

FAIRMOUNT PARK

CONSERVANCY

LOVE PARK

LOCATION:

Center City Philadelphia

CITY PARTNERS:

Philadelphia Parks & Recreation

PROJECT DESIGNERS:

Project Lead: Hargreaves Associates
(Landscape Architecture)

Welcome Center redesign: Kieran
Timberlake (Architecture)

SUPPORTERS:

Saint-Gobain
Bank of America
ArtPlace America

FOR MORE INFORMATION:

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Rendering of LOVE Park by Hargreaves Associates

LOVE Park (officially known as J.F.K. Plaza) was built in 1964 as a gateway to Fairmount Park and to mark the terminus of the Benjamin Franklin Parkway, a one mile diagonal boulevard that connects Philadelphia's central business district with a collection of cultural and educational institutions. LOVE Park was an internationally-known skateboarding destination in the late 20th century and has also been the site of numerous protests and demonstrations.

Today, the area surrounding the Park - Center City - is the largest place of employment in the city and region, with over 300,000 jobs. LOVE Park is a renowned gathering place and social destination for Center City residents and workers. Positioned between City Hall and The Parkway, and adjacent to the Suburban Station transit hub, the park is also an important stopping place for tourists. Countless photos are taken each year under Robert Indiana's LOVE sculpture by visitors from across the country and around the world, making the park a top destination in the city.

Prompted by necessary repairs to the parking garage below the park, in early 2016 the City of Philadelphia undertook a redesign and renovation of LOVE Park. Led by the Conservancy, an extensive community engagement process was undertaken to ensure the park was redesigned by and for the citizens of Philadelphia.



Rendering of LOVE Park by Hargreaves Associates

Officially opening in Spring of 2018, the redesigned LOVE Park is a high-quality space that prioritizes inclusivity and engagement. The new design will provide critical greenspace, including a great lawn and two gardens with native plantings; an open viewshed of the Parkway and City Hall, well-designed seating and pathways, and public restrooms. A new fountain will feature a monumental jet and a basket-weave of jets with programmable up-lighting for a stunning visual display. The improvements will also increase safety and accessibility for both the garage and the Park.

The new LOVE Park will also feature new activities, programs and amenities. Weekdays from 11am-3pm, a rotating line-up of five food trucks will set up shop for “Lunch in LOVE,” creating a delicious and fun outdoor food court. Café tables and chairs will be available adjacent to the trucks to accommodate the lunchtime visitors. Passive games, special events (including weddings), performances and a new restaurant in the Welcome Center building (expected Fall of 2018) will round out the experience for the thousands of people visiting the park each day.

The Conservancy is leading fundraising efforts, including the development of a new Friends group, to afford the renovated park a high-level of maintenance, management and programming in the months and years to come. The organization is working closely with Philadelphia Parks & Recreation to create a slate of offerings that will ensure the renovated park is active and inviting for all.

With this project, the Conservancy and Philadelphia Parks & Recreation are looking to set a new standard of excellence for public space in Philadelphia, allowing the park to reach its true potential as a cultural asset, regional destination and economic driver.

TOTAL PROJECT COST: \$26 MILLION
