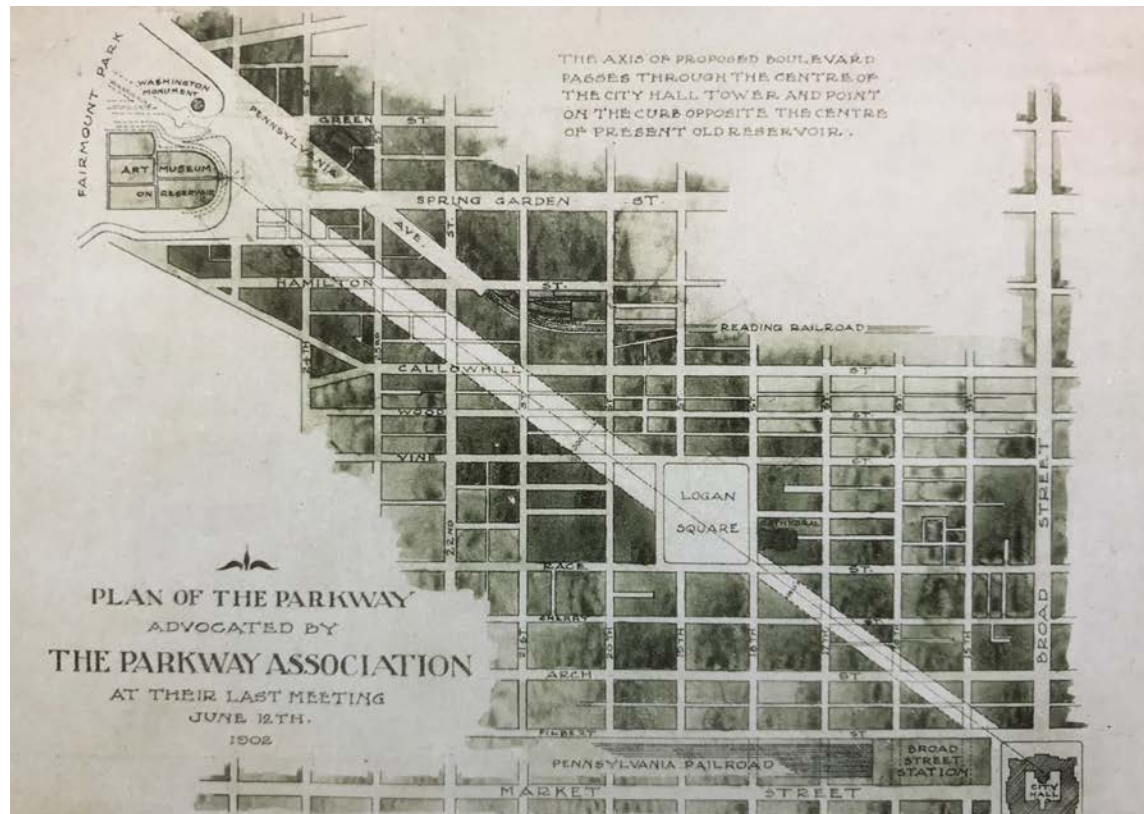


Benjamin Franklin Parkway: Unfinished Business

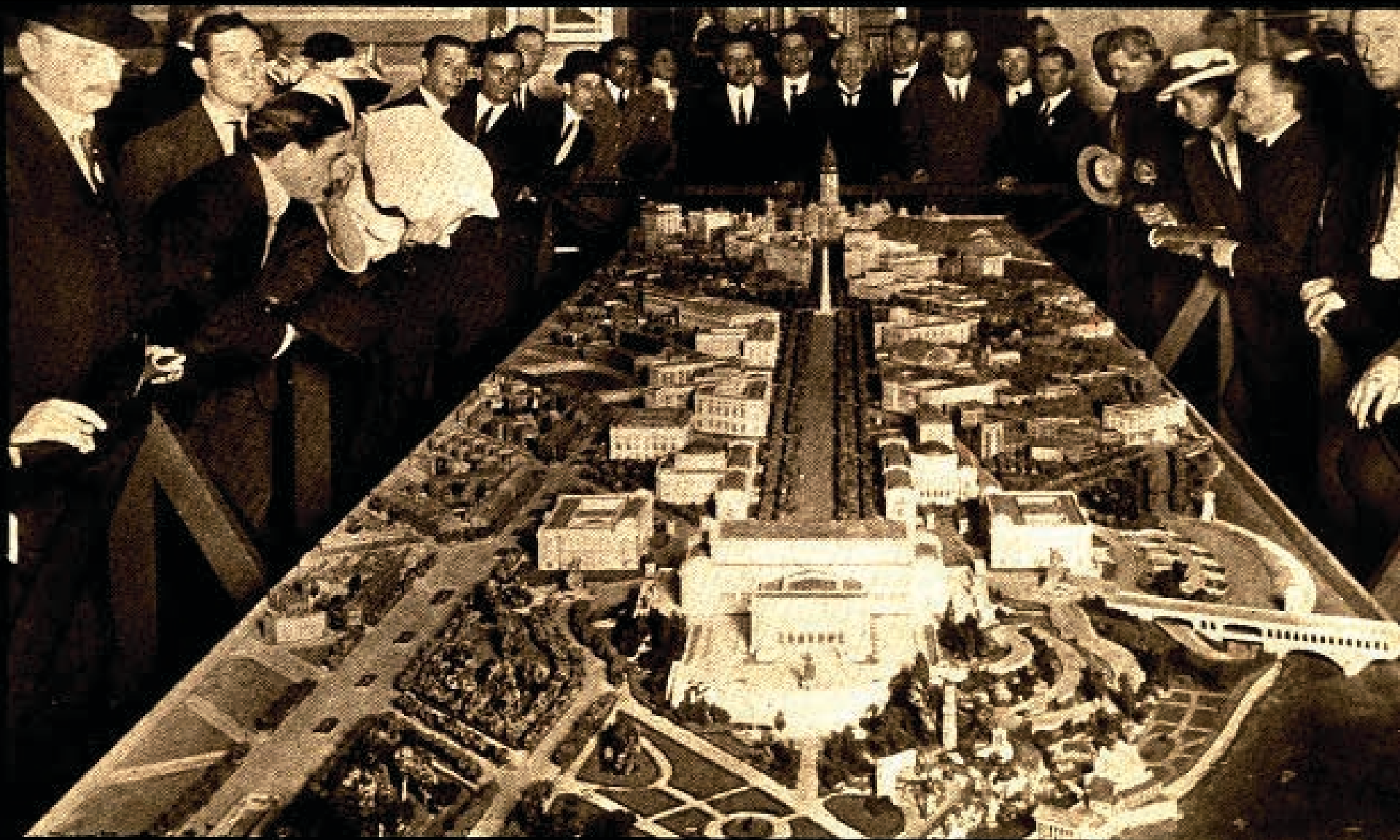






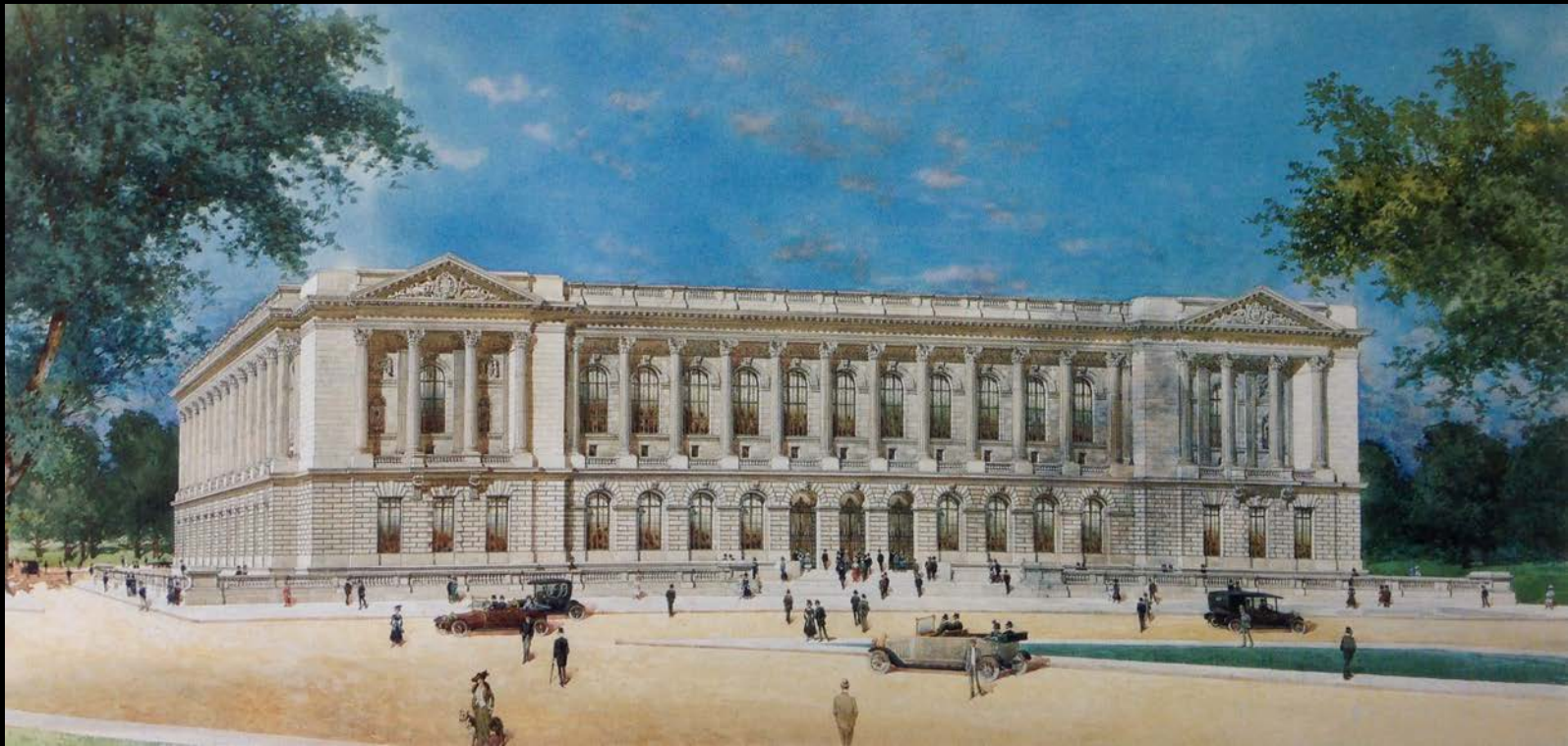


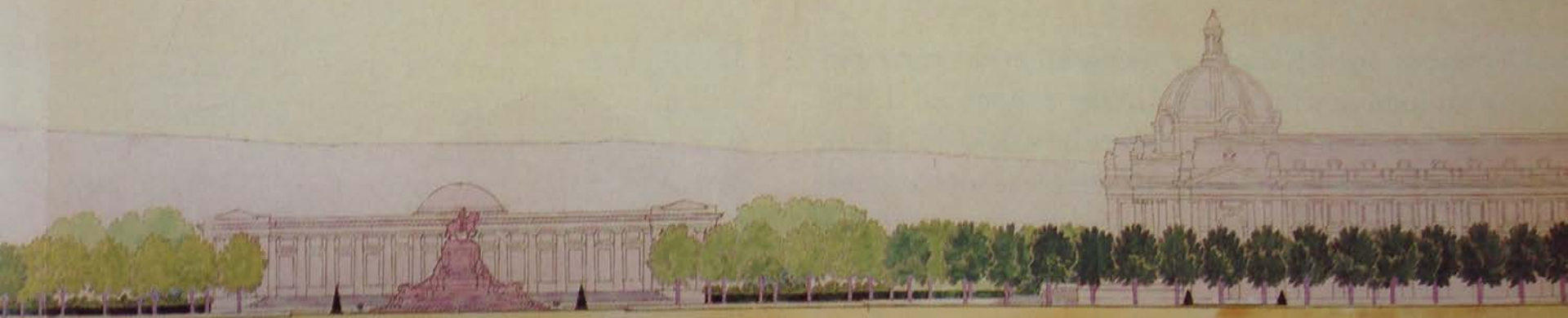
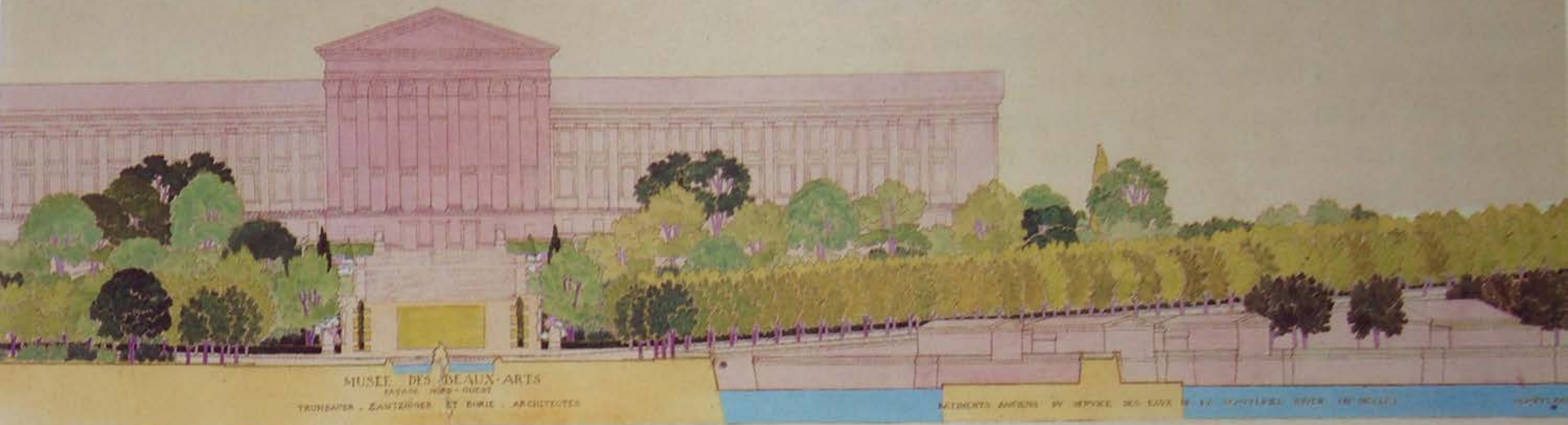


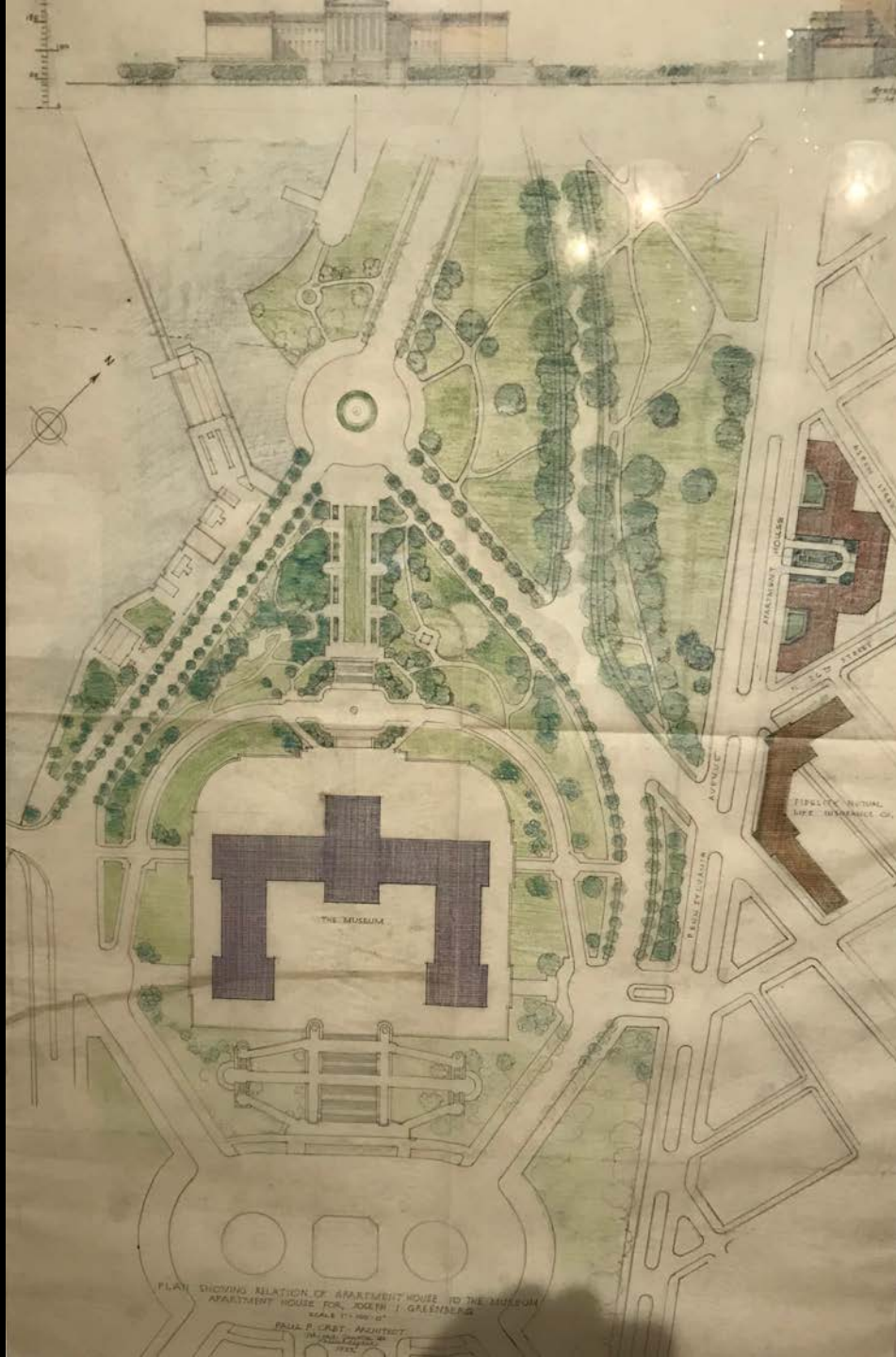












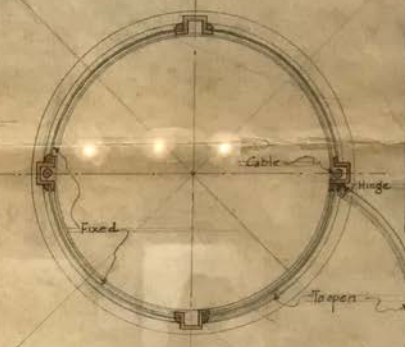
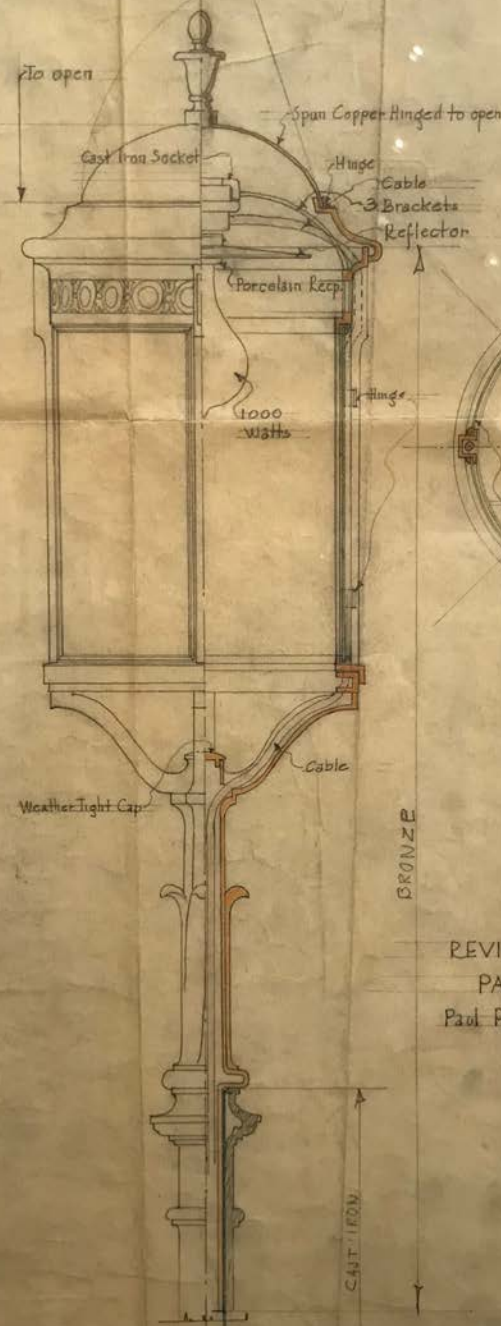
CITY OF PHILADELPHIA

FAIRMOUNT PARKWAY

DESIGN OF LAMP POSTS

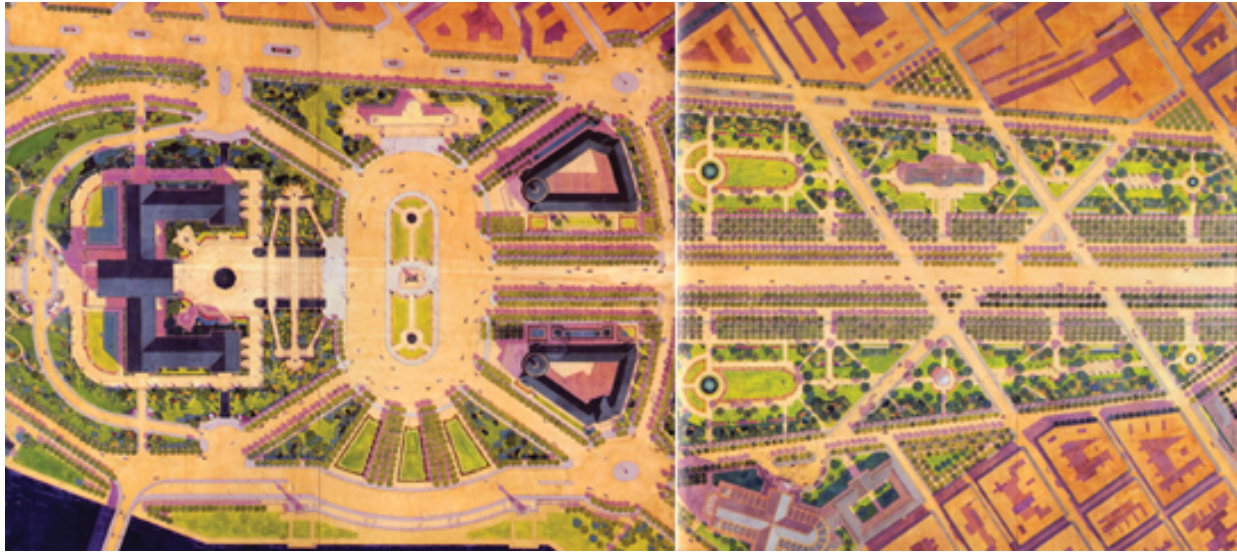


DESIGNED BY SURNAME
 DRAWING BY
 ALL SURV. CO. 22 1910



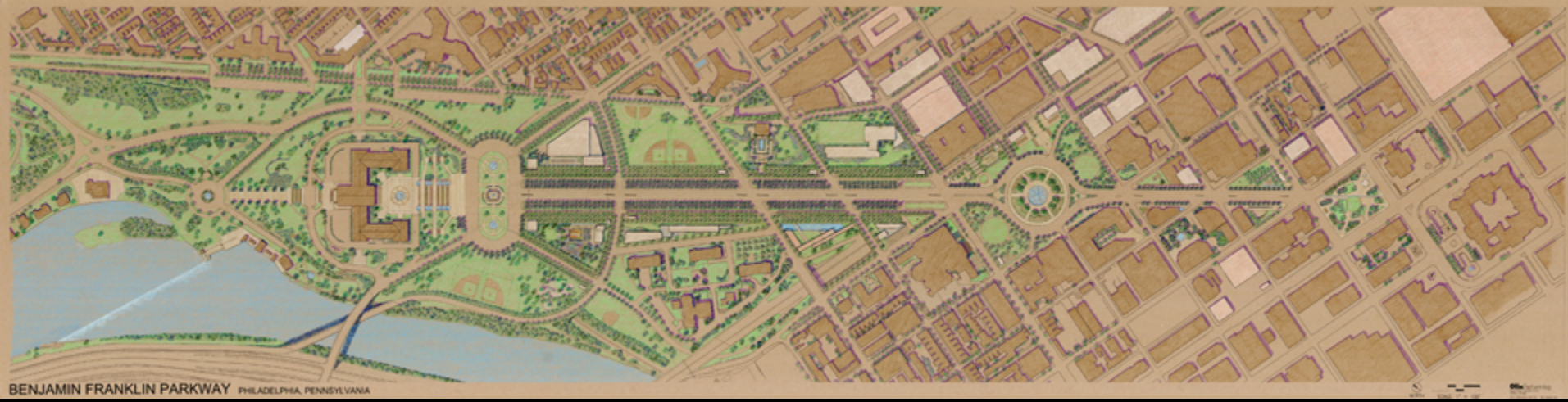
PLAN at "B-B"

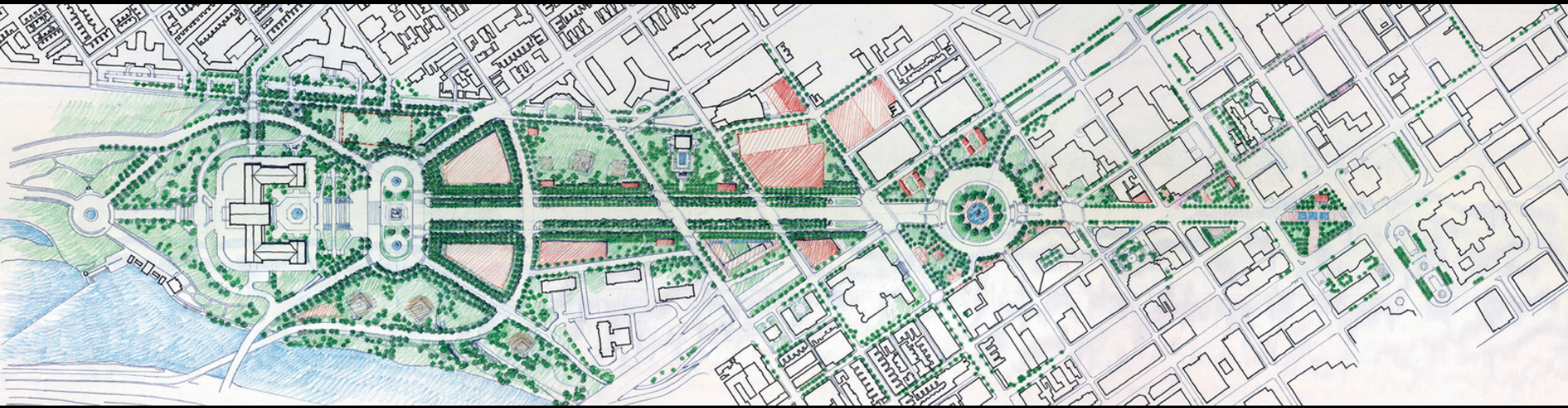
REVISED STUDY OF TOP
 PARKWAY LAMP
 Paul P. Cret, Architect 112 So. 16th St.

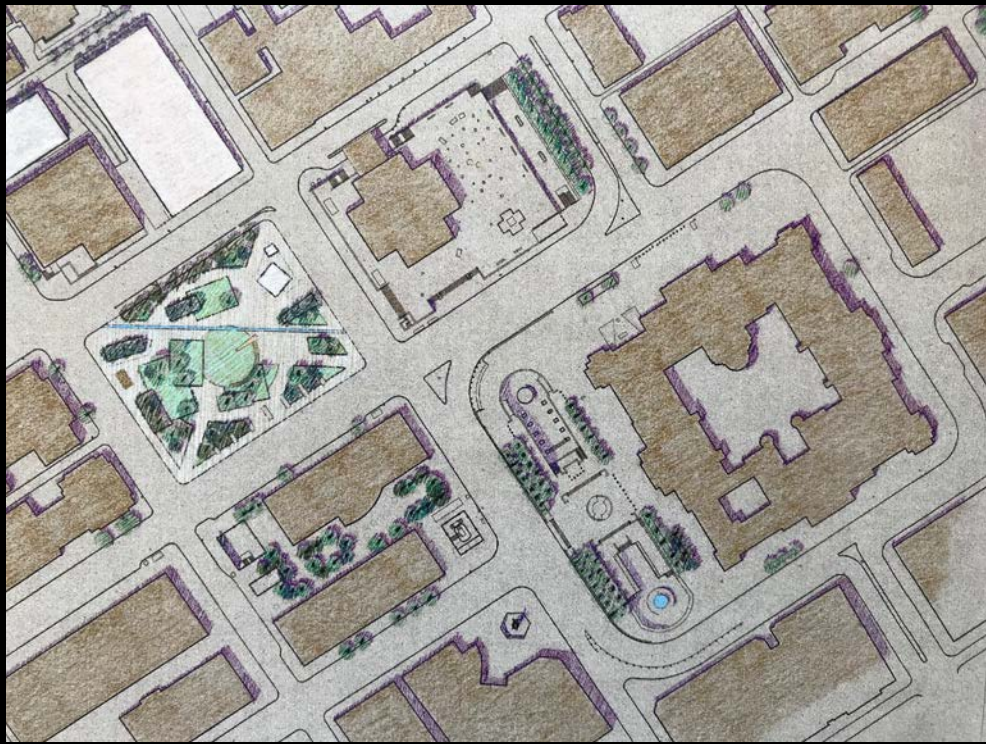




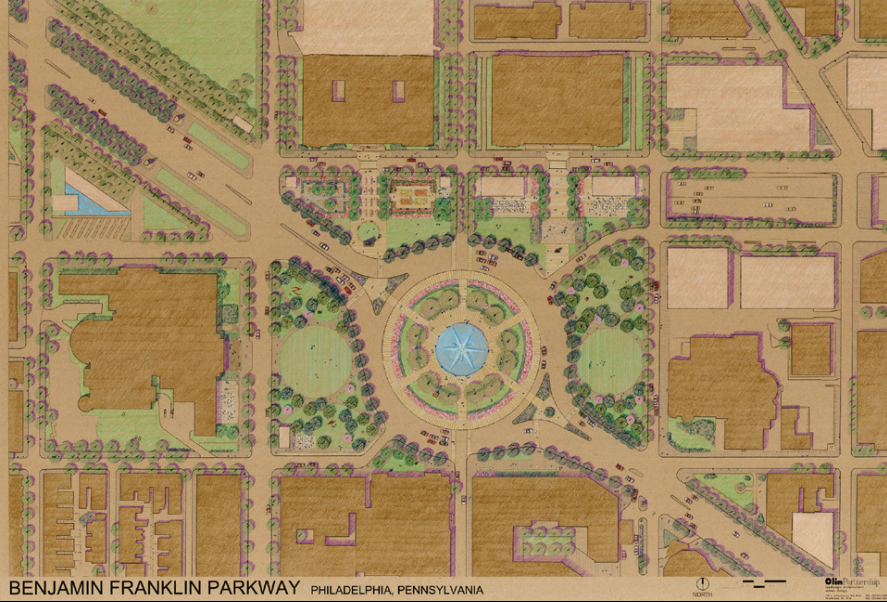




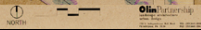








BENJAMIN FRANKLIN PARKWAY PHILADELPHIA, PENNSYLVANIA





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.

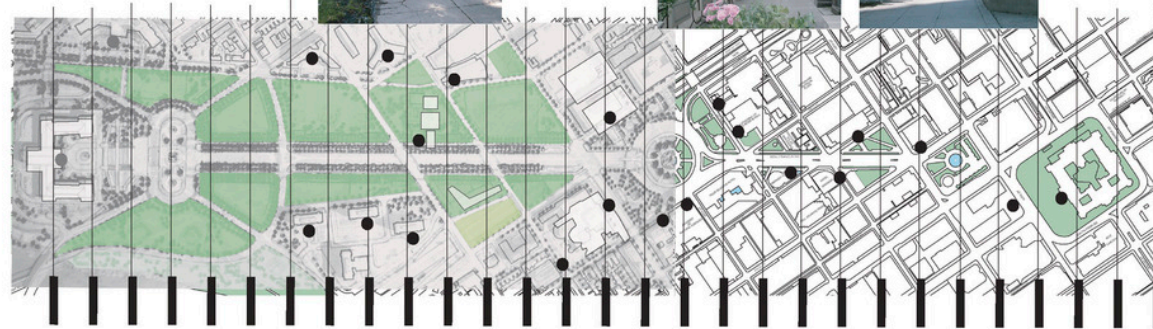
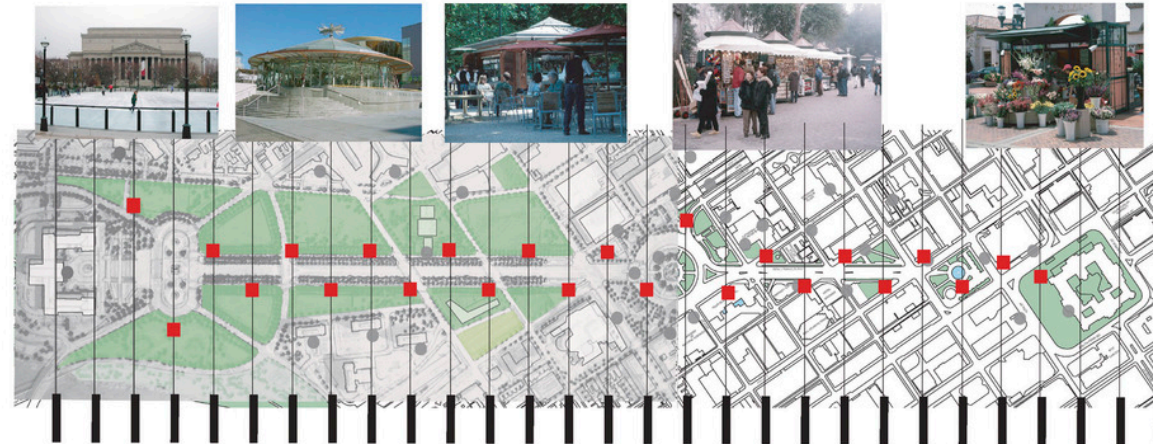


Diagram of one-minute walking distances along the Parkway and entrances of major pedestrian-generating activities. West of Logan Circle, there are few entrances within an easy walk of the Parkway.

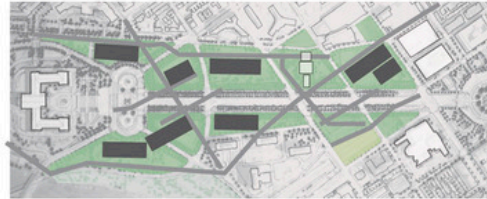


Conceptual plan for locating "an activity every minute."

A Mixed-Use Parkway

The focus of new development along the Parkway should clearly be cultural and educational institutions. But a careful mix of other activities, such as residential and retail, can help make the Parkway more lively for more of the day.

Some blocks might have several building, with several different uses. Even buildings serving one institution can be imagined as "mixed-use." For example, semi-public activities, such as dining areas and gift shops, should be oriented to, visible from and accessible from the Parkway and the cross streets—adding activity and interest to the pedestrian realm.



Underground utilities criss-cross the area, but there are ample opportunities to put parking underground or tucked behind new buildings. Parking facilities should serve multiple buildings; therefore, financing and phasing will require careful planning.



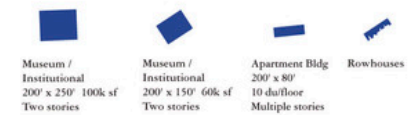
Along with the streets that already exist, certain important view corridors (towards the library, for example) and pedestrian paths suggest ways that blocks could be divided into smaller development parcels.



Conceptual studies of how a variety of building might be developed along the Parkway.

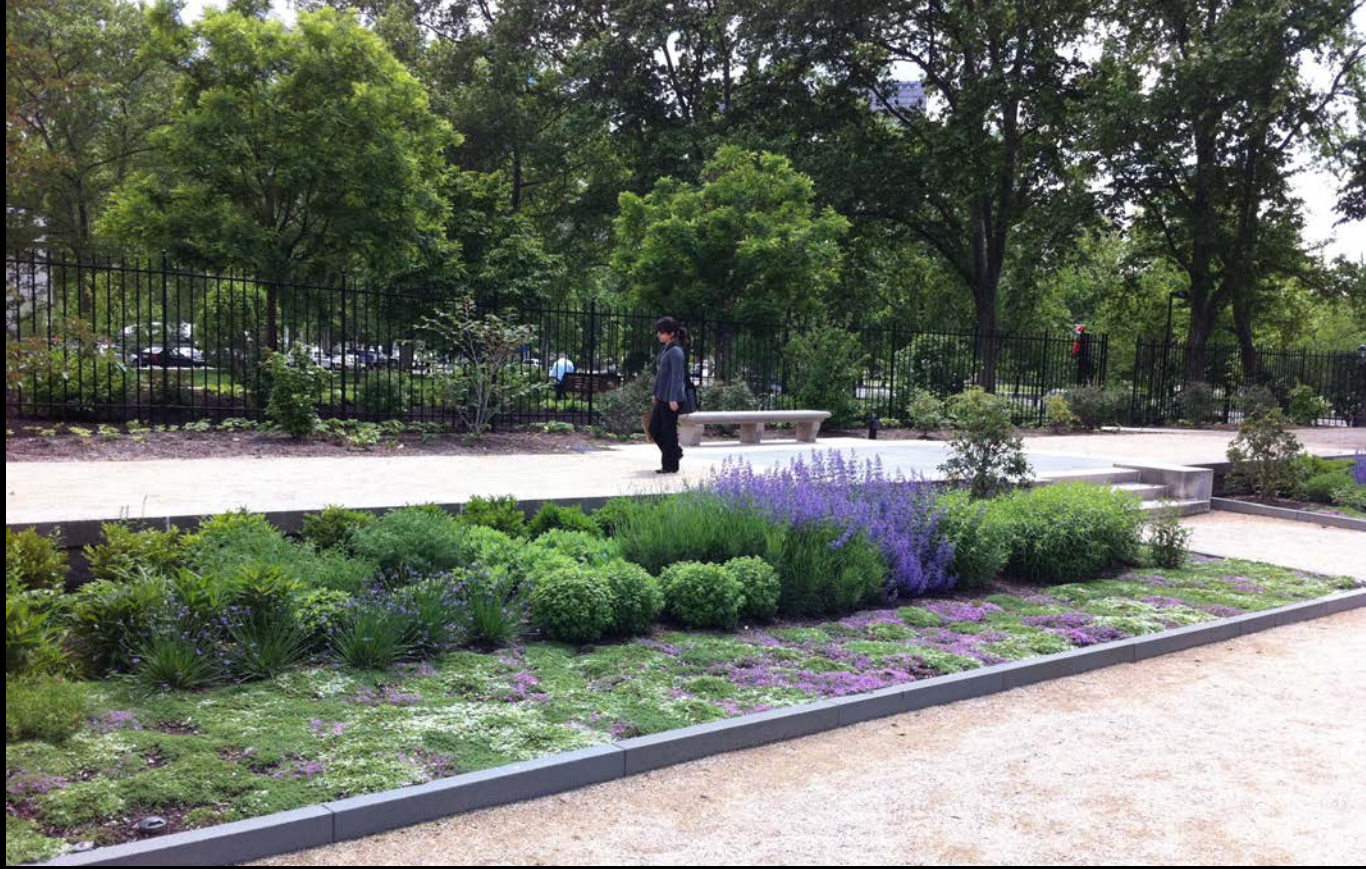


Restaurants, cafes, arts and gift shops and local shopping can enliven—but should not dominate—the Parkway area.

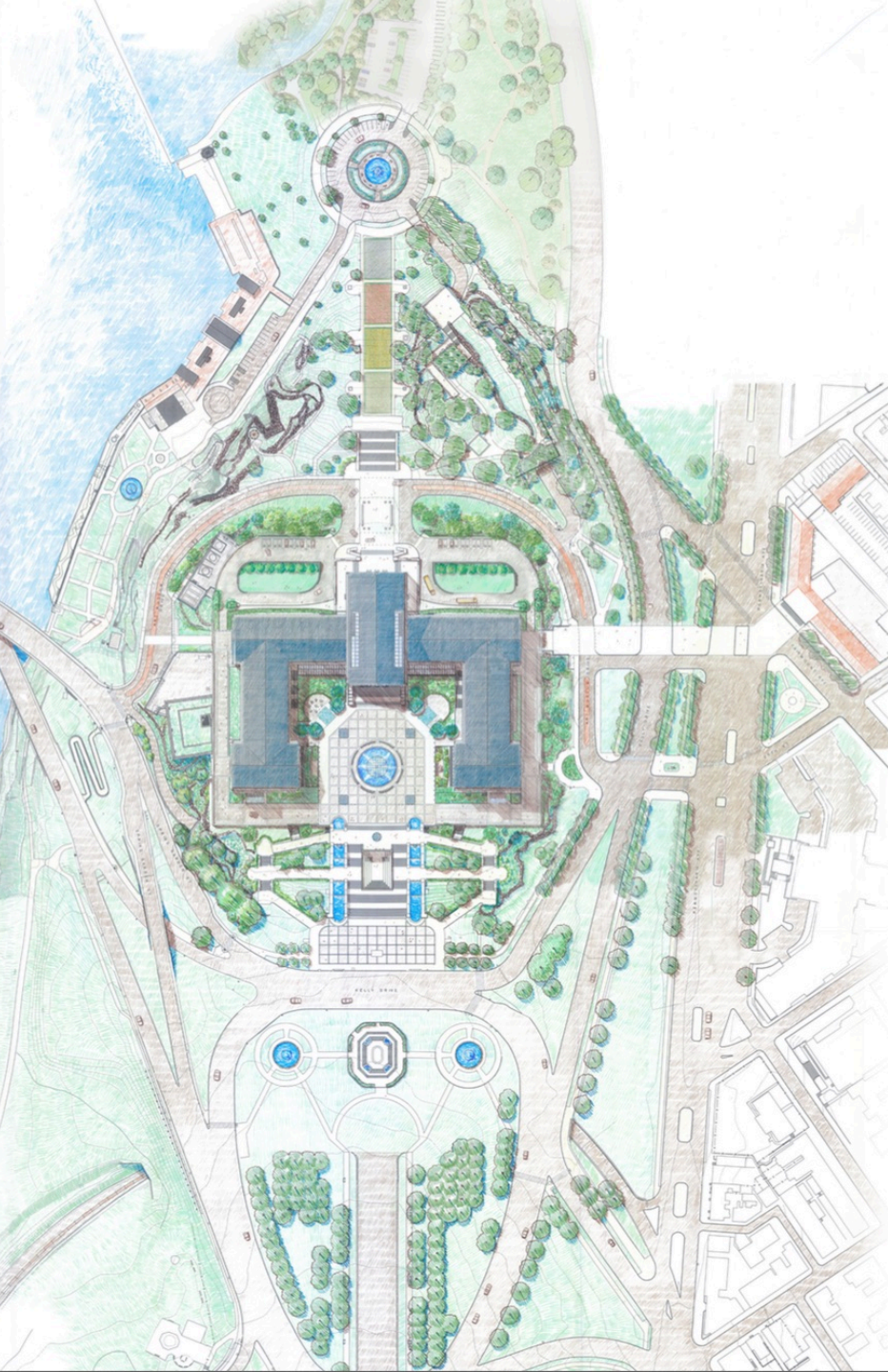






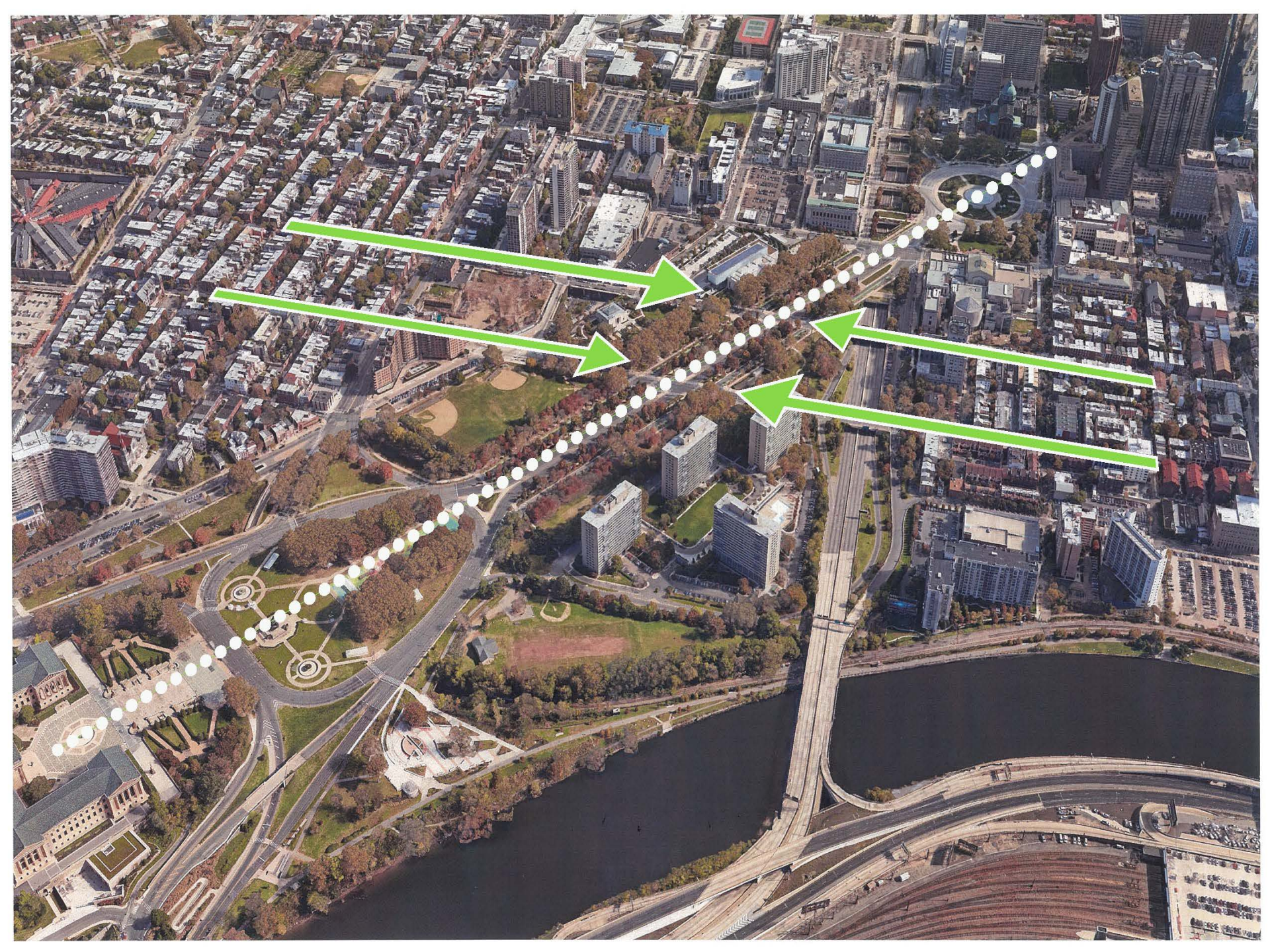




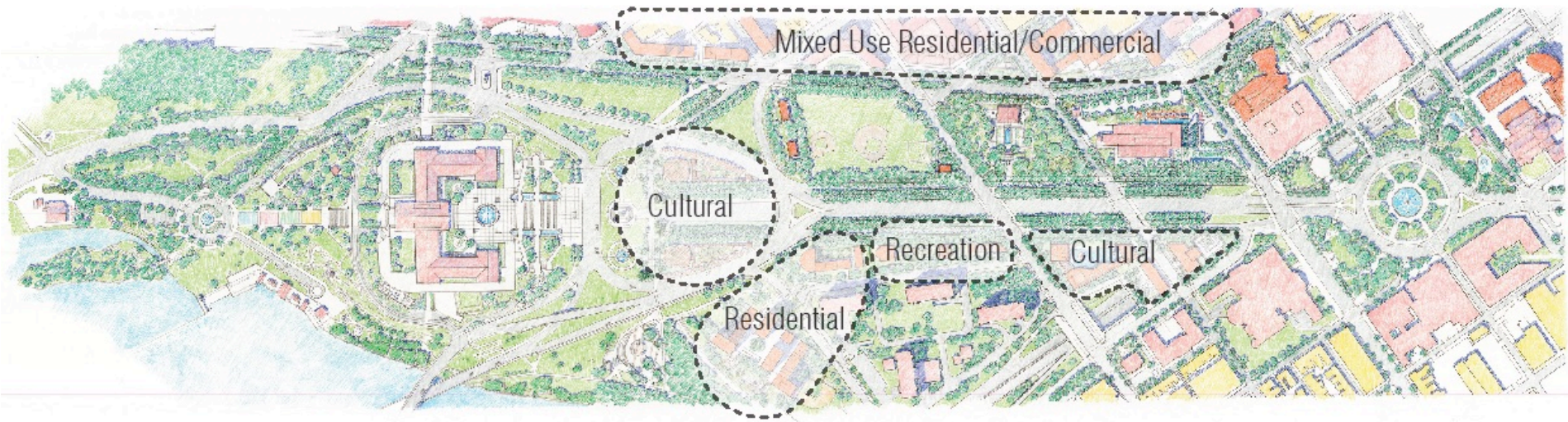












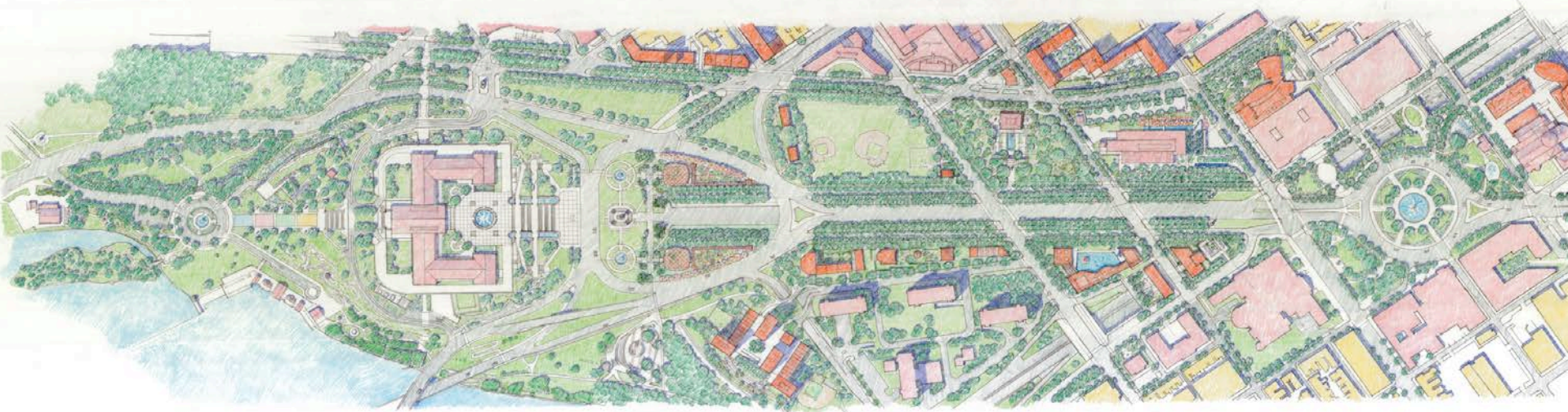
Mixed Use Residential/Commercial

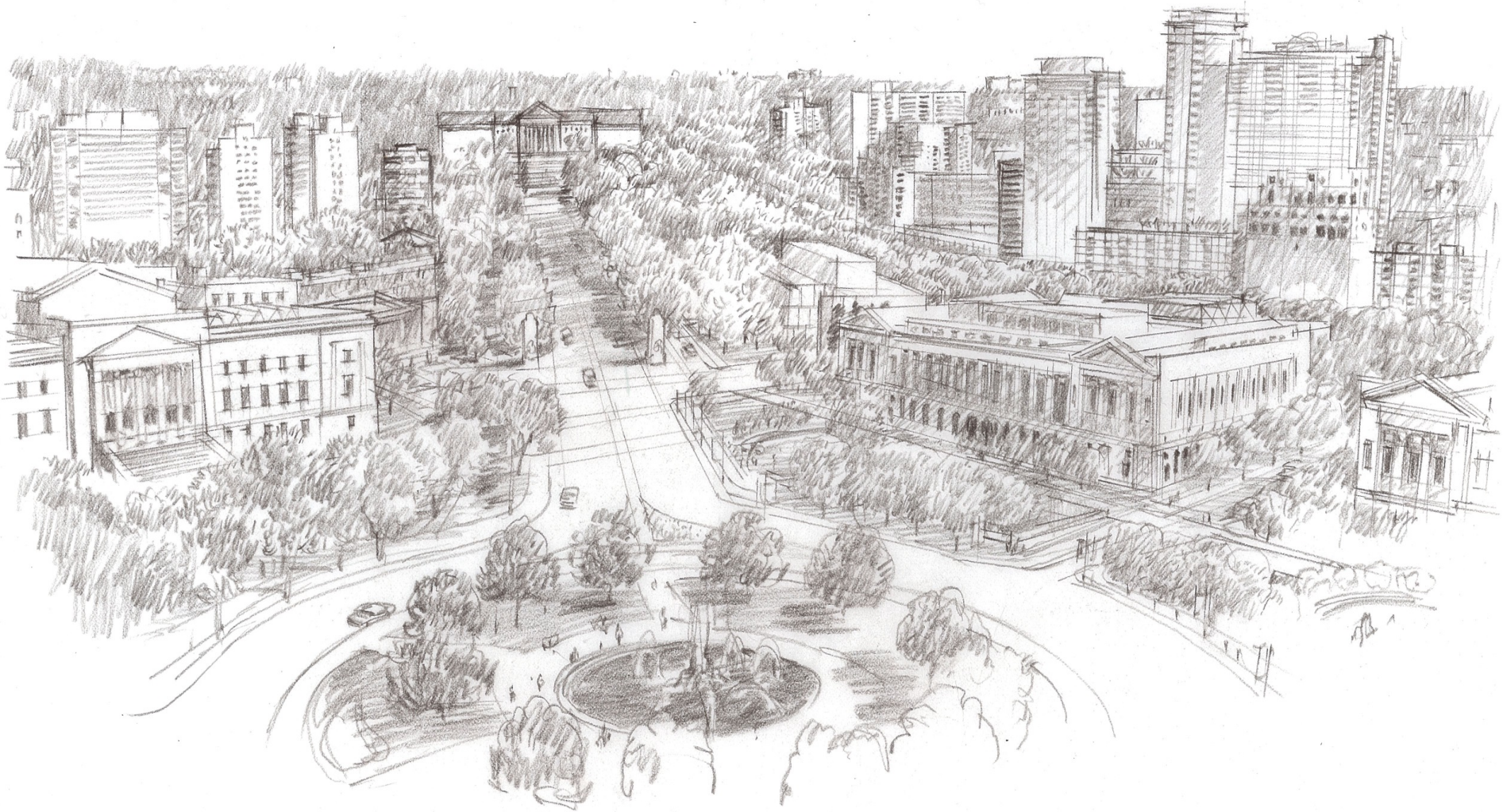
Cultural

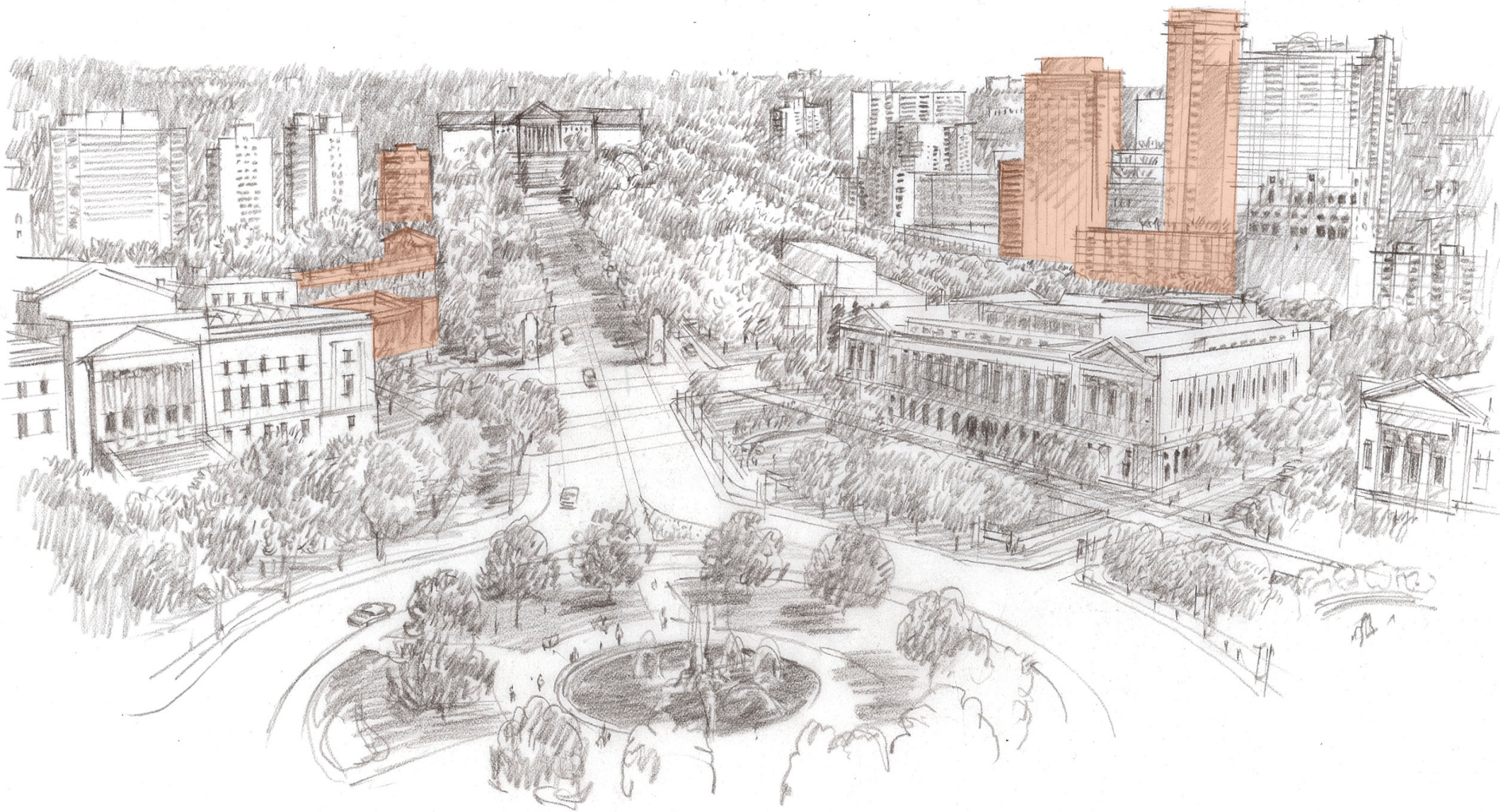
Recreation

Cultural

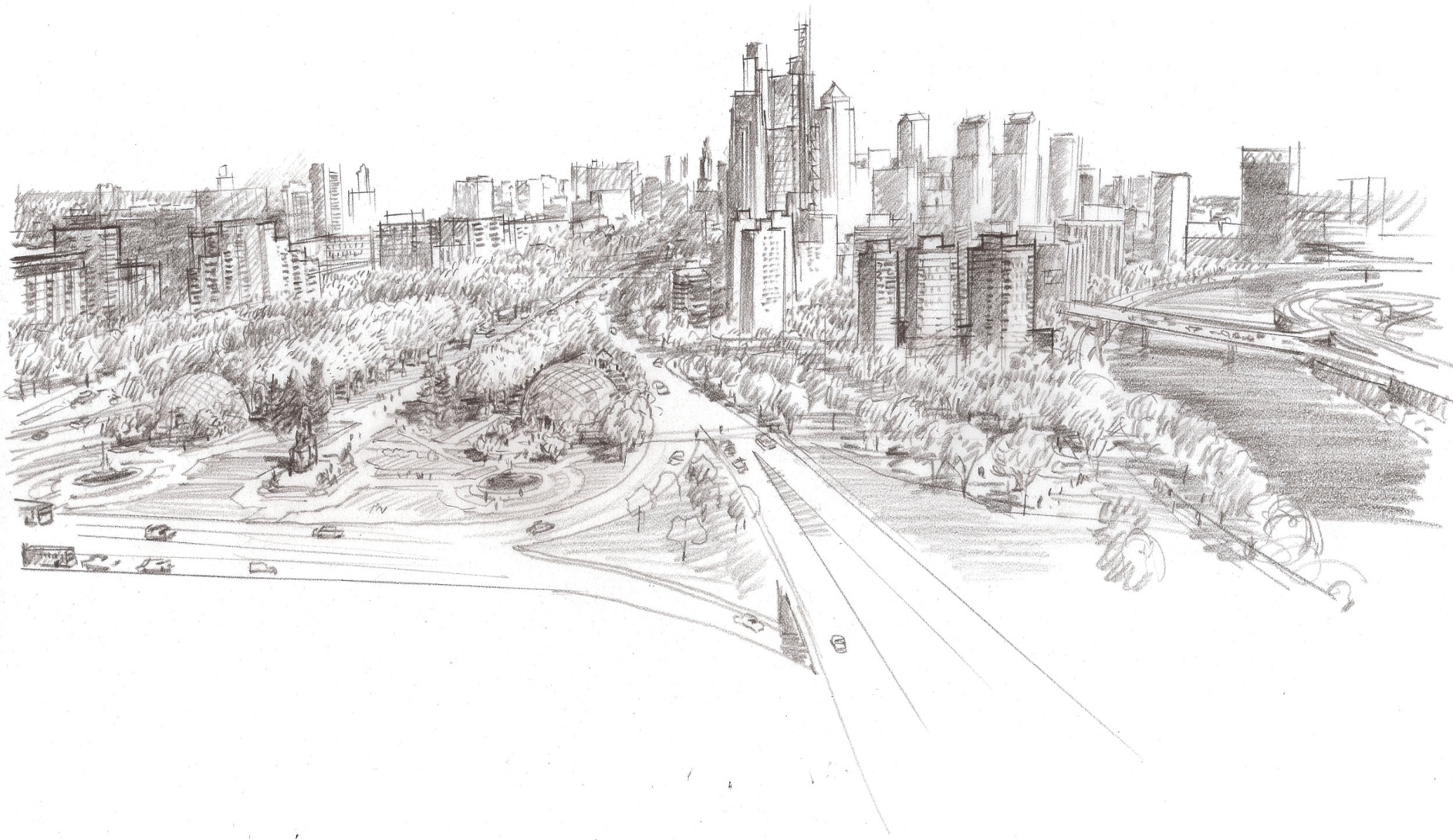
Residential

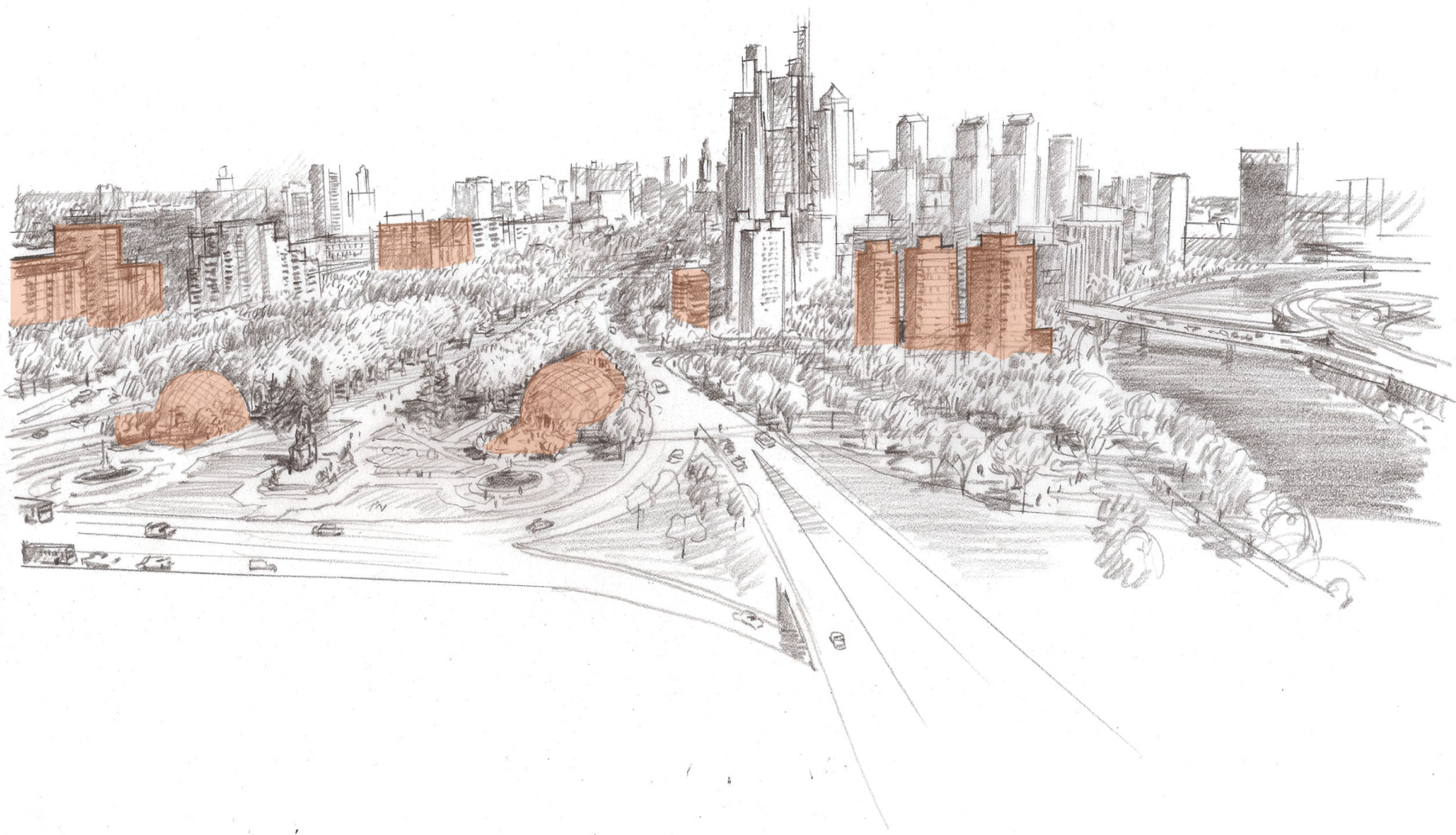


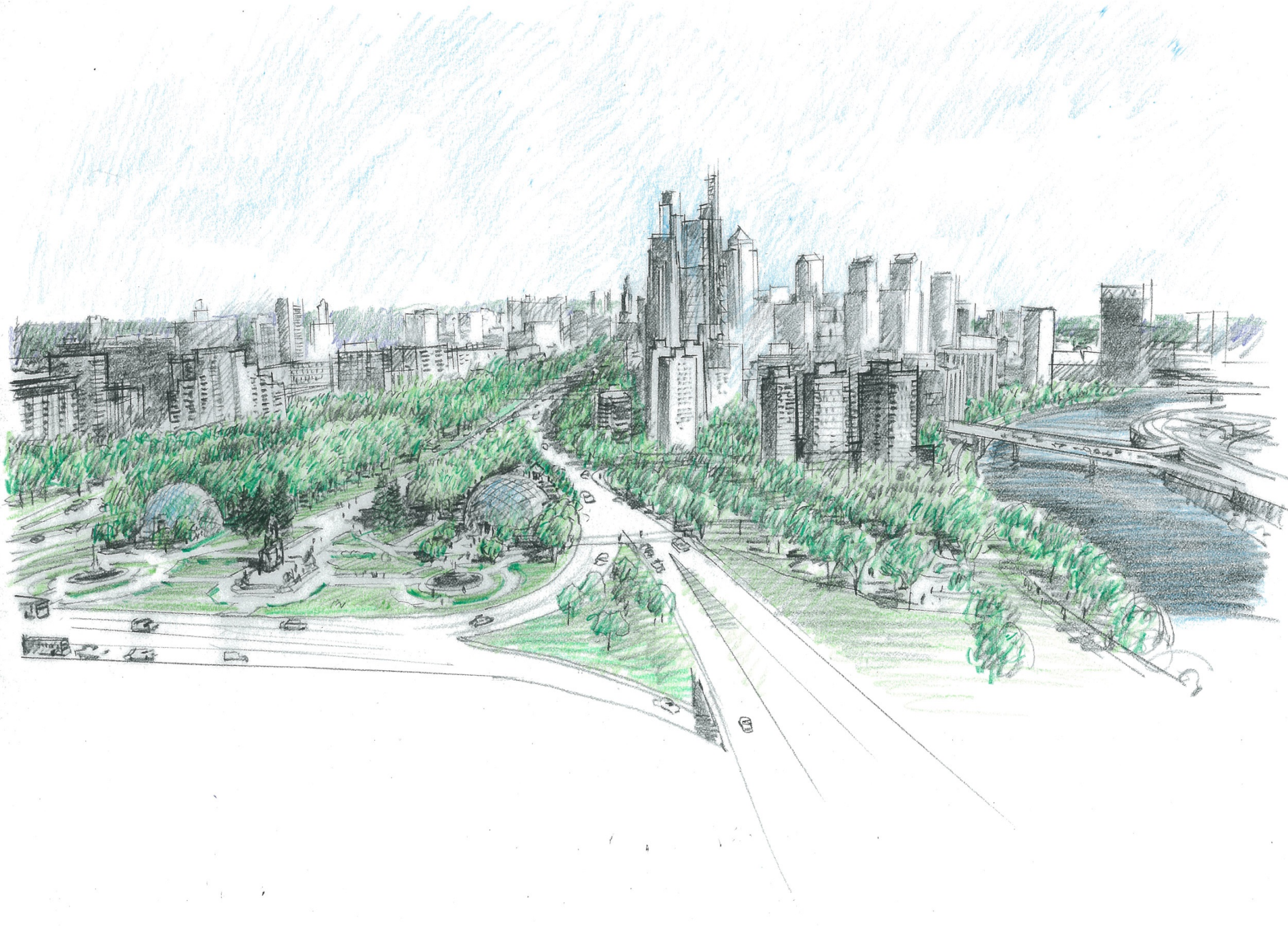




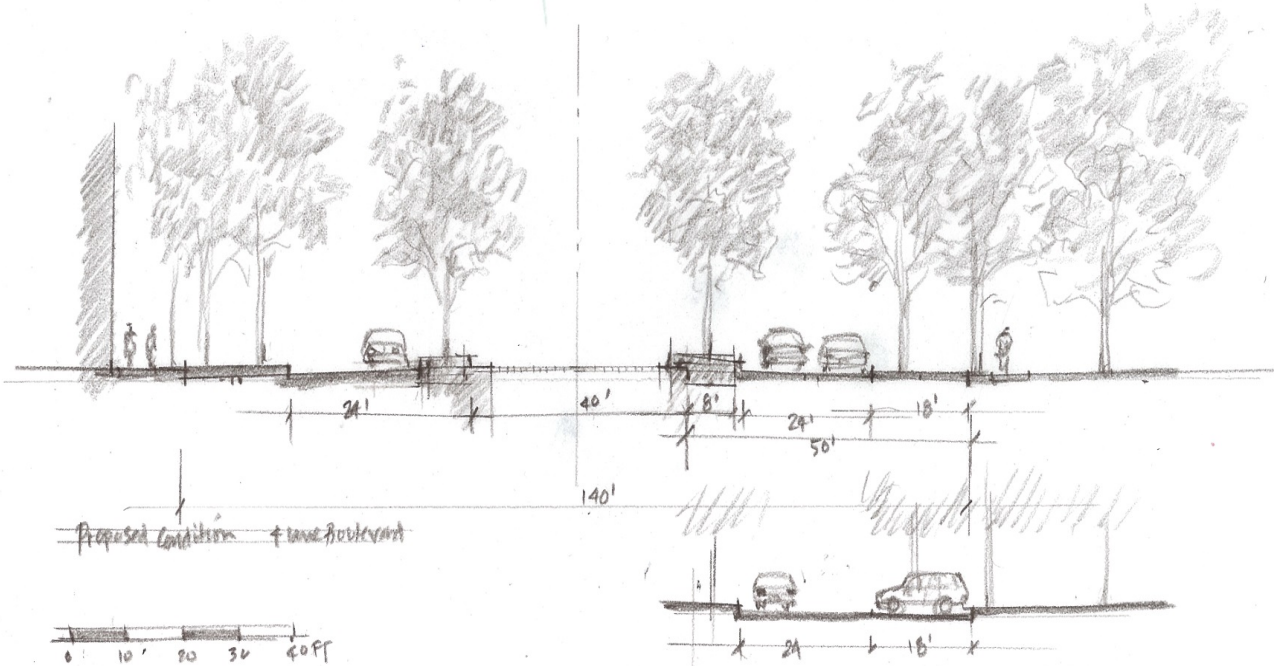
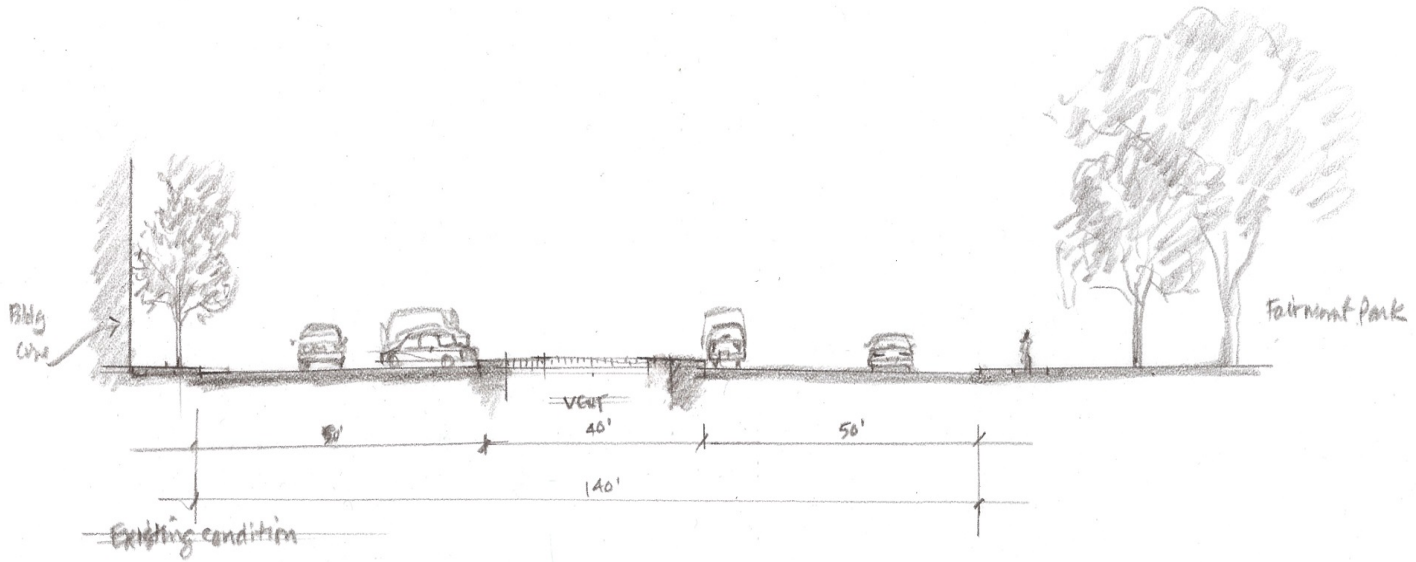








Pennsylvania Ave. Philadelphia



Pennsylvania Ave. Philadelphia

