

Parkway 100

Tuesday, December 19, 8:30 AM

Envisioning the Future



Kathryn Ott Lovell
Mark Silow
Gail Harrity
Laurie Olin

Commissioner, Philadelphia Parks & Recreation
Fox Rothschild; Logan Square resident
President & COO, Philadelphia Museum of Art
Olin Studio

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2017-2018 is Centennial of Parkway completion



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What's been accomplished, what remains to be done?

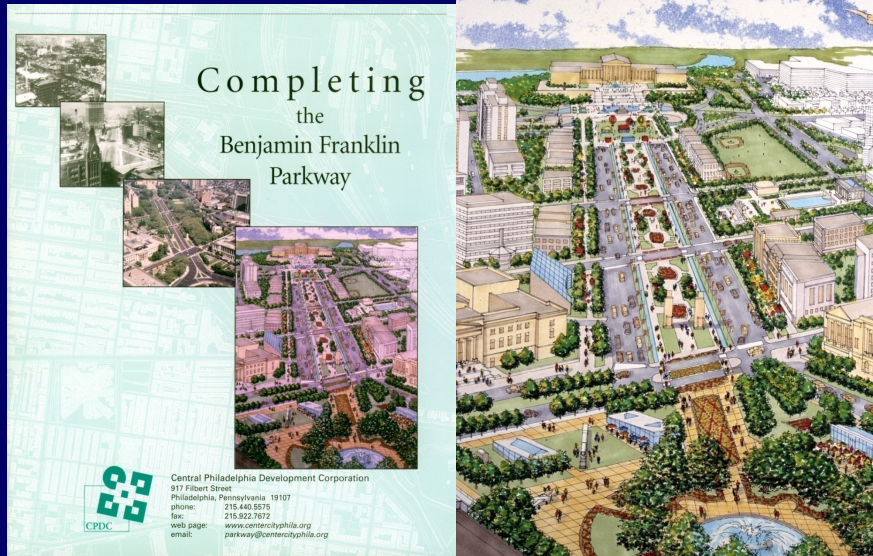


1989 exhibit at the Philadelphia Museum of Art
& the publication of David Brownlee's book

Building the City Beautiful



1999 CPDC Plan: George Thomas, Laurie Olin, David Slovic



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Thinking very much influenced by the Avenue of the Arts



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**Mixed use: office, hotel, cultural, university,
housing & retail district**



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Took the Parisian reference seriously



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Mixed-use buildings front on the Parkway



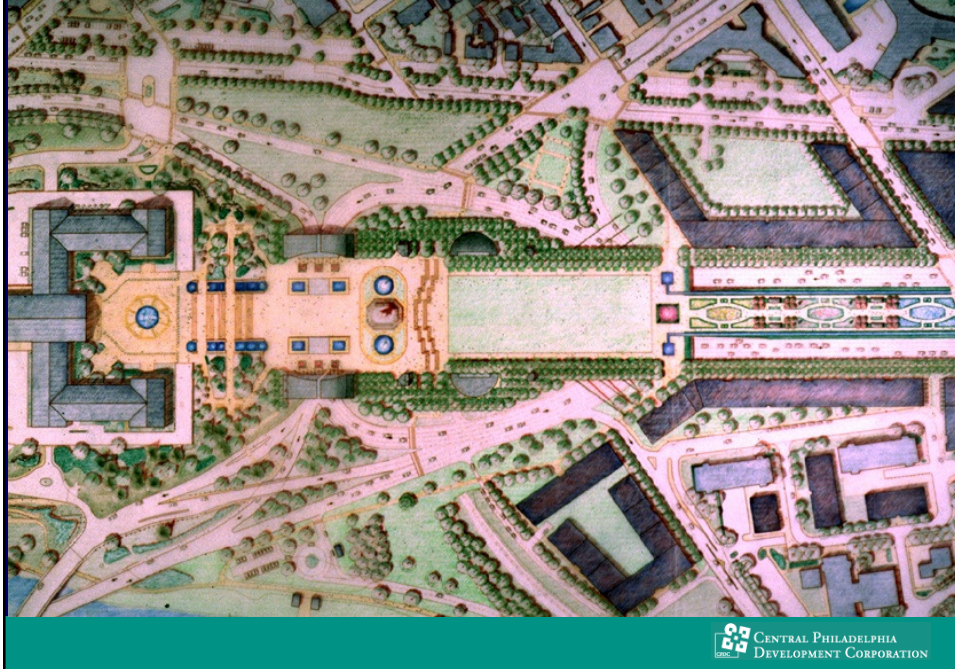
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A central pedestrian promenade: Ramblas, Barcelona



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A safe crossing to the Museum of Art



Restoring Logan Square: provoked interest & outrage



2003-2004 Planning Process in partnership with institutions William Penn Foundation

EXECUTIVE SUMMARY

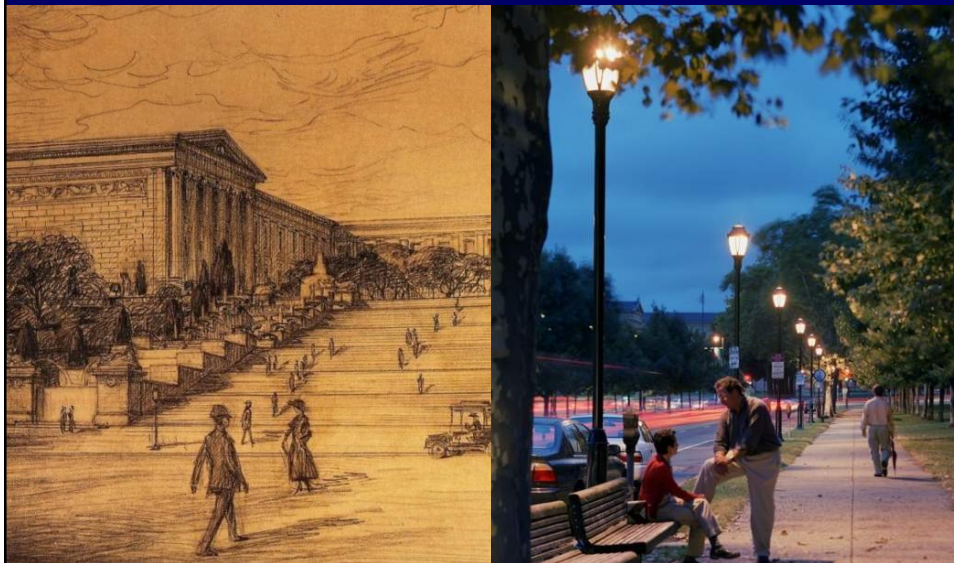


PUBLIC IMPROVEMENTS AND A NEW DESIGN FRAMEWORK
for the

BENJAMIN FRANKLIN PARKWAY

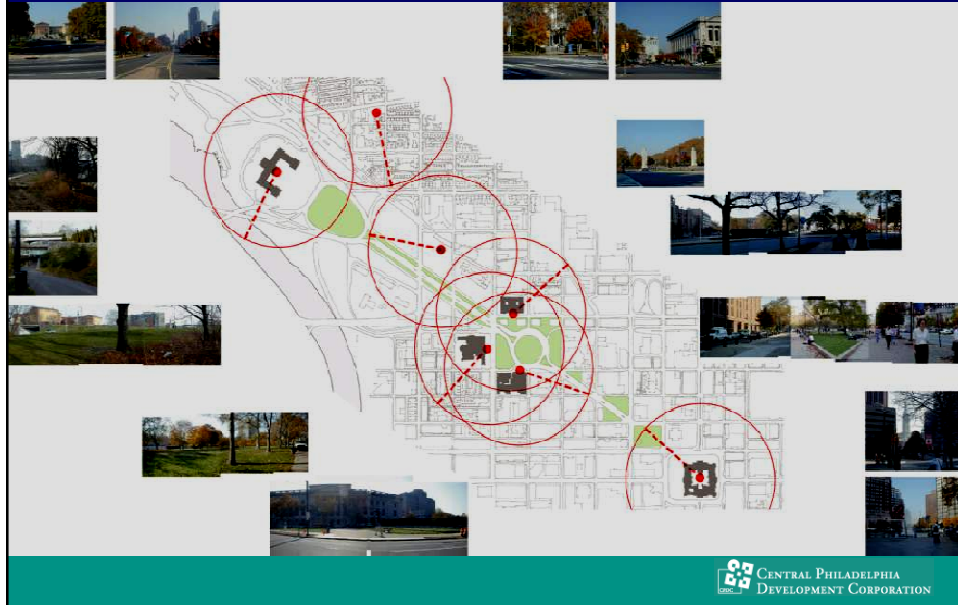
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Goal: Restoring balance between pathway & place



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Analysis of gaps in the fabric: 5 minute walking radius



An Activity Every Minute

The Parkway should be a walkable street, a promenade that is a destination in and of itself, a place that makes visitors want to stay and explore.

A walk along the Parkway should be constantly engaging, with various small-scale, street-related activities spaced so the next one is never more than a minute away.

These activities can be located in architecturally distinguished structures that have a common vocabulary yet varied size and design—a layer of unique elements that defines the space and character of the Parkway.

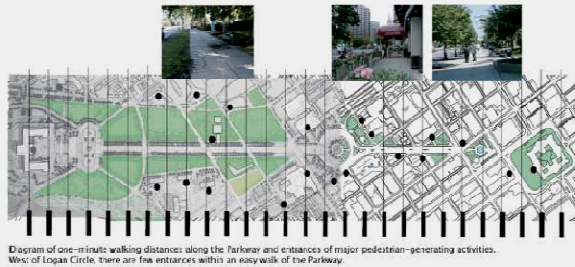
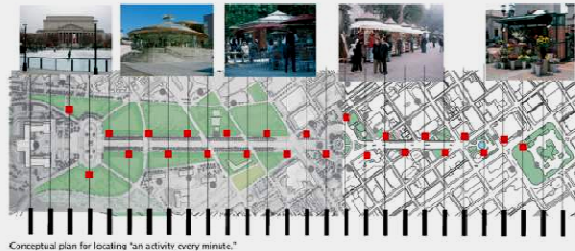


Diagram of one-minute walking distances along the Parkway and entrances of major pedestrian-generating activities. West of Logan Circle, there are five entrances within an easy walk of the Parkway.



Conceptual plan for locating "an activity every minute."

Removed 30 year old signs



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Interpretative signs



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**Funding from the Pew Charitable Trusts & Commonwealth
222 new pedestrian & 132 vehicular lights**



Illuminated 14 major public sculptures



Facades of 8 major civic buildings



Spring of 2004: William Penn Foundation



**New legal crossings on diagonal
Giving more priority to the pedestrian**



Making it possible.....



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To get to an extraordinary public place



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**2006: Pew Charitable Trusts funded re-landscaping
Fairmount Park & Pennsylvania Horticultural Society**



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Trees & landscaping are filling out



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2007: Three Parkway plaza Started with neglected empty space



Created Café Cret



Animate public spaces



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Café revenue pledged to park maintenance



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Funding partnership 2008-2012

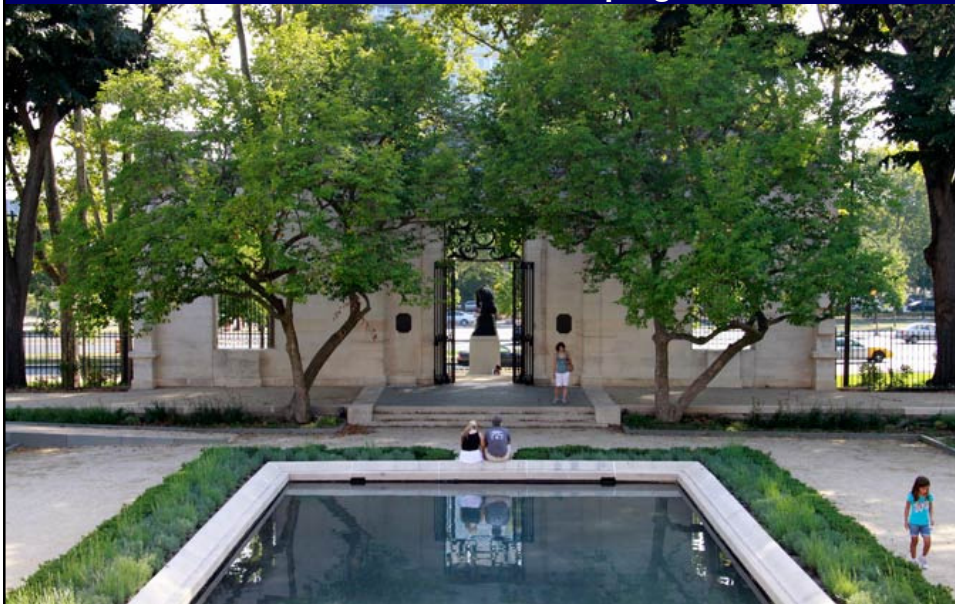


Commonwealth of Pennsylvania
City of Philadelphia
Pew Charitable Trusts
William Penn Foundation
Knight Foundation

PHS, PMA, Parks & Rec, CCD



PHS & PMA restored landscaping around the Rodin



The Youth Study Center demolished



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2012: Barnes Foundation opened



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Sister Cities: completed in May 2012



Took a barren and forgotten space



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Transformed it into magnet for families with children



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Attractive for all ages: amenity for office workers



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Parks & Recreation enhanced walkways, narrowed roadways



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Penn Praxis: 2012-2013 Civic Engagement



Programming of the Oval



Renovation of Park Towne Place



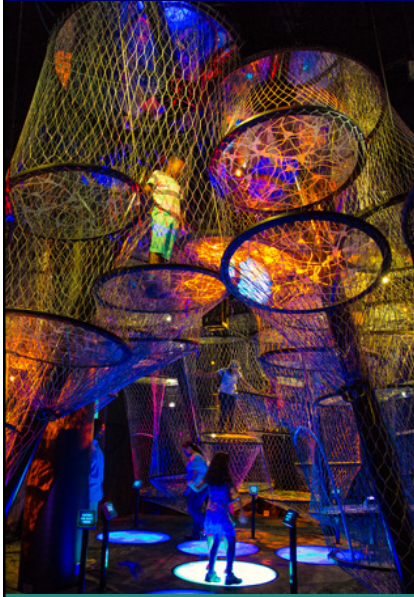
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Franklin Institute



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Expanded with a new pavilion



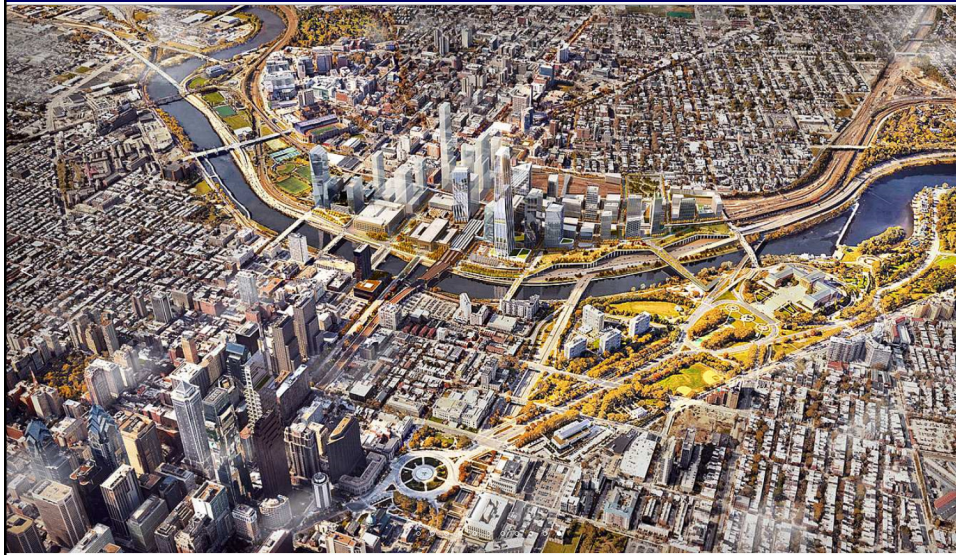
 CENTER CITY DISTRICT

Many more developments on & adjacent to Parkway



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Lots of big thinking immediately across the river



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