THE PROCESS
HOW DID WE GET HERE

OUR GOALS: FDR PARK

RECLAIM THE VISION

RESTORE THE FUNCTION

RENEW THE IMPACT

THE PROCESS: FINDING THE BALANCE

ACTIVITY

NATURE

WATER

COMMUNITY ENGAGEMENT & STAKEHOLDER INPUT

FDR PARK DRAFT PLAN

RECLAIM THE VISION

RENEW THE IMPACT

RESTORE THE FUNCTION
WHAT WE HEARD
PARK USER SURVEY

1,200+ SURVEY RESPONSES

WHO TOOK THE SURVEY?

* May 2018

WHAT PEOPLE VALUE IN A PARK

65% walk, bike, or hike
75% cleanliness
71% beauty
68% activity
66% nature

HOW PEOPLE USE THE PARK

65% picnic (the most permitted park in the system)
33% walk dogs
24% public events
20% restrooms
17% nature
15% trails & paths
13% biking trails
7% observation or overlook area
6% cafes or food vending

+ AGE

19% 18 to 30
17% 51 to 65
13% 66+
11% 41 to 50
8% 31 to 40
7% <18
6% 51 to 65
6% 18 to 30
5% 31 to 40
5% <18

+ HOME

55% South Philadelphia
19% Adjacent Neigh.
17% Center City
17% West Philly
15% North Philly
13% Delaware County
13% NE Philly
13% Montgomery County
12% New Jersey
12% Bucks County
8% South Philly
7% Center City
6% West Philly
6% North Philly
6% Delaware County
6% NE Philly
6% Montgomery County
6% New Jersey
6% Bucks County
6% Other

WHAT PEOPLE VALUE IN A PARK

65% walk, bike, or hike

66% nature

68% activity

71% beauty

75% cleanliness

HOW PEOPLE USE THE PARK

20% public events

+ MOST DESIRED PROGRAMS + ACTIVITIES

24% walk dogs

65% native plant garden

65% picnic pavilions

49% athletic fields

68% cafes or food vending

92% restrooms

77% observation or overlook area

74% biking trails

87% trails & paths

+ WHAT PEOPLE VALUE IN A PARK

It's an oasis in the middle of the city. There are parts of the park where you forget you are in the city. This serves the community as a retreat and gathering place.

It's an oasis in the middle of the city. There are parts of the park where you forget you are in the city. This serves the community as a retreat and gathering place.

It's so accessible and an interesting mix of uses and landscapes.

Everyone uses this park in their own ways.

It's a true oasis in the city. I love how many different things there are to do!

It's a hidden gem for South Philly families wanting a piece of nature with city life.

The Lakes are a diamond in the rough and we do not realize how lucky we are.
WHAT WE HEARD

IN-PARK ACTIVITIES

We asked park users what they loved about the park and what they felt should change in the future. Many wanted more events like Parks on Tap and more amenities (restrooms, water fountains, etc.).

MEET OUR AMBASSADORS!
@ FDR PARK

KAREN HARRIS
Life-long South Philly Resident

KRISTEN RICCHIUTI
Packer Park Resident

MARTHA HOWARD
3 + years working in the park & Ambassador Coordinator

VINA SOK
South Philly Resident, market vendor, Khmer speaker

CAROLINA TORRES
South Philly Resident + Spanish speaker

They canvassed the park and conducted paper surveys with park users in 7 languages – Lao, Thai, Spanish, Mandarin, Vietnamese, Khmer, and English!

PLANING BOOTH

We created a mobile park planning booth to provide a home-base in the park for our Ambassadors and for community members seeking more information about the Master Plan.

The booth and the survey were used as a tool to help spread the word about FDR Park and gather feedback about what people really want!
WHAT WE HEARD

3rd COMMUNITY MEETING

150+ COMMUNITY MEMBERS ATTENDED

JUNE
14TH 2018
@ Calvary Temple / 6-8pm

HOW WE GOT THE WORD OUT

word of mouth

flyer, poster, lawn sign

website & email

social media

WHAT SHOULD CHANGE?

today

+ Better drainage to lakes and out to avoid flooding
  + Road repair - potholes
  + Upgrade and clean the Bathrooms
  + Prevent accumulation of trash
  + Clean the lake
  + Restore the trails

+ New playground
  + Public pool
  + New entrance on 20th St
  + Create riverwalk access along border of park on S Broad to Navy Yard waterfront
  + Pedestrian & bike-oriented entries
  + Designated food & beverage location

+ New paths in wooded areas
  + New elevated observation platforms for birds
  + Memorials / Public Art (Lenape Indians, President FDR)
  + “unprogrammed” space in the southwest portion of the park

what should be preserved?

- Keep it natural and green for bird and wildlife
- Historic structures & the museum
- Habitat for birds & wildlife
- Diversity of uses
- The lakes & wetlands

MY FDR PARK OF THE FUTURE

tomorrow

WHAT DO YOU WANT TO SEE...

- Diverse & welcoming
- Beautiful, safe space with lots of visitors
- More paths in wooded areas
- Better streets and path and connections to the park
- Passageway for pets
- Gardens, native plants, trails, and wetlands

NEW PROGRAMS / ACTIVITIES

- Sports & recreation
- More landcaping
- Safe getaway for the young & elderly
- Regular, ongoing TLC (maintenance)
- Garden tour on the 1st Sunday of every month
- Mural on the 2nd Sunday of every month

DO YOU WANT TO HELP?

- Volunteer
- Donate
- Join a committee

WHAT WOULD YOU LIKE TO SEE OR DO?

- New playground
- Public pool
- New entrance on 20th St
- Create riverwalk access along border of park on S Broad to Navy Yard waterfront
- Pedestrian & bike-oriented entries
- Designated food & beverage location

KEEP IT NATURAL AND GREEN FOR BIRD AND WILDLIFE!

- Historic structures & the museum
- Habitat for birds & wildlife
- Diversity of uses
- The lakes & wetlands
A key goal of the engagement process was building excitement and support in surrounding communities.

During this process we interviewed and met with over 30 key stakeholders who will be important in helping us set the stage to mobilize the community's involvement in making the vision a reality and gain support for implementation through local organizations, institutional partners, and funders.
WORKSHOPS IN A BOX!

We created a workshop or charrette in a box. The box is a hands-on tool, complete with an existing map of the park, tracing paper, markers, program cards with information about potential amenities, and paper cut-outs or game pieces in the shape of various amenities.

We took the “box” around to different communities and park stakeholders and held 2-hour sessions where they used the colorful markers and pieces to create new trails and brainstorm what kind of programming would be best for the park and its users.

Oct 11, 2018 / Chew Recreation Center
Oct 13, 2018 / Swedish Museum
Oct 17, 2018 / Passyunk Community Center
Oct 20, 2018 / Aquinas After School & International Food Fest
Oct 25, 2018 / Swedish Museum – Project Stakeholders
Oct 25, 2018 / Swedish Museum
Nov 3, 2018 / SEAMAAC

here’s a sample of some of the maps people created, check out all of the maps @ myphillypark.org/fdr-park-design-workshops
200+ community members attended

**Help Us Find the Balance**

We asked you to help us find the balance between activity, nature, and water in the park by investing your “FDR Bucks.”

- **$187**: activity
- **$267**: nature
- **$196**: water

**What You Said...**

- Environmental preservation & education
- Art installations in the woods
- Improve safety & maintenance
- Consider adding a disc golf course, it helps build community
- Ecofriendly design of activity elements
- More programming in the park - festivals, movie nights
- + Multiuse Trail (Nature)
- + Hiking & Biking Trails
- + Riparian Habitat Restoration
- + Gateway/Plaza with Public Art
- + Boathouse Cafe
- + Multiuse Trail (Exercise)
- + Market Picnic Grove
- + Water Amphitheater
- + Tidal Marsh
- + Lake Edge Restoration
- + Overlook Hill

**Find the balance: Nature, Water & Activity**

**How We Got the Word Out**

- Word of mouth
- Flyer, poster, lawn sign
- Website & email
- Social media

**2nd Community Meeting**

- Nov. 14th 2018
- @ South Philly High / 6-8pm
Dear Cliff & Cat,

Marty and I are here for a week. The kids are having a blast swimming and of course Marty is occupied with fishing. Wish you could see this sunset in person. Hope you are all well. Sending you and the girls love.

Betty R.
**RESTORE THE FUNCTION**

**NATURE STRATEGIES**
- Create / enhance maximum habitat areas
- Create an immersive nature experience in South Philly
- Showcase FDR as a model for a horticultural identity
- Use the park to combat nature deficit disorder

**WATER STRATEGIES**
- Improve storage capacity & water quality and flow
- Increase access to water and provide educational opportunities
- Showcase FDR as a model for climate change & resiliency

**ACTIVITY STRATEGIES**
- Increase access to high quality recreation fields city wide
- Provide a diversity of experiences / programs
- Provide additional sources of revenue for the park
- Build on the park’s role as a center for youth development
RENEW THE IMPACT

ENVIRONMENTAL

- **Climate Change** | mitigate heatwaves, manage sea level rise
- **Ecosystem** | Atlantic Coastal Plain, important bird habitat, support endangered species, protect biodiversity
- **Water** | manage stormwater, act as a sponge, filter pollutants, reduce flooding
- **People** | connect people with nature, combat nature deficit disorder

SOCIAL

- **Culture** | tied to the collective conscience of the community
- **Health** | promote healthy & active lifestyles, reduce cardiac disease, asthma & obesity, improve mental health
- **Community** | network of community members that support the park, social interaction & exchange, increase access to recreational field space city-wide
- **Access** | large park connected to the city by transportation

ECONOMIC

- **Tourism** | turning a stranded asset into a marquee park and asset for the city
- **Self-Sustaining Park** | balanced budget, consistent operations and maintenance, dedicated park staff
- **The City** | provide additional revenue through visitors and vendors
THE VISION

A RESILIENT VISION FOR A HISTORIC PARK
A RESILIENT VISION FOR A HISTORIC PARK
THE VISION

THE PLAN
COMPOSITION

THE ECOLOGICAL CORE &
THE URBAN EDGE

THE URBAN EDGE

THE FIELDS

THE MARSH

THE LAKES

THE WETLANDS

ACTIVE INFRASTRUCTURE

THE PORCH

THE GATEWAY

THE GREAT LAWN

THE FORMAL LAWN

THE FORMAL LAWN

THE ENTRANCE

THE CIRCULATION PATHS

THE ECOLOGICAL CORE

PATTISON AVE

BROAD ST

THE GREAT LAWN

THE FIELDS

THE FIELDS

THE FIELDS

THE FIELDS
### WHAT MAKES FDR UNIQUE?

#### FDR'S IMPACT

<table>
<thead>
<tr>
<th>Category</th>
<th>Existing</th>
<th>Proposed</th>
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<tbody>
<tr>
<td><strong>ROAD</strong></td>
<td>2.1 miles</td>
<td>3.53 miles</td>
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<tr>
<td><strong>PARKING (PAVED)</strong></td>
<td>900 space</td>
<td>1,700 spaces</td>
</tr>
<tr>
<td><strong>TRAILS</strong></td>
<td>2.4 miles</td>
<td>6.8 miles</td>
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<tr>
<td><strong>WATER BODIES</strong></td>
<td>40.4 acres</td>
<td>56.9 acres</td>
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<tr>
<td><strong>GSI FACILITIES</strong></td>
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<td>5</td>
</tr>
<tr>
<td><strong>MEADOWS</strong></td>
<td>0 acres</td>
<td>10.8 acres</td>
</tr>
<tr>
<td><strong>WOODLANDS</strong></td>
<td>55 acres</td>
<td>75 acres</td>
</tr>
<tr>
<td><strong>MULTI-PURPOSE FIELDS</strong></td>
<td>2.5 fields</td>
<td>12 fields</td>
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<tr>
<td><strong>BASEBALL / SOFTBALL</strong></td>
<td>8 natural turf</td>
<td>4 synthetic; 2 natural turf</td>
</tr>
<tr>
<td><strong>TENNIS</strong></td>
<td>15</td>
<td>10</td>
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<tr>
<td><strong>BASKETBALL</strong></td>
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<td>8</td>
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<tr>
<td><strong>REVENUE-GENERATING FACILITIES</strong></td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td><strong>PLAYSPACES</strong></td>
<td>0.3 acres</td>
<td>3.65 acres</td>
</tr>
<tr>
<td><strong>PUBLIC RESTROOMS</strong></td>
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<td>5</td>
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<tr>
<td><strong>PICNIC TABLES / PAVILIONS</strong></td>
<td>21 / 0</td>
<td>36 / 12</td>
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<tr>
<td><strong>DEDICATED PARK STAFF</strong></td>
<td>0</td>
<td>4+</td>
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#### WHAT DO YOU GET?

**FDR PARK DRAFT PLAN**
THE GATEWAY
PICNIC WOODS
THE BOATHOUSE LAWN