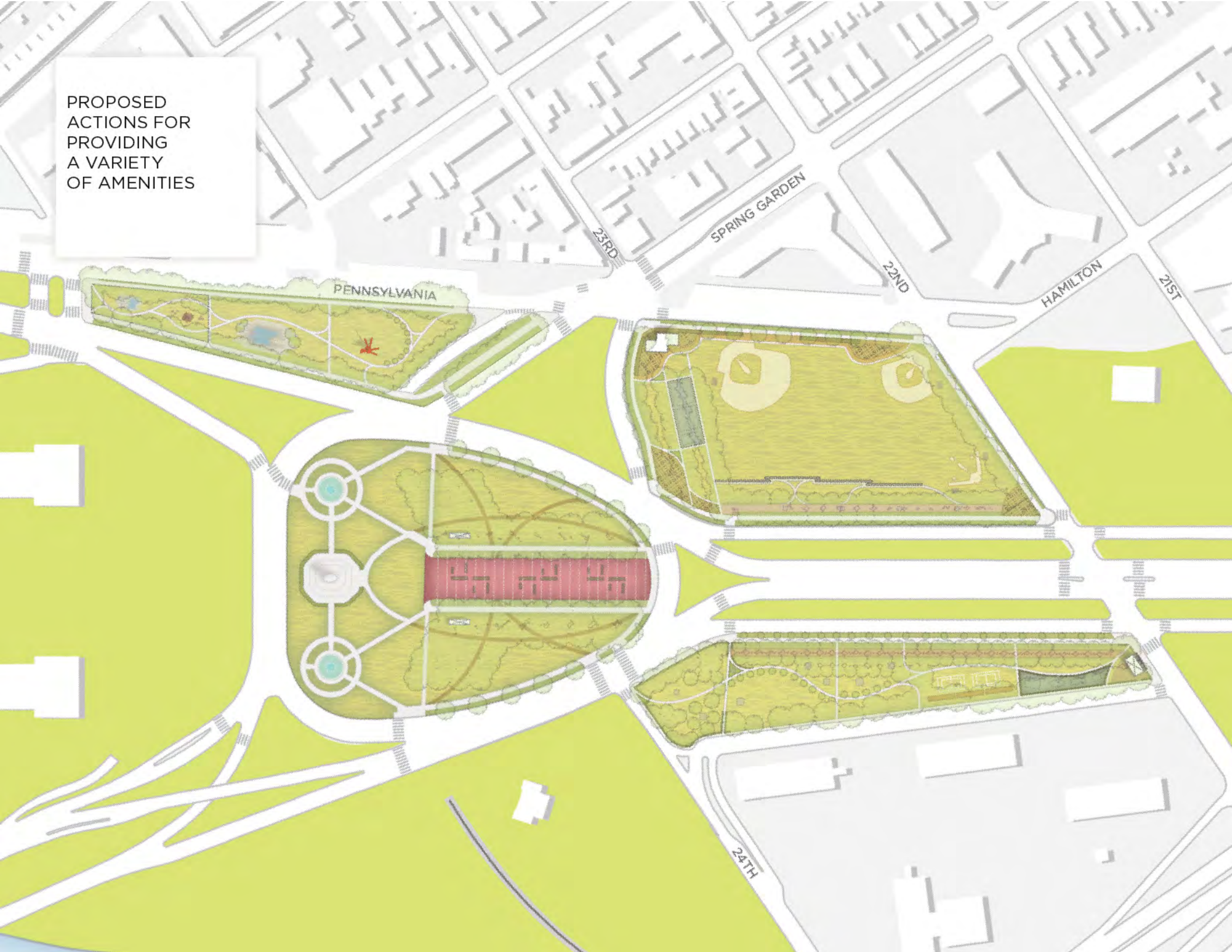
"Yoga at Schenley Plaza, Pittsburgh, PA." Melissa McMasters at PCC. Accessed from Flickr.

3.3

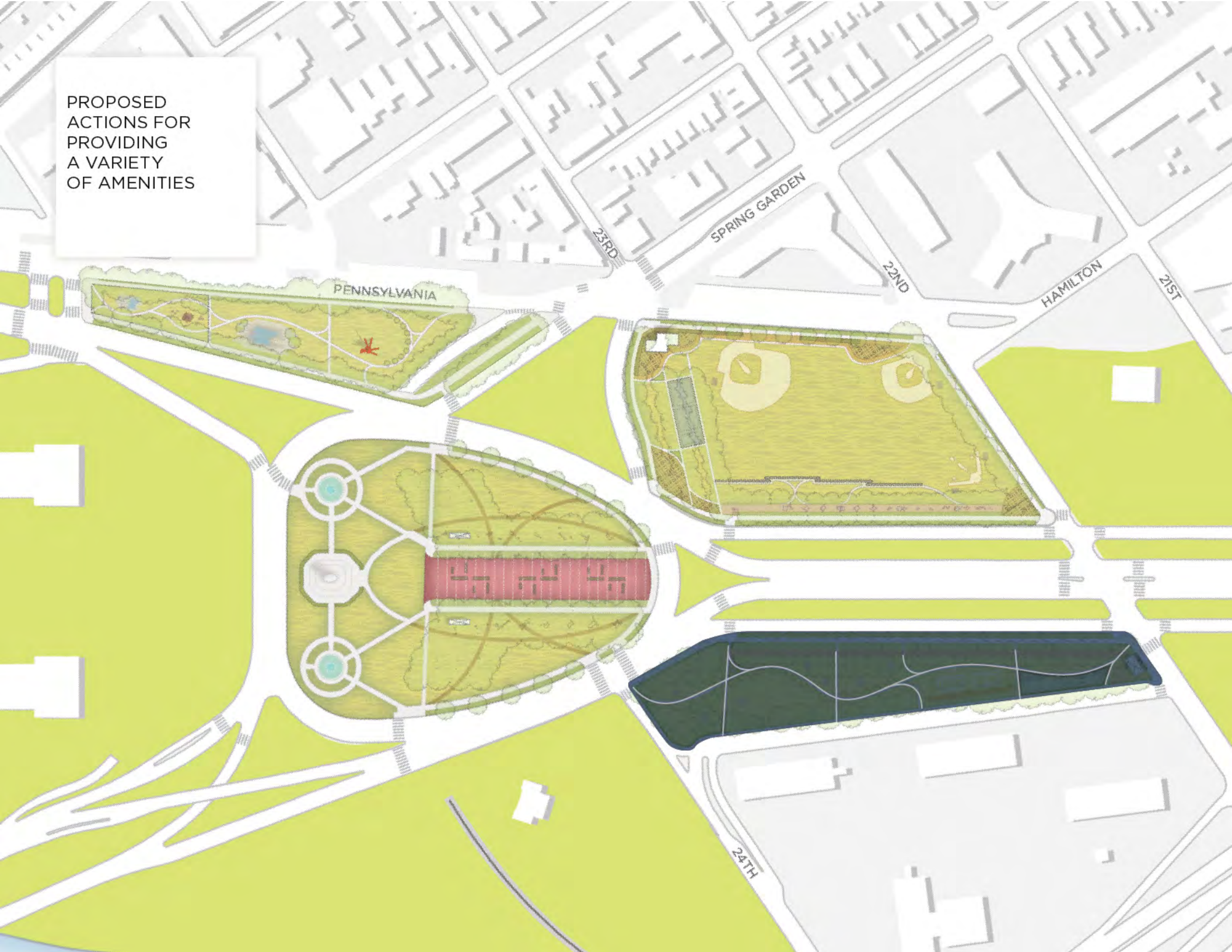
PROVIDE FOOD
AND PUBLIC
CONVENIENCES



PROPOSED
ACTIONS FOR
PROVIDING
A VARIETY
OF AMENITIES



PROPOSED
ACTIONS FOR
PROVIDING
A VARIETY
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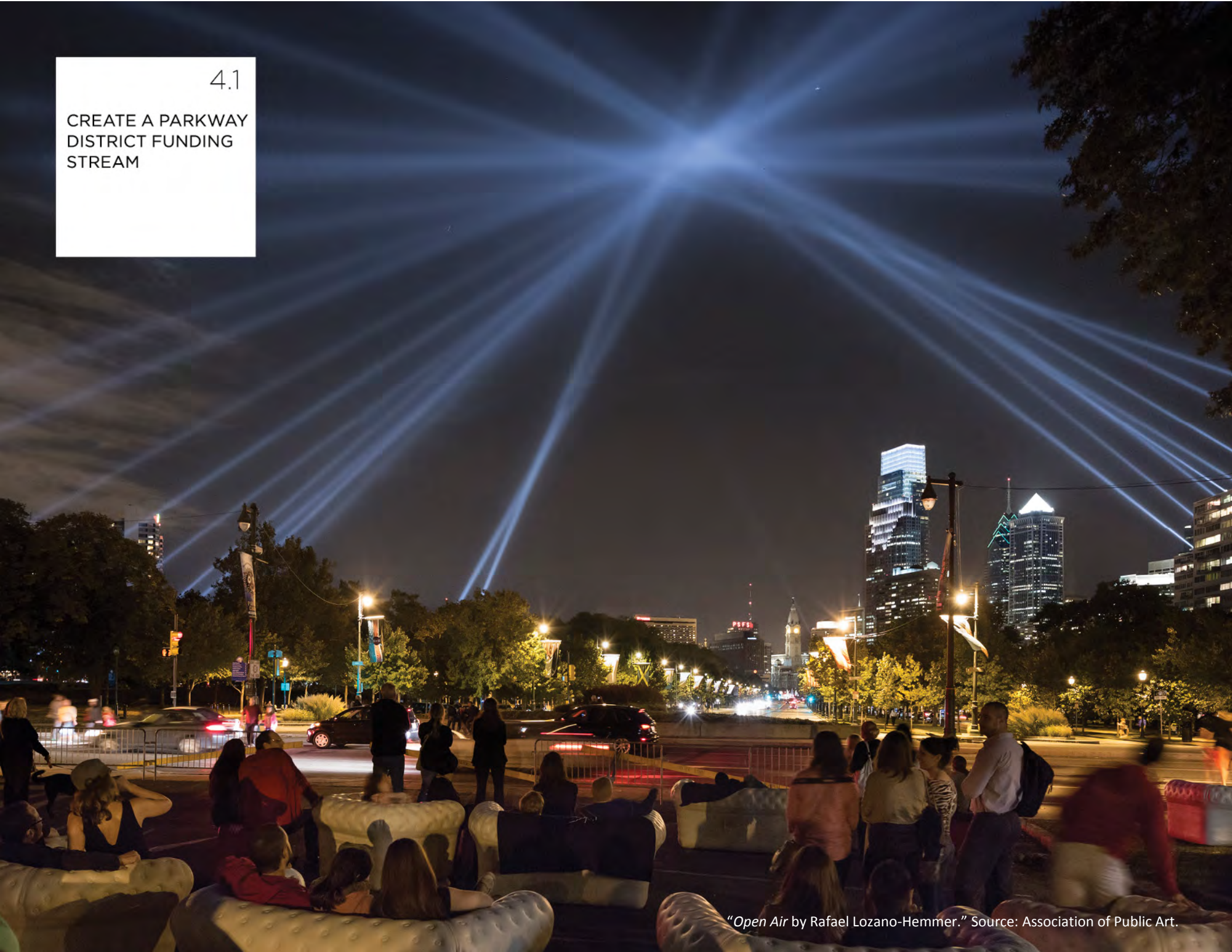
4

CREATE A FOCUSED MANAGEMENT STRUCTURE



4.1

CREATE A PARKWAY
DISTRICT FUNDING
STREAM



"Open Air by Rafael Lozano-Hemmer." Source: Association of Public Art.

4.2

DESIGN AND
BUILD THE
NEW PARKS



“Vondelpark, Amsterdam, 2010.” By Carve Landscape Architecture.

4.3

PROGRAM THE
OPEN SPACES



"Sylvain Emard's *Le Grand Continental*." Available from Jacques-Jean Tiziou/www.jjtiziou.net

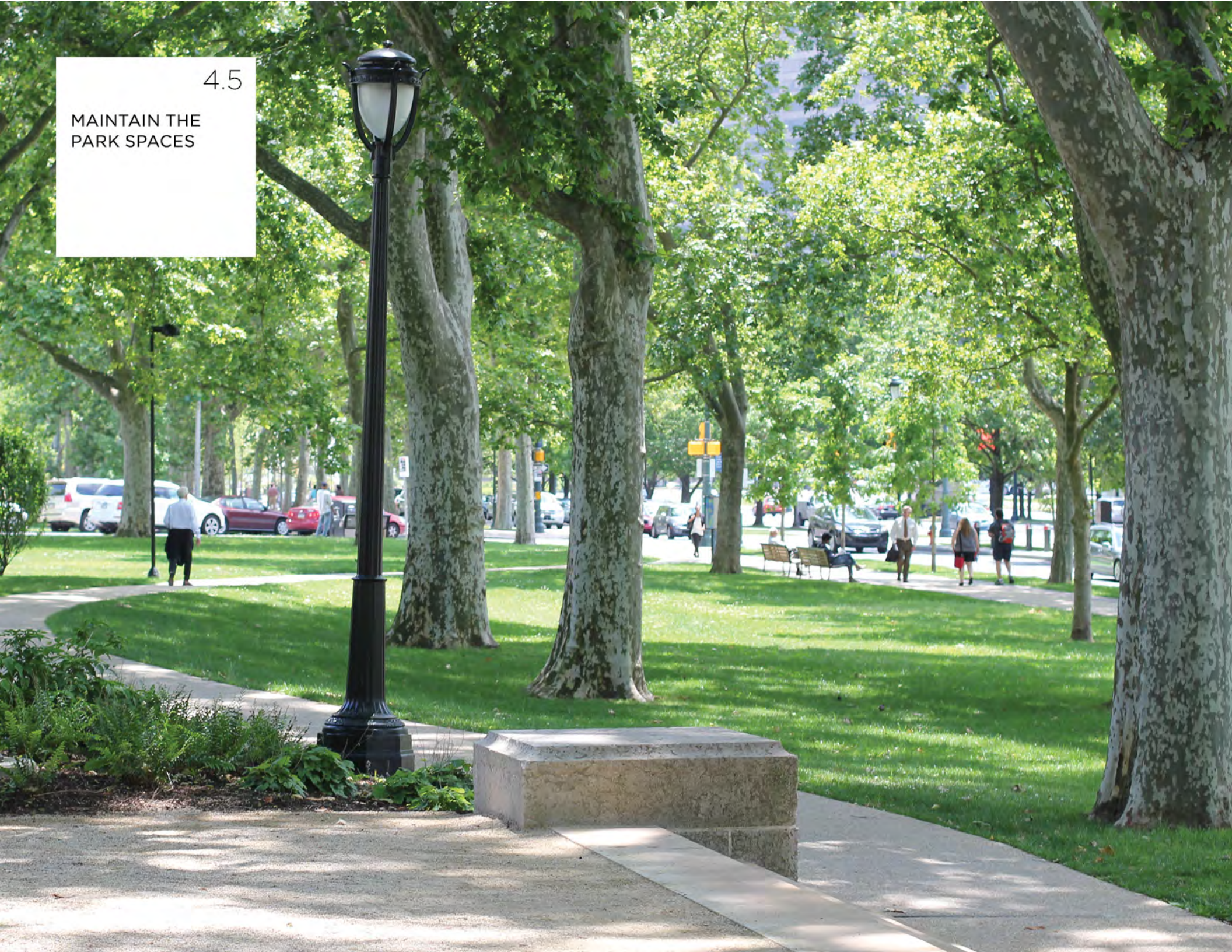
4.4

MANAGE THE
CONCESSION-
AIRES



4.5

MAINTAIN THE
PARK SPACES



A MILLENNIAL
ON THE PARKWAY
ON A FRIDAY
AFTERNOON
IN JANUARY

First date at the
Andy Goldsworthy ice
sculpture installation!



Schuylkill River

A MILLENNIAL
ON THE PARKWAY
ON A FRIDAY
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First date at the
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Hard cider at the
pop-up ice bar at
Eakins Oval.



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Walking hand-in-hand
through the twinkling
lights. #whyilovephilly



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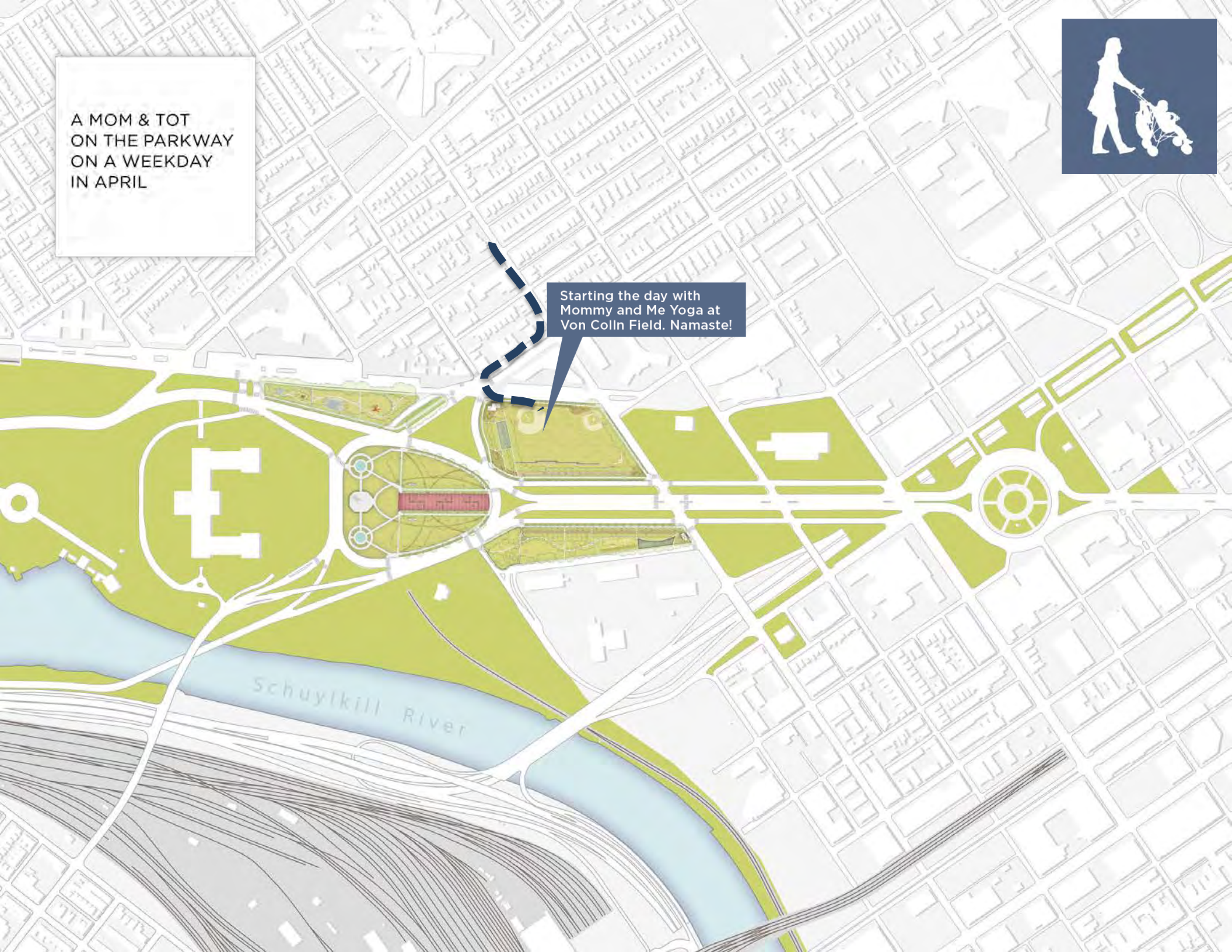
This date is going really well!
Checking OpenTable for dinner
reservations in Center City.



A MOM & TOT
ON THE PARKWAY
ON A WEEKDAY
IN APRIL



Starting the day with
Mommy and Me Yoga at
Von Colln Field. Namaste!



A MOM & TOT
ON THE PARKWAY
ON A WEEKDAY
IN APRIL



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Checking out the new FreePlay
by Park Towne Place.

Schuylkill River

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I made my wish and threw
a penny into the Swann
Memorial Fountain!

Schuylkill River

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ON A WEEKDAY
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Starting the day with
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Time for a caffeine fix,
with a latte at Sister Cities.

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Storytime at
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Schuylkill River

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IN APRIL



Taking the kids to
a puppet show at
Iroquois Park before
heading home.

Starting the day with
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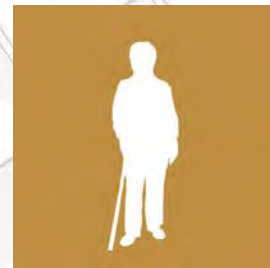
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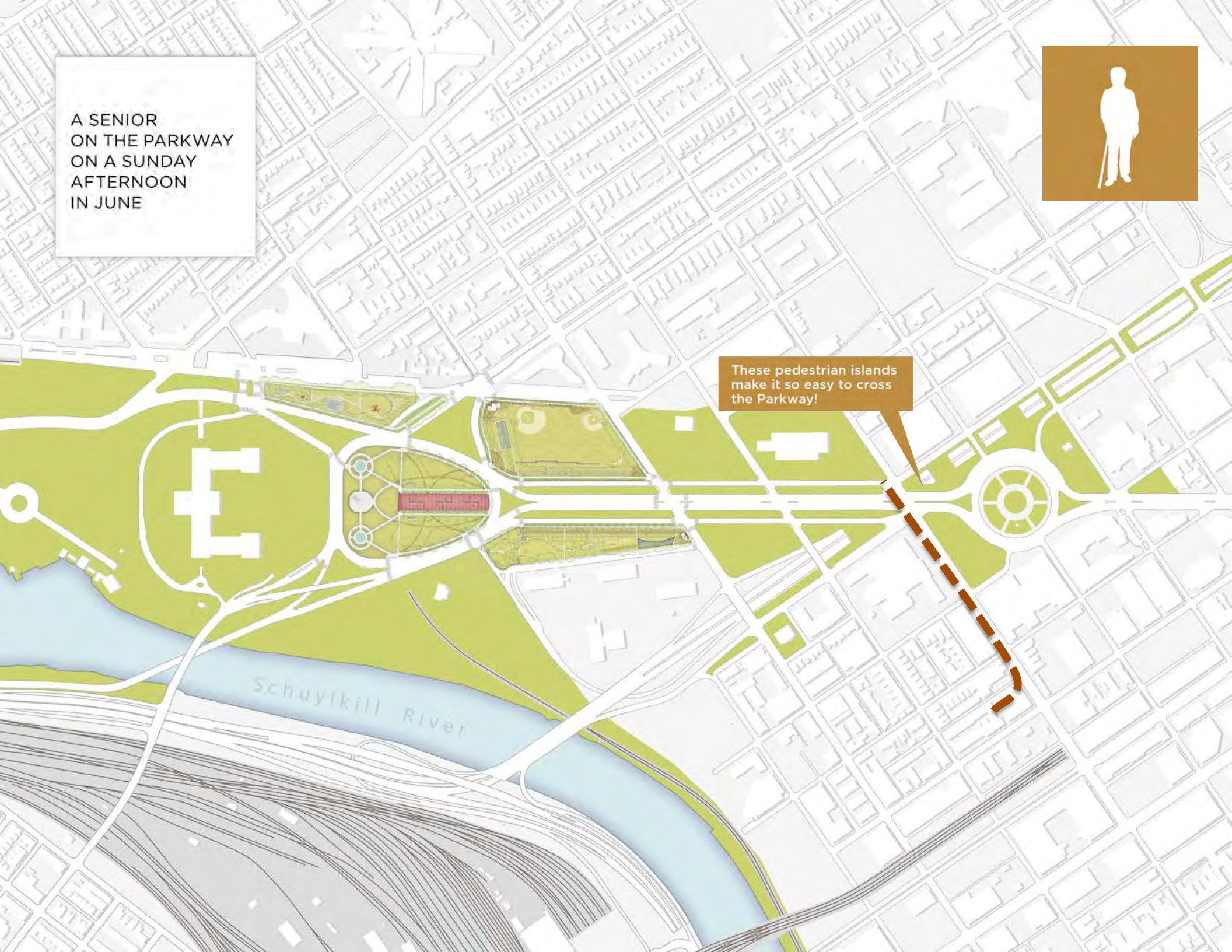
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Schuylkill River

A SENIOR
ON THE PARKWAY
ON A SUNDAY
AFTERNOON
IN JUNE



These pedestrian islands
make it so easy to cross
the Parkway!



A SENIOR
ON THE PARKWAY
ON A SUNDAY
AFTERNOON
IN JUNE



These pedestrian islands
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Great poetry reading
at Shakespeare Park.

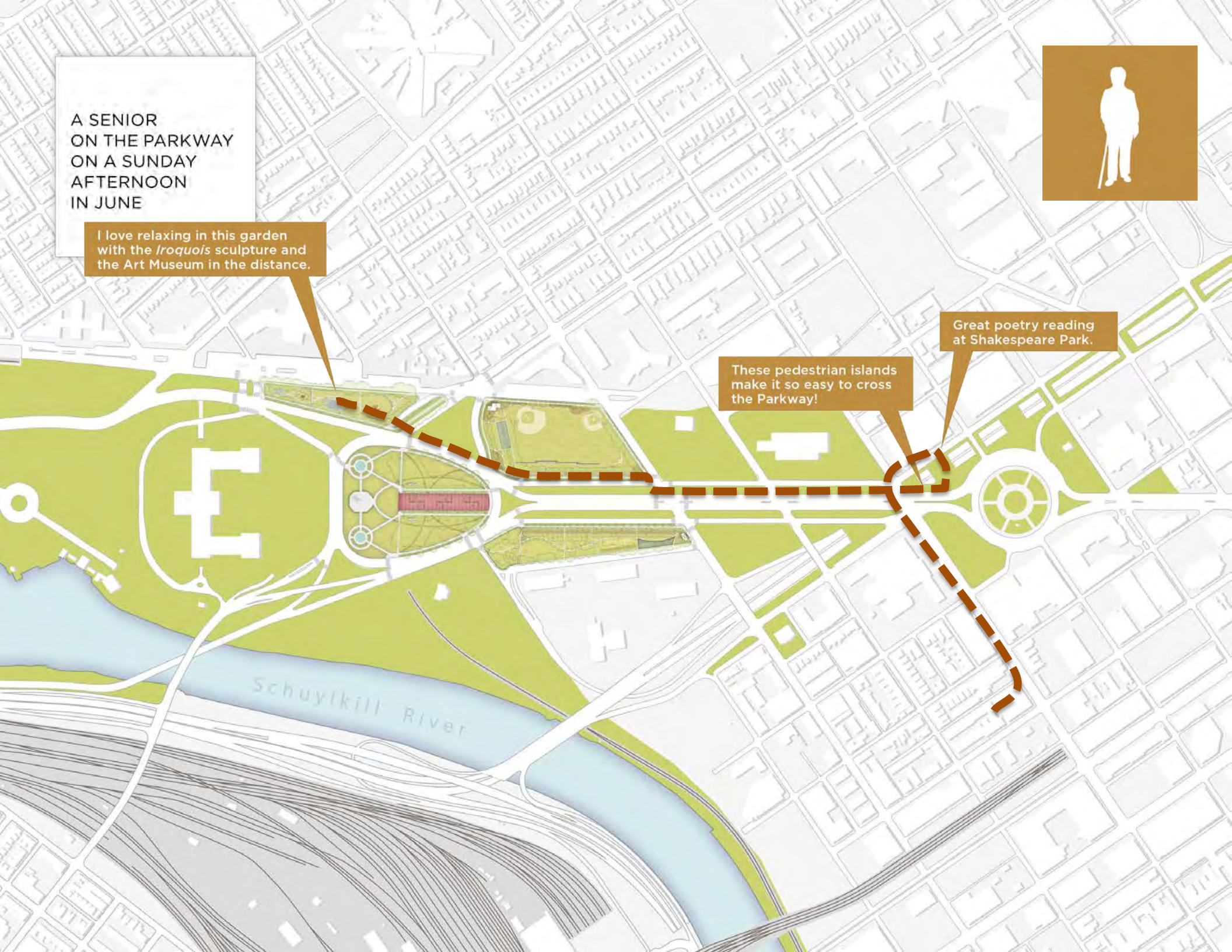
Schuylkill River

A SENIOR
ON THE PARKWAY
ON A SUNDAY
AFTERNOON
IN JUNE

I love relaxing in this garden
with the *Iroquois* sculpture and
the Art Museum in the distance.

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Time to rest my weary feet.
Beautiful dance performance
by Philadanco. Such talent!

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Schuylkill River

A TEEN
ON THE PARKWAY
ON A SATURDAY
MORNING IN
OCTOBER



The Arms and Armor
Room is awesome!

Schuylkill River

A TEEN
ON THE PARKWAY
ON A SATURDAY
MORNING IN
OCTOBER



The Arms and Armor
Room is awesome!

I'm inside the
giant heart!

Schuylkill River

A TEEN
ON THE PARKWAY
ON A SATURDAY
MORNING IN
OCTOBER



Dinosaur bones exhibit
in the park. Sweet!

The Arms and Armor
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I'm inside the
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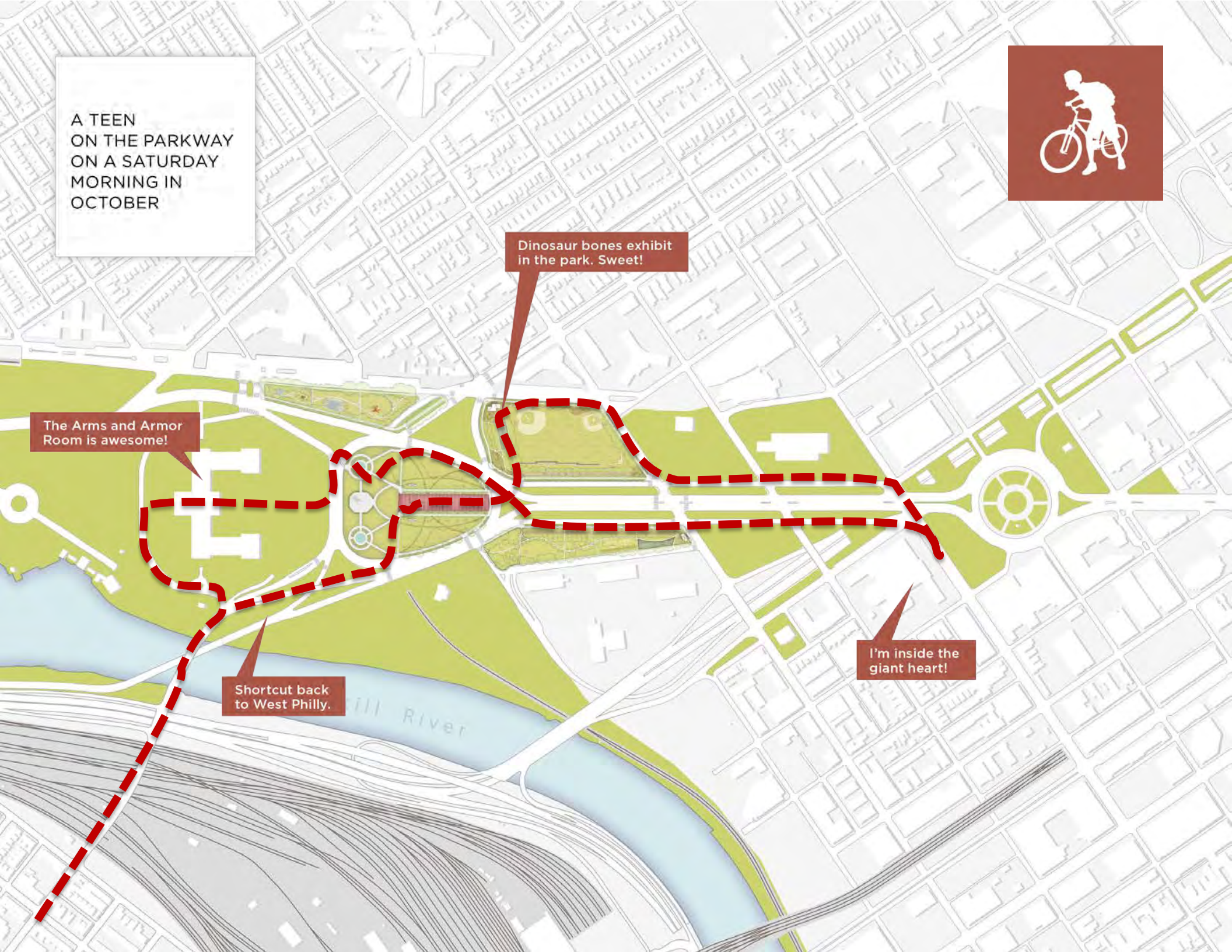


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Shortcut back
to West Philly.

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