

Welcome to the Beginning...



Centennial District

District Design Plan + Ideas Exchange



PHILADELPHIA
PARKS &
RECREATION

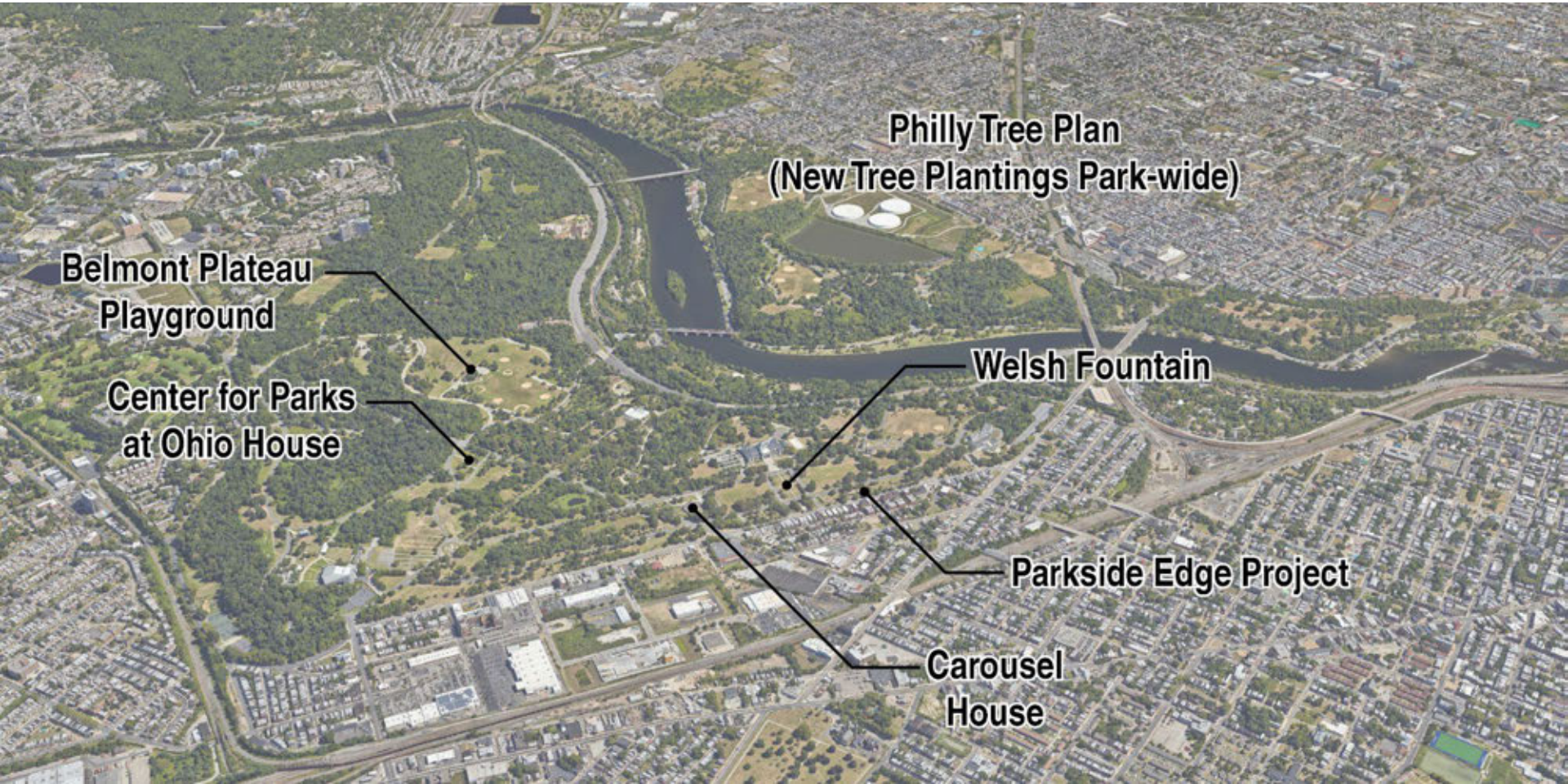
theMann.
a non-profit performing arts center

PHILADELPHIA
ZOO



DREXEL UNIVERSITY
Lindy Institute
for Urban Innovation

A lot is already happening!



Belmont Plateau
Playground

Center for Parks
at Ohio House

Philly Tree Plan
(New Tree Plantings Park-wide)

Welsh Fountain

Parkside Edge Project

Carousel
House

April to June 2023
3 Teams Prepare for
Ideas Exchange

**Late Summer/
Early Fall 2023**
Planning Work &
Engagement to Begin

Fall 2025 to
Early 2026
Implement
Early Actions

Summer 2026
FIFA World Cup
MLB All-Star Game

July 2023
Team Selected

March 2024
Design Plan
Final Report

June 2023
Ideas Exchange
(WE ARE HERE)

January 2024
Mayor-Elect Begins
Mayoral Term

Spring 2024
Public
Unveiling

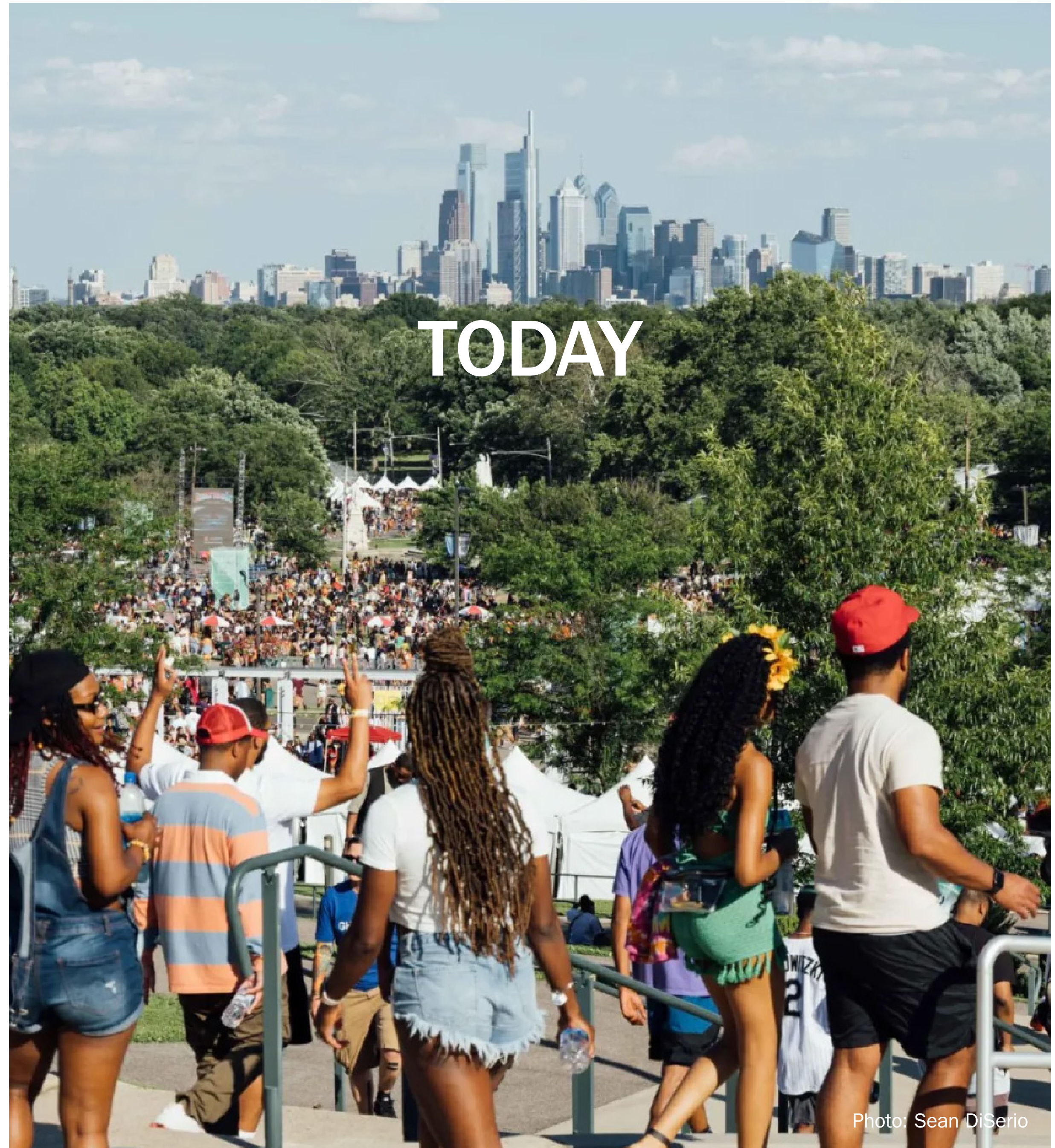
2026
America's
Semiquincentennial

PHILADELPHIA FOREVER





1876

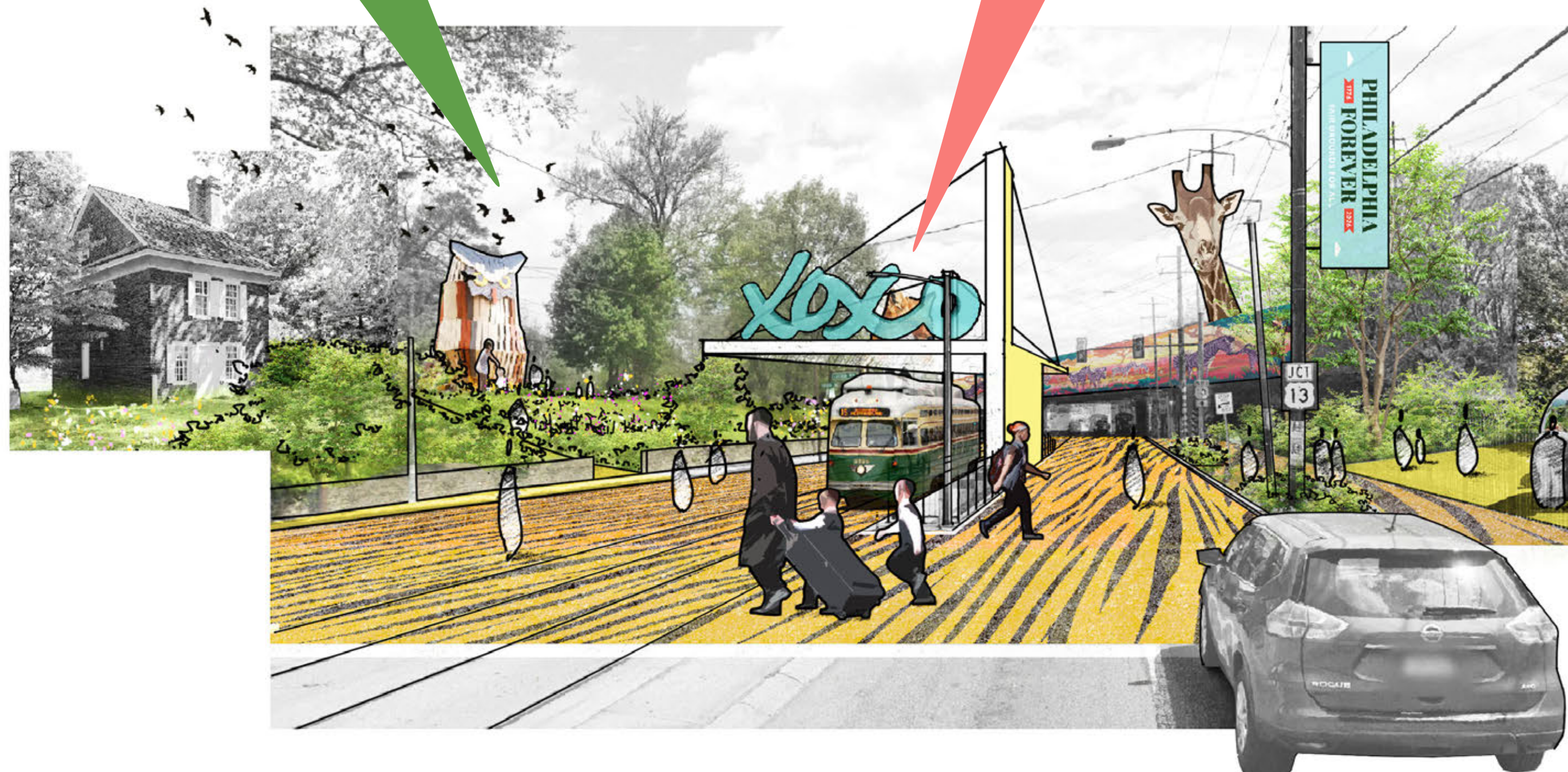


TODAY

FAIRGROUNDS FOR ALL

A welcoming gateway to the district

Joining a bird walk at Letitia Ecology Center?



Hopping on the trolley for a day in the park?



A safe & pleasant walk on Girard Ave?

FAIRGROUNDS FOR ALL

An activated park edge

Strolling on a park trail after dinner?



Meeting friends at the playground just across the street?



Enjoying an outdoor movie at a community night?



FAIRGROUNDS FOR ALL

An inclusive & immersive park

Exploring the park in a sensory garden?



School soccer team practice in the park?

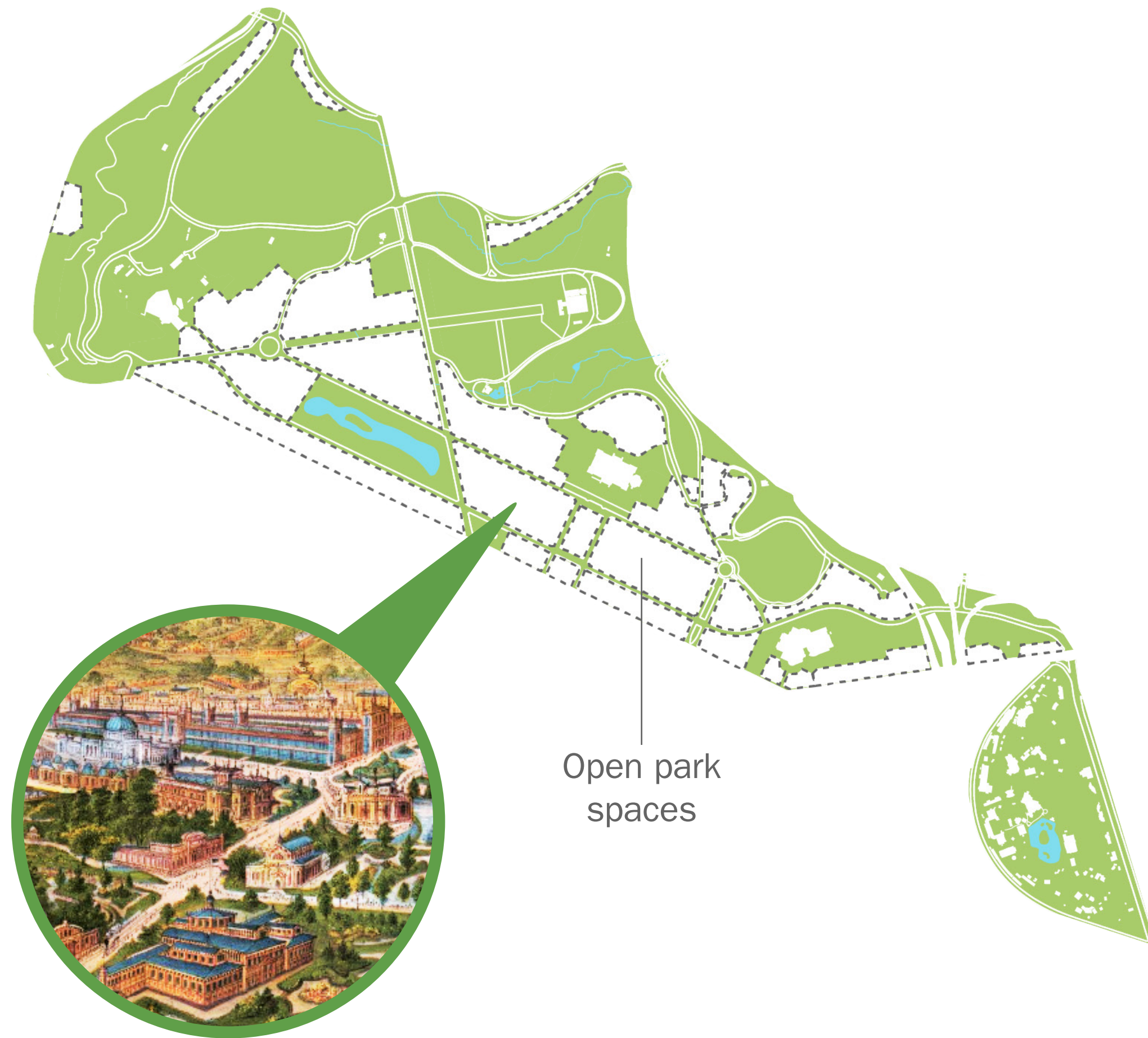


Gathering over BBQ & music?



THE PARK IS VAST...

An abundance of open space



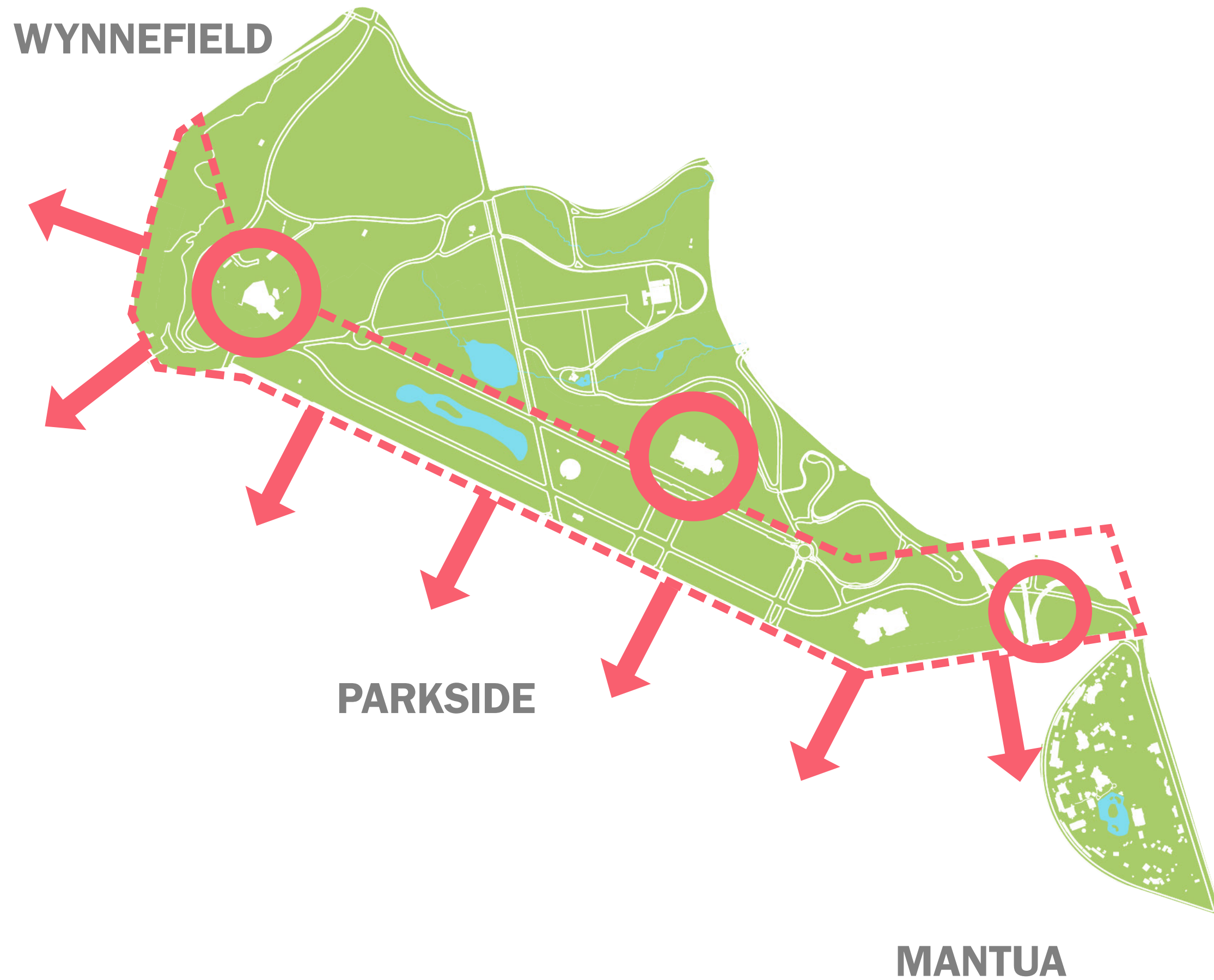
This is an open space.

This is a van.



THE PARK IS VAST... LET'S ACTIVATE IT!

A welcoming park edge that is part of the neighborhood



Sports Fields



Gardens



Picnic Groves



Entry Plazas



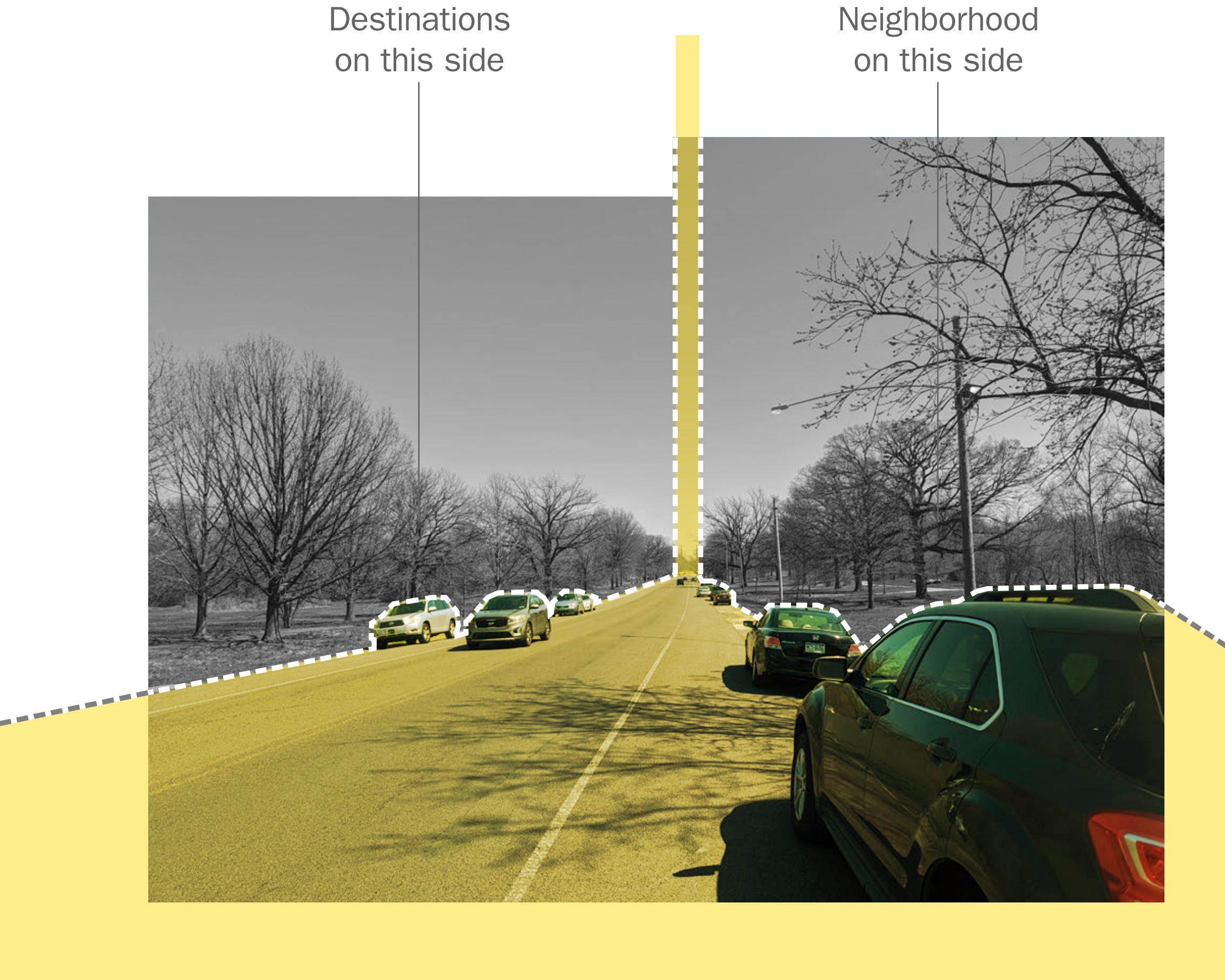
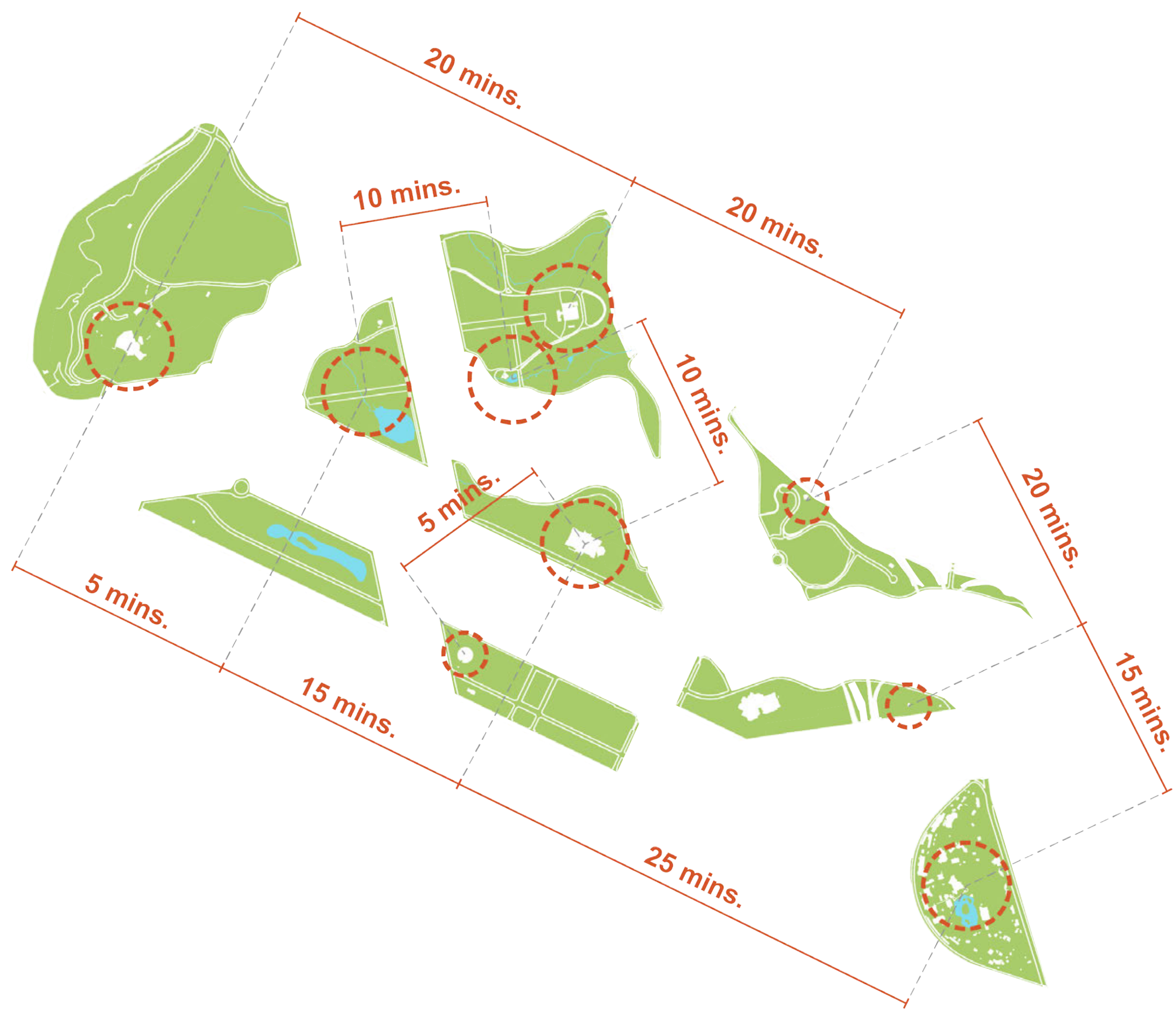
Playgrounds



Recreation Center

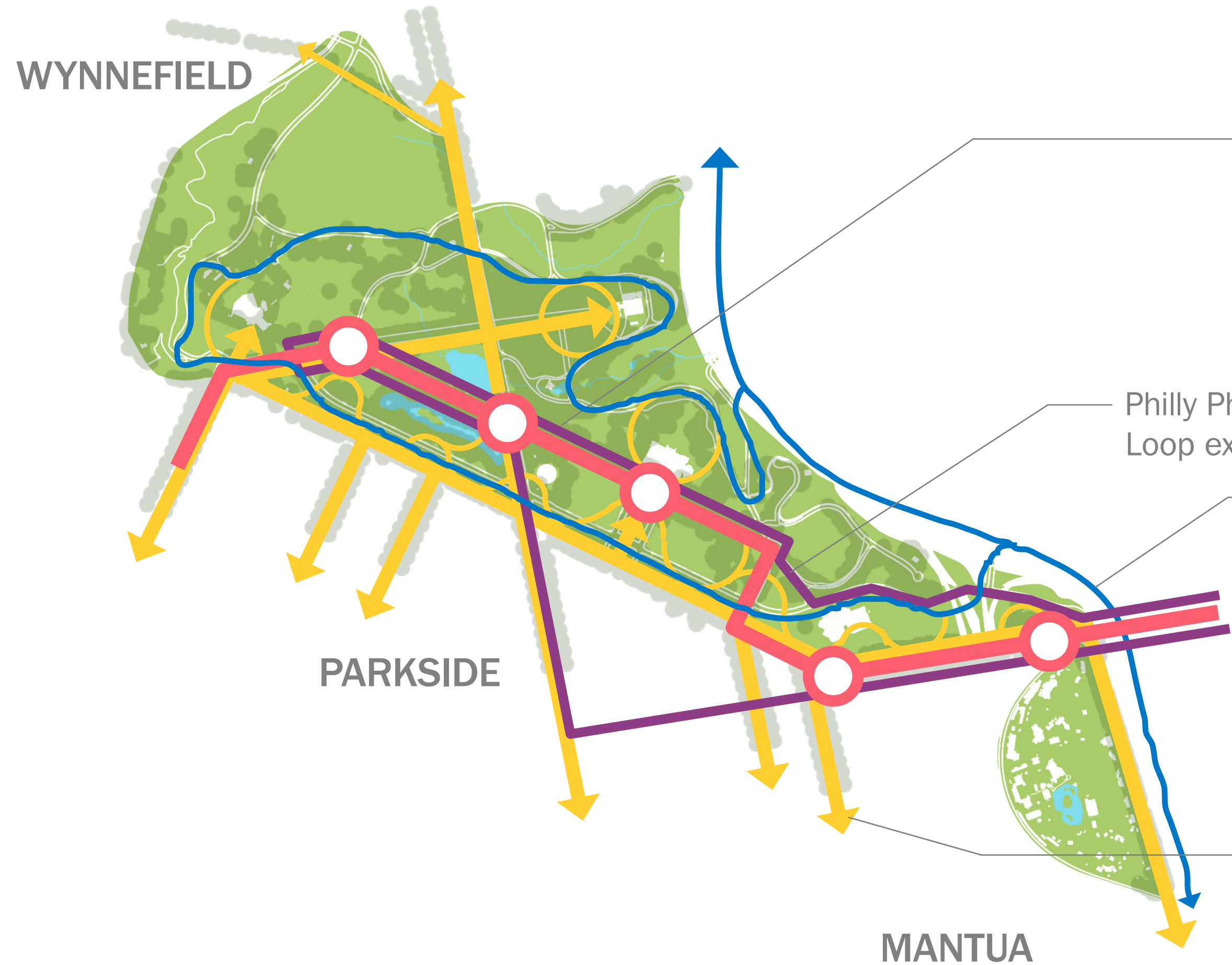
THE PARK HAS GREAT DESTINATIONS...

Car-oriented destinations can benefit from transit alternatives



THE PARK HAS GREAT DESTINATIONS... **LET'S CONNECT THEM!**

Ideas for a destination park with easy transit access



Trolley stops at destinations



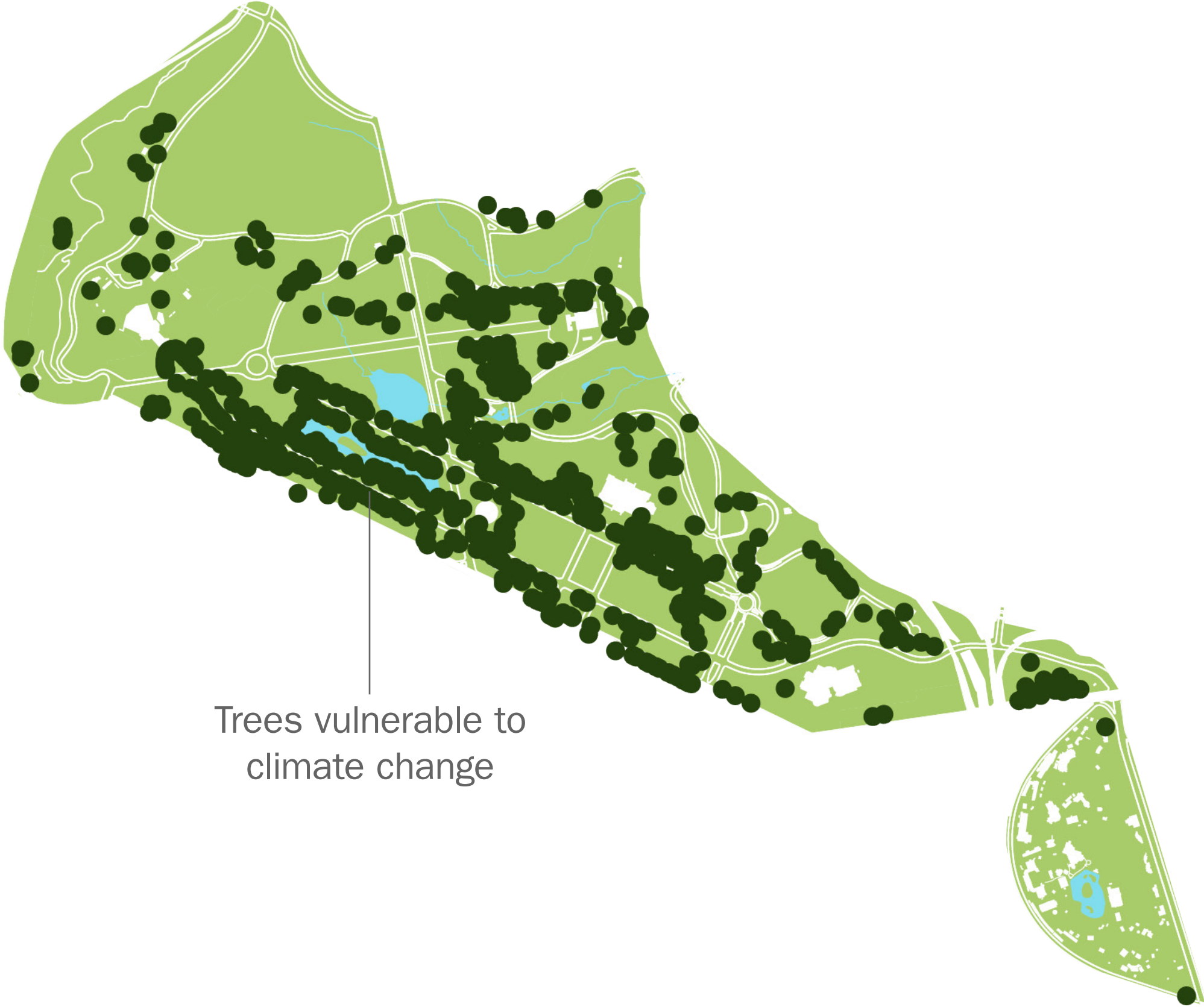
Parkway to Greeway: Extending MLK Jr Dr weekend trail into the park



Streetscape improvements: Safe crossings, complete sidewalks, street trees, seating, wayfinding

THE PARK IS VERY GREEN...

But the mature trees are in decline



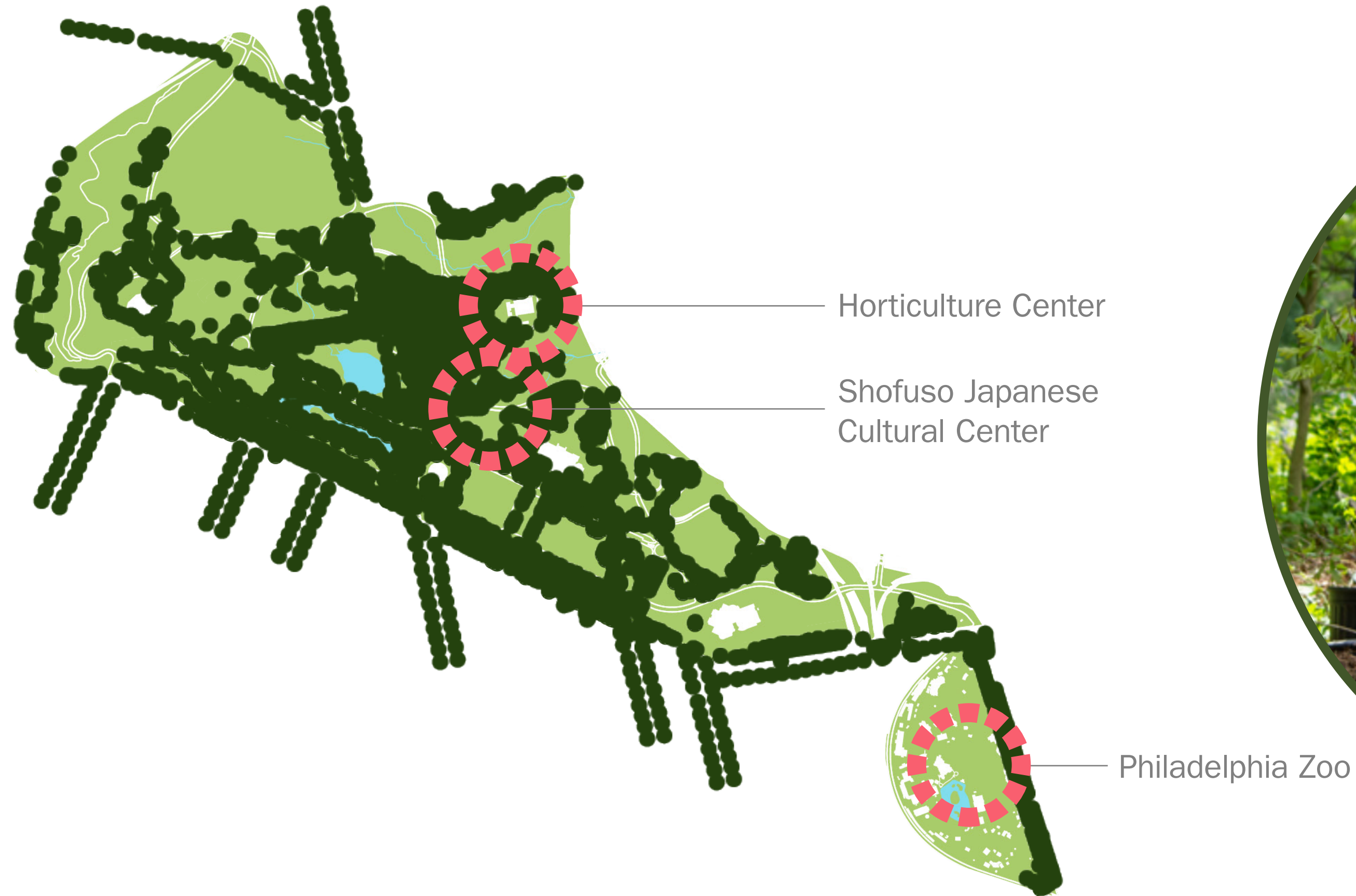
Trees vulnerable to climate change



Aging trees

THE PARK IS VERY GREEN... LET'S GROW IT!

Continue to develop a robust, community supported understory

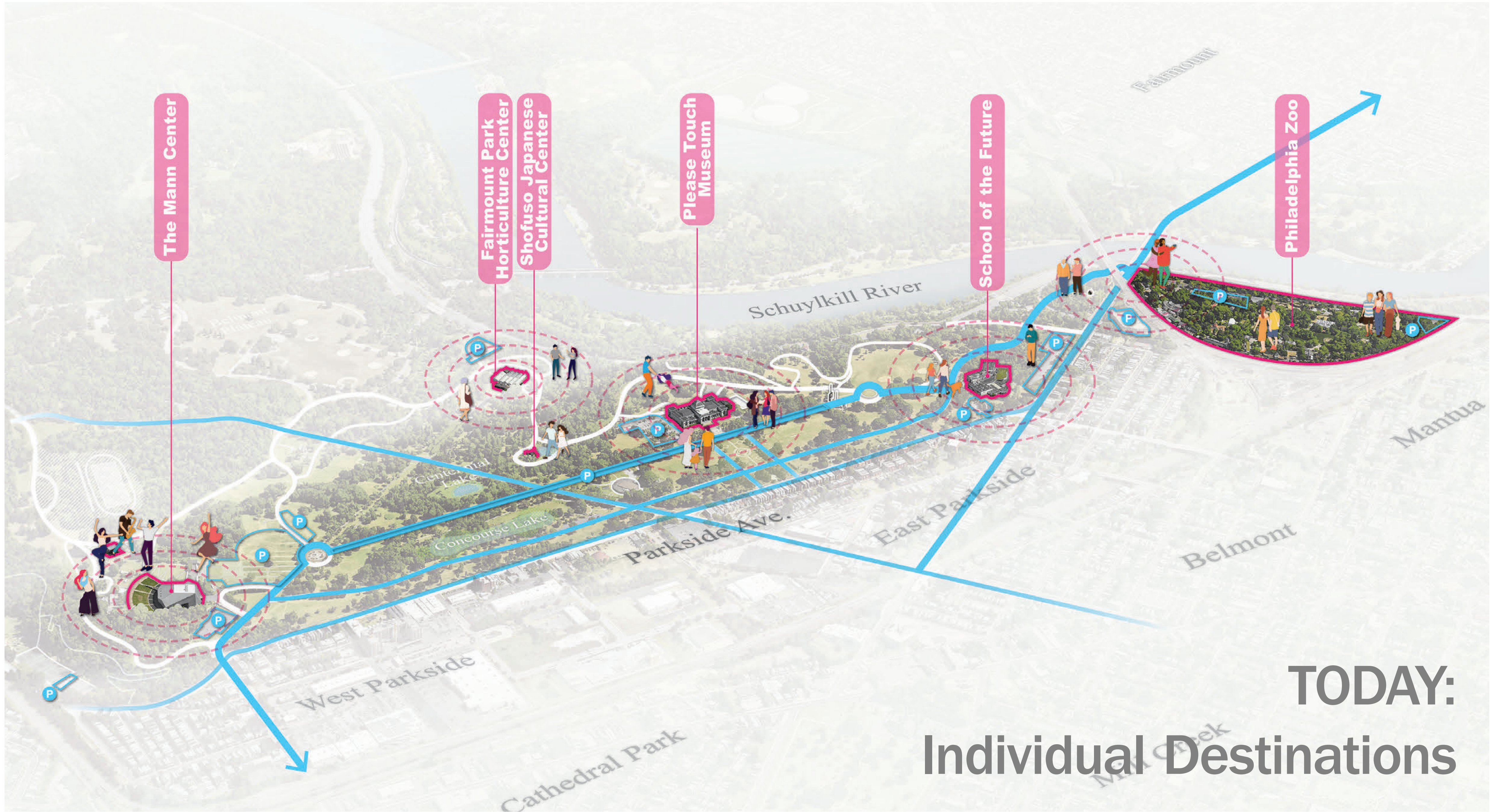


“

Create an environment for the children where they can explore, learn about and from nature.

- Carol White, Community Voices Committee member and participant in the Philly Tree Plan

”



TODAY:
Individual Destinations

The Mann Center

Fairmount Park Horticulture Center
Shofuso Japanese Cultural Center

Please Touch Museum

School of the Future

Philadelphia Zoo

Schuylkill River

Centennial Lake
Inconcourse Lake

Parkside Ave.

East Parkside

Belmont

Mantua

West Parkside

Cathedral Park

2026: A Big Celebration!

Neighborhood Gathering Space

Growing Landscape in Forever Park

Inclusive and Immersive Park

A Welcoming Gateway

The Mann Center

Fairmount Park Horticulture Center

Shofuso Japanese Cultural Center

Please Touch Museum

School of the Future

Philadelphia Zoo



Schuylkill River

Centennial Lake

oncourse lake

Parkside Ave.

East Parkside

Belmont

Mantua

West Parkside

Cathedral Park

Mill Creek

2030s:
Everyday Park
+ Regional Destination



WHERE DO WE BEGIN?

WHAT IS THIS PLACE TO YOU?

Sharing – Visualizing – Celebrating Stories



2026: A BIG CELEBRATION!

Starting a new chapter in history



MARVEL



LET'S CELEBRATE IT!



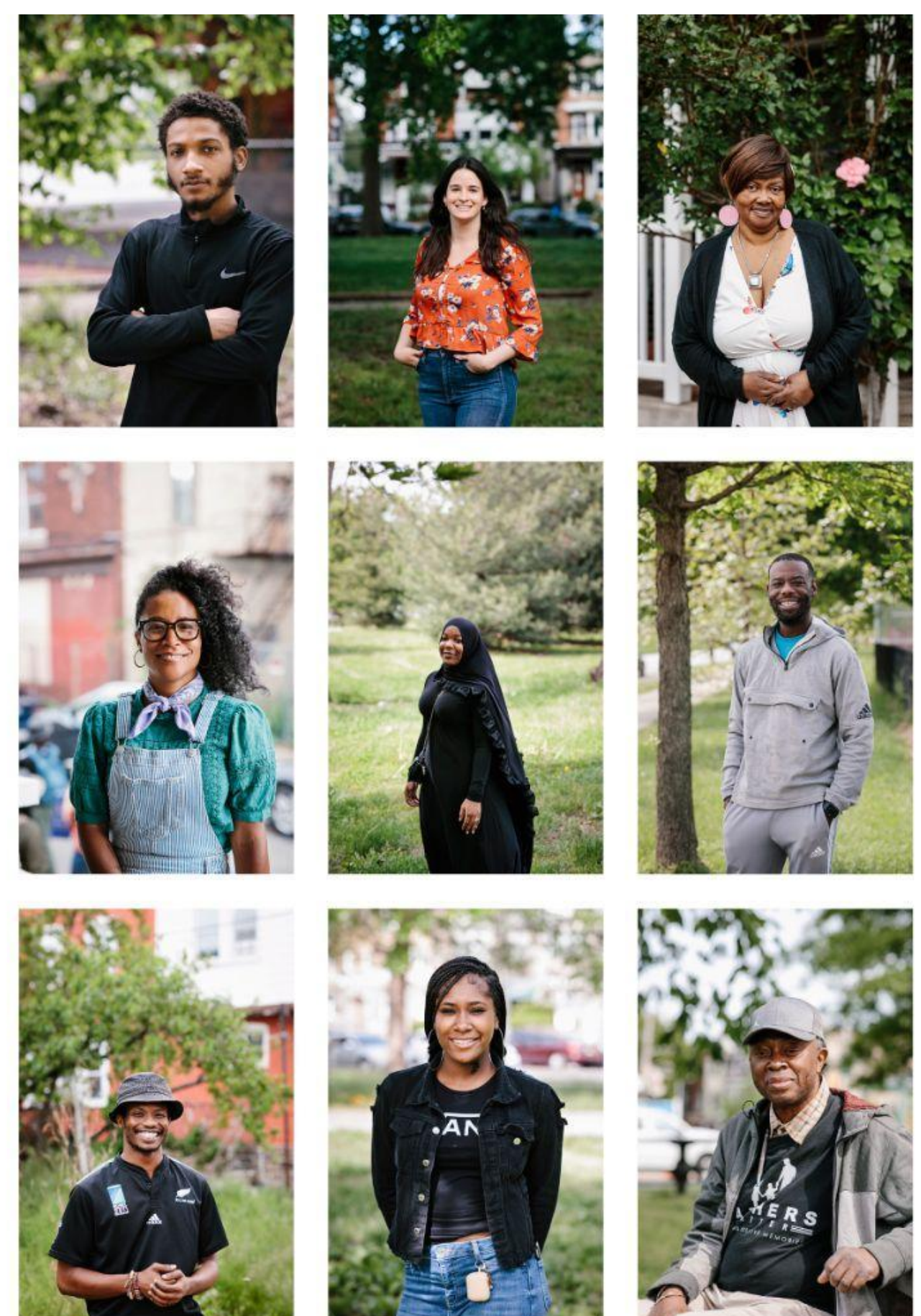
CELEBRATING PEOPLE

Celebrating local stories with local photography

Philly Tree Plan



Process - Portraits



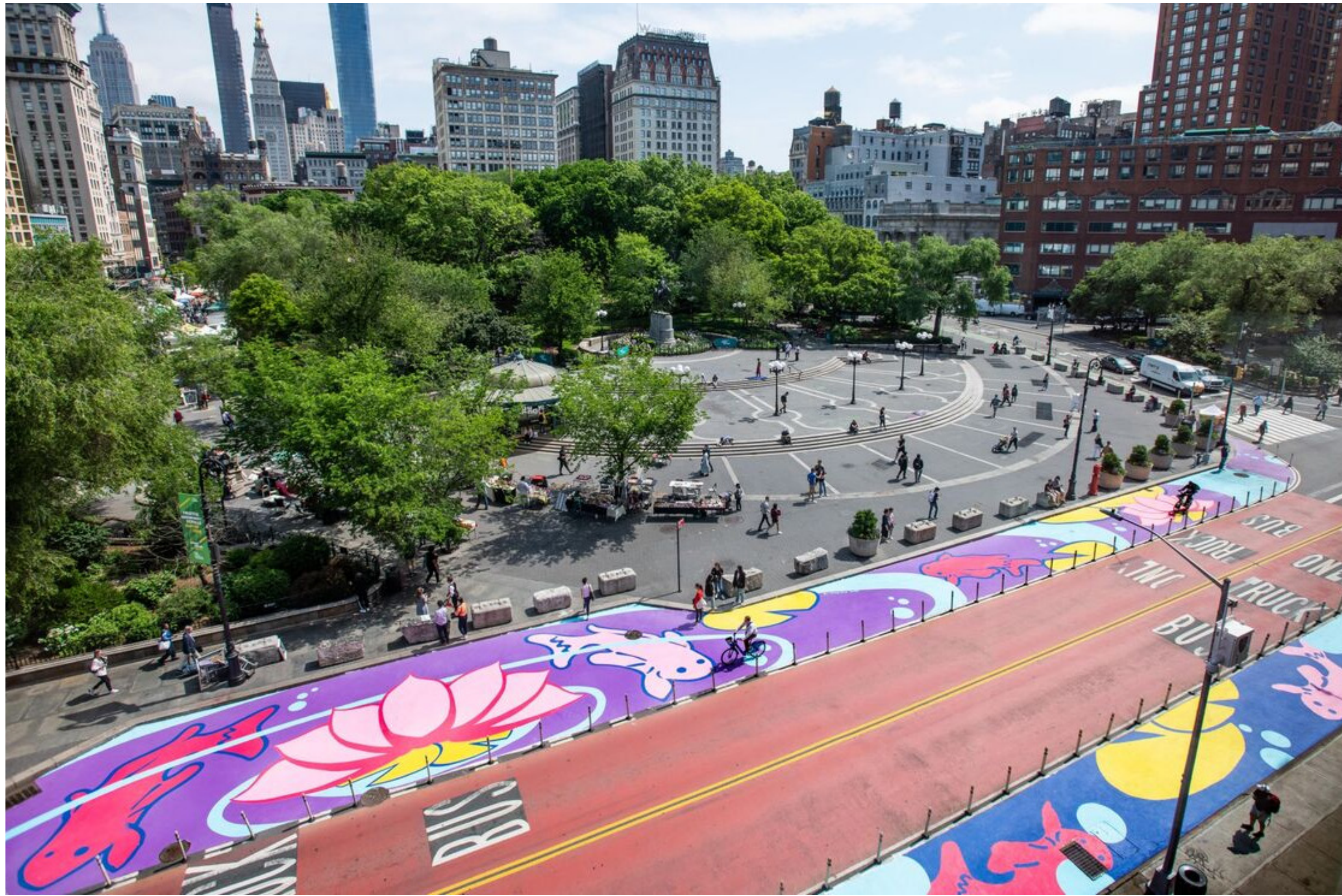
Local Voices: Memories, Stories, & Portraits



CELEBRATING CULTURES

Celebrating local cultures with local art

Park Promenade



Mural Arts Philadelphia



Klip Collective

Streets Dept



image credits: © Mural Arts Philadelphia, Streets Dept, Klip Collective

CELEBRATING THE LAND

Celebrating local landscape with native species

Tree Canopy Campaign: Planting for the future



Celebration Meadows: Native blooms



Wildlife Habitat: Bird walks in the park

- Precedents:
- Superbloom installation in London, UK
 - Phyto Studio



PHILADELPHIA FOREVER

FAIR GROUNDS FOR ALL



Philadelphia Parks and Recreation w/
Fairmount Park Conservancy
The Mann Center
Philadelphia Zoo
Please Touch Museum
Drexel University Lindy Institute

Centennial District Planning Initiative

Ideas Exchange + Subdistrict Plan

Initial Public Presentation

Prepared by:

port

+

KIERAN TIMBERLAKE

+

Amber Art & Design

with

Urban Engineers

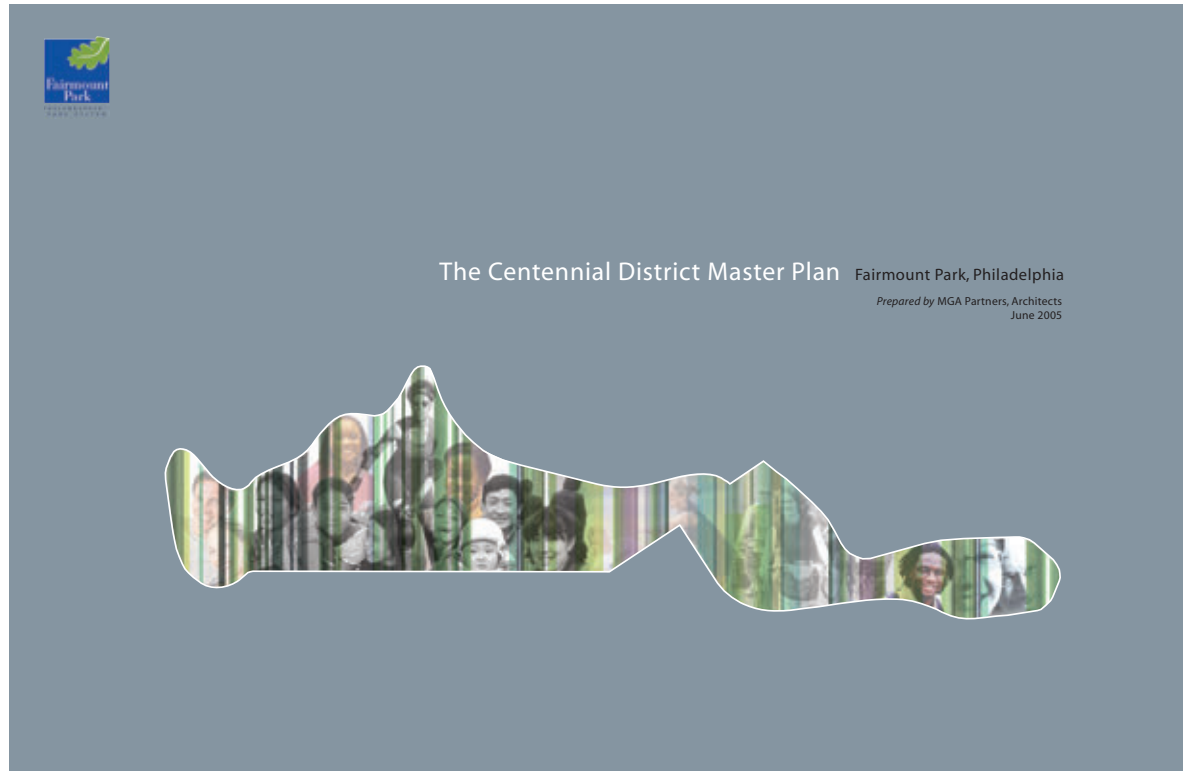
Meliora Design

Erick Guerra

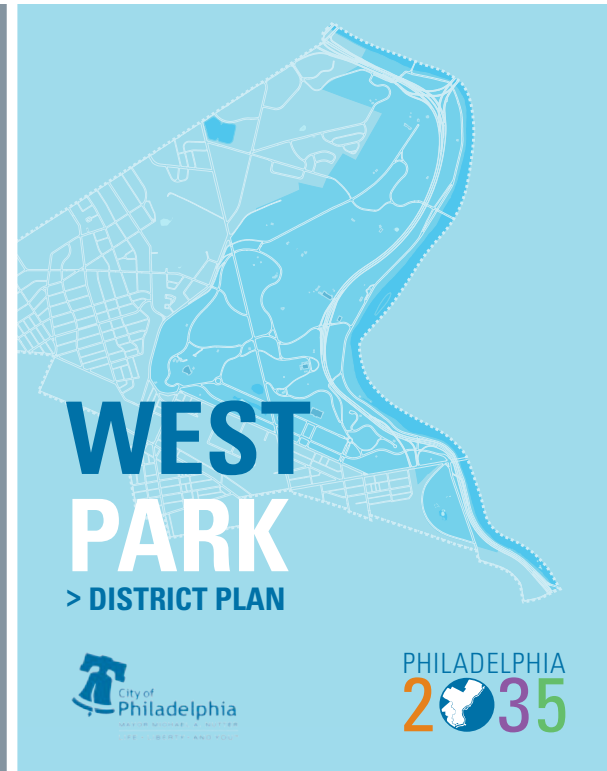
Dharam Consulting

June 21, 2023

Observations + Understanding—PRIOR PLANNING INITIATIVES



Centennial District Master Plan (2005)



West Park District Plan (2012)



The New Fairmount Park Plan (2014)

Observations + Understanding—PRIOR/ONGOING PHYSICAL TRANSFORMATIONS

Centennial Commons



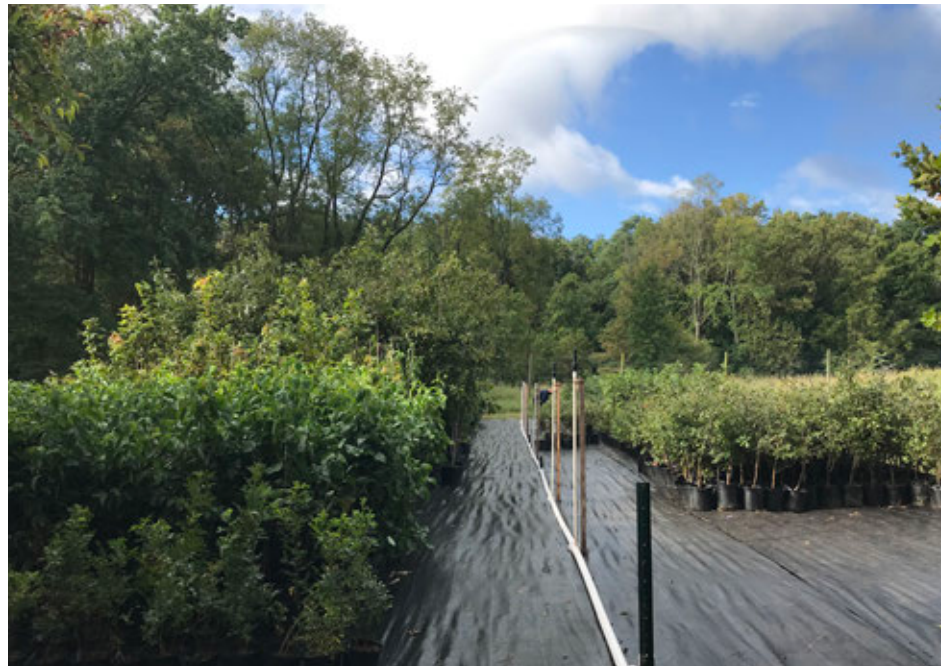
The Please Touch Museum



Concourse Lake Native Plant Restoration



The Philadelphia Zoo



Natural Lands Forest Restoration



The Mann Center

Rather than attempt to address all 540+ acres of the Centennial District, concentrate actions and investments in visible and accessible areas of the park.

Focus energy on what can be achieved in the next 8 years, considering both the Semiquincentennial and the next mayoral administration.



WEST FAIRMOUNT PARK IS BIG

66°
AQI 33



- **concentrate the park**
(enhancements to programming, circulation, and way-finding)
- **support the everyday**
(provision of basic public facilities and essential park infrastructures)
- **expand biodiversity**
(expansion of high-biodiversity, ecologically productive landscapes)
- **reveal hidden histories**
(connect community w/ park through storytelling and visual prompts)
- **extend anchor institutions**
(open doors, extend footprints, and expand activities)

ambitious
physical planning/design

via

dynamic, experiential
engagement

Process—EXPERIENCE-BASED ENGAGEMENT



CENTENNIAL DISTRICT IDEAS EXCHANGE | Public Presentation | June 21, 2023



PORT + KieranTimberlake + Amber Art & Design + Urban Engineers + Meliora + Erick Guerra + Dharam 8

Process—EXPERIENCE-BASED ENGAGEMENT



Process—COMMUNITY VISIONING EVENTS

Event 01



Prompting Question:
What brings you out to West Fairmount Park?

Community Event 01:
Philly Sound (Silent) Dance Party

Event 02



Prompting Question:
What's missing from West Fairmount Park?

Community Event 01:
Community Cook Out

Event 03



Prompting Question:
What's the coolest creature you've seen in West Fairmount Park?

Community Event 01:
Citizen Science Scavenger Hunt

Event 04



Prompting Question:
What should people know about West Fairmount Park?

Community Event 01:
Hidden Histories Story Hour(s)

Ongoing



Prompting Question:
Where is your go-to place in West Fairmount Park?

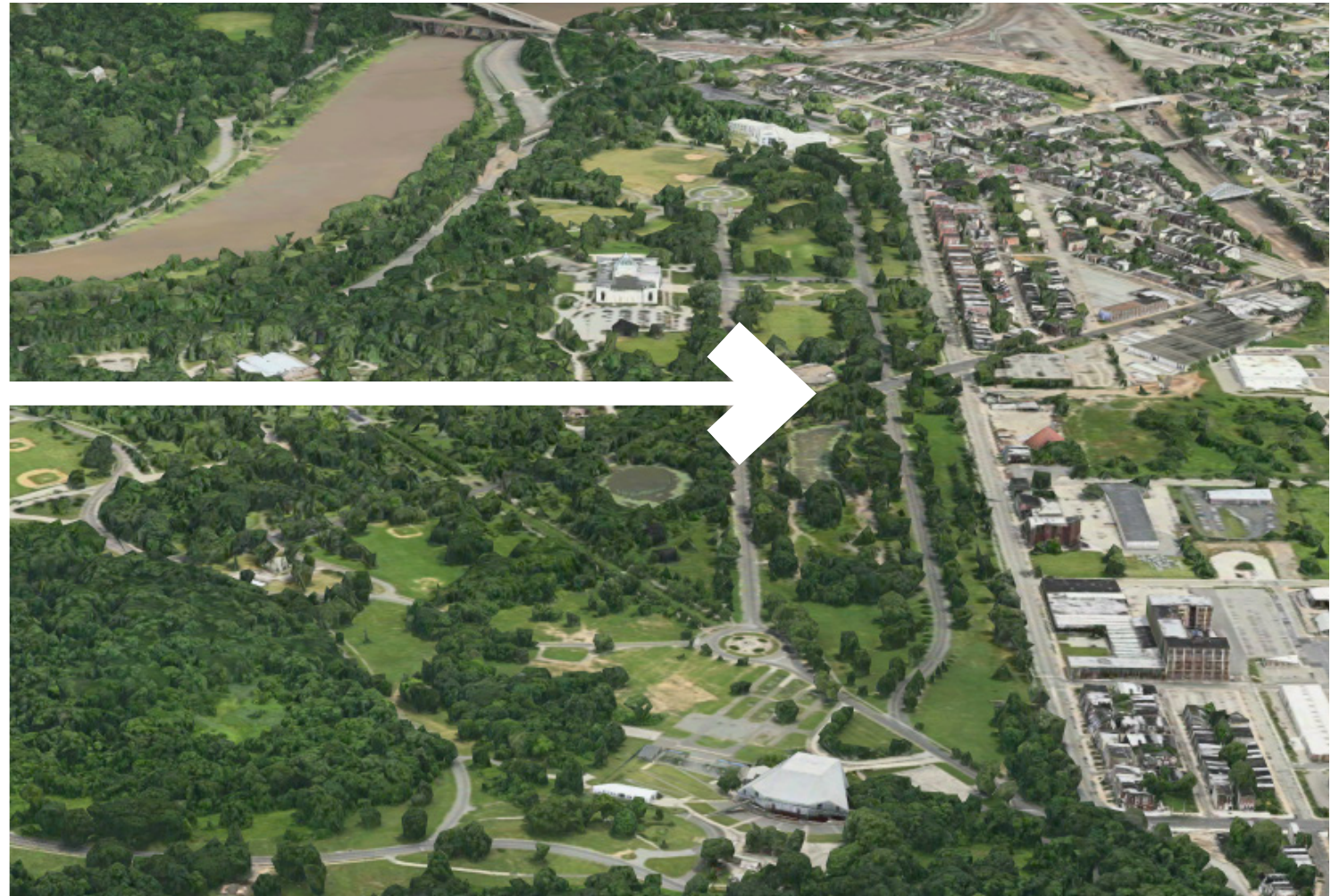
Community Event 01:
West Park Social Media Tagging
#whatsyourwestpark

Carefully listening to what is needed, desired, and essential in the Centennial District in order to identify achievable, transformational physical interventions that can be delivered in the near-term.

Where to Work—THE MIDWAY



THE CENTER THEN



THE CENTER NOW

Where to Work—THE MIDWAY



THE MIDWAY

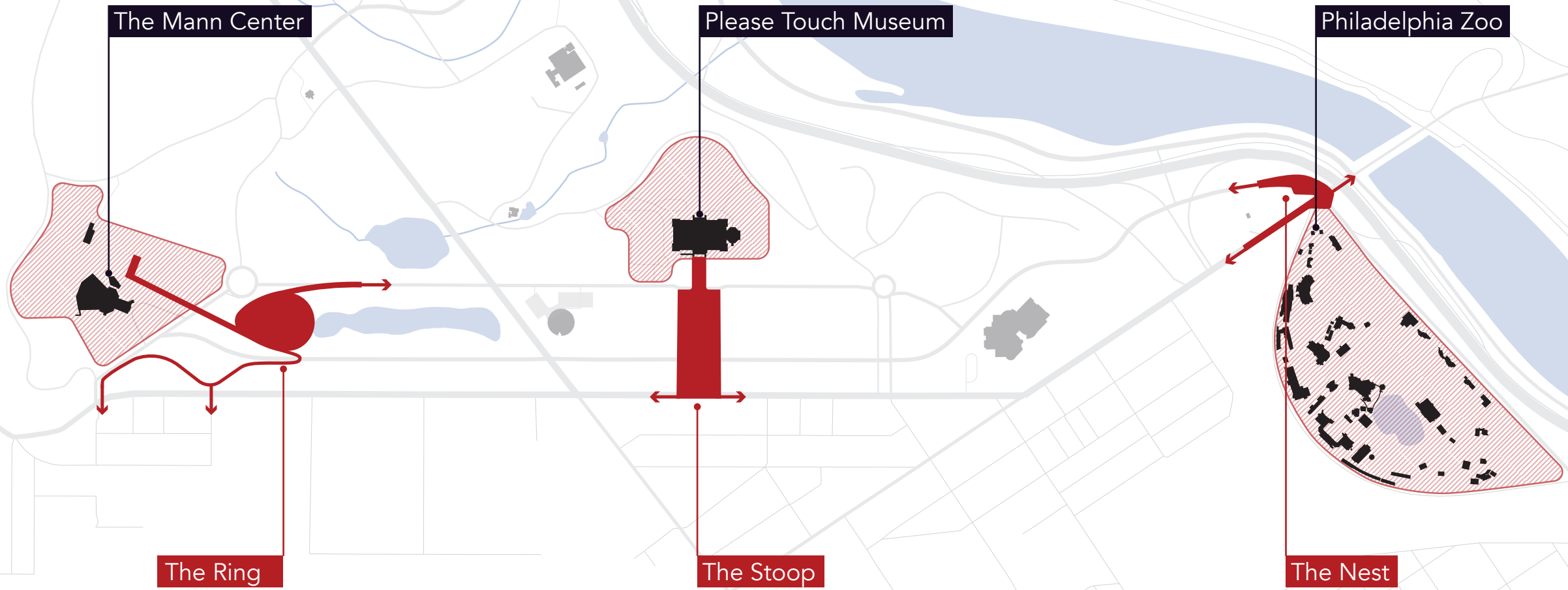


THE BAZAAR

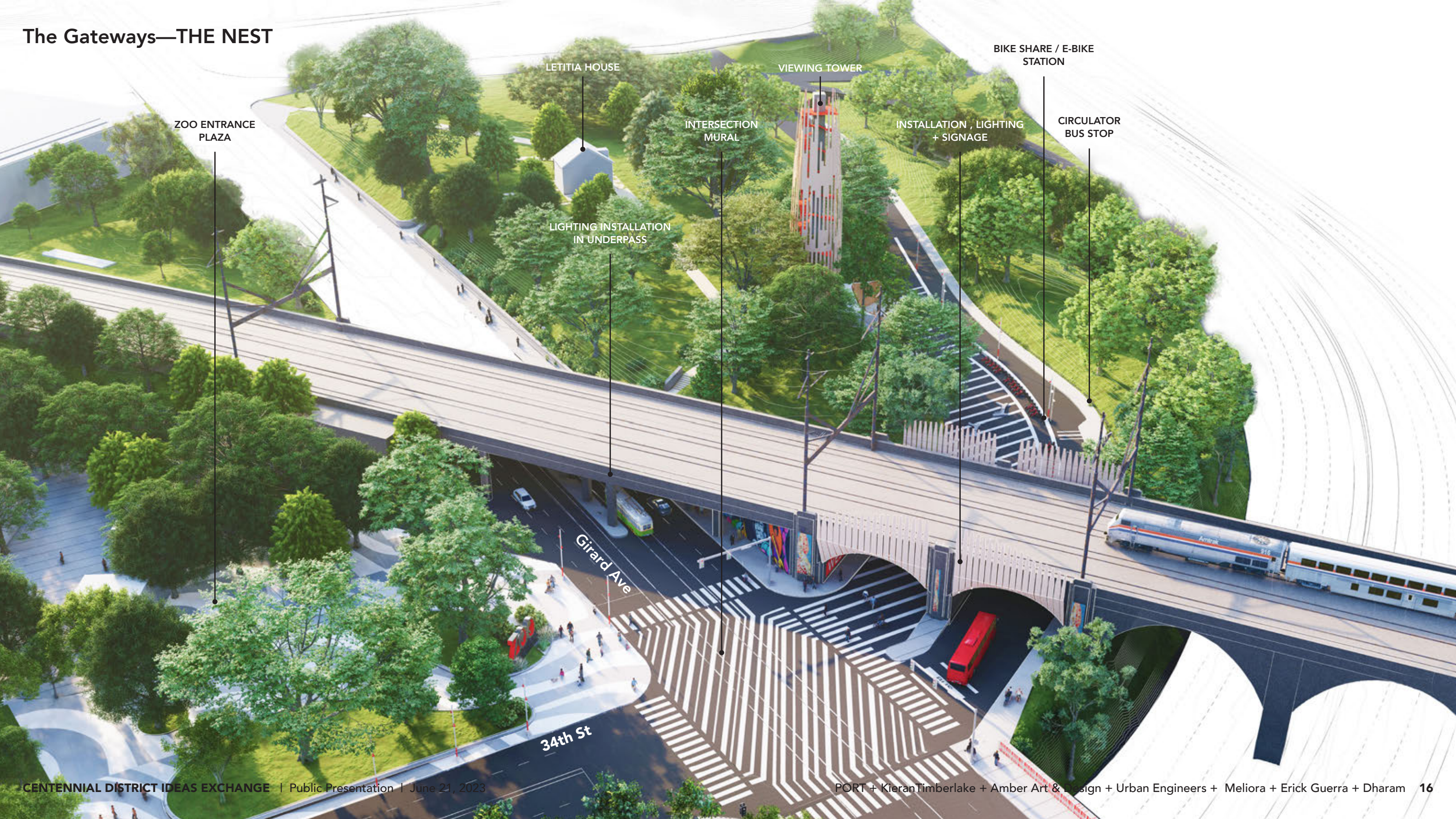


THE WEST WAY

Establishing The West Way—THREE GATEWAYS



The Gateways—THE NEST



ZOO ENTRANCE PLAZA

LETITIA HOUSE

VIEWING TOWER

BIKE SHARE / E-BIKE STATION

INTERSECTION MURAL

INSTALLATION, LIGHTING + SIGNAGE

CIRCULATOR BUS STOP

LIGHTING INSTALLATION IN UNDERPASS

Girard Ave

34th St

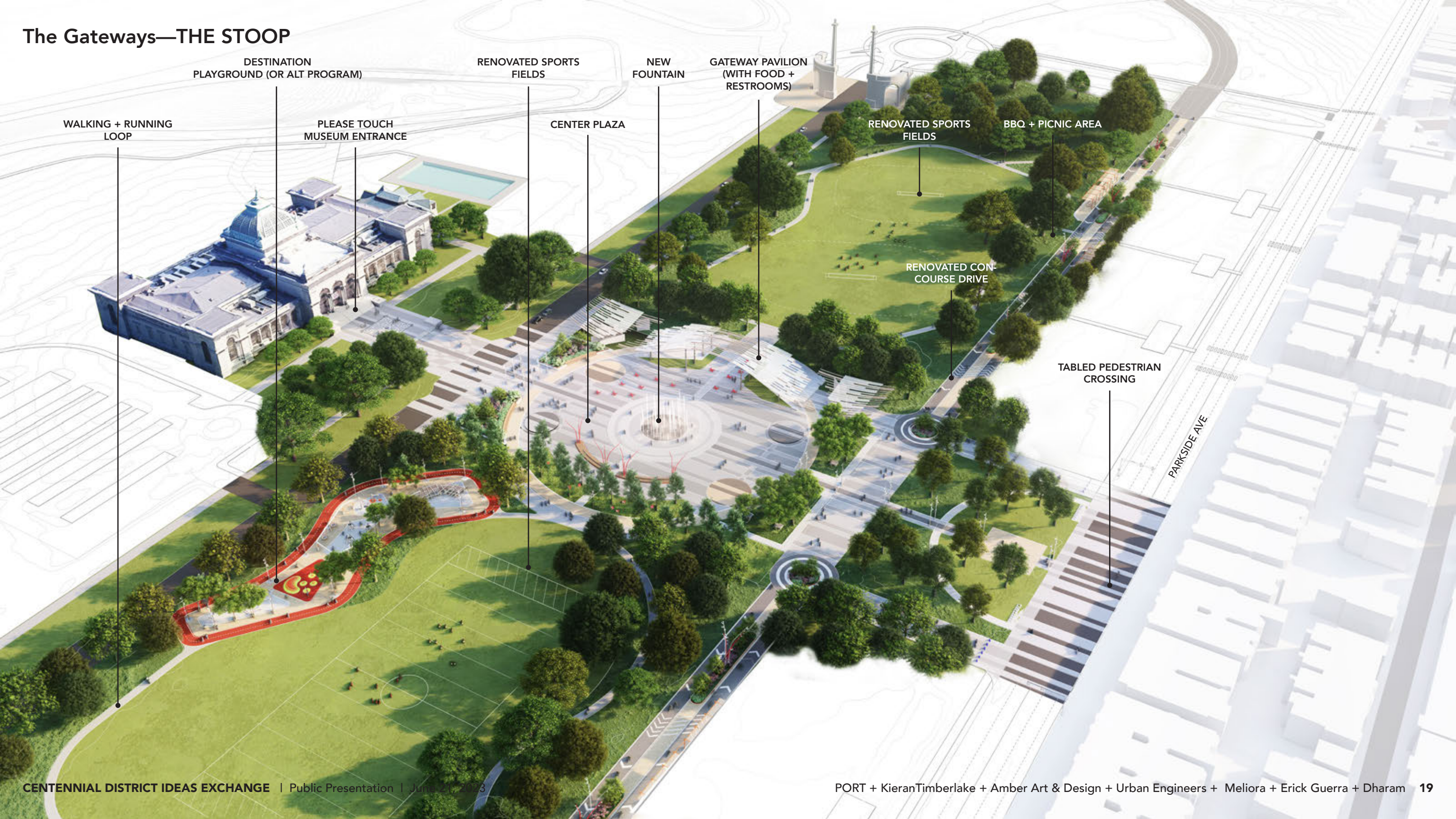
The Gateways—THE NEST



The Gateways—THE NEST



The Gateways—THE STOOP



DESTINATION
PLAYGROUND (OR ALT PROGRAM)

RENOVATED SPORTS
FIELDS

NEW
FOUNTAIN

GATEWAY PAVILION
(WITH FOOD +
RESTROOMS)

RENOVATED SPORTS
FIELDS

BBO + PICNIC AREA

RENOVATED CON-
COURSE DRIVE

TABLED PEDESTRIAN
CROSSING

PARKSIDE AVE

WALKING + RUNNING
LOOP

PLEASE TOUCH
MUSEUM ENTRANCE

CENTER PLAZA

The Gateways—THE STOOP



The Gateways—THE STOOP



The Gateways—THE STOOP



The Gateways—THE RING



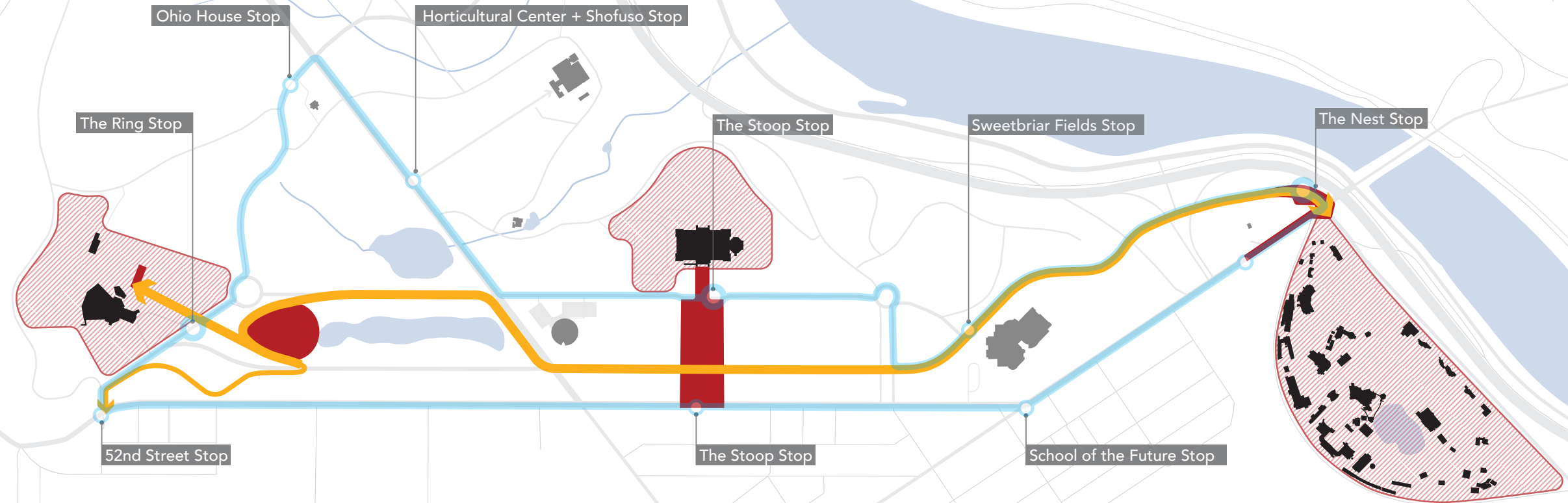
The Gateways—THE RING



The Gateways—THE RING



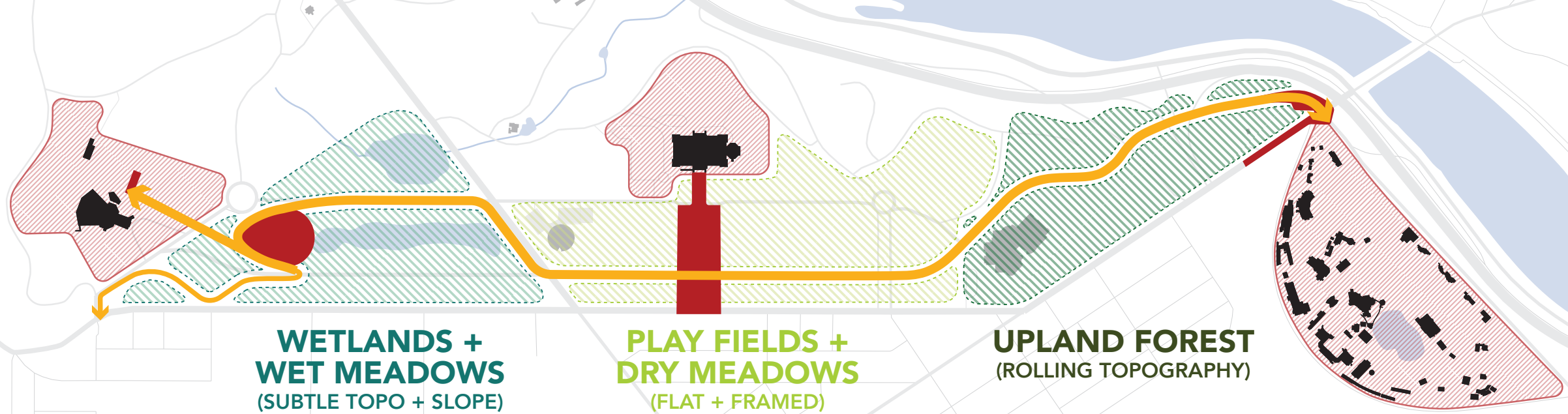
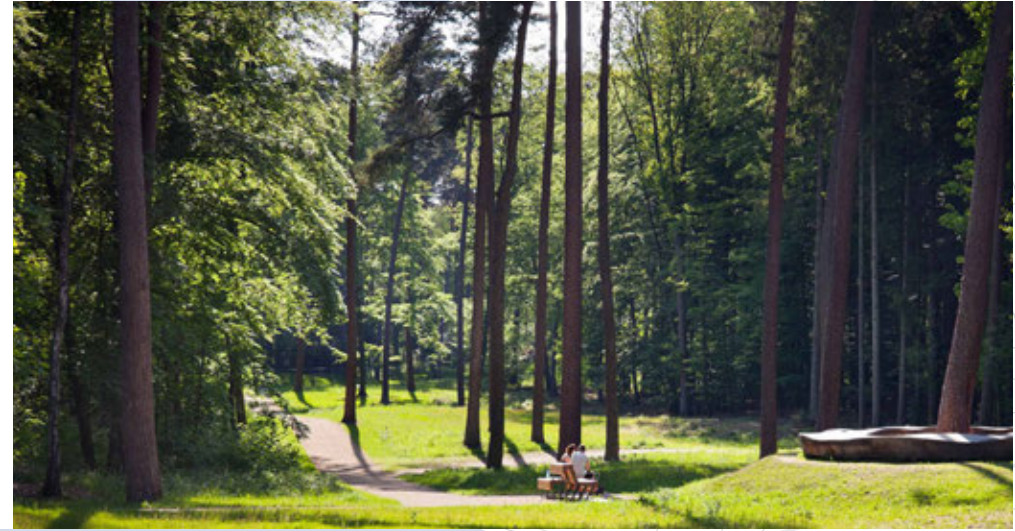
Establishing The West Way—WEST PARK BRAID



Establishing The West Way—WEST PARK BRAID / CIRCULATOR



Establishing the The West Way—THE LANDSCAPE ZONES



Process—COMMUNITY VISIONING EVENTS

Event 01



Event 02



Event 03



Event 04



Ongoing



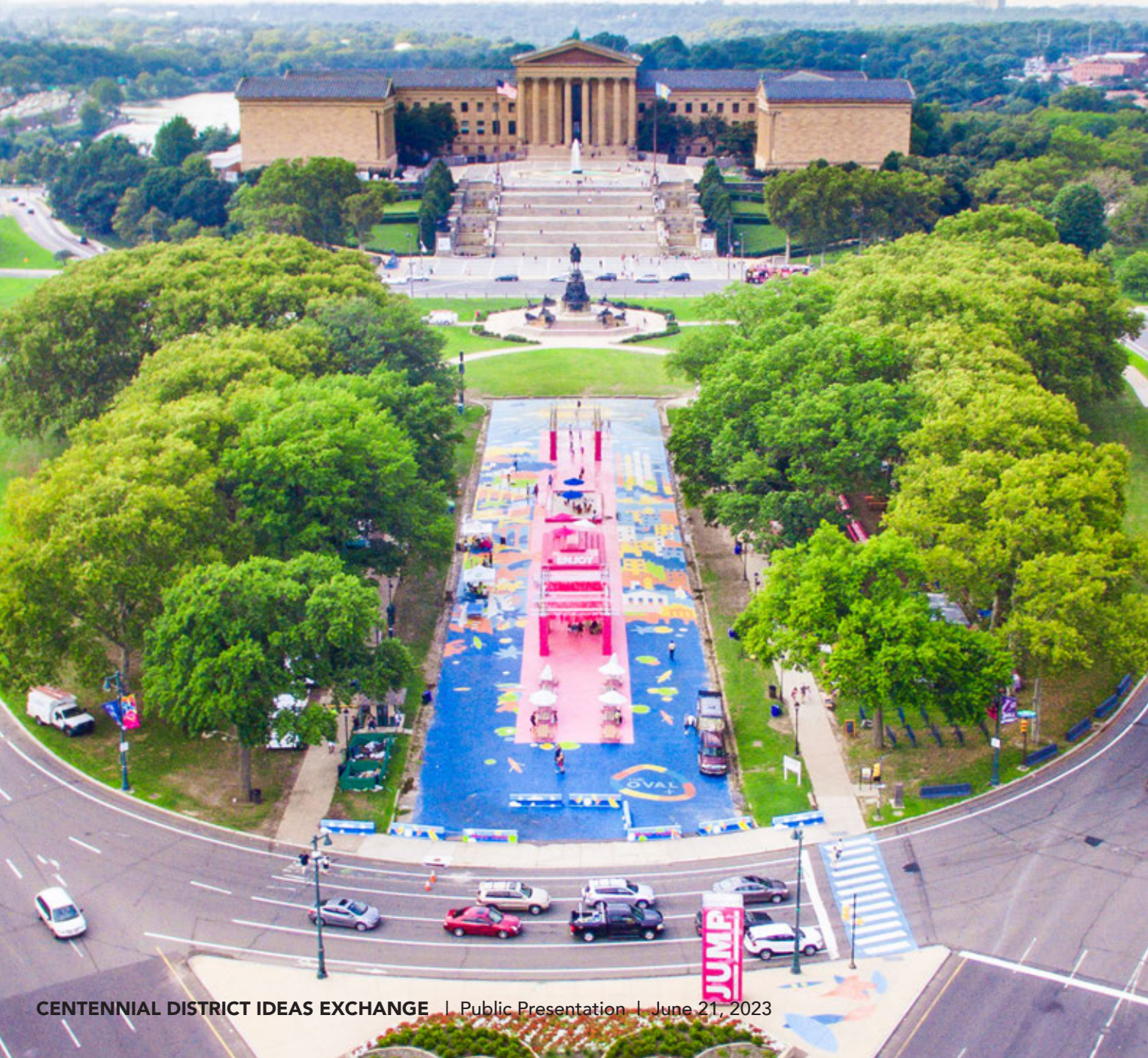


"What's Your Parkway, Philly?" (Oval+ 2017)



"More Park, More Play" (Oval+ 2018, 2019)

Culminating Kick-Off Event—WEST FAIRMOUNT FAMILY REUNION



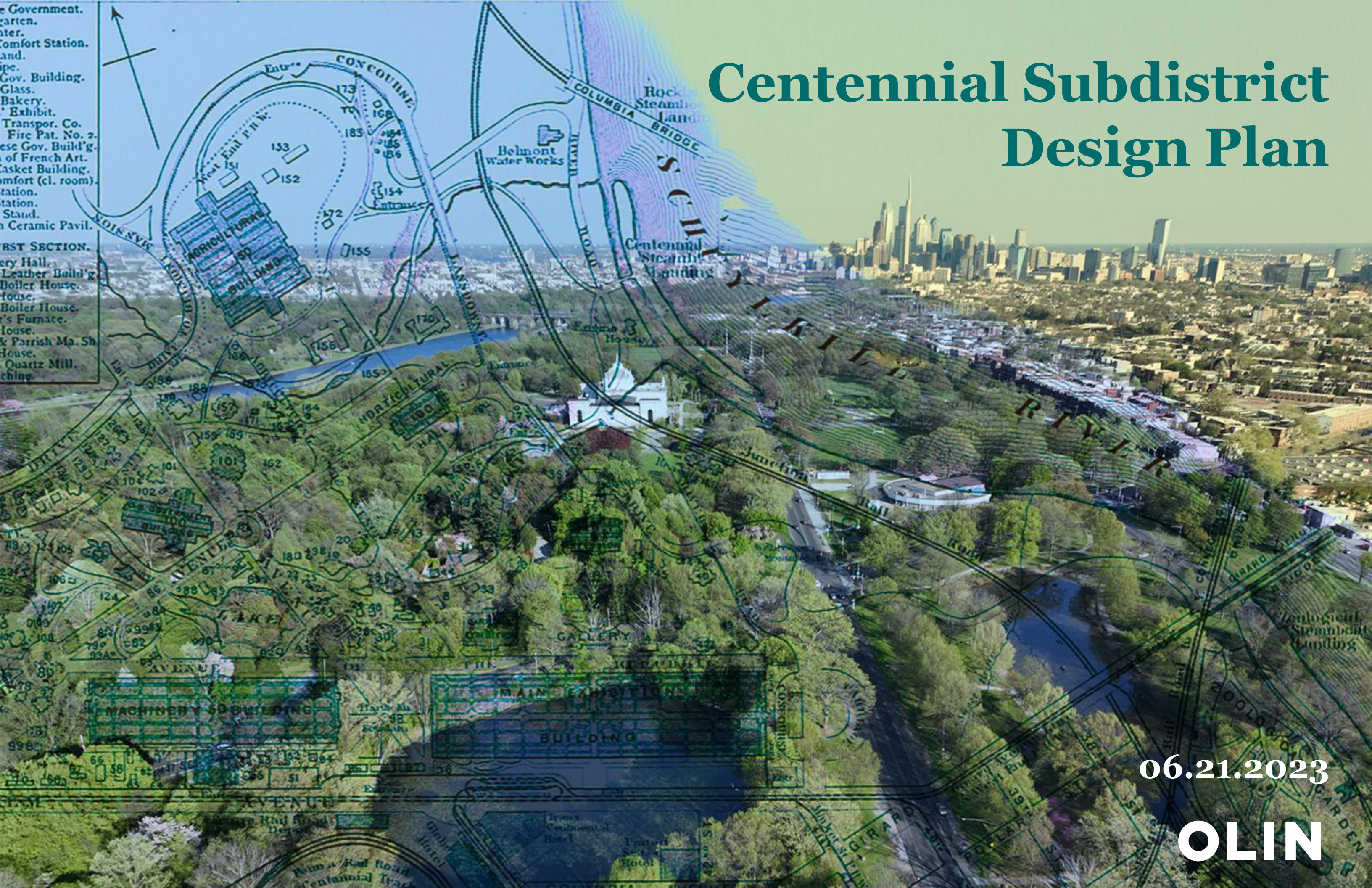


ambitious
physical planning/design
via



dynamic, experiential
engagement

Centennial Subdistrict Design Plan



Government Garden.
Water.
Comfort Station.
Land.
Pipe.
Gov. Building.
Glass.
Bakery.
Exhibit.
Transpor. Co.
Fire Pat. No. 2.
ese Gov. Build'g.
of French Art.
Basket Building.
omfort (cl. room).
station.
station.
Stand.
n Ceramic Pavil.

FIRST SECTION.
ery Hall.
Leather Build'g.
Boiler House.
House.
Boiler House.
r's Furnace.
House.
& Parrish Ma. Sh.
House.
Quartz Mill.
ching.

06.21.2023

OLIN

OLIN



Michael Miller
Partner, OLIN



Lucinda R. Sanders
Partner and CEO, OLIN



Andrew Dobshinsky
Planning Associate, OLIN



Matt Fichter
OLIN



Lucy Whitacre
OLIN



Ruiying Zhao
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Charlye Stewart
OLIN



Kate Lawler
OLIN



Jeffery L'Amoreaux
Sam Schwartz




Brian Trusty
Pros Consulting




Alexa Bosse
Hinge Collective



Ari Miller
Hinge Collective





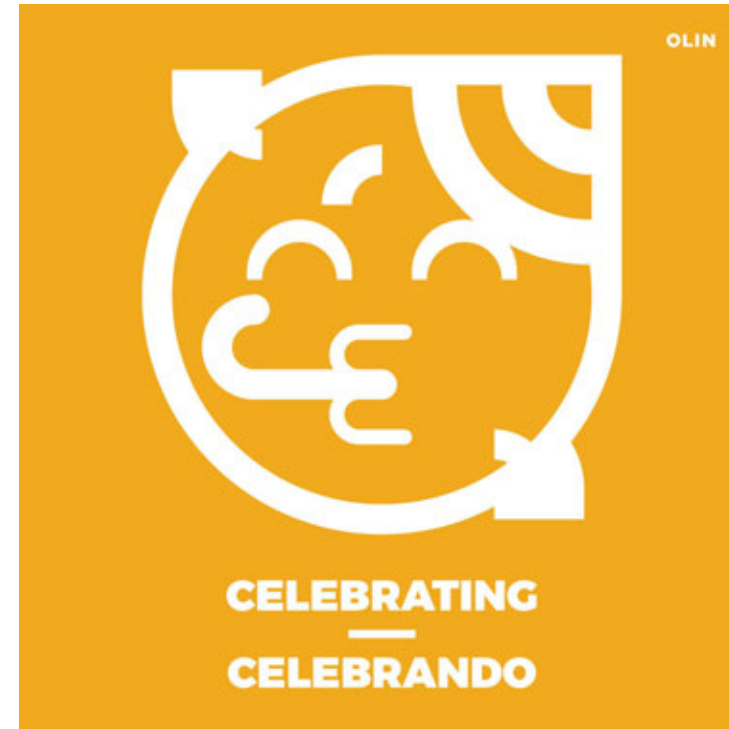


Can You Imagine...

Centennial
District
Planning



In your favorite memory, what type of activity were you doing? Hold up the card that's closest.



In your favorite memory, who were you doing the activity with? Hold up the card that's closest.



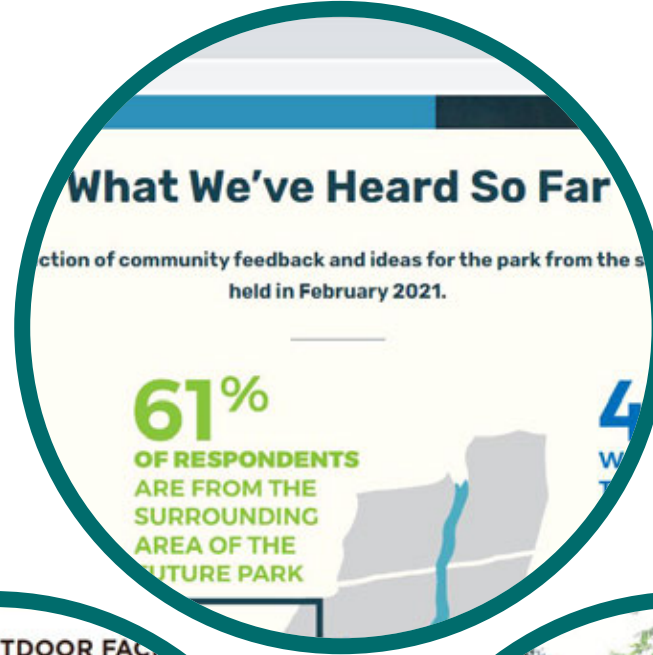
Community Ambassadors



Community Org & User Group Interviews



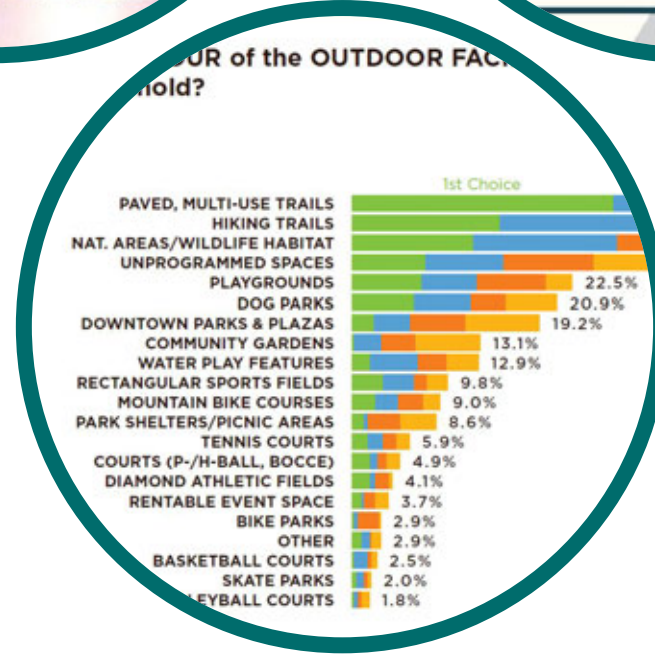
Project Website & Social Media



BioBlitz



BioBlitz & Asset Mapping



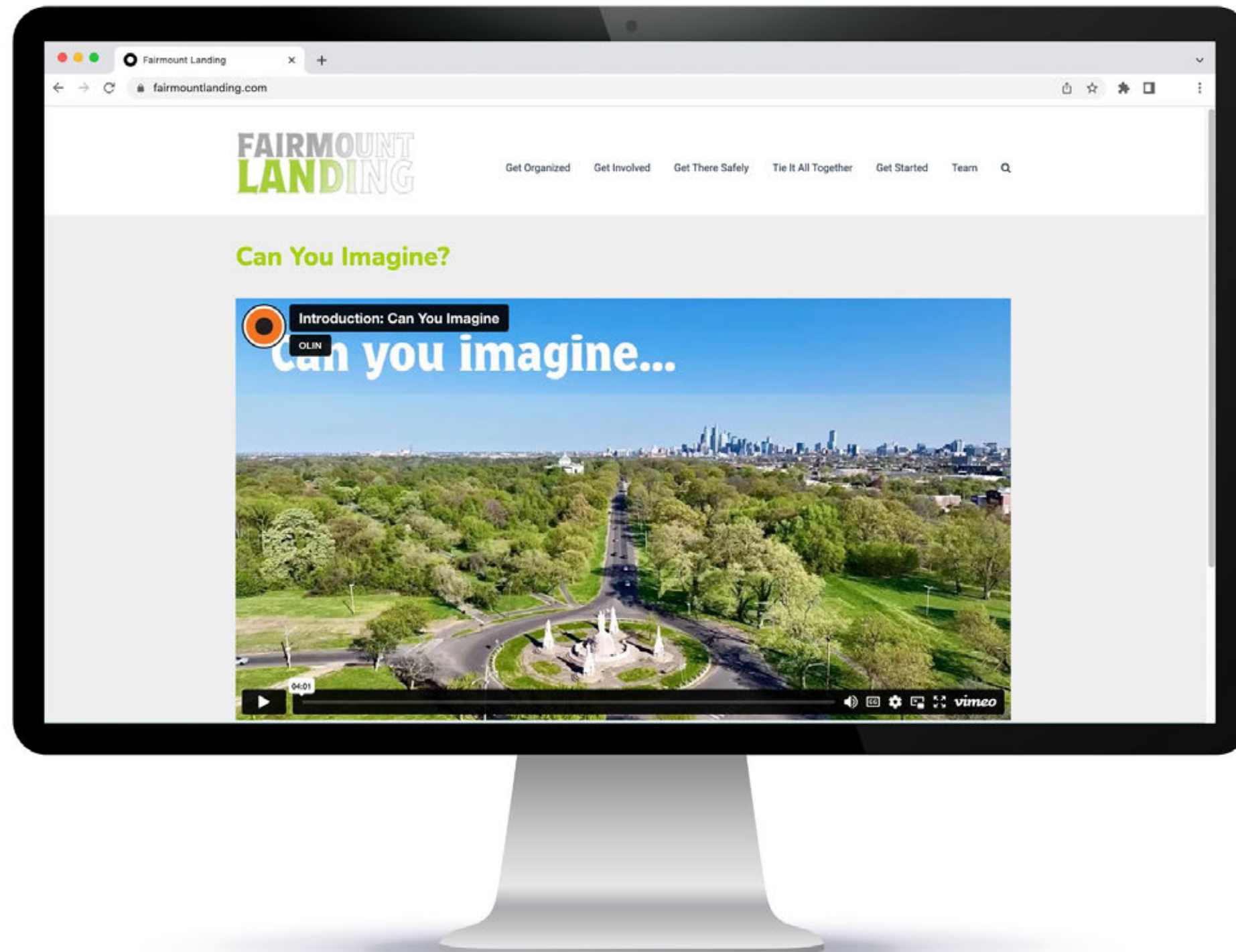
Statistically Valid Survey



Open House & Party in the Park

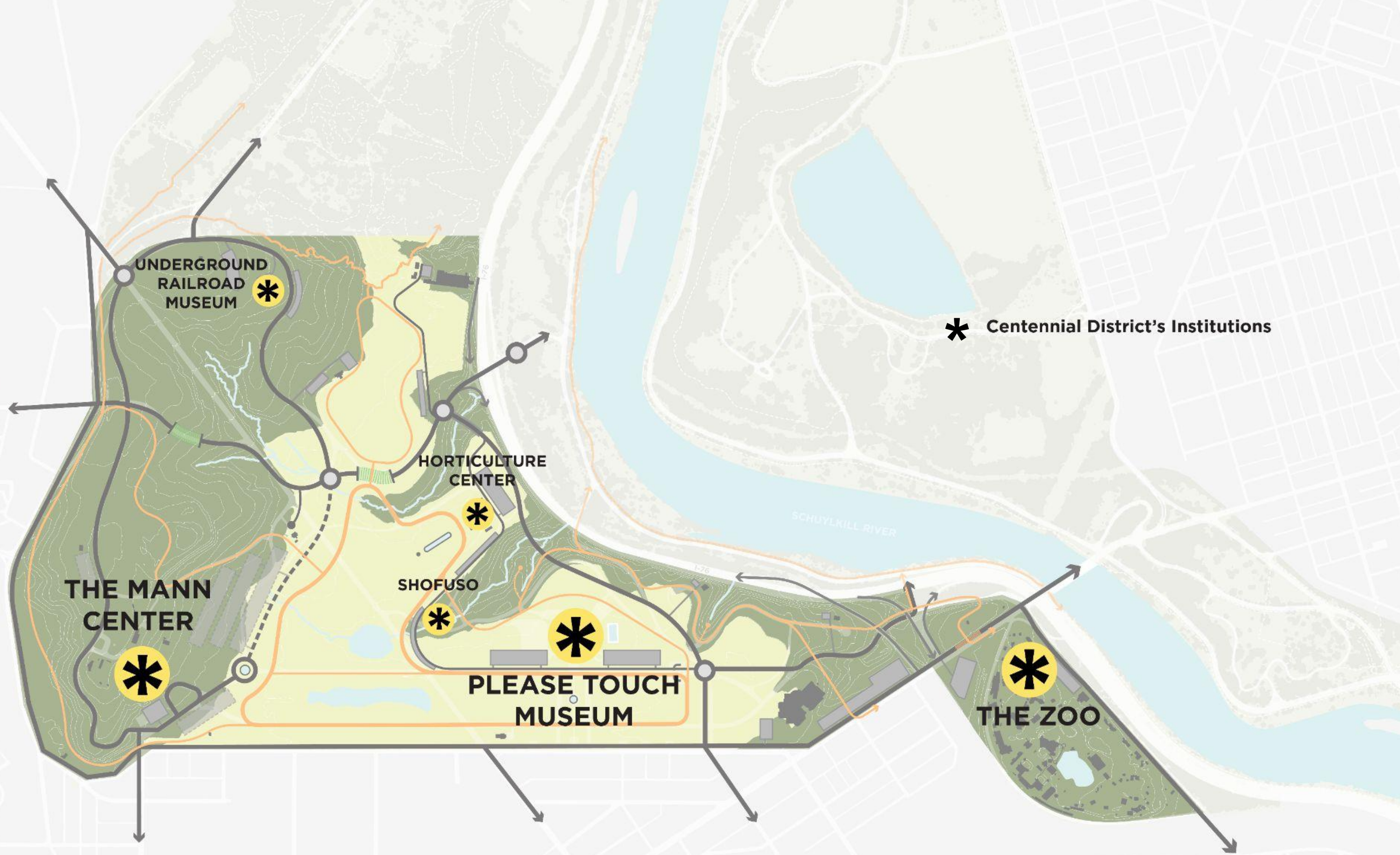


Learn more at
fairmountlanding.com





The Park Today



**UNDERGROUND
RAILROAD
MUSEUM**

**HORTICULTURE
CENTER**

**THE MANN
CENTER**

SHOFUSO

**PLEASE TOUCH
MUSEUM**

SCHUYLKILL RIVER

THE ZOO

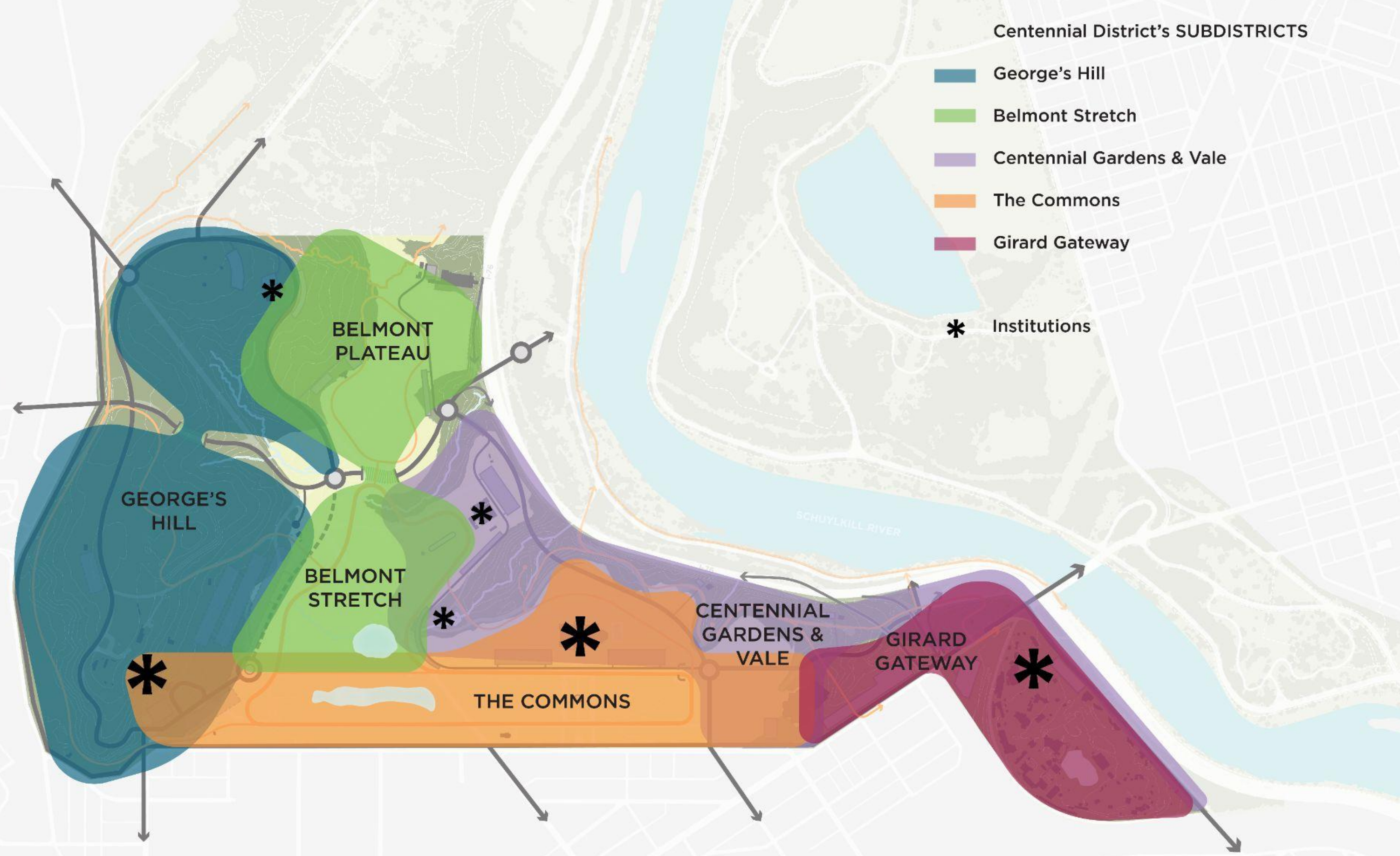
*** Centennial District's Institutions**

Institutions & Landform

Centennial District's SUBDISTRICTS

- George's Hill
- Belmont Stretch
- Centennial Gardens & Vale
- The Commons
- Girard Gateway

* Institutions



Proposed Subdistricts

BELMONT STRETCH

CENTENNIAL GARDENS

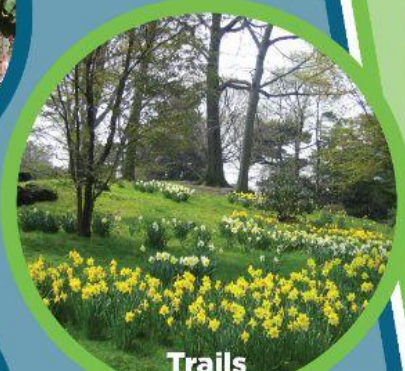
GEORGE'S HILL

GIRARD GATEWAY

THE COMMONS



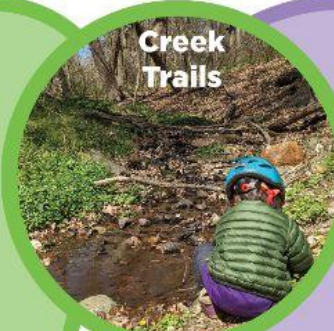
Picnic



Trails



Belmont Plateau



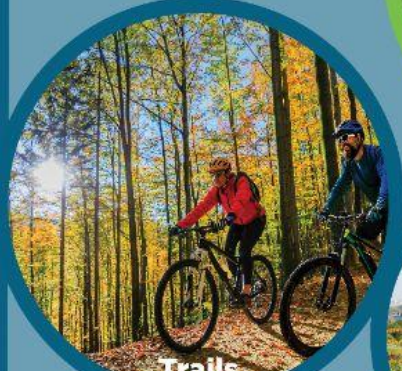
Creek Trails



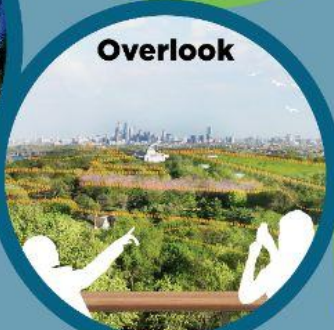
Trails



Trails



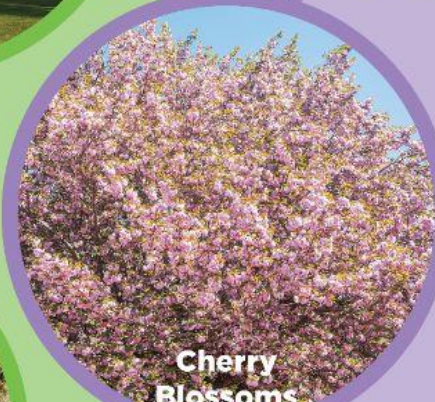
Trails



Overlook



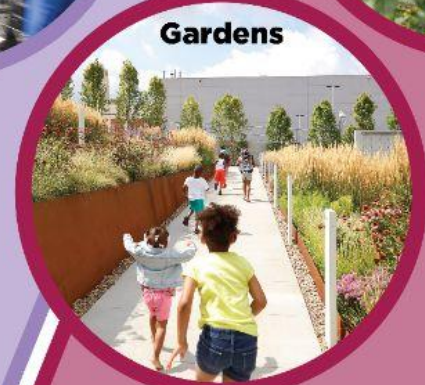
Pick Up Sports



Cherry Blossoms



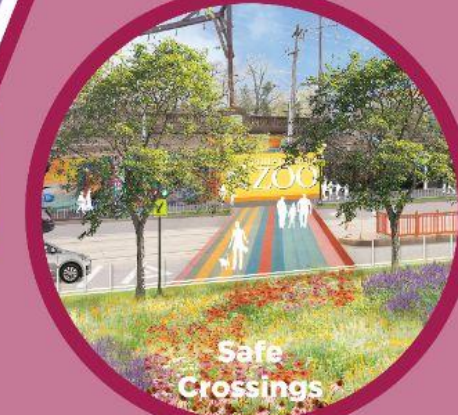
Gardens



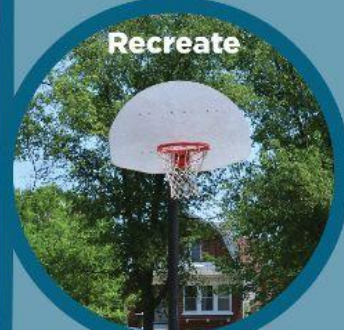
Gardens



Kelly Pool



Safe Crossings



Recreate



Trails



Reunions



Please Touch Museum



Play



The Mann Center



Pop-Up Music



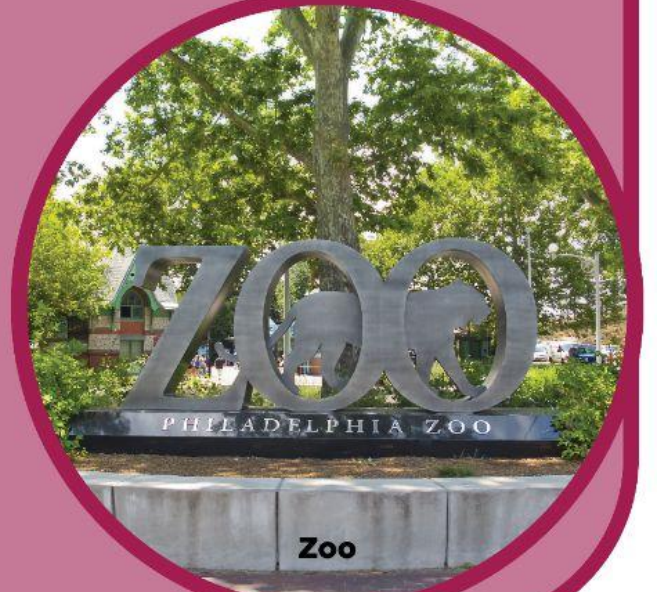
BBQ + Picnic



Safe Crossing



Neighborhood Rooms



Zoo

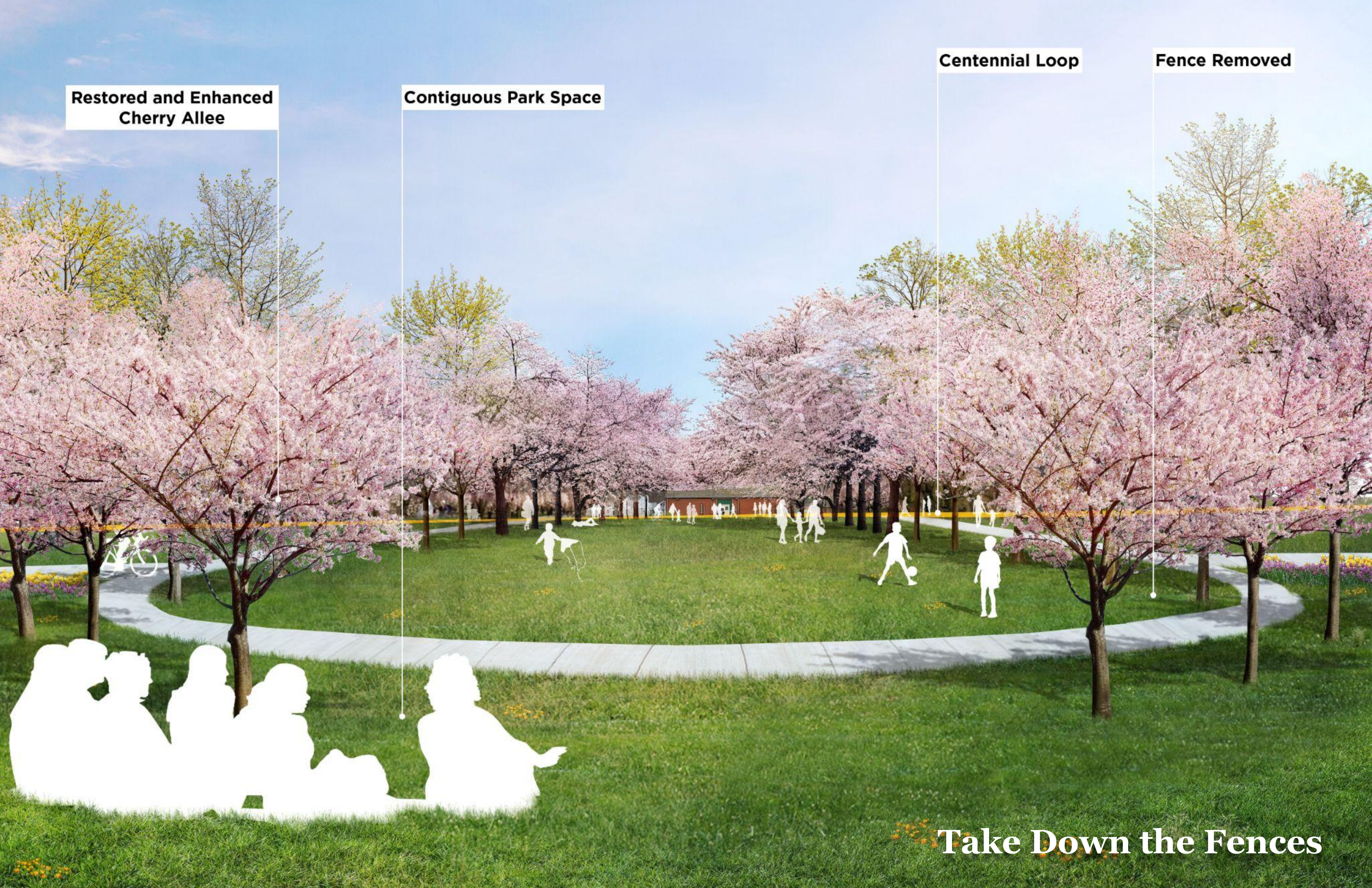


**Restored and Enhanced
Cherry Allee**

Contiguous Park Space

Centennial Loop

Fence Removed



Take Down the Fences

George's Hill Overlook

Restored Cherry Allee

Sweetbriar Trail

Ohio House

Community Center

**Avenue of the
Republic Promenade**

George's Hill Loop

Meadow Meander

Centennial Loop

Lake Pavilion

Make One Magical Spot





GIRARD GATEWAY

PHILADELPHIA
ZOO

Girard
34th

SEPTA Modernization

Two-Way Bike Lane

PHS: Flower Show
Girard Gateway Gardens

Street Trees

Build on the Idea over Time

John Welsh Memorial Fountain

**Centennial Loop
Pedestrian**

**Centennial Loop
Bike**

One-Way Spur

Please Touch Museum

The Commons

Kiosks

Safe Crossing

Drop-Off







Make It Human, Make It Safe, Make It Beautiful



Streamlined Vehicular Network

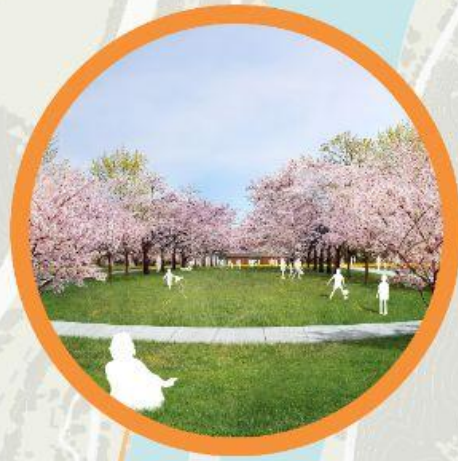


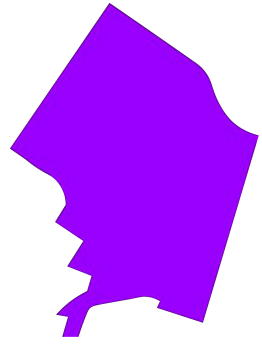
-  Phlash Bus Route + Stops
-  Bike Share
-  Septa's Trolley Modernization
-  Regional Rail Stop

Multi-Modal Transportation



Multi-Use Trails





Hermann Park

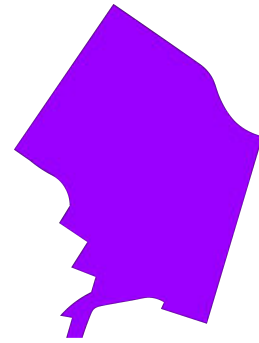
Houston, TX



Piedmont Park

Atlanta, GA

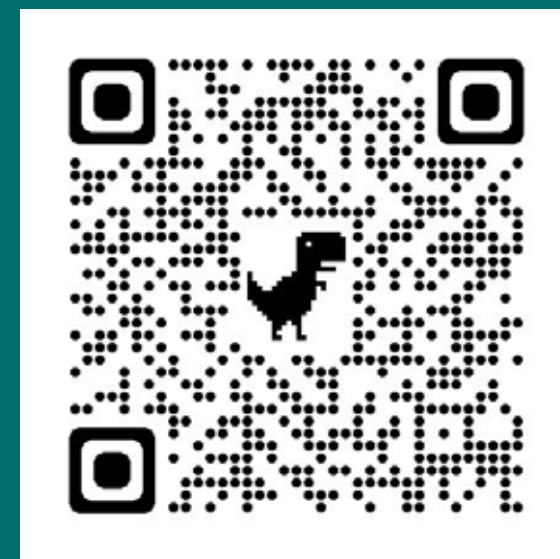




	Hermann Park Houston, TX	Piedmont Park Atlanta, GA	Fairmount Park Philadelphia, PA
SIZE	445 acres	189 acres	2,052 acres (540 acres Centennial Subdistrict)
CITY DEPARTMENT	Houston Parks and Recreation Department (HPARD)	ATL Parks & Recreation	Philadelphia Parks & Recreation (PPR)
CITYWIDE NONPROFIT	Houston Parks Board	Park Pride	Fairmount Park Conservancy
CITYWIDE SYSTEM	39,501 acres	3,000 acres	10,200 acres
INDEPENDENT INSTITUTIONS WITHIN THE PARK	Houston Zoo	Atlanta Botanical Garden	Philadelphia Zoo Mann Center Please Touch Museum Shofuso
DEDICATED NONPROFIT FOR THE SIGNATURE PARK	Hermann Park Conservancy	Piedmont Park Conservancy	?
DEDICATED NONPROFIT WITH FUNDRAISING/ INVESTMENT	\$5m/year* *annual average since 1992	\$7m/year capital* + O&M *annual average since 1989	?



Let's Get Started!



fairmountlanding.com