



# Planning Centennial District

Masterplan Accepted June 2005



MGA Partners – Planners and Architects

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An aerial photograph showing a large park area with a winding river. The park is surrounded by urban development, including roads, buildings, and parking lots. The river flows through the center of the park, and there are several bridges crossing it. The surrounding area is a mix of greenery and urban infrastructure.

# Fairmount Park Strategic Plan

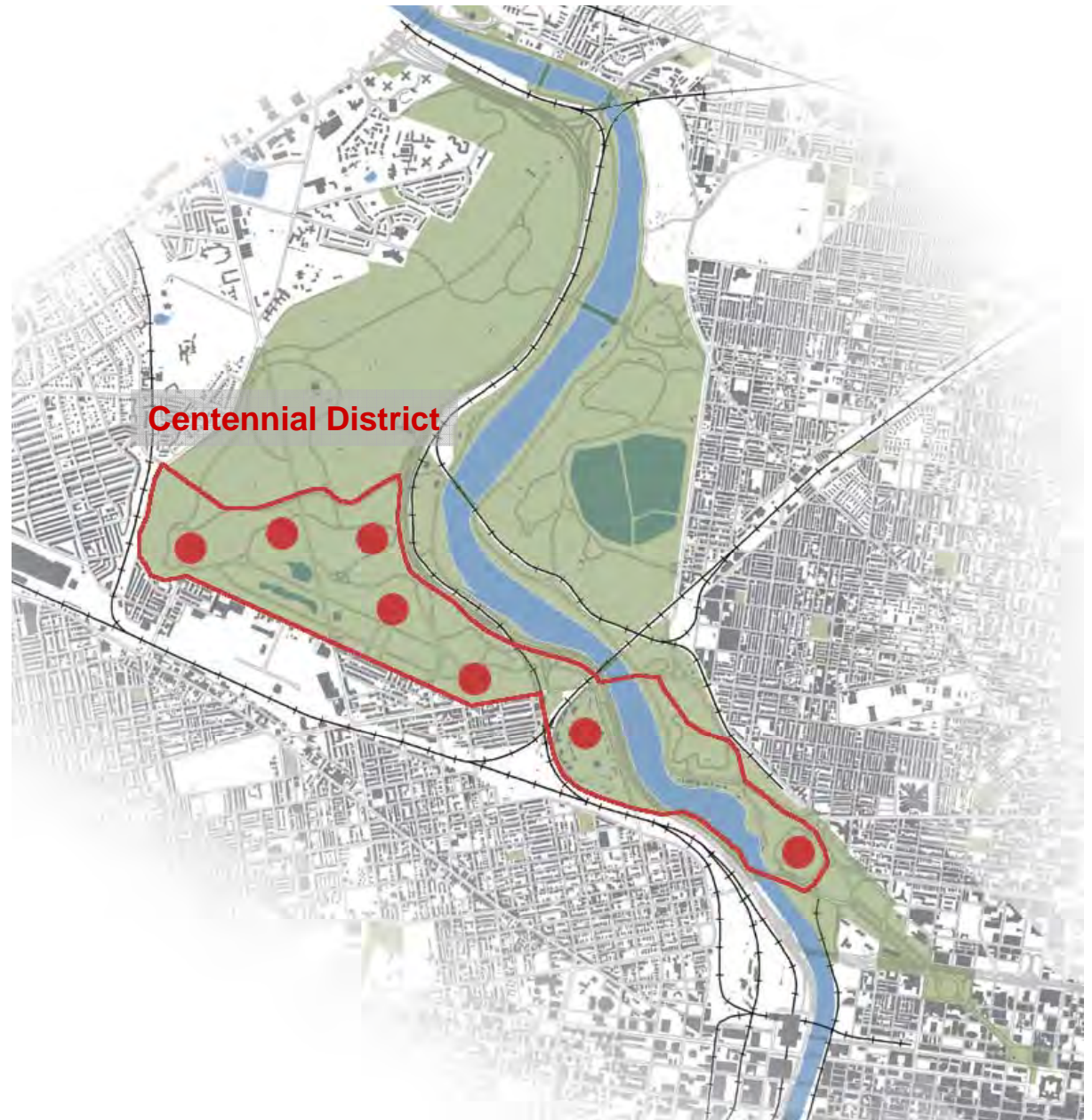
A Key Finding of Strategic Plan:

Given overall constraints on public spending, **maximizing earned income** for all Parks programs and facilities is critical.

Objective 5:

**Leverage existing park properties** to enhance economic development and revenue generation without reducing Fairmount Park resources.

• **Evaluate the development of “revenue zones”**, under which areas of the park with shared features and proximity would be the focus of targeted concession strategies....Likewise a new **“family entertainment zone”** encompassing the Zoo, Please Touch Museum at Memorial Hall, and the Mann Center [should be established].



*(excerpted from the Fairmount Park Strategic Plan, draft 05/21/04)*

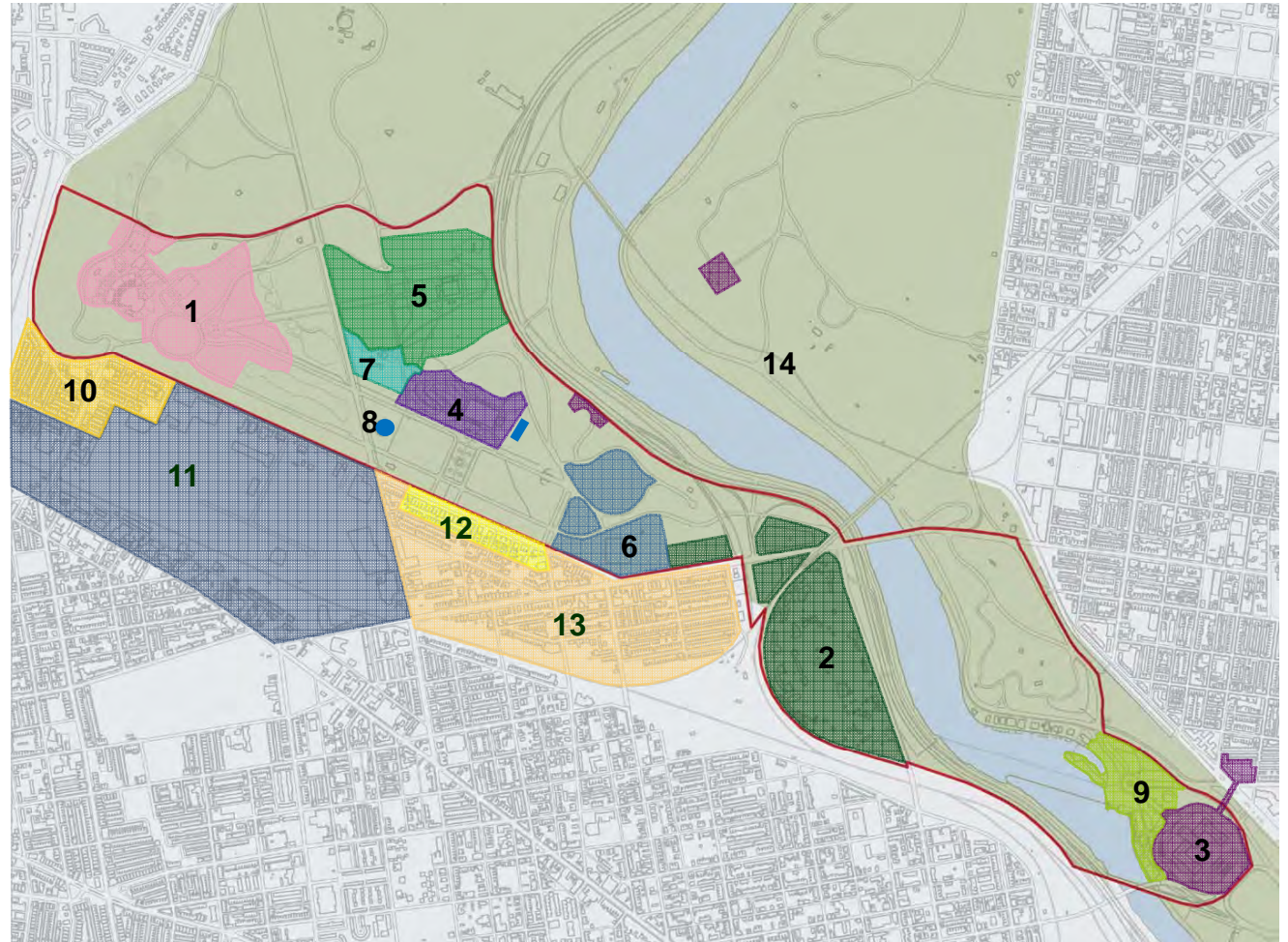
An aerial photograph showing a wide river flowing through a landscape. A multi-lane highway runs parallel to the river. There are several bridges crossing the river. The surrounding area includes green spaces, some buildings, and a city skyline in the distance. The text "Understanding the Stakeholders" is overlaid in the center of the image.

# Understanding the Stakeholders

## Primary Stakeholder

Fairmount Park Commission

- 1 Mann Center for the Performing Arts
- 2 Philadelphia Zoo
- 3 Philadelphia Museum of Art
- 4 Please Touch Museum
- 5 Horticulture Center
- 6 School District of Philadelphia
- 7 Friends of the Japanese House and Garden
- 8 Recreation Department
- 9 Water Works Gardens
- 10 Parkside Association of Philadelphia
- 11 Business Association of West Parkside
- 12 Parkside Historic Preservation Corporation
- 13 East Parkside Residents' Association
- 14 Fairmount Park Art Association Public Art



Centennial District Stakeholders

# Measuring the District





Centennial District Boundary



Centennial District is greater than the width of Center City, from the Schuylkill to the Delaware

1 city block=400 feet



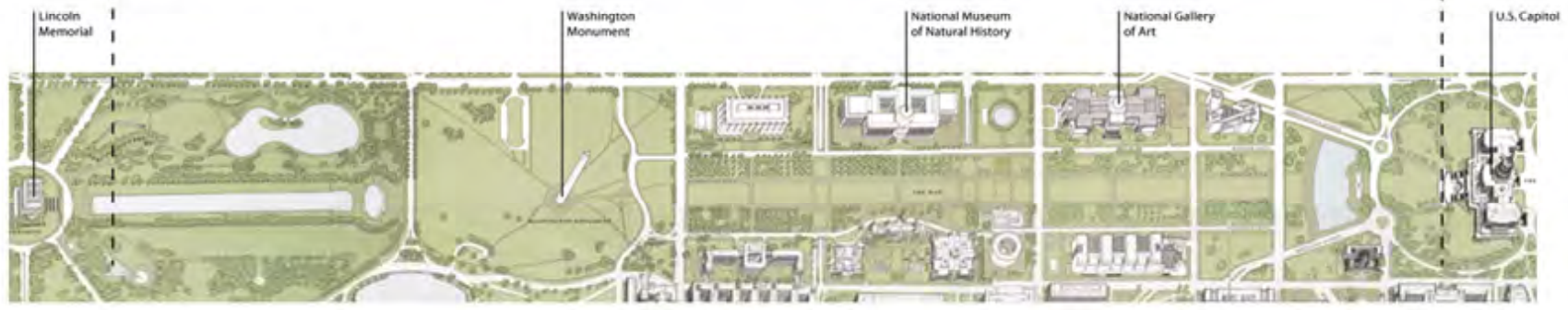
0mi .25mi .50mi .75mi 1mi 1.25mi 1.5mi 1.75mi 2mi 2.25mi 2.5mi



serves 1.4 million residents



serves 1.5 million residents



Scale Comparison to Central Park and the National Mall

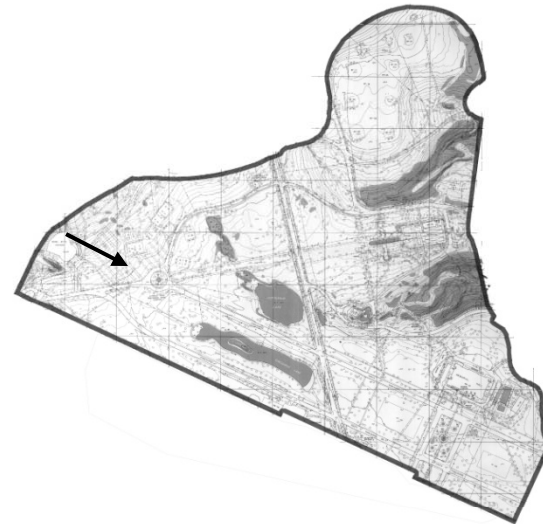
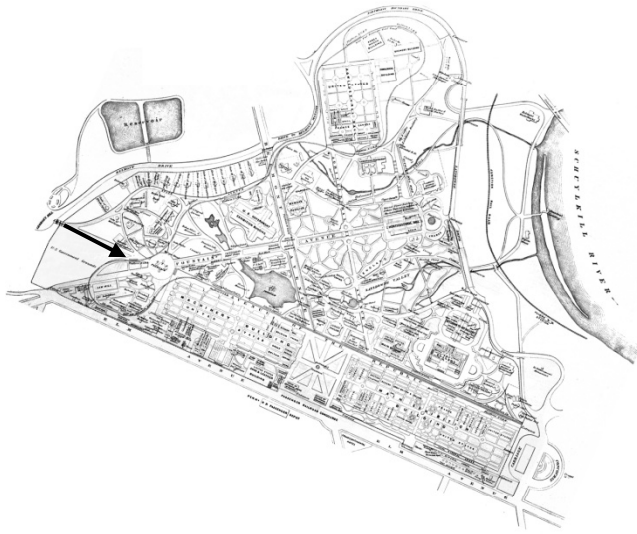
# Centennial Exhibition of 1876



1876



2004

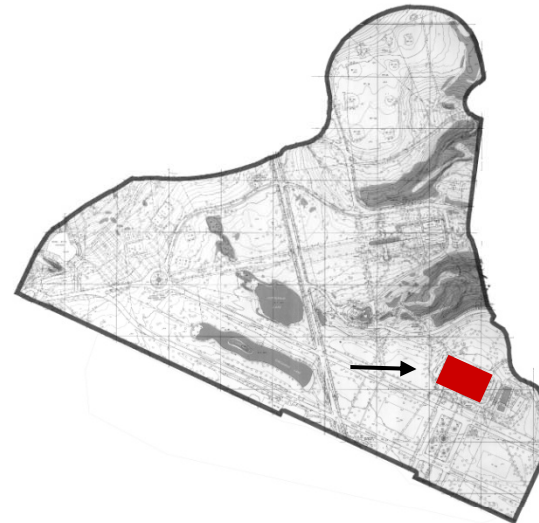
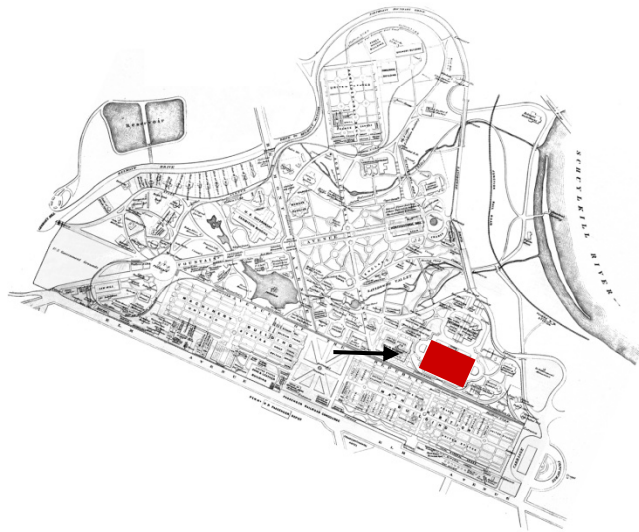


Aerial view

1876



2004

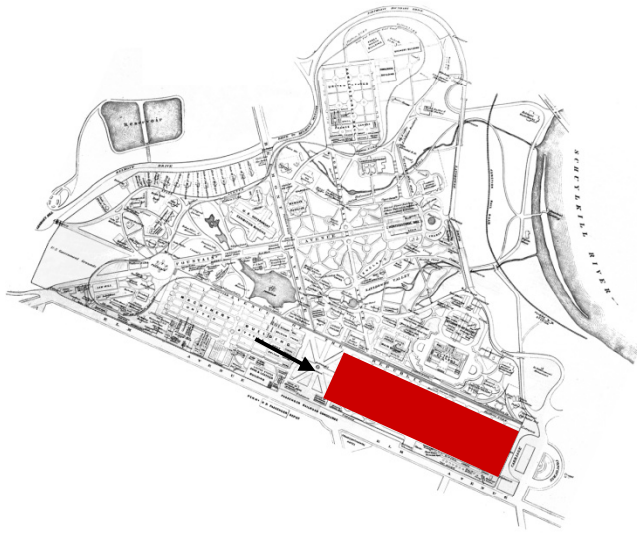


Memorial Hall

1876

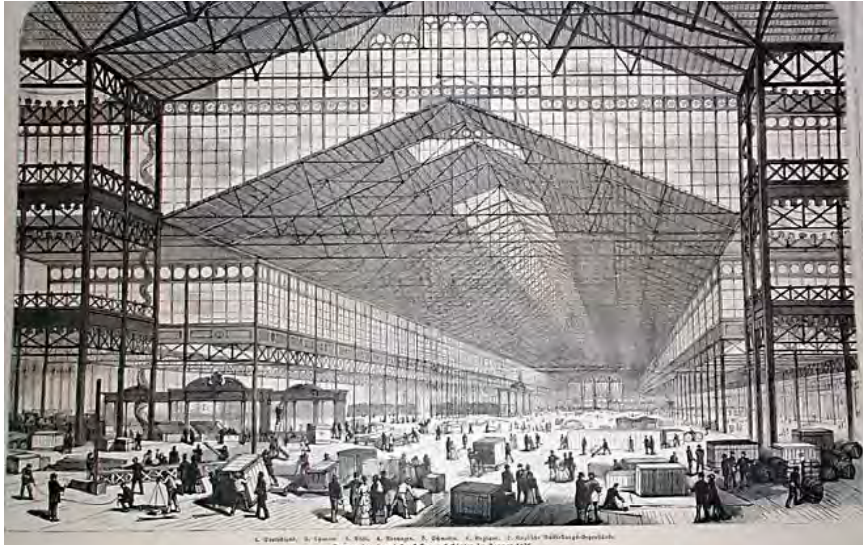


2004

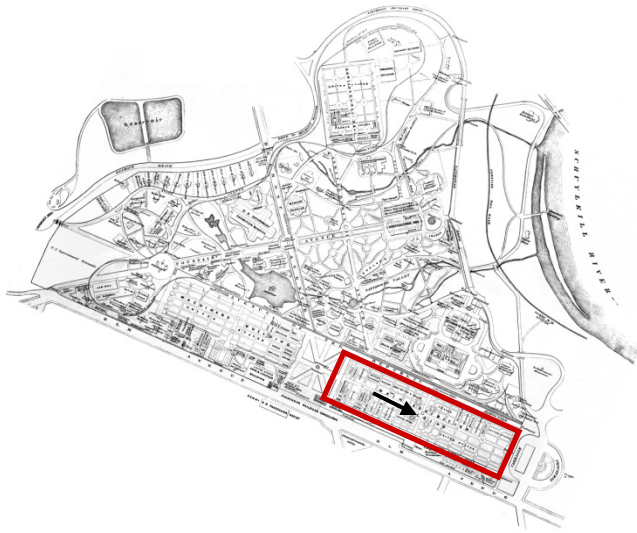


view of Main Building from Belmont plaza

1876



2004

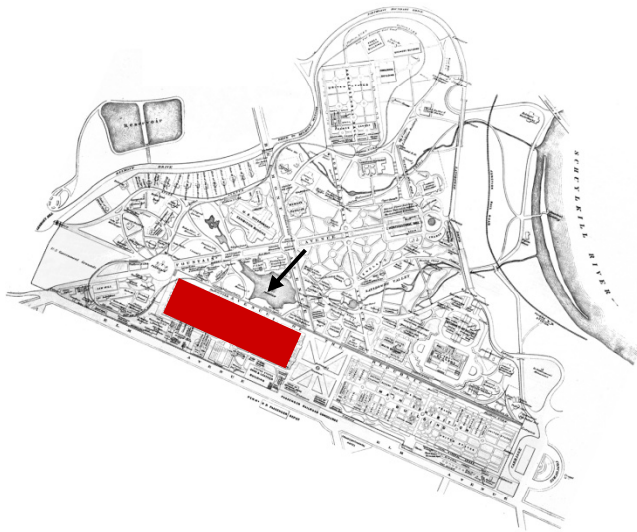


inside the Main Exhibition Hall

1876



2004



view of Machinery Hall from Centennial Lake

An aerial photograph of a city landscape. A river flows through the upper left portion of the image. A large, lush green park area occupies the center and left side, featuring winding paths and several circular structures. To the right, a dense urban area with buildings and streets is visible. The text "Planning Principles" is overlaid in the center of the image.

# Planning Principles



# Creating a Family Entertainment District

Changing the Culture

Unifying through Recreation

Revealing History

Connecting to Neighborhoods

Building Critical Mass

Discovering Waterways

Creating Gateways

Getting to the District



# Creating a Family Entertainment District

## Changing the Culture

Unifying through Recreation

Revealing History

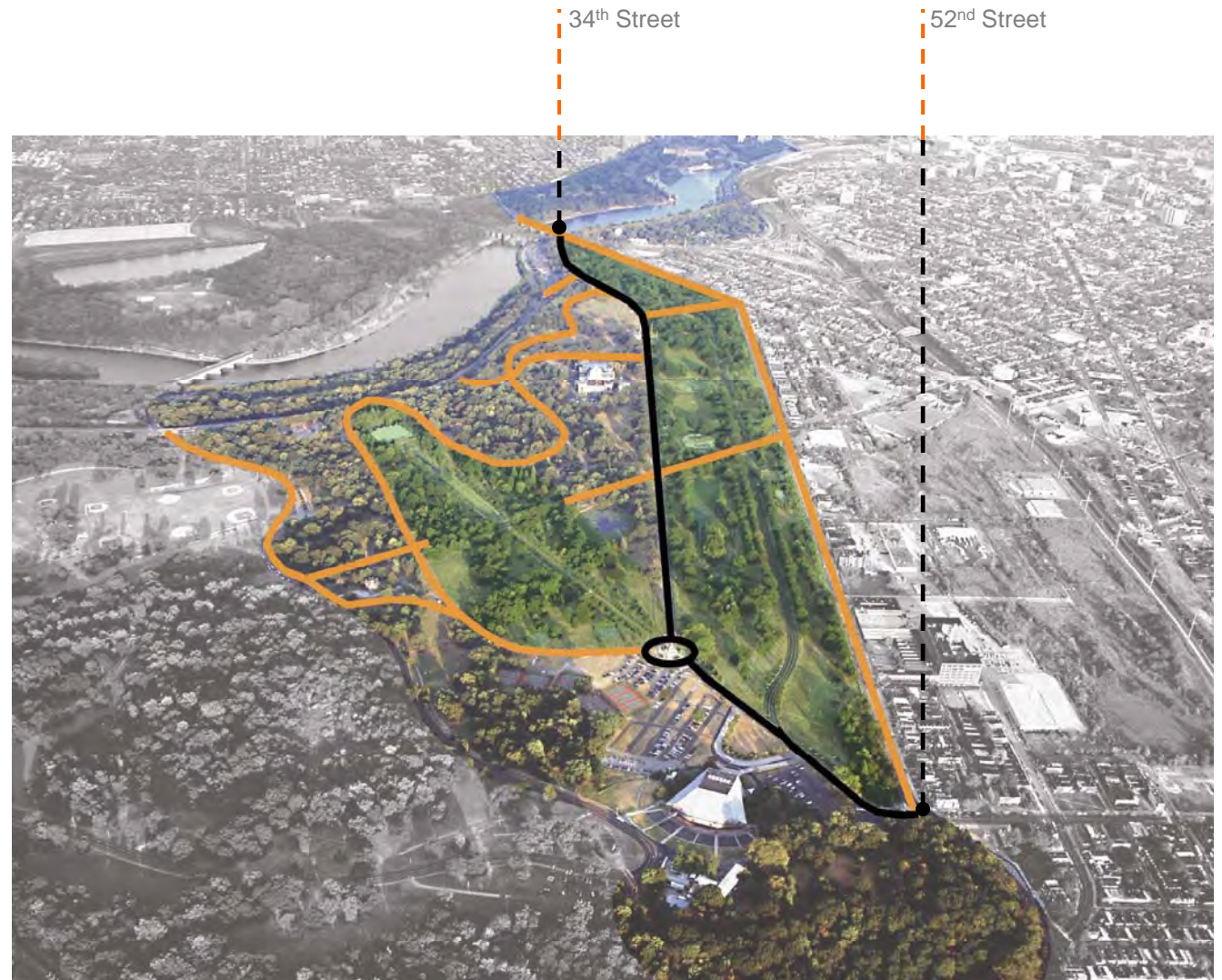
Connecting to Neighborhoods

Building Critical Mass

Discovering Waterways

Creating Gateways

Getting to the District



North Concourse is returned to its original name: "Avenue of the Republic"

Avenue of the Republic extends from 34<sup>th</sup> Street to 52<sup>nd</sup> Street

# Creating a Family Entertainment District

Changing the Culture

**Unifying through Recreation**

Revealing History

Connecting to Neighborhoods

Building Critical Mass

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Getting to the District



# Creating a Family Entertainment District

Changing the Culture

Unifying through Recreation

**Revealing History**

Connecting to Neighborhoods

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# Creating a Family Entertainment District

Changing the Culture

Unifying through Recreation

Revealing History

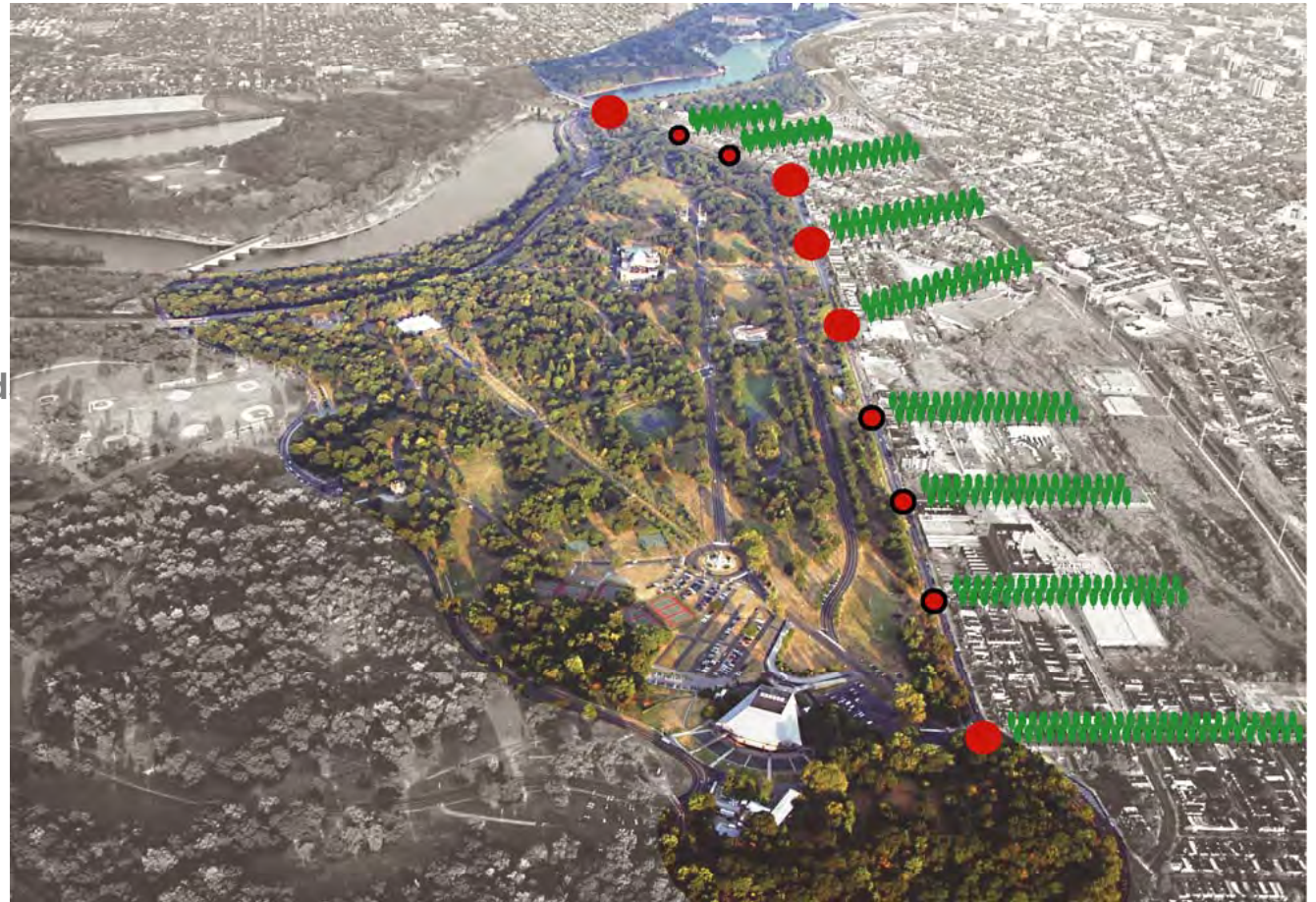
**Connecting to Neighborhood**

Building Critical Mass

Discovering Waterways

Creating Gateways

Getting to the District



**Create pedestrian intersections and improved streets**  
street trees, crosswalks, controlled intersections

# Creating a Family Entertainment District

Changing the Culture

Unifying through Recreation

Revealing History

Connecting to Neighborhoods

**Building Critical Mass**

Discovering Waterways

Creating Gateways

Getting to the District



**New venues and development**

children's theatre, science museum, mixed-use development

# Creating a Family Entertainment District

Changing the Culture

Unifying through Recreation

Revealing History

Connecting to Neighborhoods

Building Critical Mass

**Discovering Waterways**

Creating Gateways

Getting to the District



**Improve and revitalize water courses**  
lakes, streams, ravines, and the river

# Creating a Family Entertainment District

Changing the Culture

Unifying through Recreation

Revealing History

Connecting to Neighborhoods

Building Critical Mass

Discovering Waterways

**Creating Gateways**

Getting to the District





# Creating a Family Entertainment District

Changing the Culture

Unifying through Recreation

Revealing History

Connecting to Neighborhoods

Building Critical Mass

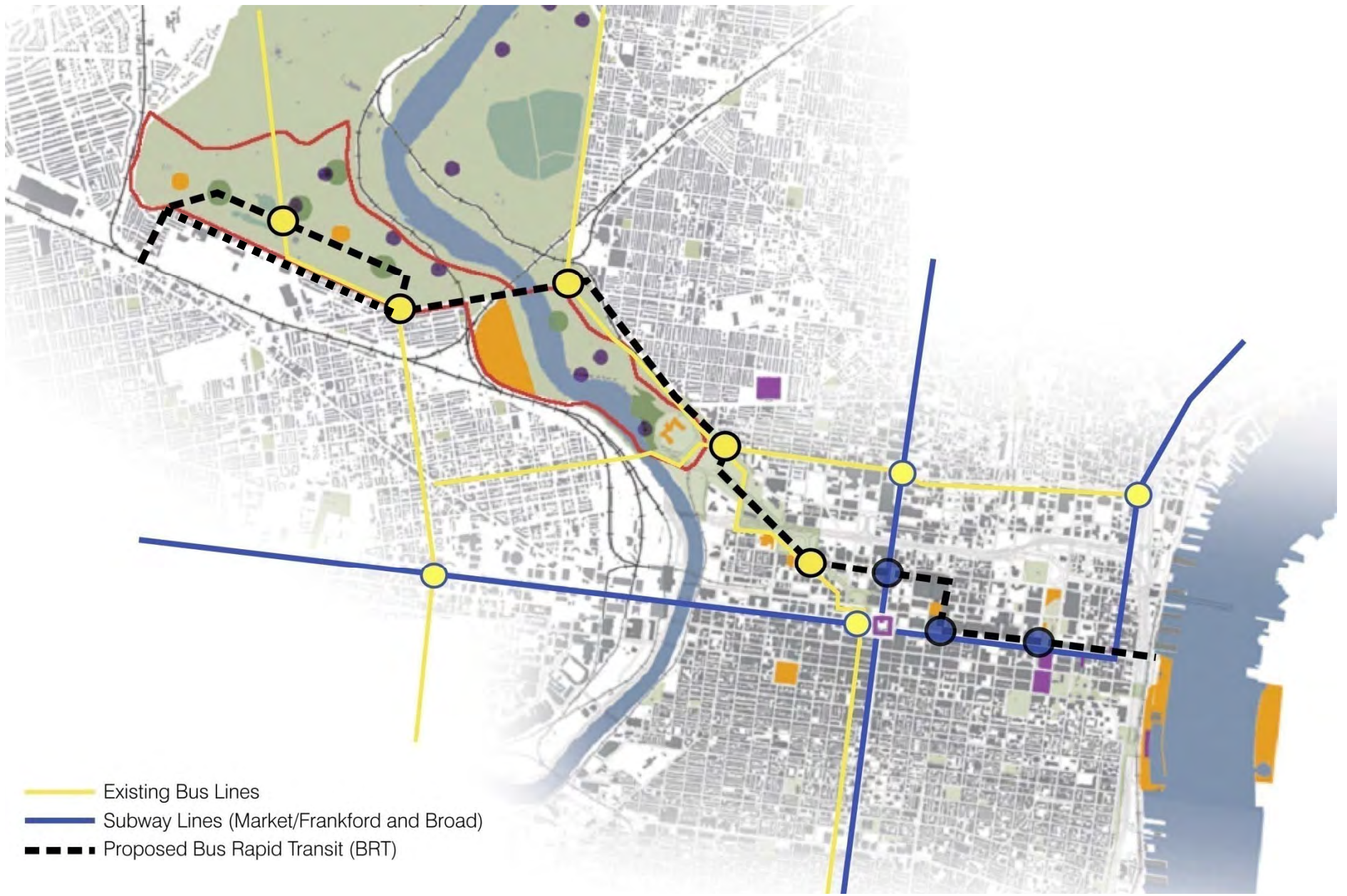
Discovering Waterways

Creating Gateways

**Getting to the District**



Connecting from the region to the district  
bus, rail, and bus rapid transit



Regional transportation to family destinations in Philadelphia

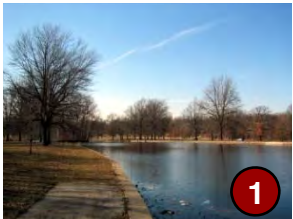
An aerial photograph of a city, likely Nashville, Tennessee, showing the Mississippi River winding through the landscape. A large, lush green park area is visible in the foreground and middle ground, with several buildings and parking lots scattered throughout. The text "Masterplan Vision" is overlaid in the center of the image.

# Masterplan Vision

Centennial District Master Plan: 2005 -2026



# Centennial District



Centennial Commons



Girard Gateway



Belmont Gardens



Water Works Gardens



West Parkside  
Village

# Belmont Gardens



Centennial Commons



Girard Gateway



Belmont Gardens



Water Works Gardens



West Parkside  
Village



**PROGRAMS**

**PRINCIPLES**

Belmont Land-bridge and Fountain Avenue Midway	1	Changing the Culture, Revealing History
Horticultural Center	2	Building Critical Mass, Revealing History
Ferris Wheel	3	Building Critical Mass
PAPAYA Children's Theatre	4	Building Critical Mass
States Drive Picnic Pavilions	5	Revealing History
Centennial Lake Improvements and the Overlook Restaurant	6	Discovering Waterways, Revealing History
The Glens	7	Discovering Waterways, Unifying through Recreation