

Reinvention of Dilworth Park



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2010: Existing conditions



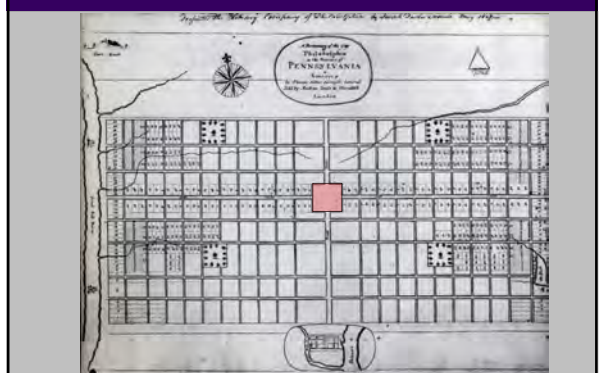
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One of 4 parks CCD manages



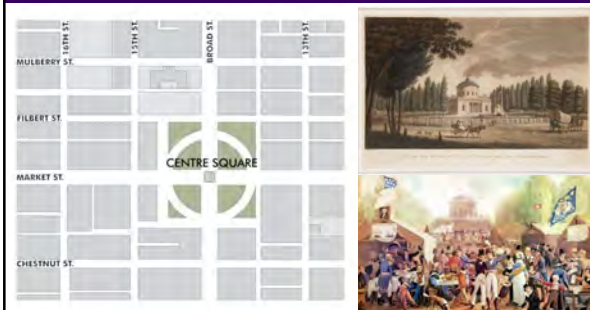
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A little bit of history: how did we get here?



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First steam powered waterworks
1801-1828



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1860's: freight trains ran through the square



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1870: Decision to build new City Hall in Center Square



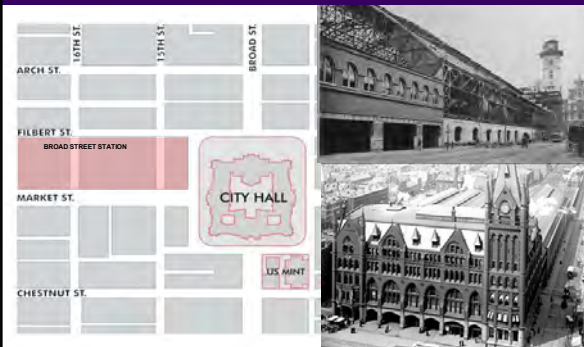
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City Hall rose to be tallest building in the city 1870-1901



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1881: Broad Street Station Pennsylvania Railroad



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Dominated west side of City Hall



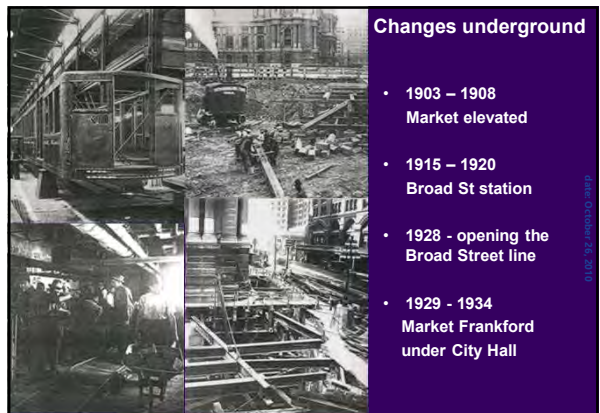
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Created elevated train tracks



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Changes underground



- 1903 – 1908
Market elevated
- 1915 – 1920
Broad St station
- 1928 - opening the
Broad Street line
- 1929 - 1934
Market Frankford
under City Hall

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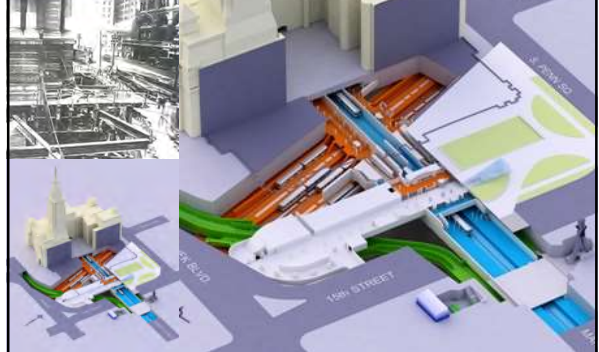
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Close-up views



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Creates both opportunity & challenge for designers



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1951-1952 Demolition of Elevated railroad tracks



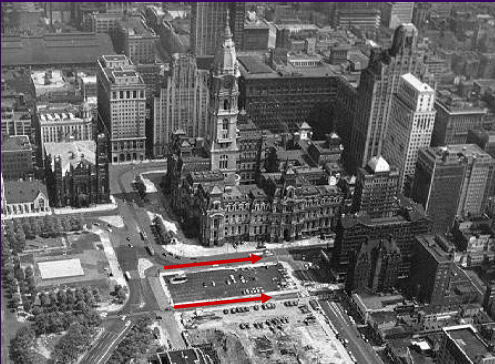
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Penn Center: starts 1953



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Originally west Center Square & 15th St were separate



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City Hall: 1938



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City Hall: 1957



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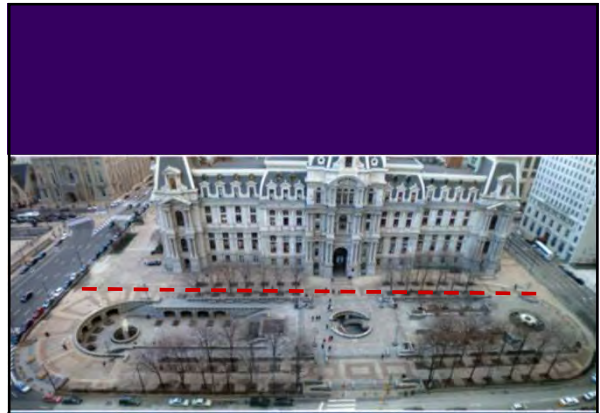
Geography annexed to create Dilworth Plaza



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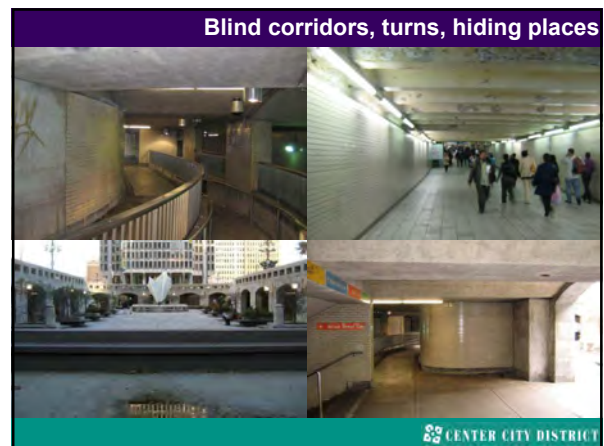
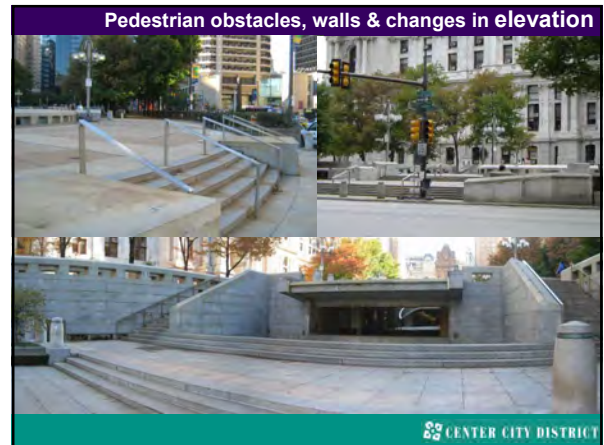


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Along central Market Street walkway



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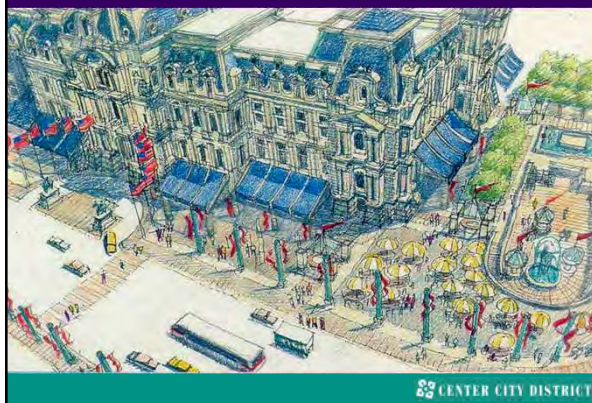
Part of an ensemble of bad public spaces



There were no plans for Dilworth



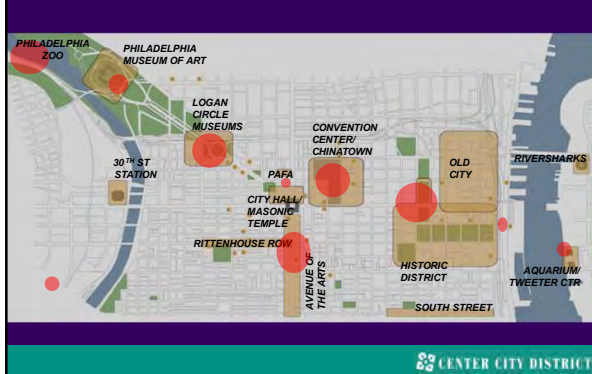
1988 City Plan last looked at problem with rendering



2004 plan for the PCVB: MGA Partners

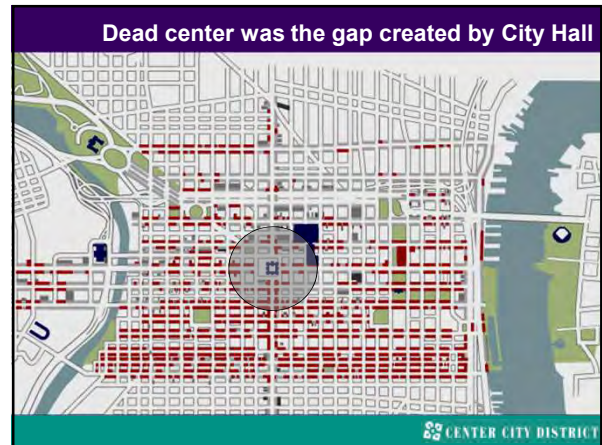
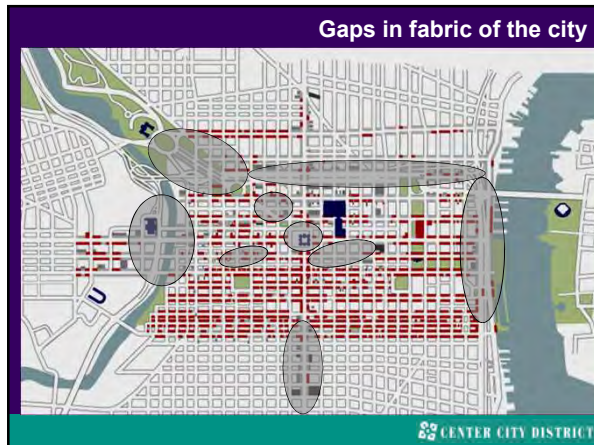
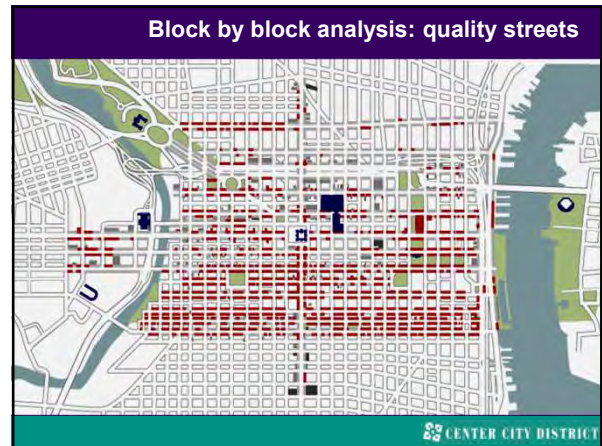
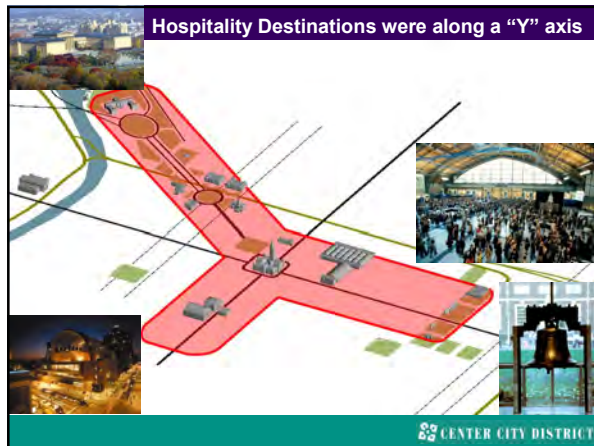


Mapped the clusters of visitor destinations



Office & retail: positioned along transit-oriented "X"





City Hall also separates



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The office district



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From Market East shopping



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Convention hotels



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2006: Planning for Growth Retained 8 design, planning & engineering firms To look forward



CENTER CITY:
PLANNING
FOR GROWTH
2007-2012

Brown, Keener, & Bressi
Cope Linder Associates
Lager Raabe Skafte
MGA Partners
Olin Partnership
Urban Engineers
Wallace Roberts & Todd
Kise Straw Kolodner

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City Hall Improvement plan

Olin Partnership

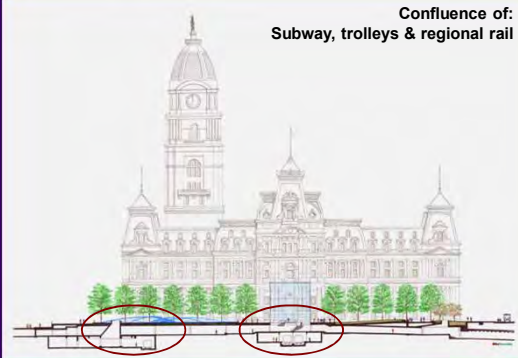


CENTER CITY:
PLANNING
FOR GROWTH
BROAD STREET
& CITY HALL

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Center Square/City Hall sits atop a transit hub

Confluence of:
Subway, trolleys & regional rail



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**Borrow a page from Apple Store on 5th Avenue
Clear glass element to signal transit**



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2006: Dilworth version 1.0



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Basic plaza components



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Bryant Park, Manhattan



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Great lawn



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A thin sheet of water you can walk on



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Winter ice skating: Paris

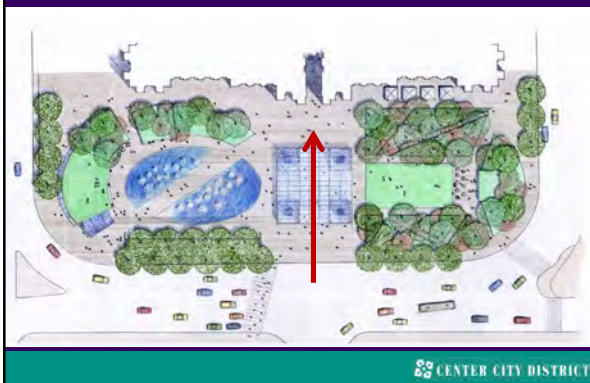


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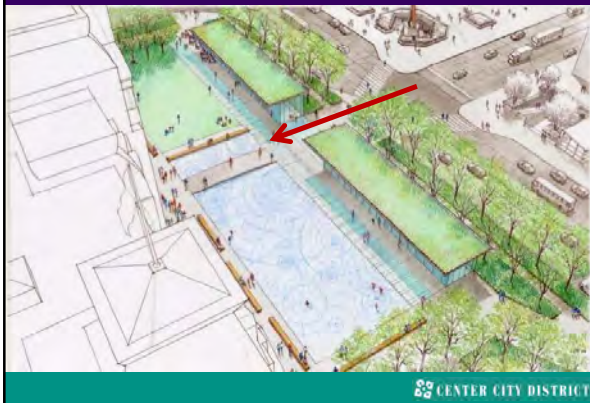
Blocking the Market Street axis



2008: Kieran Timberlake joins the team following a competitive selection process



Dilworth 2.0 Two separated headhouses



Started exploring the impact of night lighting



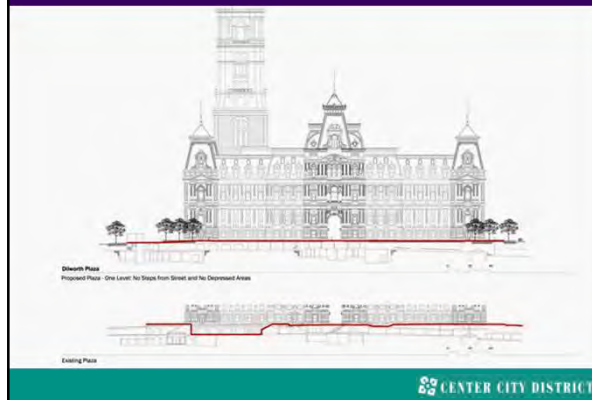
Despite promised transparency, concern about barrier effect



Dilworth 3.0



One level: no steps from street & no depressed areas



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Walk directly in from the street



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All openings & holes eliminated



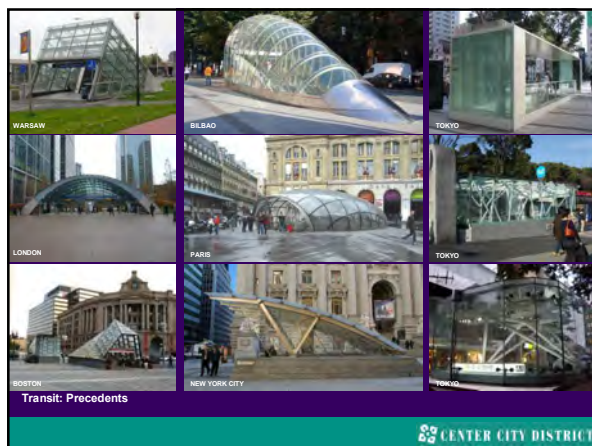
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How do you add new structure, next to a national historic landmark?

What's the relationship between the glass headhouses & City Hall?



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Transit: Precedents

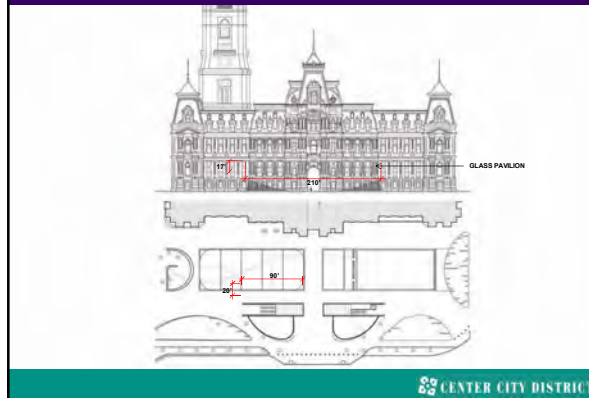
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Use of structural glass

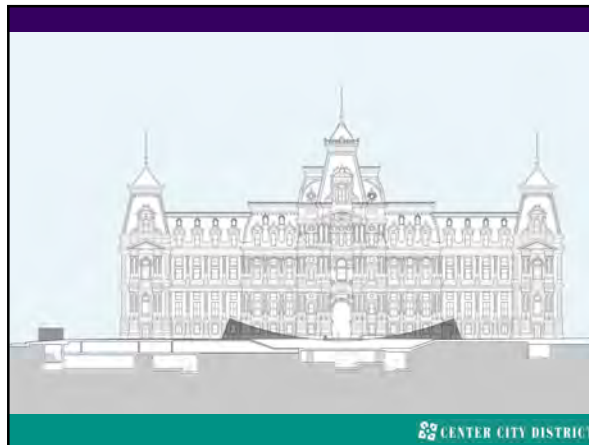
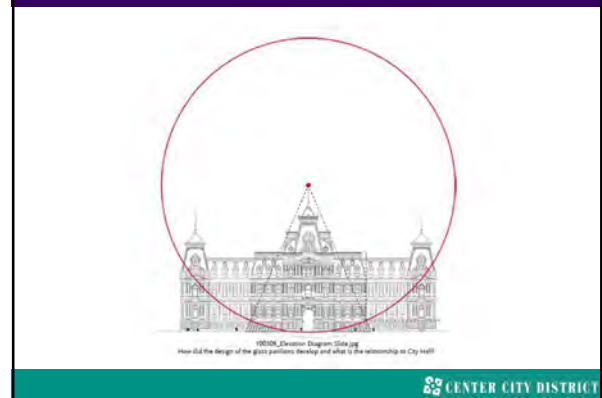


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17 feet high; 20 feet in width



How the slope was determined



Existing conditions: obstructed view



Replace with transparent honey locusts: Bryant Park



Two transit entrances frame City Hall



Glass enclosed stairways



Gateway to public transit



Bring ample light into the concourse



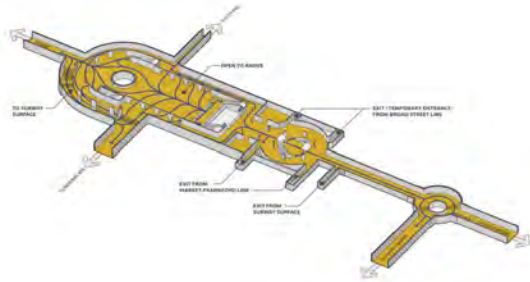
Clear glass entrances to transit



A new passenger orientation room is created

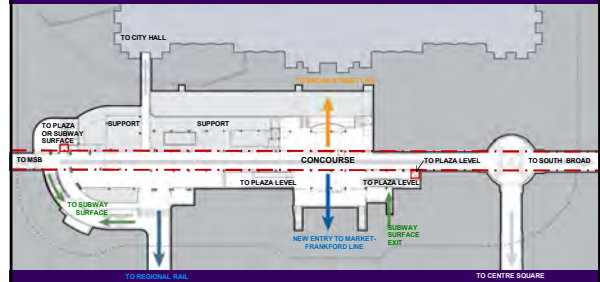


Replace current maze



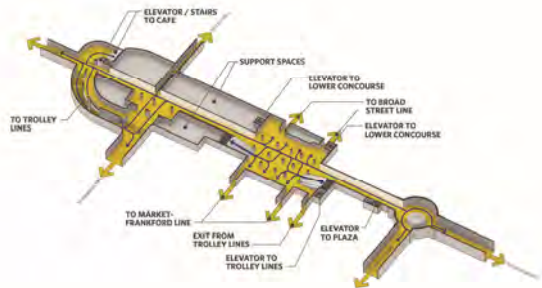
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One continuous corridor, clear lines of sight New entrances to both transit lines



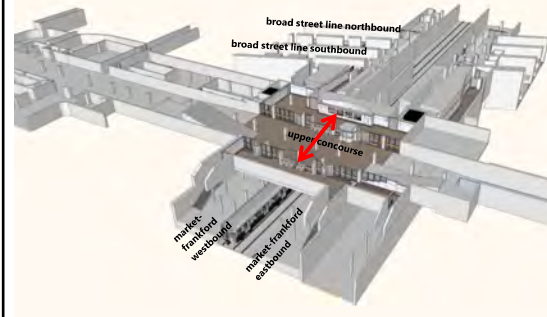
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Simplified circulation system



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New SEPTA Fare lines; view looking west to east



date October 26, 2010

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New SEPTA fare lines;



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Broad Street line to right; Market Frankford to left



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\$60 million construction project
 Broad range of public, private & foundation funding
 Federal TIGER grant

Contributors to the Transformation of Dilworth Park
Major Public Donors

Center City District	\$15 million
City of Philadelphia	\$5.75 million
Commonwealth of Pennsylvania	\$16.35 million
Federal Transit Administration	\$15 million
SEPTA	\$4.3 million

Major Donors to Construction

The Albert M. Greenfield Foundation	\$225,000
John S. and James L. Knight Foundation	\$400,000
PNC	\$300,000
William Penn Foundation	\$1.2 million

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Brought in Brulee Catering



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Changed menu & improved customer service



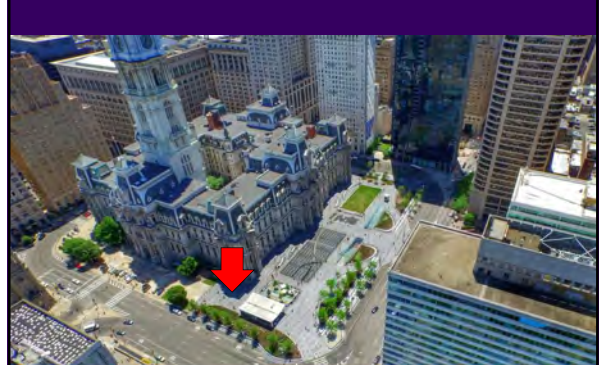
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Bought & renovated airstream; to enhance cooking capacity



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Position it east of the cafe



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Fountain that everyone loves in the summer



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Fountain & irrigation fed with recycled rainwater



Storage tanks for installed during construction



Flexible design: portions turn off for events



Movies



Parties & weddings



Convention events



Exercise classes



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Location becomes winter ice rink



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Started with just a rink in 2014



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Carry weight of ice: need to better insulate granite



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Added a heated tent in 2015: Rothman cabin



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Food service and available for rental events

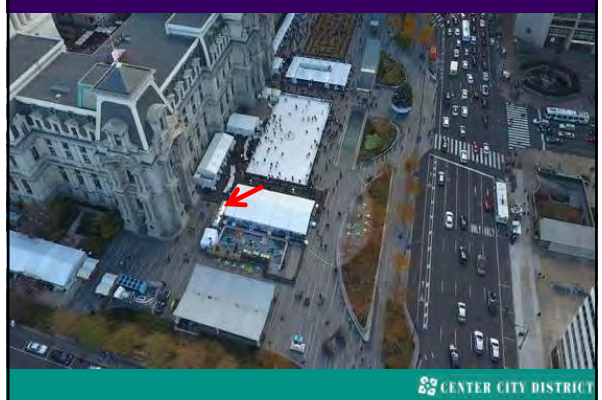


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Airstream moves from east of cafe



Move in winter to provide food service for the cabin



East and connected to the cabin







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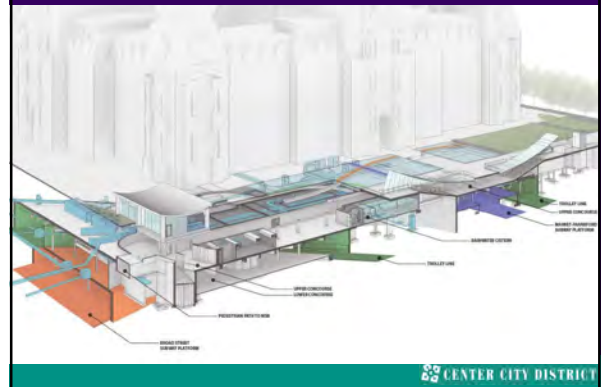


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When first opened in 2014, criticism that it contained too much hard surface



Challenge: built over transit infrastructure



It's not Rittenhouse Square



Added 24 planters in 2015



Upgrades to the PNC Terrace area



Upgrades to the PNC Terrace area



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Total of 85 planters by the end of 2017



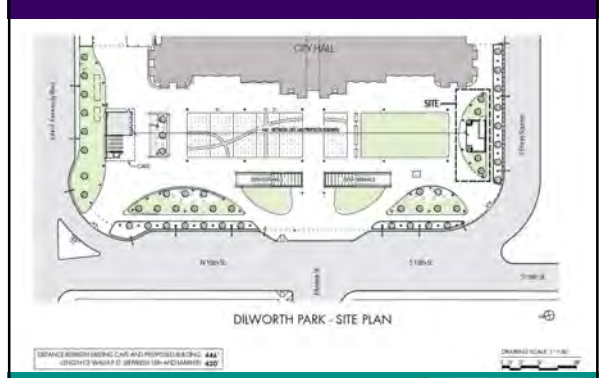
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Making the park greener



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2018: Coffee stand at southern end



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Slightly elevated & buffered from the street on west



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Southern end: park at same grade as street



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The street is much more immediate



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Even when green, more impacted by noise & volume



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Café proposal



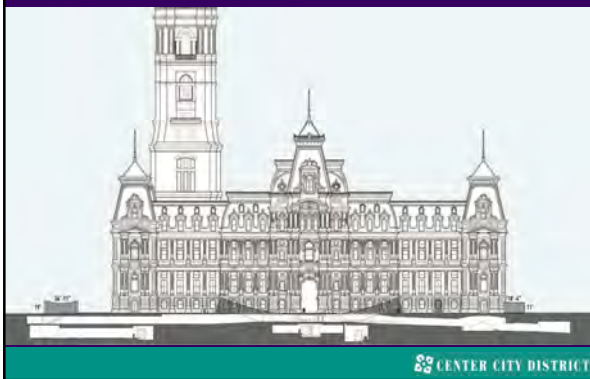
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Distance - existing café to proposed new building = 446 ft.
Almost 2 city blocks



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Significantly smaller & set off to the side
Dilworth Café + stair to concourse, info booth, elevator = 2,108 sf
Proposed kiosk = 620 sf



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If the north end café were at the southern end...



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Actual proposed size



Proposed site plan



Green roof

Wrapped with a green wall



Reflecting glass

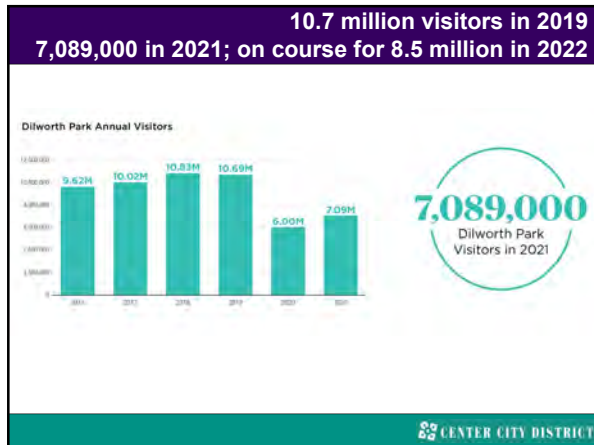
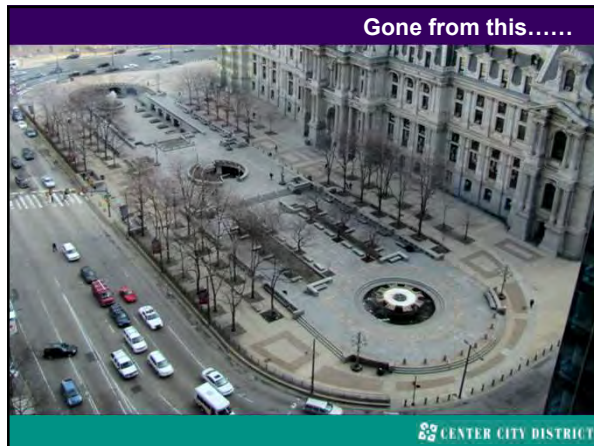


Coffee stand at southern end



Brulee enters into franchise agreement: Starbucks







Not all children are well-behaved
Or supervised by their parents



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Need for summer 2017:
Lifeguard/Camp Counselor: very different skills



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Post pandemic, added more security staffing



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Extensive landscape maintenance



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Seasonal plant changes & upgrades



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Maintenance of electrical systems supporting operations



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Plumbing systems for fountain & landscaping



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Marketing Department organizes major events



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Draw crowds, attract sponsors, drive revenue to cafes



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Skate rentals: free promotions



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Sponsorship income

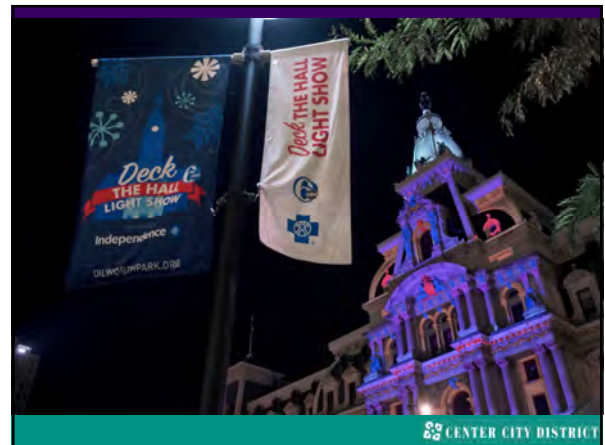


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Sponsor recognition



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Naming rights

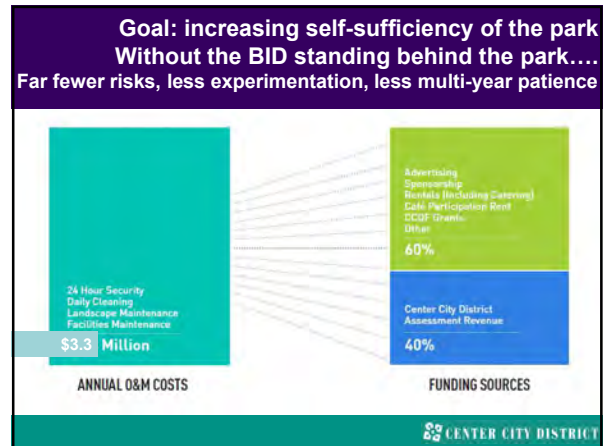


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Café percentage rent



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Operating statistics

Year	Visitors
2015	8,697,000 visitors
2016	9,621,000 visitors
2017	10,015,000 visitors
2018	10,878,000 visitors
2019	10,269,944 visitors
2020	5,999,843 visitors.
2021	7,058,126, 70% of pre-pandemic levels.

In 2021, 32.1% (or \$1,700,645) of Dilworth Park's total operating budget, which includes marketing, events, utilities, and insurance, was spent on contracts with minority-owned firms including: Scotlandyard (security), Team Clean (cleaning, also woman-owned), and TUCS Commercial Cleaning Services (cleaning). The combined MBE/WBE/DBE contracted service comprised of 38.3% of spending (or \$2,030,550). Of \$5.2 million

\$1.7 million in revenues in 2021

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Three simple lessons:

- (1) Intensively used public spaces are extraordinary expensive to maintain: average 30,000/day annually; 60,000/day seasonal peaks
- (2) You need to be prepared to subsidize them deeply in the early years
- (3) You can only learn by doing & you are never done with learning & improving

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