The Westphal College of Media Arts and Design presents the 2019 Interdisciplinary Design Charrette led by Korea-based design practice studio GAON.

The Drexel 2019 Charrette proposes the closing of selected single blocks to normal traffic in various parts of Philadelphia. Since the businesses and public facilities on these blocks are accustomed to the visibility and accessibility afforded by automobile traffic, these blocks will be redesigned to make them unique and appealing destinations to attract increased pedestrian flows. New landscape features, graphic designs, public art, pavements, street furniture and other innovations will be developed by the student charrette teams. Reconceiving the street as a truly public space presents profound design and cultural challenges and the charrette will welcome students from any major to participate.
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 ways in which design can address public space and community dynamics at both local and global scales. Previous projects have looked at water access, campus connections, transportation networks, and community identity. Notable figures in design such as Cameron Sinclair and Snøhetta have participated and shared their expertise in past years.

This year, Lim Hyeung-Nam and Roh Eun-Joo, partners in the award-winning design firm studio GAON will be guiding the charrette which will focus on modifying the urban fabric of Philadelphia to create areas of pedestrian-only access. The intent is to recognize the existing characteristics of the areas and propose design interventions that are appropriate and feasible, while also forward-looking and imaginative.

Sites have been chosen in Center City and University City in areas that allow for new narratives and transformation of the pedestrian fabric of the city. Within each site, the goal is to create urban interventions that are useful to the local area and could be realized. Each site encourages its own set of design constraints and design potential. For each of the sites, designs should consider:

- Potential to transform the urban fabric
- Narrative of the site
- Cost, sustainability, and maintenance
- Community identity and graphic branding
- Accessibility
Charrette Site Information

Site 01  2nd Street
Between Fairmount Avenue and Poplar Street

CONSIDERATIONS
Gateway to Northern Liberties neighborhood
Width of street
Access to bars and restaurants and boutique retail
CONSIDERATIONS
Connection to transportation hub, Convention Center
Proximity to Reading Terminal Market, Chinatown
Portion of street is covered
Rush hour access and how density changes based on time of day
CONSIDERATIONS
Connection to Rittenhouse Square
Proximity to residential and retail areas
Portion of street has no retail frontage
Farmers market and other regular events
CONSIDERATIONS
Existing theater and performance venues, and restaurants
Scale, narrowness of street
Preserving existing fabric, materials, scale
East-west orientation
Program

The following are non-exhaustive lists of possibilities for the sites. 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 area. All proposals should consider the graphic identity and branding of the site intervention.

- Pedestrian connection
- Public space
- Welcome
- Place-making
- Inclusive
- Food
- Farmer’s market
- Recreation
- Gateway
- Performance
- Gathering
- Commerce
- Biking
- Public transportation nodes
- Sitting
- Play
- Green space
- Water

Design Elements

- Pavement and landscaping
- Lighting
- Covering/Shading/Ornamenting above the street
- Affordances and street furniture
- Graphics: signage or on the pavement
- Playgrounds
- Art objects
- Water and fountains
- Bike storage
- Flexible and non-flexible seating
- Traffic control elements
Readings and Resources

Required Reading to Frame and Focus the Charrette


Jan Gehl, “First We Shape the Cities –Then they Shape Us,” from *Cities for People*, 2010.


Gehl Institute, “Twelve Quality Criteria” (guide to evaluating quality of places)

Project for Public Space, “What Makes a Great Place” (diagram of place-making attributes)

https://www.restreets.org (guide to issues concerning successful street/space design that features best practices and case studies)

https://en.wikipedia.org/wiki/Car-Free_Days (world-wide effort to encourage life without cars)

Visual Resources

Available via Charrette file-sharing site
General Charrette Context – Locations, Participants, Process

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.

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

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

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


Designing Urban Experience – Place-making, Streetscapes, Tactics

Project for Public Spaces
http://www.pps.org/

Streets Plan Collaborative / Tactical Urbanism Guides
http://tacticalurbanismguide.com/
http://www.street-plans.com/research-writing/

National Endowment for the Arts
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).

Notable Figures, Projects, and Texts

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.

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. See especially “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.
Case Studies of Cities that have Closed Streets to Automobiles

**Pontevedra, Spain**

**Third Street Promenade. Santa Monica, California**
https://en.wikipedia.org/wiki/Third_Street_Promenade
https://www.santamonica.gov/blog/envisioning-the-future-of-the-third-street-promenade
https://www.kcet.org/shows/lost-la/how-santa-monicas-third-street-became-a-promenade
https://www.restreets.org/case-studies/the-third-street-promenade

**Strøget. Copenhagen, Denmark.**
https://en.wikipedia.org/wiki/Str%C3%B8get
Jan Gehl, “A Changing Street Life in a Changing City”

**Lincoln Road. Miami, Florida**
https://en.wikipedia.org/wiki/Lincoln_Road
https://lincolnnrd.com/

**Church Street Marketplace. Burlington, Vermont.**
https://en.wikipedia.org/wiki/Church_Street_Marketplace
https://www.churchstmarketplace.com/
https://www.youtube.com/watch?v=x2eTPwLNeQ8

**Times Square. New York City, New York**

**Charlottesville, Virginia**

**Germany**
https://www.smartcitiesdive.com/ex/sustainablecitiescollective/pedestrian-only-shopping-streets-make-communities-more-livable/130276/

**Barcelona, Spain**
Ithaca Commons, Ithaca, New York
https://www.visitithaca.com/attractions/downtown-ithaca-commons
https://en.wikipedia.org/wiki/Ithaca_Commons

Philadelphia, PA

Design Guidelines for Streetscapes
https://www.restreets.org/ (an essential guide to many issues concerning successful street design that features best practices and case studies)
https://www.sfbetterstreets.org/design-guidelines/design-guidelines-a-z/http://www.newurbanism.org/pedestrian.html
http://buildabetterburb.org/six-reasons-resurgence-car-free-shopping-streets/
https://globaldesigningcities.org/publication/global-street-design-guide/streets/pedestrian-priority-spaces/pedestrian-only-streets/example-2-10-m/

Shade Structures

Landscaping Streets
http://www.landezine.com/index.php/landscapes/landscape-architecture/realized-projects/street (lots of case studies concerning street landscaping, design, etc.)
About studio GAON

Lim Hyoung-Nam and Roh Eun-Joo founded studio GAON in Korea in 1998. They have designed and built numerous projects that attempt to achieve a precise balance of the traditional with the contemporary, the natural and the artificial and only consider their works to be finally completed by the passage of time.
**Process**

Studio GAON have developed a design process rooted in understanding site, expressly through drawing. Their work is not defined stylistically but by a sensitivity to place. They are attentive to the physical features and the patterns of occupation especially as they change or develop over time. In their built work they highlight connections and separations between spaces, creating nuanced sequences and layers of movement. They are interested in harmonies with nature and urban history, understanding that places are completed by time.

As a way of understanding the work of studio GAON, the Charrette will begin with an introductory exercise on the block of Filbert Street directly behind the URBN Center. Students will observe and document the block through drawing and, working in teams, will develop design proposals for the street to be closed to automobiles.

**CONSIDERATIONS**

- New Contemporary Art Museum to occupy portion of existing parking lot site
- Connections between Drexel/Westphal buildings and program uses
- Student activities and uses
# 2019 Charrette Schedule

**Thursday, April 11, 2019**  
Arfaa Lecture  
Studio GAON Arfaa Lecture  
6:30 Mandell Theater

**Friday, April 12, 2019**  
Charrette Kickoff  
Introduce charrette  
Team/site assignments  
Site exploration / Dinner  
Introductory design exercise  
Wrap-up  
5:00 URBN Center 4th Floor  
6:00 Filbert Street  
7:00 URBN Center 4th Floor  
8:00

**Saturday, April 13, 2019**  
Charrette Workday  
Site visits in teams  
Lunch  
Site exploration pin-up  
Work time  
Dinner break  
Work time  
9:00-12:00 Lunch provided, URBN Center 4th floor  
12:00-1:00 Team alcoves  
2:00 Informal comments from faculty  
3:00-6:30 Dinner provided  
6:30-9:00

**Sunday, April 14, 2019**  
Charrette Workday (9:30-7:30, URBN Center 4th Floor)  
Morning kickoff  
Work time  
Lunch break  
Work time  
Dinner break  
Work time  
9:00 Coffee/breakfast snacks provided  
9:00-12:00 Lunch provided  
12:00-1:00  
1:00-6:30  
6:30 Dinner provided  
7:00-9:00 Prepare for presentation

*all work must be submitted to print queue by 10am on Monday 4/15

**Monday, April 15, 2019**  
Charrette Presentation (4:00-7:00, URBN Center Lobby)  
Submit print and digital files  
Charrette team presentations  
Reception  
10:00am  
4:00-6:00 URBN Center Lobby  
6:00-7:00 URBN Center Lobby
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 15th. 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 local area, and (3) the design process the team used to develop the proposal.

The verbal and visual narrative shall address the new pedestrian connection 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 their work on one 3’x6’ plot of the street and up to eight (8) color 11x17 sheets. 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.

Digital Submission & Printing
All teams are required to submit digital files of their presentation work by 10am on Monday April 15. Files should be uploaded to the SharePoint site “Charrette 2019” and saved in the appropriate folder under “Team Submissions.”

https://drexel0.sharepoint.com/sites/charrette/teams

Submitted files will be printed and displayed in the URBN lobby on Monday prior to the presentation. Additional work, photos, etc. may also be submitted digitally for archival purposes.

Social Media
Teams are encouraged to document the process and post images using the hashtags

[ #drexelwestphal ]
[ #betterblocks ]

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.