

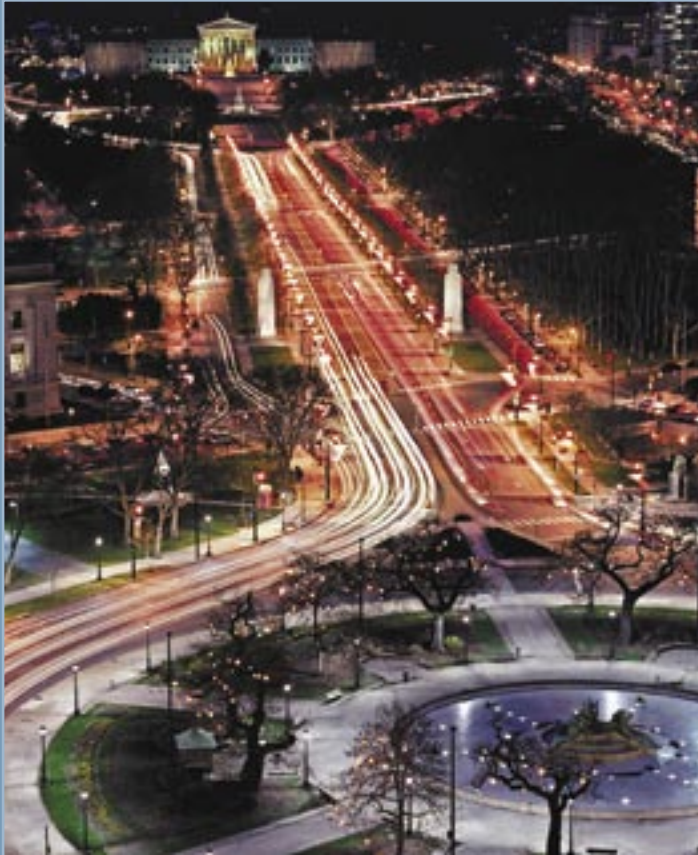


# Building the Parkway Beautiful

PARKWAY COUNCIL FOUNDATION

## **PARKWAY COUNCIL FOUNDATION MISSION**

The Parkway Council Foundation is dedicated to ensuring that the Benjamin Franklin Parkway realizes its potential as a truly unique cultural destination. The members of the Parkway Council are committed to creating a distinctive, vibrant and welcoming place for local residents, visitors and the institutions and businesses that share the Parkway. The Parkway Council works closely with the City of Philadelphia and other public and private organizations to identify the best strategies for enhancing and promoting the Parkway, and serves as a strategic partner and catalyst to ensure that those strategies are implemented.



## BUILDING THE PARKWAY BEAUTIFUL

When William Penn laid out his plan for Philadelphia in 1682, he envisioned the city as a street grid lightly imposed on a pastoral landscape. Generously proportioned lots running in straight rows from river to river would permit every homeowner ample space for gardens, orchards or fields.

By the 1800s, like many American cities, Philadelphia's open spaces had become squeezed behind walls of brick, and its educational and cultural institutions scattered across different parts of town.

Such conditions gave rise to the City Beautiful movement, at the turn of the 20th Century, aimed at uplifting urban dwellers by creating access to beauty, culture and nature. In Philadelphia, advocates dreamt of a grand avenue crisscrossing Penn's original grid that would link the heart of the city's central downtown business district with the vast green woods of Fairmount Park.

Over a span of many decades, that dream became reality as great cultural institutions put down roots along and around what is now called the Benjamin Franklin Parkway. This tree-lined promenade, ornamented with fountains, statues and monuments, opened up the city skyline to exciting new vistas, and the Parkway became essential to the city's economy and quality of life.

## THE PARKWAY'S PROMISE

Since its creation in 2003, the Parkway Council Foundation has been dedicated to ensuring that the Benjamin Franklin Parkway continues to evolve as the most exciting, vibrant cultural destination in the nation, while remaining an extraordinary legacy for generations to come.

It is a testament to the promise and potential of the Parkway that our members, who have different challenges, interests and stakeholders, are working together, *Building the Parkway Beautiful*.

“Other cities can only dream about the cultural and educational resources that Philadelphia possesses on the Parkway. Our arts and cultural institutions are huge economic assets to our city and region. We need to support and nurture these institutions and the Parkway.”

– JOHN F. STREET, MAYOR, CITY OF PHILADELPHIA






## PARKWAY FAST FACTS

The Benjamin Franklin Parkway has been evolving as a cultural, educational and economic treasure for the community since its inception more than a century ago.

Today, the Parkway:

- includes 9 prominent cultural and educational institutions...with more to come
- is home to more than 20,000 residents
- draws more than 3 million visitors annually
- generates more than \$385 million each year for the local economy

## MAP KEY

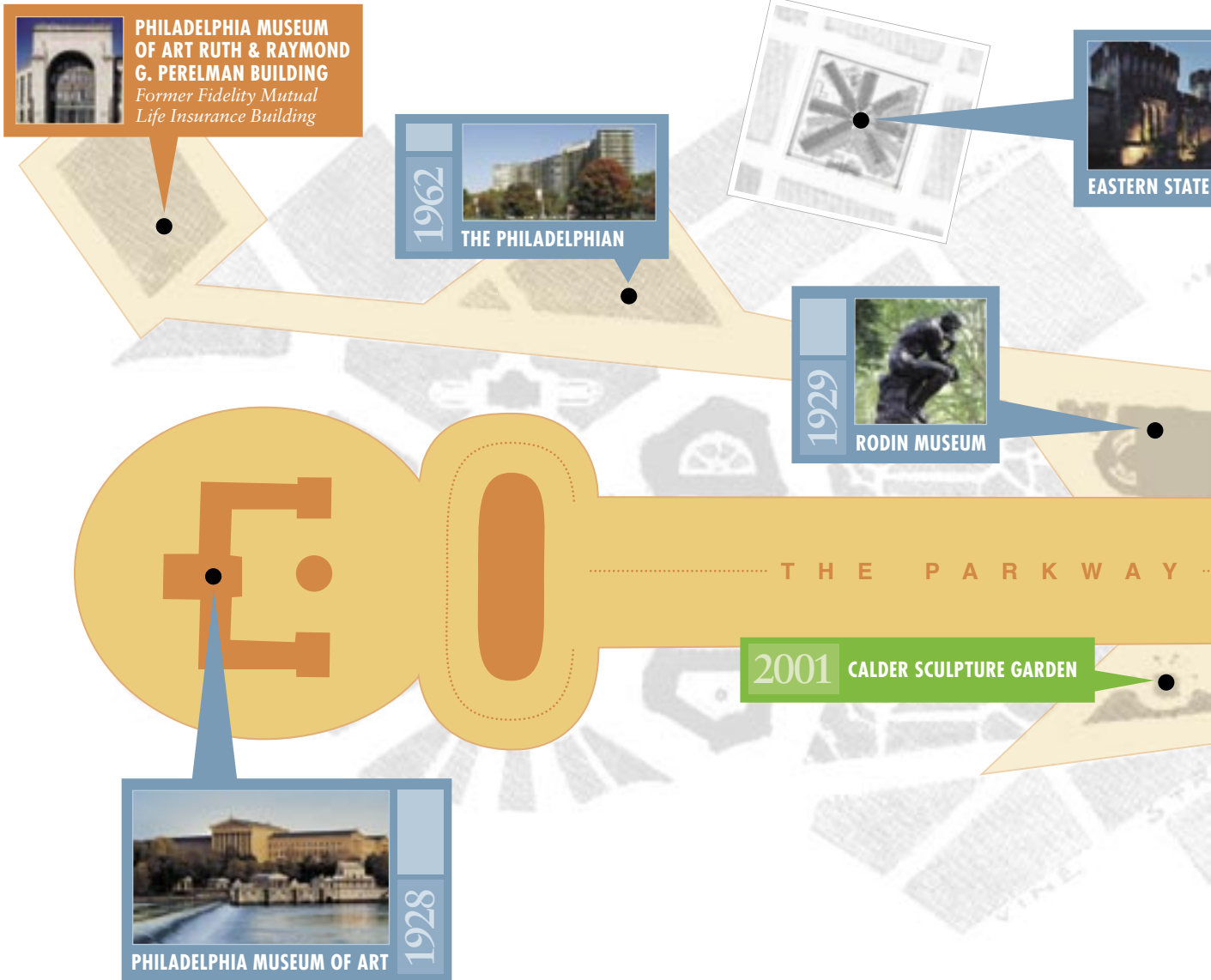
-  Parkway Council Members
-  Other Parkway Attractions
-  Future Attractions

Dates represent construction completion or years when institutions moved to the Parkway.

Historic Parkway rendering by Jacques Greber (1917), with current Parkway attractions overlaid, courtesy of the History of the Free Library of Philadelphia Archive.

Publication photography by Tom Bernard, Tom Crane, Gary Horn, R. Kennedy, Jim McWilliams, Eric Mencher, Edward Savaria, Jr., and Peter Tobia, and courtesy of the Center City District, the Greater Philadelphia Tourism Marketing Corporation, Parkway Council Foundation member institutions, the Philadelphia Convention & Visitors Bureau, the *Philadelphia Inquirer* and the Philadelphia Office of the City Representative.

Data from Central Philadelphia Development Corporation



1829  
PENITENTIARY

1927  
FREE LIBRARY OF PHILADELPHIA

FREE LIBRARY OF PHILADELPHIA ADDITION

BARNES FOUNDATION  
*Current Youth Study Center*

1924  
SWANN FOUNTAIN

1864  
CATHEDRAL OF SAINTS PETER AND PAUL

1971  
UNITED WAY

1885  
FRIENDS SELECT SCHOOL

1876  
PENNSYLVANIA ACADEMY OF THE FINE ARTS

1901  
CITY HALL

1934  
THE FRANKLIN INSTITUTE

1959  
MOORE COLLEGE OF ART & DESIGN

1876  
THE ACADEMY OF NATURAL SCIENCES

1983  
FOUR SEASONS HOTEL

1965  
JFK PLAZA

The Benjamin Franklin Parkway is part of Fairmount Park, one of the largest city park systems in the country.

“The Parkway is a visitor’s favorite, and the Council is a great partner in our efforts to attract more tourists and dollars to the region.”

– MERYL LEVITZ, PRESIDENT AND CEO, GREATER PHILADELPHIA TOURISM MARKETING CORPORATION



## PARKWAY MAGIC

The scale of the Parkway is both grand and intimate. It serves as a cultural and educational campus, a special events location, an architectural icon, a transportation gateway connecting Center City to magnificent parkland and a residential community for more than 20,000 people.

Whether as a venue for a global Live 8 audience to focus attention on hunger, or the site of a child’s first peek at the inner workings of a human heart, the Parkway provides a fresh perspective on our world. We can expand our minds in its classrooms; savor impressionist paintings, dinosaur skeletons, rare manuscripts of Charles Dickens, Beatrix Potter or the Magna Carta; enjoy a five star dinner; or hear a lecture by historian Taylor Branch, novelist Toni Morrison or former president Jimmy Carter.

Dancing, jogging, strolling, parading, cycling or gazing up at the fireworks—there are hundreds of ways to experience the Parkway. It is a magnet that attracts more than three million visitors annually, and fuels an economic engine that, in 2004, generated more than \$385 million for the local economy.

The Parkway’s magic is that the whole is greater than the sum of its parts. Working together, we can make even more magic on the Parkway.





## PARKWAY PROGRESS

The Parkway remains a dynamic work in progress. Over the years many organizations and individuals have discussed and debated the Parkway's future, contributing to its well-being with funds, ideas and improvements.

There is good progress to report:

- Record-setting exhibits at the Philadelphia Museum of Art and The Franklin Institute
- Evening public events, including Town Square meetings at The Academy of Natural Sciences and author series at the Free Library and Friends Select School
- Moore College's Art Shop, Diamond Café, and sculpture garden in Aviator Park
- Newly-lit sculptures and building façades
- Logan Square restoration and safer pedestrian crossings
- Pennsylvania Academy of the Fine Arts' Samuel M.V. Hamilton Building
- Parkway FunDay
- Lewis and Clark collaborative programming

And there is much more to come:

- Relocation of the Barnes Foundation collection
- Renovation and expansion of the Free Library
- Opening the Philadelphia Museum of Art Ruth and Raymond G. Perelman Building, underground parking and sculpture garden
- Conversion of the former School District Administration Building to new residences
- Start of the Science Leadership Academy, sponsored by The Franklin Institute
- And, of course, more blockbuster exhibits

“Through its collaborative efforts and initiatives, the Parkway Council Foundation is providing vital leadership to fulfill the Parkway's promise for the benefit of Greater Philadelphia.”

— FEATHER O. HOUSTOUN, PRESIDENT,  
WILLIAM PENN FOUNDATION



“We see a great future for the Parkway. Working with other organizations, Parkway Council members are committed to keeping the promise of *Building the Parkway Beautiful*.”

– GAIL HARRITY, BOARD MEMBER, PARKWAY COUNCIL



## ONE VOICE FOR THE PARKWAY

The Parkway Council Foundation’s sole focus is the Parkway. It’s what our members—cultural and educational institutions, commercial establishments and residents—call home. The Parkway Council serves as a place from which common concerns and ideas can be expressed with one voice. As planners, advocates, communicators, promoters and consensus-builders, we work in collaboration with neighborhood associations, public agencies and civic and private organizations on whose actions the Parkway’s future depends. We are dedicated to balancing the complex and diverse priorities of its stakeholders, while developing bold new strategies to reach its full potential.

We recognize that the Parkway is not without its challenges. The Parkway Council has set as its collective goals to:

- *Improve user friendliness and accessibility for Parkway visitors*
- *Advocate for public policies that benefit the Parkway*
- *Promote the Parkway as a cultural campus through marketing, collaborative programming and Parkway-focused events*
- *Identify the best management strategy, including establishing a Parkway Cultural District*
- *Build organizational and leadership capacity*

## PARKWAY VISION

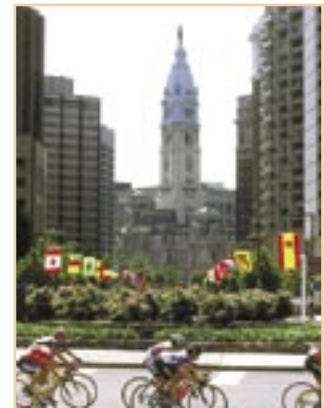
Our vision is clear: to make the entire Parkway an accessible, vibrant, exciting destination for people from around the region and around the world; a one-of-a-kind place for enjoyment and discovery; and an even stronger economic force for the City and the Commonwealth.

By preserving its treasures and enhancing its pleasures, we are *Building the Parkway Beautiful* for a new generation of residents and visitors.

### **For more information contact:**

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The Parkway Council Foundation  
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**Thank you to our Parkway Champions  
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PNC

The PFM Group

**We also acknowledge financial  
support from:**

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**COLLABORATING PARTNERS IN  
BUILDING THE PARKWAY BEAUTIFUL**

The Parkway Council Foundation recognizes  
the commitment and contributions of many  
partners, including:

Center City District

Center City Residents Association

City of Philadelphia

Fairmount Civic Association

Fairmount Park Commission

Greater Philadelphia Chamber of Commerce

Greater Philadelphia Cultural Alliance

Greater Philadelphia Tourism  
Marketing Corporation

Logan Square Neighborhood Association

Pennsylvania Horticultural Society

Philadelphia Convention & Visitors Bureau

Project H.O.M.E.

Spring Garden Civic Association

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The Academy of Natural Sciences  
[www.acnatsci.org](http://www.acnatsci.org)

Eastern State Penitentiary Historic Site  
[www.easternstate.org](http://www.easternstate.org)

Four Seasons Hotel  
[www.fourseasons.com/philadelphia](http://www.fourseasons.com/philadelphia)

The Franklin Institute  
[www.fi.edu](http://www.fi.edu)

Free Library of Philadelphia  
[www.library.phila.gov](http://www.library.phila.gov)

Friends Select School  
[www.friends-select.org](http://www.friends-select.org)

Moore College of Art & Design  
[www.moore.edu](http://www.moore.edu)

Philadelphia Museum of Art  
[www.philamuseum.org](http://www.philamuseum.org)

The Philadelphian

Pennsylvania Academy of the Fine Arts  
[www.pafa.org](http://www.pafa.org)

Rodin Museum  
[www.rodinmuseum.org](http://www.rodinmuseum.org)





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