

FDR park

A SHARED VISION FOR OUR FUTURE

FDR PARK

MASTER PLAN

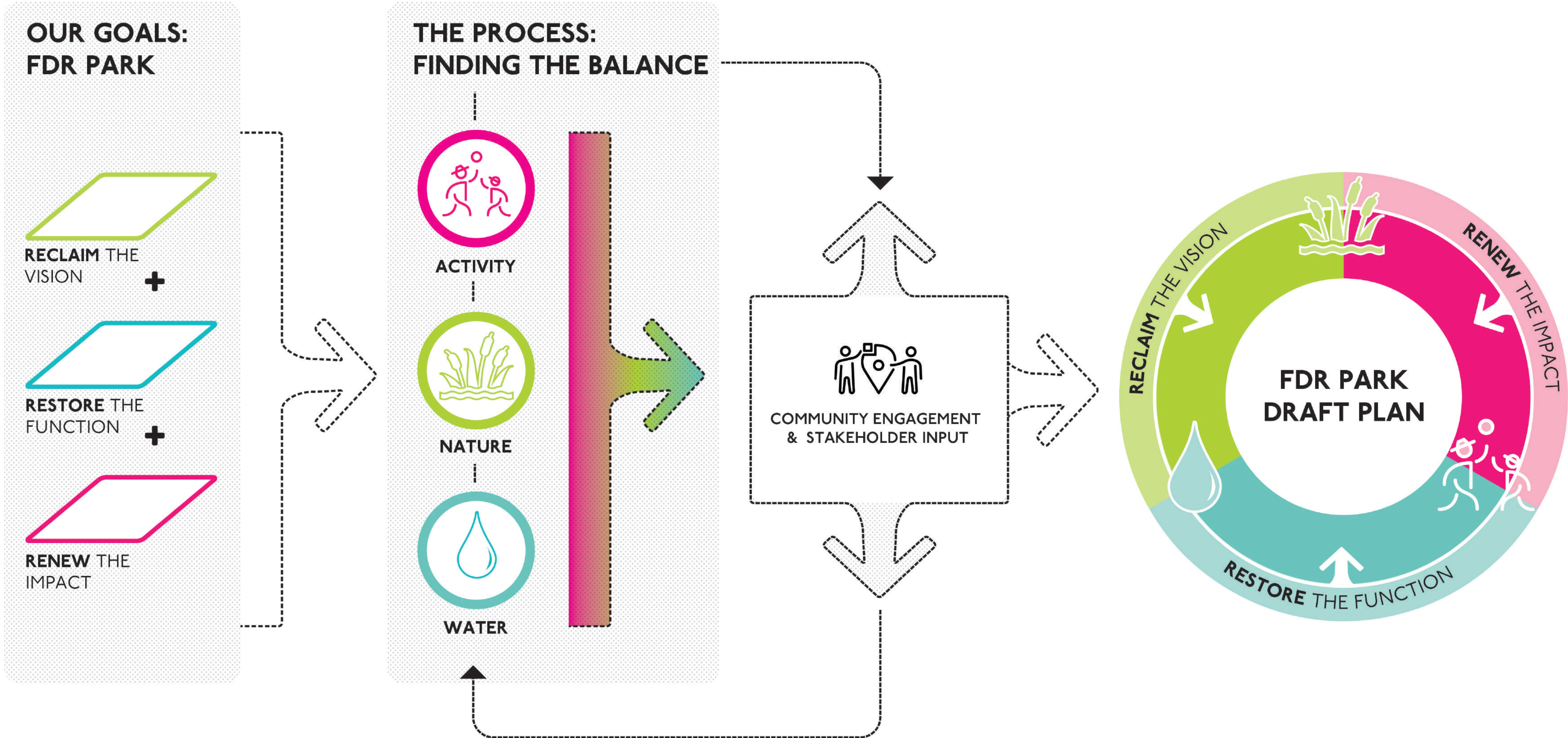
FAIRMOUNT PARK
CONSERVANCY

FIND
YOUR
PATH
PHILADELPHIA
PARKS &
RECREATION

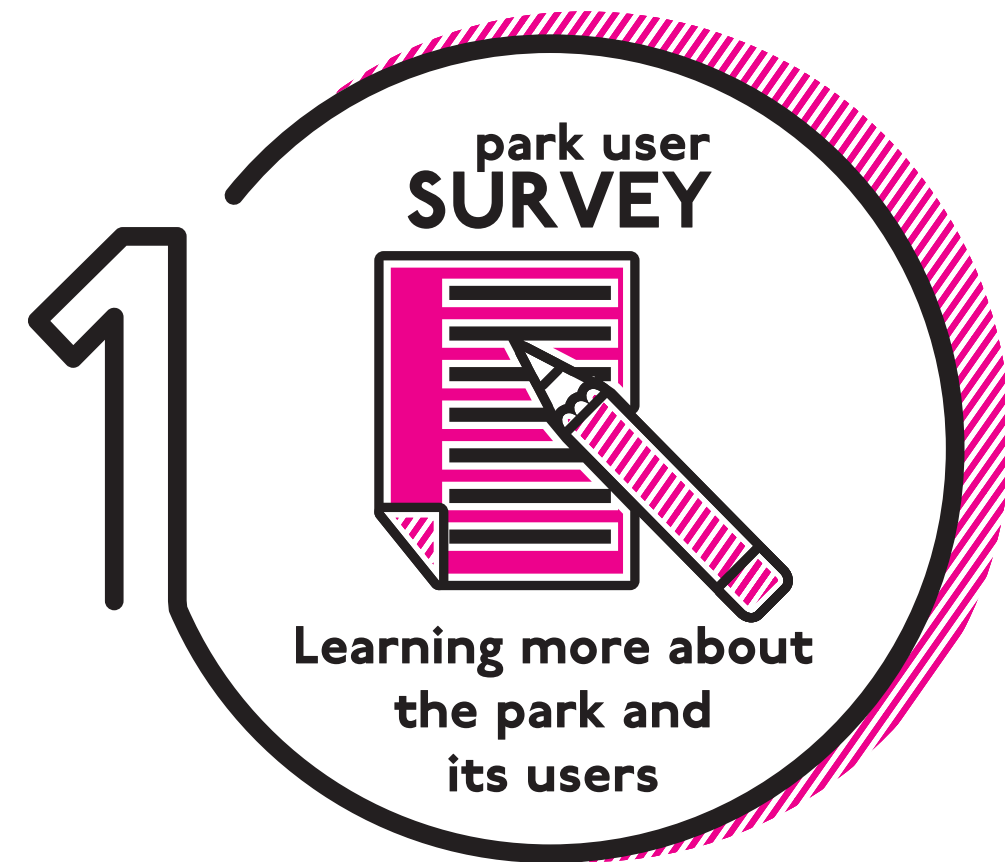


THE PROCESS

HOW DID WE GET HERE



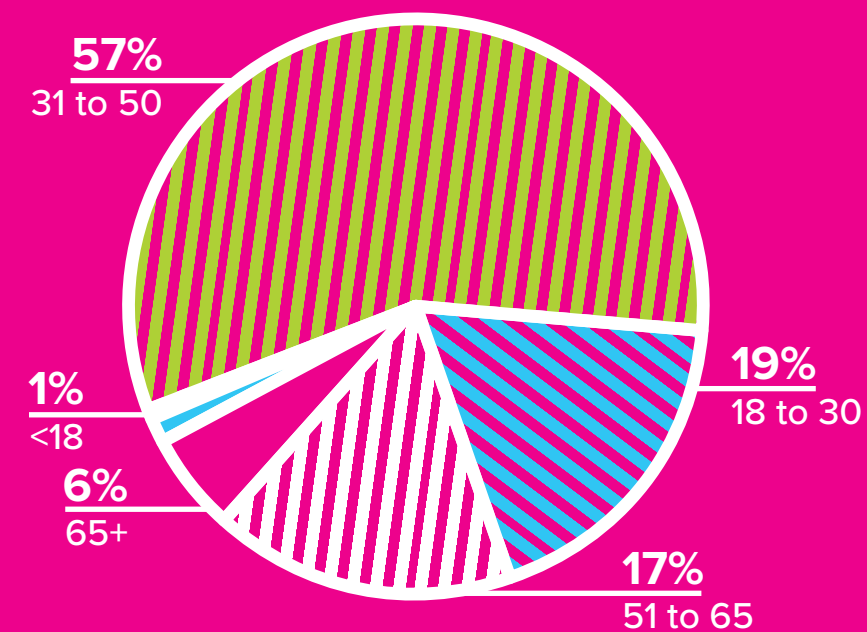
WHAT WE HEARD PARK USER SURVEY



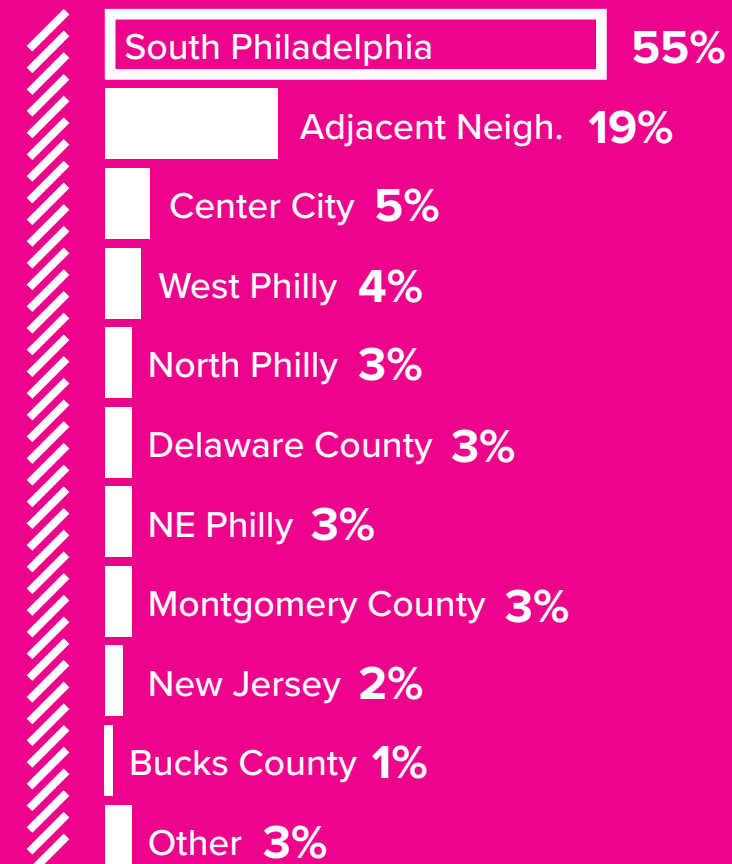
1,200+ SURVEY
RESPONSES
**WHO TOOK
THE SURVEY?**

^ May 2018

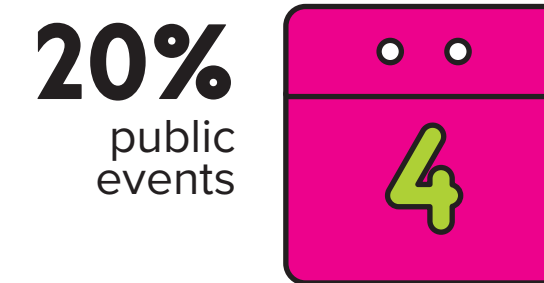
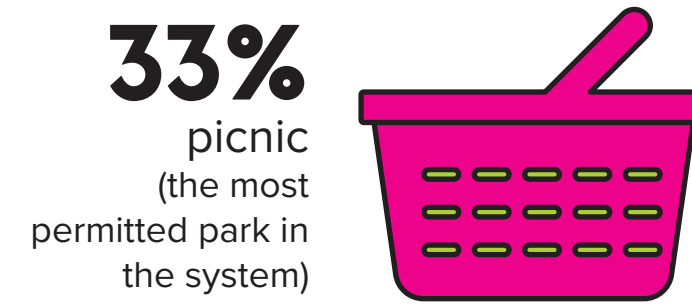
+ AGE



+ HOME



today + HOW PEOPLE USE THE PARK



what people said...

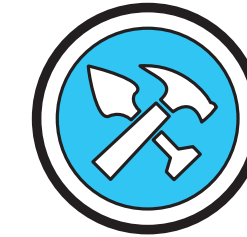
It's a true oasis in the city.
I love how many different
things there are to do!

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

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

today + WHAT PEOPLE VALUE IN A PARK



75%
cleanliness



71%
beauty



68%
activity



66%
nature

tomorrow + MOST DESIRED PROGRAMS + ACTIVITIES



77%
observation or
overlook area



74%
biking trails



87%
trails &
paths



92%
restrooms



68%
café or food
vending



65%
native plant
garden



65%
picnic
pavilions



49%
athletic
fields

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

Everyone uses this
park in their own ways

WHAT WE HEARD

IN-PARK ACTIVITIES

2

engagement in THE PARK



Meeting park users in the park!

meeting people in the park

+ CANVASSING + SPECIAL EVENTS



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.).



PARKS ON TAP

< May 23rd-28th



BROAD STREET RUN

May 6th >

tools

+ PLANNING 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!

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





THE BOOTH IN ACTION!

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



WHAT WE HEARD

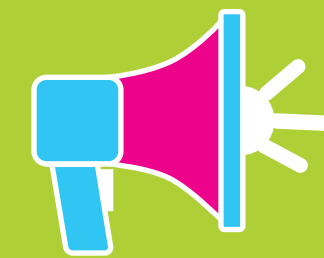
1ST COMMUNITY MEETING



150+
COMMUNITY
MEMBERS
ATTENDED

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

+ HOW WE
GOT THE
WORD OUT



word of
mouth

flyer,
poster,
lawn sign

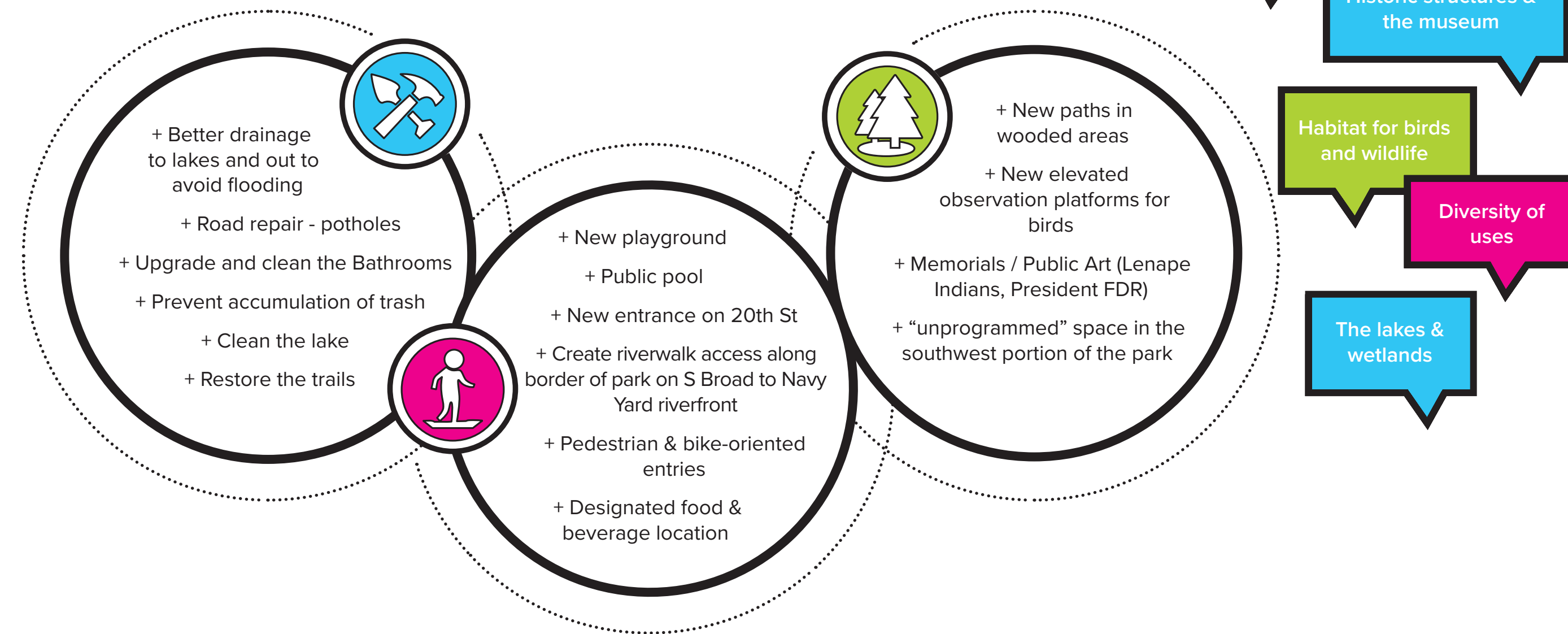


website
& email

social
media



today + WHAT SHOULD CHANGE?



tomorrow + MY FDR PARK OF THE FUTURE



WHAT WE HEARD

STAKEHOLDER INTERVIEWS

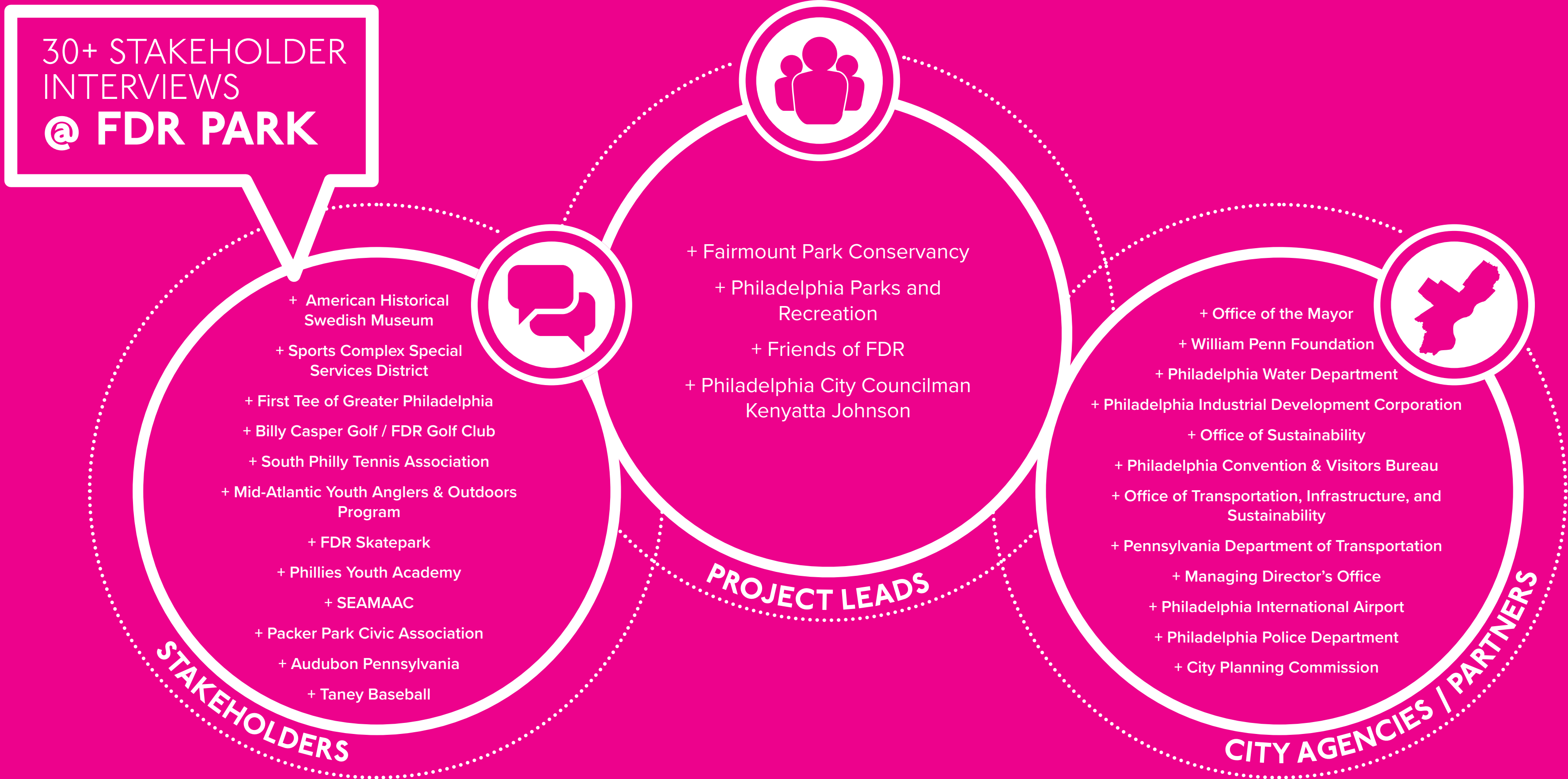


stakeholder input

+ THE PARK & ITS NEIGHBORS!

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.



WHAT WE HEARD COMMUNITY WORKSHOPS



WORKSHOPS COMMUNITY DESIGNS

+ ABOUT THE SESSIONS

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 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

+ WORKSHOP IN A BOX!

We wanted community members to take FDR Park’s design into their own hands!

PASSYUNK COMMUNITY CENTER



Make better use of the space between the Swedish Museum and the Boat House

Connect habitat corridors in the park



AQUINAS AFTER SCHOOL



More opportunities for social spaces



CHEW RECREATION CENTER



More wetlands & water

The market area is really important – find a way to make it more convenient and accessible

SEAMAAC



SWEDISH MUSEUM



Visible primary gateway at Broad and Pattison - something that says that this is a major park and provides guidance and signage



here’s a sample of some of the maps people created, check out all of the maps
@ myphilypark.org/fdr-park-design-workshops



WHAT WE HEARD

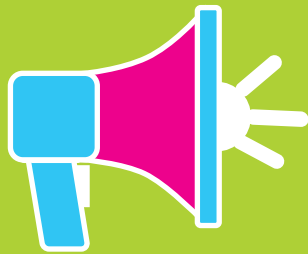
2ND COMMUNITY MEETING



200+ COMMUNITY MEMBERS ATTENDED

+ NOV. 14TH 2018
@ South Philly High / 6-8pm

+ HOW WE GOT THE WORD OUT



word of mouth

flyer, poster, lawn sign



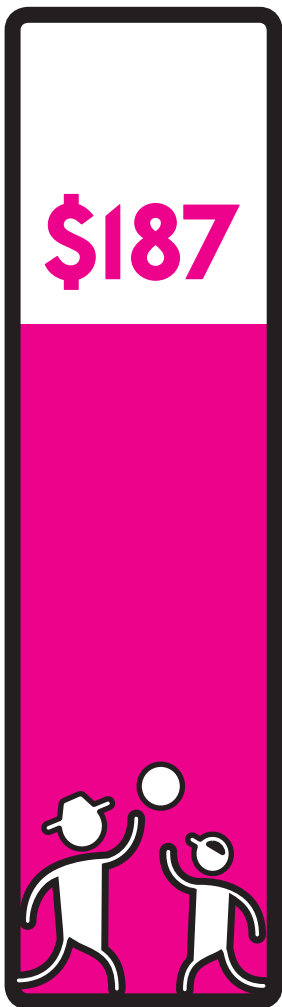
website & email

social media

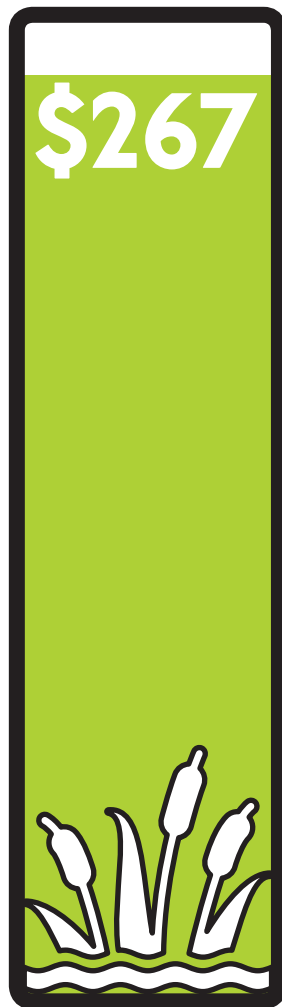


you voted!

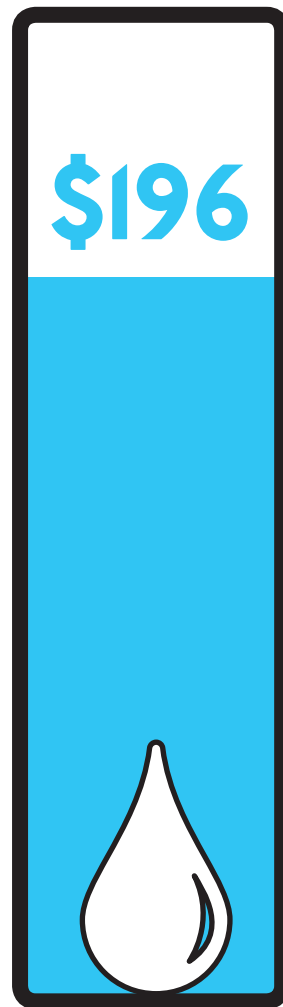
+ HELP US FIND THE BALANCE



activity



nature



water

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

additional thoughts

+ WHAT YOU SAID...



you voted!

+ FAVORITE POTENTIAL PROJECTS!

- + 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

RECLAIM THE VISION

Post Card

DOMEST ONE CENT
FOREIGN TWO CENTS

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.



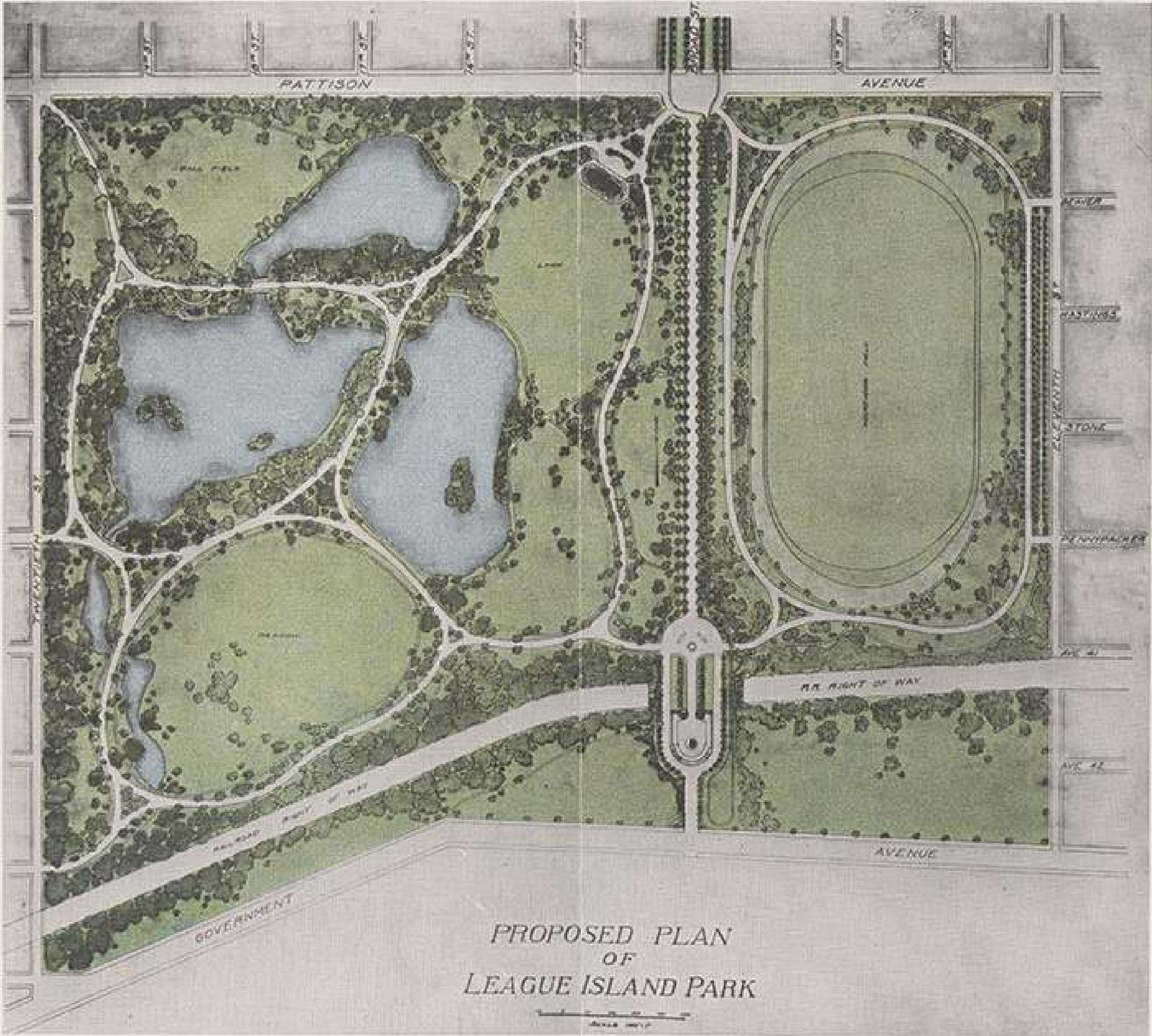
First Camping Trip - Fdr Park
(Mikey, Carl & Spot, 1972)



The "gals" at the Lakes
(1975)



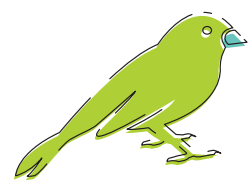
Jack's fresh catch
(Fdr Park, 1968)



RESTORE THE FUNCTION



NATURE STRATEGIES



- Create / enhance maximum habitat areas



- Create an immersive nature experience in South Philly



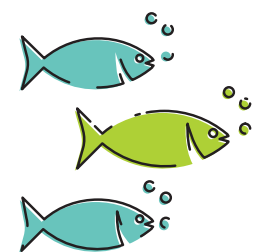
- Showcase FDR as a model for a horticultural identity



- 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



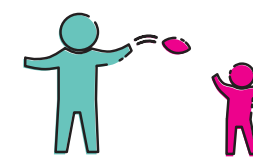
- Showcase FDR as a model for climate change & resiliency



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



THE VISION

A RESILIENT VISION FOR A HISTORIC PARK



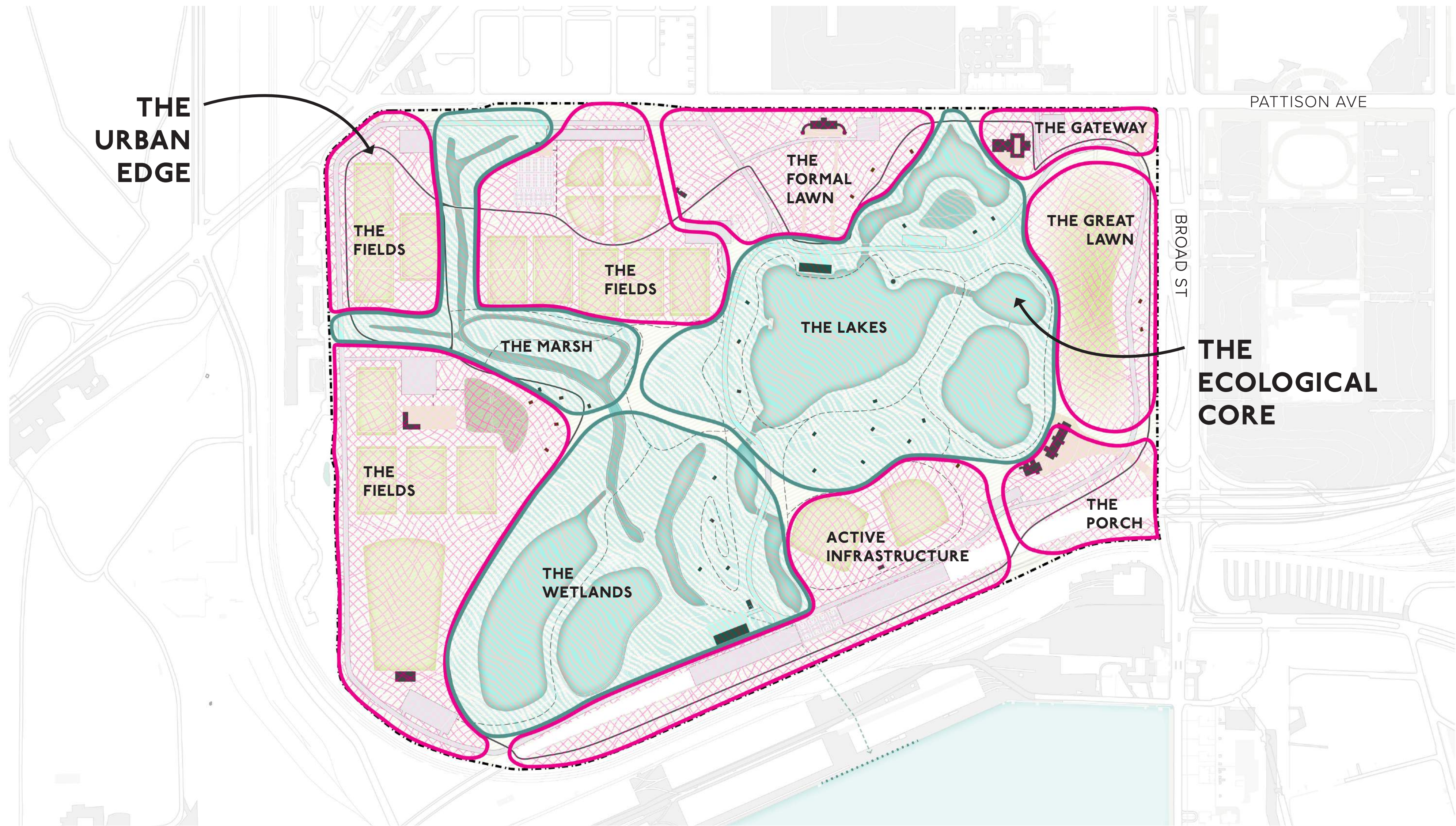
THE VISION

THE PLAN



COMPOSITION

THE ECOLOGICAL CORE & THE URBAN EDGE



WHAT DO
YOU GET?



		EXISTING	PROPOSED
CIRCULATION	ROAD	2.1 miles	3.53 miles
	PARKING (PAVED)	900 space	1,700 spaces
	TRAILS	2.4 miles	6.8 miles
WATER / NATURE	WATER BODIES	40.4 acres	56.9 acres
	GSI FACILITIES	1	5
	MEADOWS	0 acres	10.8 acres
	WOODLANDS	55 acres	75 acres
ACTIVITY / AMENTIES	MULTI-PURPOSE FIELDS	2.5 fields	12 fields
	BASEBALL / SOFTBALL	8 natural turf	4 synthetic; 2 natural turf
	TENNIS	15	10
	BASKETBALL	0	8
	REVENUE-GENERATING FACILITIES	6	11
	PLAYSPACES	0.3 acres	3.65 acres
	PUBLIC RESTROOMS	1	5
	PICNIC TABLES / PAVILIONS	21 / 0	36 / 12
	DEDICATED PARK STAFF	0	4+

THE GATEWAY



PICNIC + PLAY



THE WETLANDS



PICNIC WOODS



THE PORCH



THE HILL



THE BOATHOUSE LAWN

