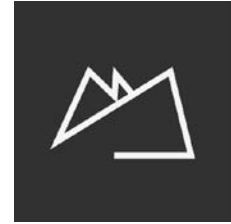


Communal Landscapes: Think Local. Design Local.

A Design Charrette for Civic Engagement



The Westphal College of Media Arts and Design sponsors the 2017 Interdisciplinary Design Charrette led by the internationally-renowned design practice, Snøhetta.

What could we design, enhance, discover or create that would transform the public spaces of a neighborhood? All Drexel Students are encourage to participate in a weekend of creative brainstorming, community conversation and collaborative design focused on the re-imagining of a series of public sites in the Mantua and Powelton Neighborhoods.

Charrette Brief Contents

- Introduction and Intention
- Site Information
- Program
- Readings and Resources
- About Snøhetta
- Schedule
- Format and Presentation

Introduction

Over the past several years, the Department of Architecture, Design, and Urbanism and the Department of Design have hosted a series of weekend charrettes aimed at engaging students with the ways in which design can address both public space and community dynamics at a both local and global scales. Previous projects have looked at water access, campus connections, as well as transportation networks and identity. Notable figures in design such as Cameron Sinclair have participated and shared their expertise in past years.

This year, two partners of the award-winning architectural firm Snøhetta, Craig Dykers and Elaine Molinar, will be guiding the charrette which will focus on the neighborhoods adjacent to Drexel University. The intent is to recognize the existing characteristics of the area and propose design interventions that are appropriate and feasible, while also forward-looking and imaginative.

Sites have been chosen along North 34th Street, an important artery in the Mantua and Powelton neighborhoods. Within each site, the goal is to create urban interventions that are useful to the neighborhood and are possible to be executed. Each site encourages its own set of design constraints and design potential. For all of the sites, designs should consider:

- The needs of the neighborhood
- Cost, sustainability, and maintenance
- Community identity and graphic branding
- Accessibility

In addition, the sites should be considered for their potential to connect the neighborhood, and create a greater sense of place within the context of Philadelphia and the region.

Site Information

Site 01 | 34th Street through Mantua and Powelton

The charrette sites are all located on the North 34th St., which is the main West Philadelphia connection between Market St and Girard Ave, the Philadelphia Zoo and Fairmont Park. This corridor is mainly residential with some small retail spaces and a public library branch located at the intersection with Haverford Ave. A one-way street heading south, the street has two lanes of traffic and parking on both sides of the street. South of Powelton Ave., 34th St. Street cuts through the Drexel campus with its motley assemblage of buildings ranging from dorms to student centers and sorority houses.

In working with 34th Street as a site for intervention, the experience of both pedestrians and automobile traffic should be considered. How can a sense of the neighborhood be articulated? How can traffic be slowed to create a sense of place?

Mantua

The building stock of the Mantua neighborhood is largely modest two and three-story brick row homes dating from the late-nineteenth and early-twentieth century. Demolitions conducted over the past two decades have left many vacant parcels scattered through the neighborhood, but there can also be found new construction in the form of apartments, public housing and retirement housing. Mantua's population is predominately poor and working-class African American although Drexel students of diverse backgrounds have begun renting apartments there within the past 10 years. The neighborhood is home to active community organizations and Drexel University recently initiated the Dornsife Center which is dedicated to community health and renewal.

Powelton

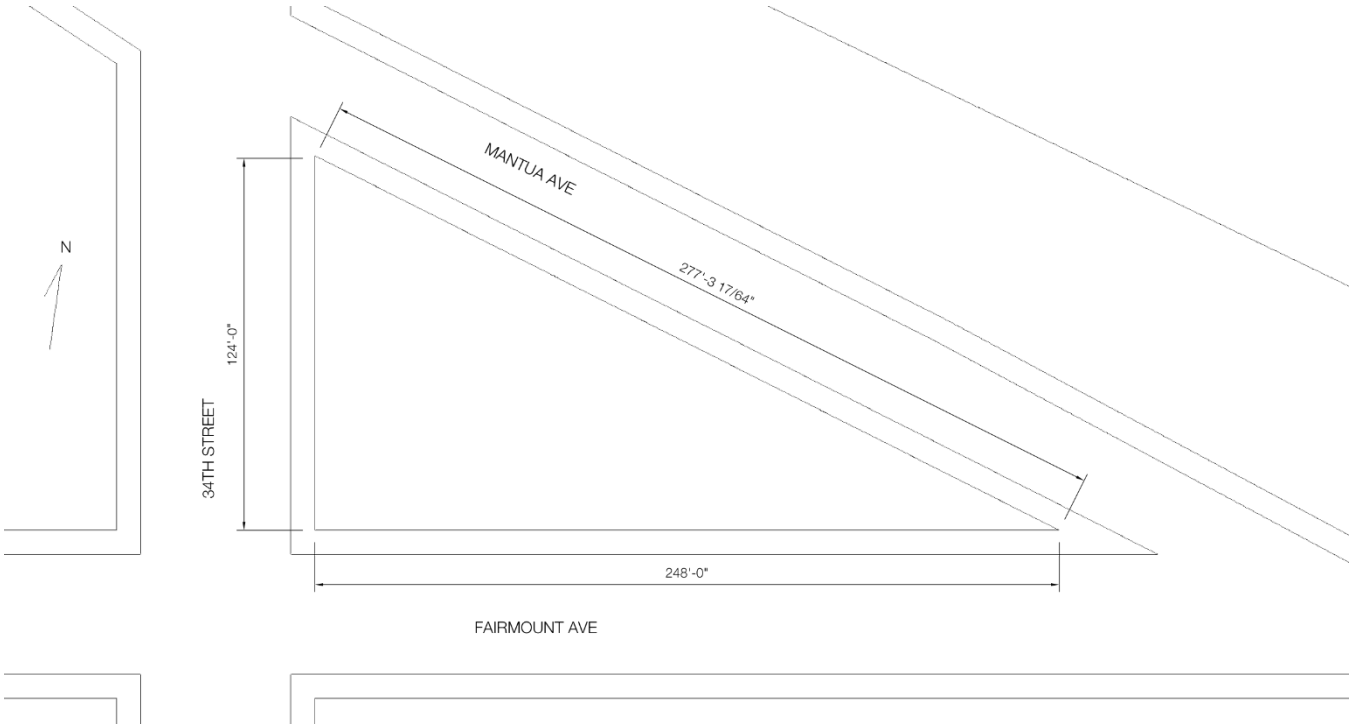
The Powelton neighborhood, also known as Powelton Village, features a variety of housing types including mid- and late-nineteenth century Victorian mansions, modest brick row homes and handsome early- twentieth century apartment houses. Following the World War II, some historic parts of the neighborhood were destroyed though urban renewal efforts and new building projects initiated by Drexel University. Despite these alterations, the neighborhood became renowned for its diverse population that embraced progressive causes. Its strong neighborhood association continues to promote inclusivity and historic preservation and sponsors a number of popular neighborhood activities throughout the year.

Site Map



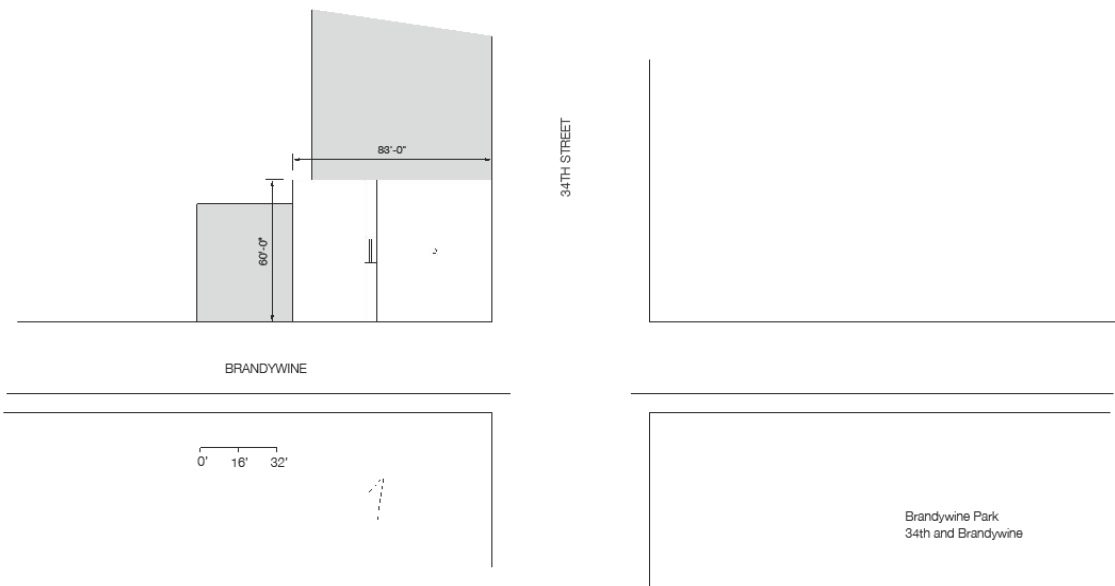
Site 02 | 34th and Mantua Avenue (Triangle)

The triangle lot bordered by 34th Street, Mantua Avenue, and Fairmount Avenue has long been a vacant site on the northern edge of Mantua. It has two conditions that need resolution, access and scale. The site is an island without proper access or connection. Traffic on 34th street and Mantua Avenue speeds by and the site lacks punctuation for a space that is a possible gateway for the community. The design problem for this site is program—students are tasked with developing their own program that provides access to the site and reduces the scale to reflect the fabric it exists in.



Site 03 | 34th and Brandywine (Brandywine Park)

The pocket park situated at the corner of 34th and Brandywine Streets in Mantua, West Philadelphia was created under the direction of Mantua Community Planners, the Philadelphia Department of Recreation, and Atlantic Richfield Co. in 1976. At the time the park provided a much desired green space to an otherwise dense sector of the neighborhood. Though the park remains in place, it is much in need of restoration and a bold new design. The brick and mortar at the park's western edge is failing, posing a safety risk to passersby. Hedge plantings and gates limit visibility and there is a need for multiple modes of egress. (From Rebecca Rose)



Site 04 | 34th and Hamilton (3401 Hamilton / Kimey's Place)

There is a small one-story commercial bodega located on the northwest corner of 34th and Hamilton that the owners have expressed interest in updating to better engage the exterior space of the site. The structure is approximately 1800 square feet, located on a 5000 square foot lot that includes parking and a raised terrace area. Designs should consider signage, seating, and how the space can become more welcoming and allow people to linger.



Program

The following is a non-exhaustive list of possibilities for the sites in the neighborhood. Design proposals may suggest one function for a site, or multiple uses. It is important to address the typical users of each site as well as the overall demographics of the neighborhood. It may be useful to think about the relationship between program and site in the terms of production, interaction, consumption, and connection.

For all of the sites, designs should consider:

- The needs of the neighborhood
- Cost, sustainability, and maintenance
- Community identity and graphic branding
- Accessibility

The graphic identity of the project may extend to other areas in Mantua and Powelton. Murals and crosswalk paintings may support the project in the neighborhood.

SITES		PROGRAM/POSSIBILITIES
1	34 TH STREET	<ul style="list-style-type: none"> ▪ Civic artery ▪ Community branding/identity ▪ Connector – Univ, public spaces, Zoo ▪ Welcome ▪ Place-making ▪ Inclusive
2	TRIANGLE	<ul style="list-style-type: none"> ▪ Urban agriculture ▪ Farmer’s market ▪ Beehives ▪ Recreation ▪ Gateway
3	BRANDYWINE PARK	<ul style="list-style-type: none"> ▪ Growing + selling ▪ Performance ▪ Gathering ▪ Stage
4	KIMEY’S PLACE	<ul style="list-style-type: none"> ▪ Food ▪ Commercial ▪ Sitting

Readings and Resources

Charrette Context – Locations, Participants, Process

Mantua Greenway Project - <http://thephiladelphiacitizen.org/we-are-mantua-greenway-project/>
Drexel Public Realm Initiative - http://drexel.edu/now/archive/2017/March/Public_Realm/

Green2015: An action plan to add 500 acres of open space in Philadelphia by 2015 – PennPraxis plan (led by Harris Steinberg) for Parks and Recreation to meet a goal of Greenworks – the city’s sustainability plan. Includes ideas about transforming vacant lots and underutilized school yards and recreation centers into park spaces.

Green City, Clean Waters – the Philadelphia Water Department’s landmark storm water management plan with a focus on green infrastructure.

Snohetta 25 Years 25 Works. AV Monographs 177. 2015

National Charrette Institute at Michigan State University - <http://charretteinstitute.org/>

Theories of Urban Experience – Perception and Psychology, Socioeconomics, Difference

Roberto Bedoya’s critique of place-making as a (potential) driver of gentrification
<http://www.giarts.org/article/placemaking-and-politics-belonging-and-dis-belonging>

Schneekloth, L. and Shibley, R. 1995. *Placemaking: The Art and Practice of Building Communities*. Wiley.

The following are excerpted in the *People, Place and Space Reader*

de Certeau, Michel. 1984. “Walking in the City” in *The Practice of Everyday Life*. Berkeley: University of California Press, pp. 91-110.

Debord, Guy. 2006 [1959]. “Theory of the Derive,” “Definitions,” and “Preliminary Problems in Constructing a Situation” in *Situationist International Anthology*. Ed. and trans. Ken Knabb. Oakland, CA: Bureau of Public Secrets / AK Press.

Hayden, Dolores. 1995. “Urban Landscape History: The Sense of Place and the Politics of Space,” in *The Power of Place*. Cambridge: MIT Press. pp. 14-43

Iveson, Kurt. 1998. “Putting the public back into public space,” *Urban Policy and Research*, 16 (1): 21-33.

Jacobs, Jane. 1961. “The Uses of Sidewalks: Contact” in *The Death and Life of Great American Cities*. NY: Vintage. pp. 53-74. (sidewalk ballet)

Low, Setha. 2014. *Spatializing Culture*. New York: Routledge.

Lynch, Kevin. 1960. “The Image of the Environment,” from *The Image of the City*.

Ruddick, Susan. 1996. “Constructing Differences in Public Spaces: Race, Class and Gender as Interlocking Systems,” *Urban Geography*, 17(2): 132-51.

Simmel, Georg. 1971. “The Metropolis and Mental Life” in Donald N. Levine, ed., *Georg Simmel on Individuality and Social Forms*. Chicago: U of Chicago Press, pp. 324-340.

Simone, AbdouMaliq. 2004. “People as Infrastructure: Intersecting Fragments in Johannesburg.” *Public Culture* 16, 3: 407-429.

Sorkin, Michael. 1999. “Introduction: Traffic in Democracy” in *Giving Ground: The Politics of Propinquity*, Copjec and Sorkin, eds. Verso. pp. 1-15.

Young, Iris Marion. 1990. “City Life and Difference” from *Justice and the Politics of Difference*. Princeton U Press.

Designing Urban Experience – Place-making, Streetscapes, Tactics

Project for Public Spaces

<http://www.pps.org/>

POSTED → “Placemaking,” Project for Public Spaces. 2016.

PPS “Lighter Cheaper Quicker” development model: <http://www.pps.org/reference/lighter-quicker-cheaper/>

Streets Plan Collaborative / Tactical Urbanism Guides

<http://tacticalurbanismguide.com/>

<http://www.street-plans.com/research-writing/>

POSTED → “Tactical Urbanist’s Guide to Materials and Design,” Street Plans Collaborative. 2016

Lydon, Mike and Garcia, Anthony. 2015. *Tactical Urbanism: Short-term Action for Long-term Change*. Island Press.

National Endowment for the Arts

Place-making initiatives, including free e-book *How to Do Creative Placemaking*.

See pieces by Aviva Kapust and Kira Strong (both Philadelphia-based) and Erik Takeshita.

https://www.arts.gov/sites/default/files/How-to-do-Creative-Placemaking_Jan2017.pdf

Creative Placemaking by Ann Markusen and Anne Gadwa – foundational paper funded by NEA for the Mayor’s Institute on City Design in 2010 that defined the field.

ArtPlace America

ArtPlace – national funding consortium supporting creative placemaking across the country.

Spruce Street Harbor Park was initially funded by ArtPlace. The William Penn Foundation is a supporter.

The ArtPlace website has links to scores of projects that help visualize what this all means (The Porch at 30th Street by UCD is a great local example).

Jan Gehl – Danish architect and urban designer known for his work improving the quality of urban life
Cities for People. 2010; *Life Between Buildings: Using Public Space*. 2011; *How to Study Public Life*. 2013

William Whyte – Sociologist known for his studies of urban public spaces and activities

Street Corner Society. 1943; *The Social Life of Small Urban Spaces* (film and publication). 1980

Art@Bartram’s: Exploration, Discovery and Exchange – Lindy Institute prepared this creative placemaking engagement strategy with Mural Arts in advance of the extension of the Schuylkill Trail to Bartram’s Garden.

Houston - A case study of Project Row Houses, which embodies the best practices of resident-led creative placemaking: <http://creativetimereports.org/2013/10/07/rick-lowes-project-row-houses/>

Detroit - Working with vacant lots - <https://dfc-lots.com/>

Social practice art is another way into the field with projects such as Project Row House by Rick Lowe and the work of Theaster Gates. A favorite social practice project of mine is Conflict Kitchen.

Creative Placemaking: Rethinking the roles of arts and culture in strengthening communities – Kresge Foundation president, Rip Rapson, 2013 speech on creative placemaking. Kresge is a key national player.

About Snøhetta

Craig Dykers and Elaine Molinar are partners in the design firm Snøhetta. Widely recognized as one of the most exciting and innovative design firms in the world today, Snøhetta has built visually stunning works around the world including the Alexandria Library in Egypt, the Norwegian National Opera and Ballet in Oslo, the National September 11 Memorial Museum in New York City, and the recently completed expansion of San Francisco's MOMA. Snøhetta is currently building Temple University's new library and and completing the reconstruction of New York's Times Square. The firm's many awards include: the Mies van Der Rohe European Union Prize for Contemporary Architecture, a World Architecture Award and an Aga Khan Award for Architecture.

Known for its collaborative office environment that promotes the skills and ideas of all of its employees, Snøhetta is involved with a variety of endeavors including product design and filmmaking. Because of their broad interests and internationally recognized creativity, Elaine Molinar and Craig Dykers were selected as Rankin Scholars in Residence by Drexel's Westphal College. Drawing from their extensive experience managing the complex psychology of public space, they will lead the University-wide student design charrette.



Schedule

Thursday, April 13, 2017

Snohetta Arfaa Lecture

Arfaa Lecture

6:30 Mandell Theater

Friday, April 14, 2017

Introduce Charrette

Site visit walking tour

Introductory exercise

Charrette Kickoff

5:30 URBN Center 4th Floor

6:00-7:00 34th Street sites

7:00-8:00 URBN Center 4th Floor

Saturday, April 15, 2017

Morning kickoff/introductions

Work time

Lunch break

Work time

Dinner break

Work time

Charrette Workday (9:30-7:30, URBN Center 4th Floor)

9:30 Coffee/breakfast snacks provided

9:45-12:30 Informal comments from faculty

12:30-1:30 Lunch provided

1:30-5:30 Informal comments from faculty

5:30 Dinner provided

6:30-8:00

Sunday, April 16, 2017

Morning kickoff

Easter Egg Hunt

Work time

Lunch break

Work time

Dinner break

Work time

Charrette Workday (9:30-7:30, URBN Center 4th Floor)

9:30 Coffee/breakfast snacks provided

10:00 URBN Center

9:30-12:30

12:30-1:30 Lunch provided

1:30-5:30 Prepare for presentation

5:30 Dinner provided

6:30-8:00 *all work must be submitted to print queue by 10am on Monday 4/17

Monday, April 17, 2017

Submit Print and Digital Files

Charrette presentations

Charrette Presentation (4:00-8:00, URBN Center Lobby)

10:00am

4:00-6:00 URBN Center Lobby (on display after)

Format and Presentation

Final Presentation

Final work will be presented in the 1st floor gallery of the URBN Center on the evening of Monday, April 17th. Each team will be assigned a wall space where they will display their work and discuss their design proposal with the jury teams. Teams will be given 5 minutes to present their work and all team members are encouraged to speak. Please rehearse your presentation in advance.

Presentations shall address (1) the main idea of the design proposal, (2) the potential impact the proposal will have on the site and the neighborhood, and (3) the design process the team used to develop the proposal.

The verbal and visual narrative shall address the connection of the site to the community and how the experience of the site will be transformed or enhanced by the design intervention. Also indicate ways in which the design affords or encourages civic engagement, within the site and beyond.

Presentation Format

Teams are expected to format and print their work on 11x17 sheets. Ten (10) color sheets is a suggested minimum for presentation. Teams are encouraged to show process development sketches and models. Presentation documents should include a written narrative of the design proposal; site plan; detailed plans and sections as required; perspective views; and process documentation. Teams will be provided with a format and number for printing. Printing will be provided free for all documents in the print queue by 10am Monday morning. All documents should be clearly labeled with the team number in the file name and on all printed sheets.

Digital Submission

All teams are required to submit a digital version (PDF) of their presentation work. Additional work, photos, etc. may also be submitted digitally for archival purposes. A location will be provided to upload all work. Final presentation documents should be submitted under the following naming convention:

Team01_Charrette_01.PDF

Team01_Charrette_02.PDF

Social Media

Teams are encouraged to document the process and post images using the hashtag

#DESIGNLOCAL

Drexel University shall retain ownership of all charrette work. The Department of Architecture, Design, and Urbanism plans to hold a gallery exhibition and publication (online and/or printed) of work submitted in the charrette. In entering the charrette, participants grant the Department unrestricted license to exercise the participants' rights regarding their submission, including but not limited to, reproduction, preparation of derivative works, distribution of copies of the design submission and the right to authorize such use by others.