

The 2018



First Prize: **\$5,000**

Register for **FREE**:

Now – September 28, 2017

[www.PhiladelphiaCFA.org](http://www.PhiladelphiaCFA.org)

Competition Dates:

Sept. 29 – Oct 27, 2017

Submission Deadline:

October 27, 2017

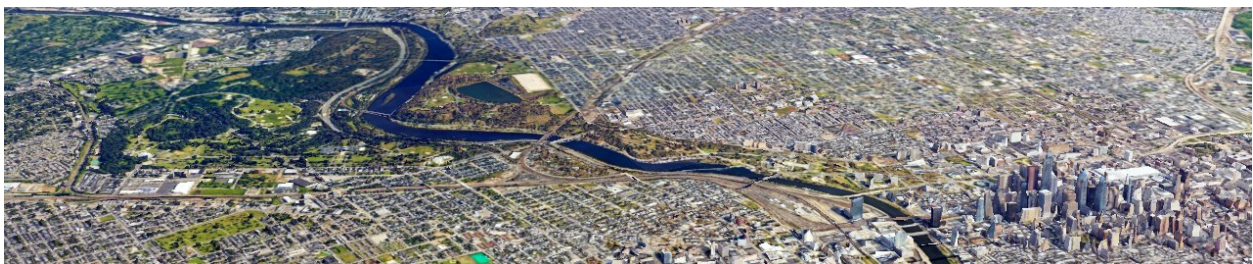
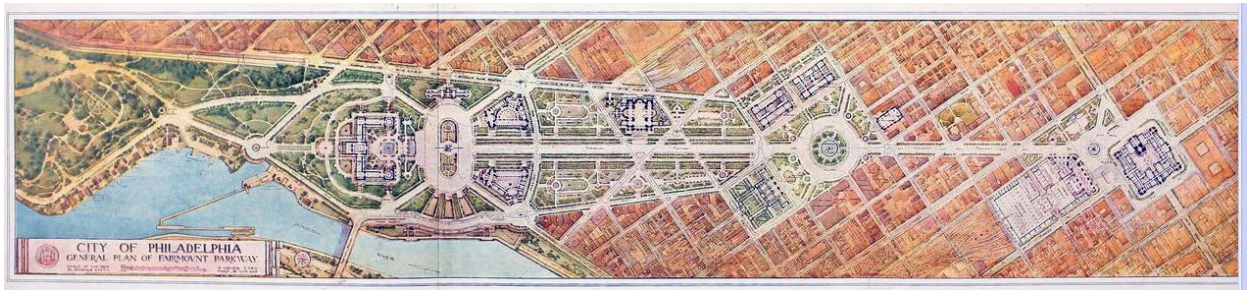
Entry Fee (per entry @ submission):

**\$25** | student team

Awards Ceremony:

February 2018 (tentative)

## The Next Parkway



The year 2018 marks the 100<sup>th</sup> anniversary of Philadelphia's Benjamin Franklin Parkway! This is the city's grand, green boulevard linking the center of our city to Fairmount Park - the city's largest (over 2,000 acres). The Parkway took 70 years to build, undergoing countless design changes due to conflicting visions and economic conditions, and is not considered "completed" compared with most of the plans. Construction of the Parkway required demolition of over 1,300 buildings as well as radical changes to Philadelphia's street grid. Even with these challenges and limitations, the Parkway has been wildly successful in providing both a physical and psychological connector for generations of residents to Fairmount Park and the cultural institutions located along the Parkway.

Philadelphia has a wealth of other natural resources and cultural institutions which would similarly benefit from better linkages to their surrounding communities and with each other (perhaps with fewer demolitions than the Parkway required). This year's challenge seeks creative and open interpretations of what a new 'Parkway' could be in a dense and developed 21<sup>st</sup> century city and invites teams to **share your grand vision for how Philadelphia's existing natural and cultural resources could be better linked with their neighboring communities - both physically and in the minds of residents and visitors.**

Three locations are provided for exploration: **Broad Street** in South Philadelphia, **Lehigh Avenue** in North Philadelphia, or **Chester Avenue** in West Philadelphia. Entrants may address one or all three locations, though it is most important to address how each connects with its local community, not their connections with each other.

**Registration is FREE and open to all!** Registration does not obligate you to participate – the process simply ensures that you receive all competition-related materials as they are made public. You will receive helpful resources and, on September 29<sup>th</sup>, the Official Competition Packet (with full rules and regulations). The competition is open to all undergraduate, graduate, and doctoral students who are actively matriculating at a college or university during the run of the competition (Sept 29–Oct 27, 2017). As you develop your ideas, consider:

### **Neighborhood Connections**

How can your design make it easier for (and encourage) local residents to find and visit the natural resources and cultural institutions nearby? Consider street layout, streetscape design, landscape architecture, signage, etc. Might there be organizational, marketing, or legislative solutions to consider as part of your plan?

### **Culture + Recreation**

What existing and future civic institutions (such as libraries, health clinics, recreation centers, pools, etc.) should be connected by your new parkway? How can your design improve and encourage access to nearby water resources (streams, creeks, rivers, lakes, ponds, pools)? Might there be opportunities to uncover previously buried waterways and/or to provide opportunities for swimming and water-based recreation?

### **Stormwater Management**

How can your design help the city with its goal of collecting the first inch or more of rainwater that falls during heavy storms to reduce overflows from our combined sewer system? What innovative policies could extend the impact of your design by empowering neighbors to contribute to the goal? What new or developing technologies could be incorporated into your design to improve the health of Philadelphia's waterways, ground water, and stored water?

### **Wildlife Corridors**

How can your design create passageways that allow wildlife to migrate between and among Philadelphia's existing green and aquatic spaces? These passageways don't necessarily need to be human scale or human-accessible. Consider birds, bees, amphibians, small mammals, fish – especially endangered species.

### **Resources for Research:**

[Competition Sites](#) | [A History of The Parkway](#) | [Philadelphia 2035 Master Plan](#) | [Philly Trail Plan](#) | [Green Cities, Clean Waters](#) | [Soak It Up!](#) | [Philly's Combined Sewer System](#) | [Urban Street Stormwater Guide](#) | [Greenworks 2.0](#) | [What Are Wildlife Corridors?](#) | [The Pollinator's Corridor](#) | [Philly's Hidden Waterways](#) | [EPA National Rivers and Streams Assessment \(2009\)](#) | [East Coast Greenway](#) | [Boston "Emerald Necklace"](#) | [Atlanta Beltline](#)

**We STRONGLY encourage proposals from diverse teams** which include individuals from a variety of fields: architecture, urban planning, design (industrial, graphic, etc.), landscape architecture, public health, economic development, environmental science, real estate law, business, or other fields which might bring innovative ideas to your proposal. Proposals from diverse teams have historically done best in this competition.

For more information on the Better Philadelphia Challenge, including summaries of past competitions and images of winning entries, please visit: [www.PhiladelphiaCFA.org](http://www.PhiladelphiaCFA.org). **Information in this brief in preliminary and details may change when the Official Competition Packet released in early October.**

### **About the Better Philadelphia Challenge**

Founded in 2006 in memory of Philadelphia's iconic 20<sup>th</sup> century city planner, Ed Bacon [1910-2005], this annual competition challenges university-level students (undergraduate, graduate, and PhD students) from around the world to address real-world urban design issues in Philadelphia that have application not only to our city, but to urban centers around the globe. This challenge is organized by the Ed Bacon Memorial Committee of the Center for Architecture and Design.

### **About the Center for Architecture and Design**

Founded in 2003 by the Philadelphia Chapter of the American Institute of Architects, the Center provides the public with a place to explore architecture, urban planning, and design, allowing you to understand how these disciplines affect us all in our daily lives. Using Philadelphia's distinctive breadth of architecture, pioneering urban design, and manufacturing heritage as the foundation for conversations, we educate through exhibitions, walking tours, guest speakers, hands-on workshops, design competitions, festivals, and children's programming. The Center also serves as the physical home for AIA Philadelphia, the AIA Bookstore, and the Community Design Collaborative.

### **About the Edmund N. Bacon Prize**

Bestowed annually on an accomplished figure who has made outstanding contributions to urban planning, development, and design through conviction of vision, effective communication, and commitment to improving their community. This prize is presented at the same awards ceremony which honors the Better Philadelphia Challenge winners and features a keynote address by its recipient.

### **About Edmund N. Bacon**

Philadelphia's most iconic city planner, Ed Bacon [1910-2005] was Executive Director of Philadelphia's City Planning Commission from 1949-1970 and is the only city planner to ever grace the cover of Time Magazine. His impact on Philadelphia's urban environment began with his epic 1947 *A Better Philadelphia* exhibition, which drew nearly 400,000 people over five weeks to its visionary displays covering two floors of Gimbel's Department Store.