

CITY OF ERIE
PERRY SQUARE MASTER PLAN



March 21, 2008

BURT, HILL

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OPPORTUNITY AND RESPONSE

A critical greenspace centered in Erie's downtown, Perry Square is currently in need of a bold revitalization returning it to its place as a relevant civic greenspace. Recognizing this need, the City engaged the firm of Burt Hill to conduct a Master Planning process that would establish a new vision for the square while being respectful to the square's long and rich history. The study began on January 8, 2008 with a kick-off meeting engaging various city departments and stakeholders to understand the history and the current state of the park as well as usage patterns and contextual issues. Burt Hill conducted their own on-site analysis and research which then led to the formulation of several conceptual ideas that were presented to the city. With city input, a conceptual plan was developed and presented in a public forum on February 5, 2008. This planning report represents the final design concepts that were developed as well as a strategy for their implementation.

Due to the availability of some early funding, the design team was also engaged to target a priority project that would immediately enhance the safety and functionality of the park. It was decided that electric and lighting upgrades were most needed and design drawings were carried out that would both fulfill the eventual master plan design as well as solve the needs of the existing park. Electrical upgrades are estimated to be complete by early summer 2008.

VISION AND GOALS

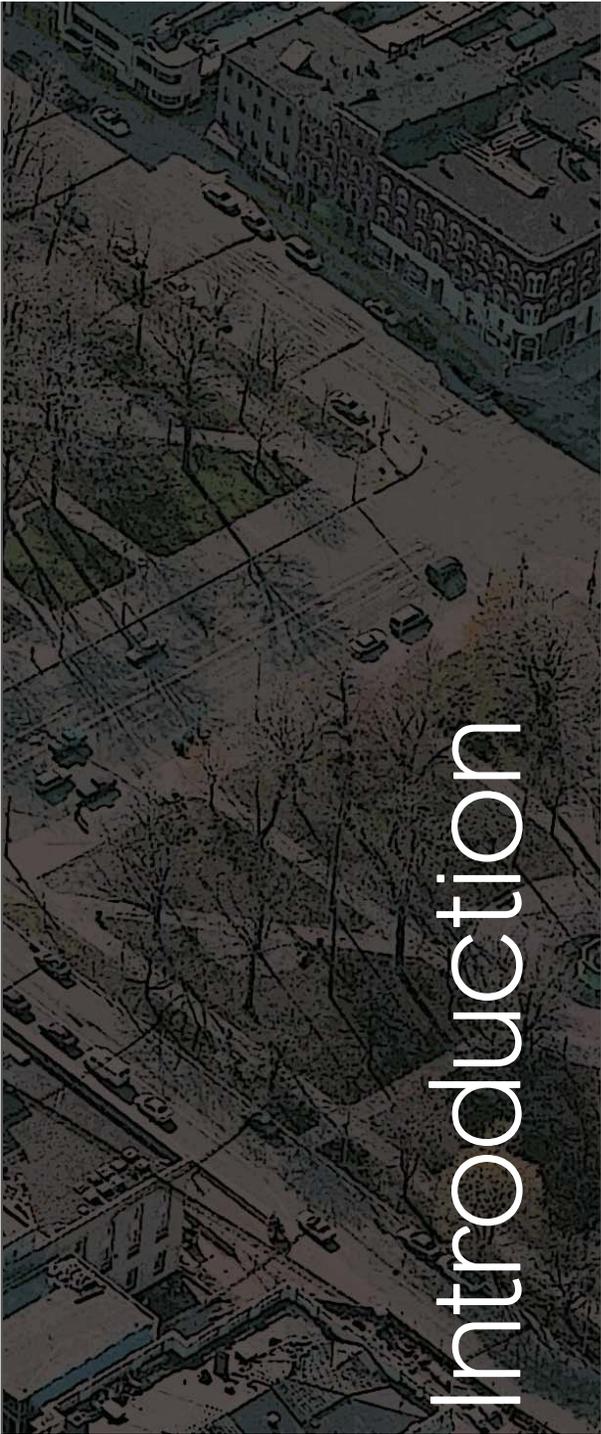
"A bold revitalization that invigorates Perry Square as a vital civic greenspace while being respectful of its long and rich history."

- Goal 1 - Enhance safety and functionality
- Goal 2 - Enhance aesthetic qualities of the park
- Goal 3 - Enhance programming - Make the park a destination

THE PLAN

The plan builds off of the strengths and successes of the historic design. The main circulation patterns and geometries of the parks are retained as well as the historic fountain which anchors the east park. Following the three major goals established in the planning process the recommendations for change begin with the lighting and electrical upgrades scheduled for completion by summer 2008. Tree removal and pruning of dead or sick trees would follow as another basic safety concern. The most significant changes to the current design are driven by the need for the park to evolve with the current usage patterns. The existing gazebo is replaced by a new stage which is located off of the State Street edge of west park. This provides an open, sunny lawn in the center of west park while also allowing the stage to face east into State Street for larger events. A plaza between the stage and State St. provides a gathering space within the park for events such as the farmers market & Celebrate Erie that takes pressure off of the sensitive lawn areas. State Street itself would benefit from curb island "bump-outs" that would help to tie the two sides of the square together, calm through traffic, and creating a more inviting center spaces for events which close State Street. The fountain retains its historic form and basic design but would undergo a restoration and the addition of water jets at grade providing an interactive user experience. Paving upgrades would occur at these brick special event areas as well as for the concrete walks throughout the remaining park. The park will be surrounded by a curb and low fence detail with lighting bollards to define the edge and give the park a sense of enclosure without blocking views in and out. The eight corners of the parks, which serve as the main gateways will receive a uniform landscape treatment of flowering shrubs. Some of the current monuments will be relocated to the landscaped gateways in order to bring order to the monuments, enhance their visibility while theming the gateway ("meet me at the cannon gate").



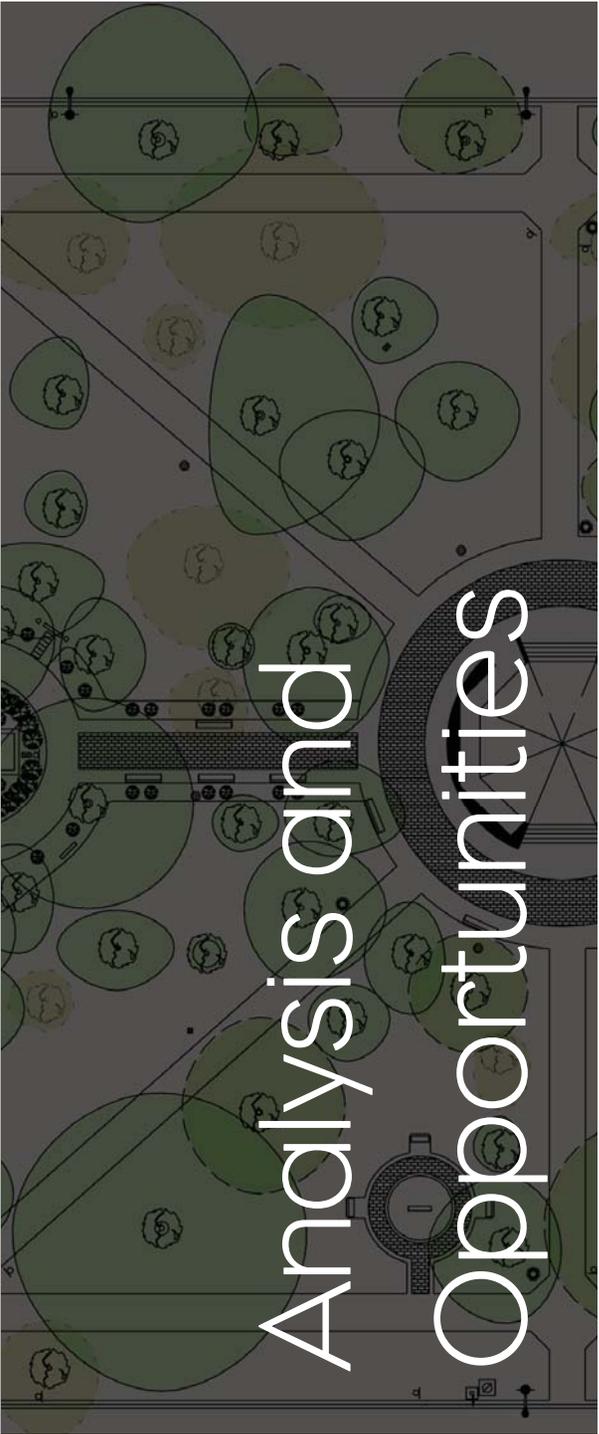
An aerial, high-angle photograph of a city street grid. The image shows a dense network of streets, with several large, multi-story buildings and numerous trees. The overall tone is dark and somewhat desaturated, with a focus on the geometric patterns of the urban layout. The word "Introduction" is overlaid on the right side of the image in a white, sans-serif font.

Introduction

Nestled in the heart of Erie, Perry Square provides over four acres of green space for the downtown. State Street is a main artery that divides the square into “two equal parcels”. Perry Square adds significant historic value since it was featured in the Andrew Ellicott’s original 1795 plan for the City of Erie. “A park design will create excitement and enthusiasm about the Downtown District, knit current functions like the art museum,

municipal buildings, and keystone businesses together, and enhances community quality of life. The connection of Perry Square aesthetically and physically with bayfront development through park and streetscape improvements will add vitality to the Downtown District. The re-design of Perry Square will create focal point for downtown identity.”



A detailed landscape architectural site plan is shown in a dark grey, semi-transparent style. The plan features various geometric shapes representing buildings, walkways, and landscaping. Numerous green circles of varying sizes are overlaid on the plan, highlighting specific areas of interest or analysis. The circles are scattered across the site, with some overlapping each other or existing structures. The text 'Analysis and Opportunities' is written in a clean, white, sans-serif font, oriented vertically and centered over the plan.

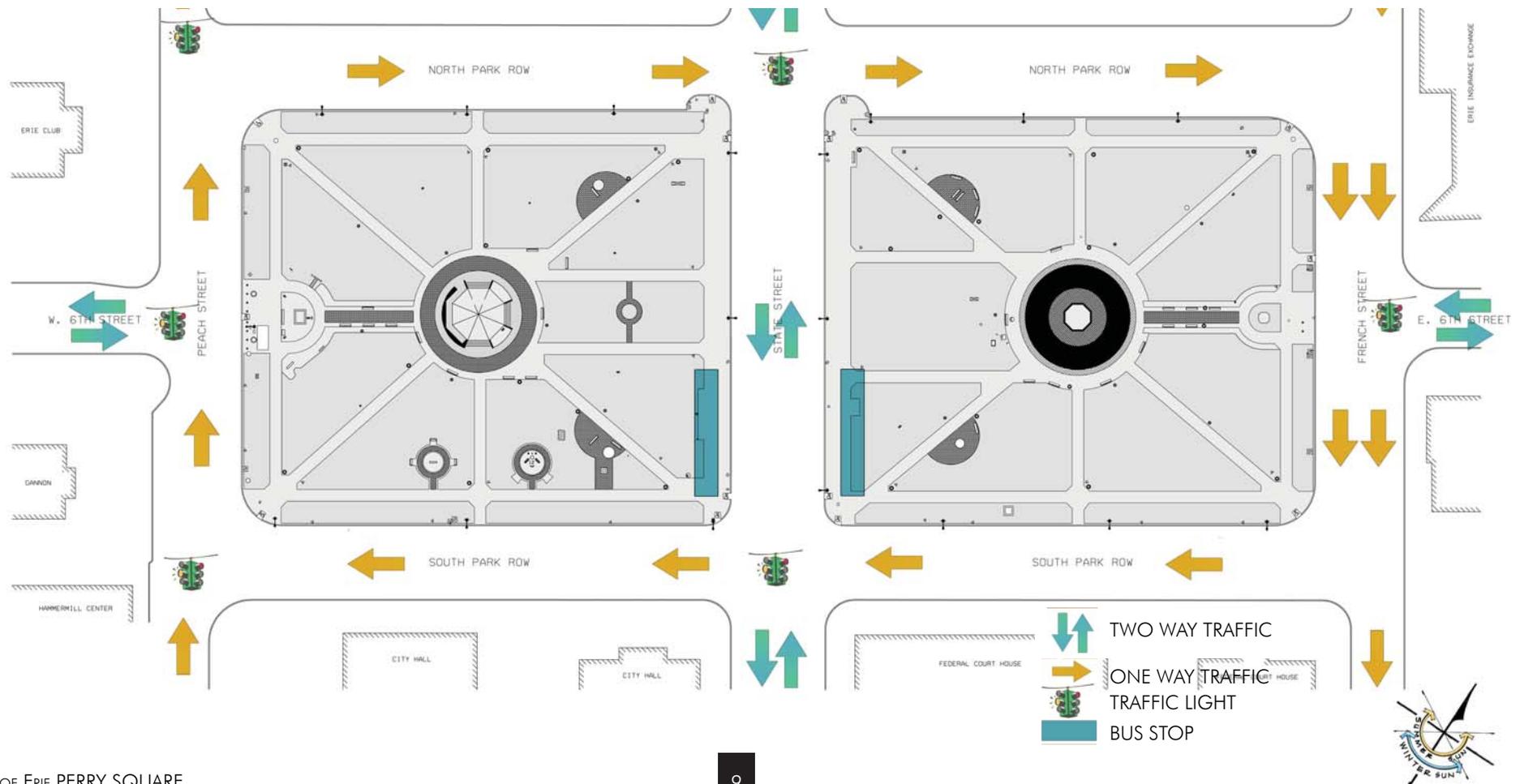
Analysis and Opportunities

ANALYSIS AND OPPORTUNITIES VEHICULAR CIRCULATION

The current traffic pattern surrounding Perry Square includes a one-way loop around the perimeter of the two park halves. The park is bisected by State Street, providing for a two-way, heavy traffic flow through the downtown area. Currently, there is also a bus stop on each side of State Street which is detrimental to the health of the adjacent park trees and unpleasant for passers by, due to the excess fumes from the standing buses. The volume of traffic in this part of the

downtown is minimal based on observed daily activity and it seems as though changes may be made without serious implications to the overall traffic pattern.

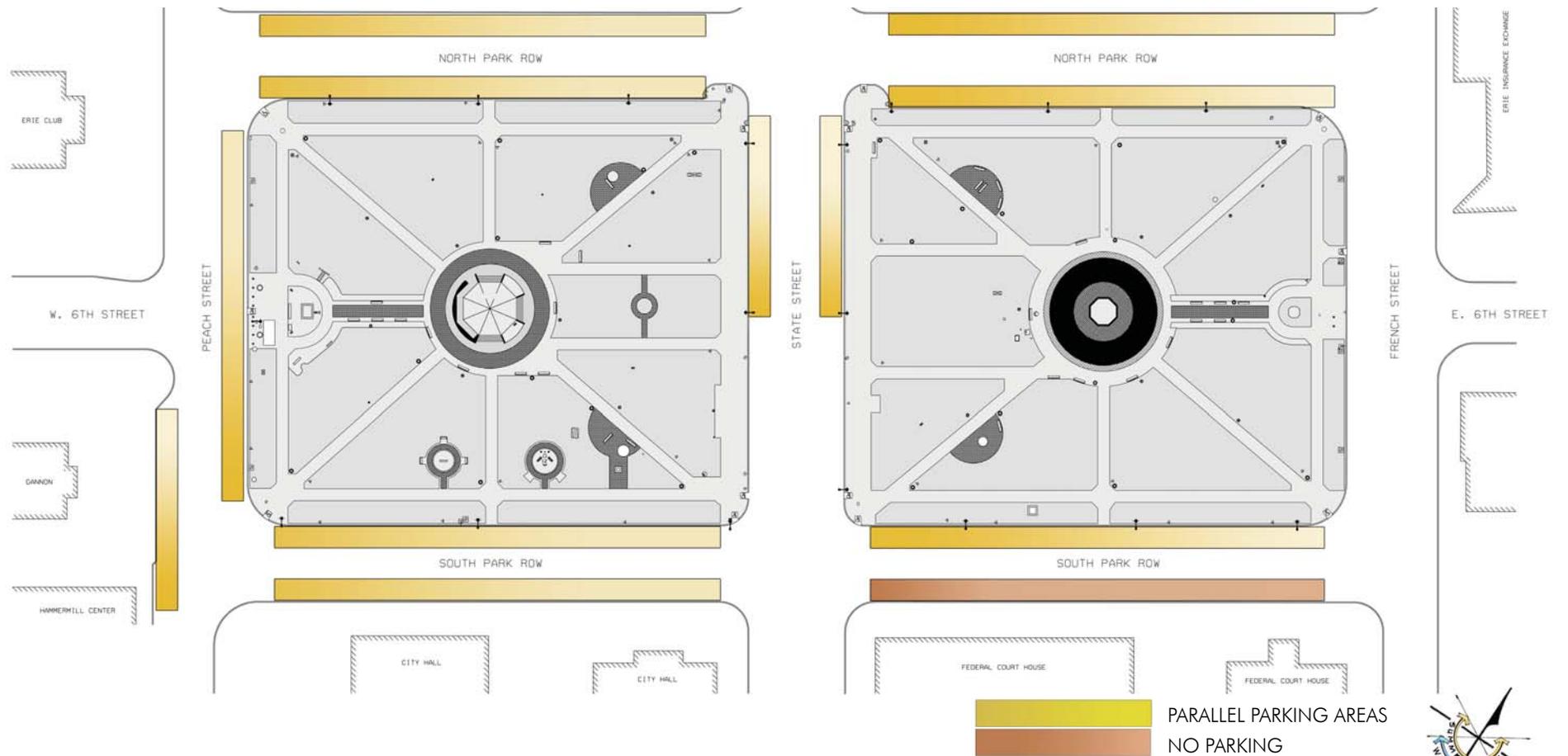
During major events downtown, the traffic surrounding Perry Square is closed off to vehicular traffic, and the streets are used for activity, which the community has become accustomed to.



ANALYSIS AND OPPORTUNITIES PARKING

Currently, the city provides parallel parking along all sides of Perry Square except French Street. Parking is metered and monitored by the city and provides easy access to the park and the surrounding businesses within the downtown. Because each street has at least three lanes of traffic, the

parking lanes add to an expanse of pavement around the park, disconnecting it from the surrounding blocks and businesses. There is also little to no transition upon exiting vehicles after parking and entering the park.

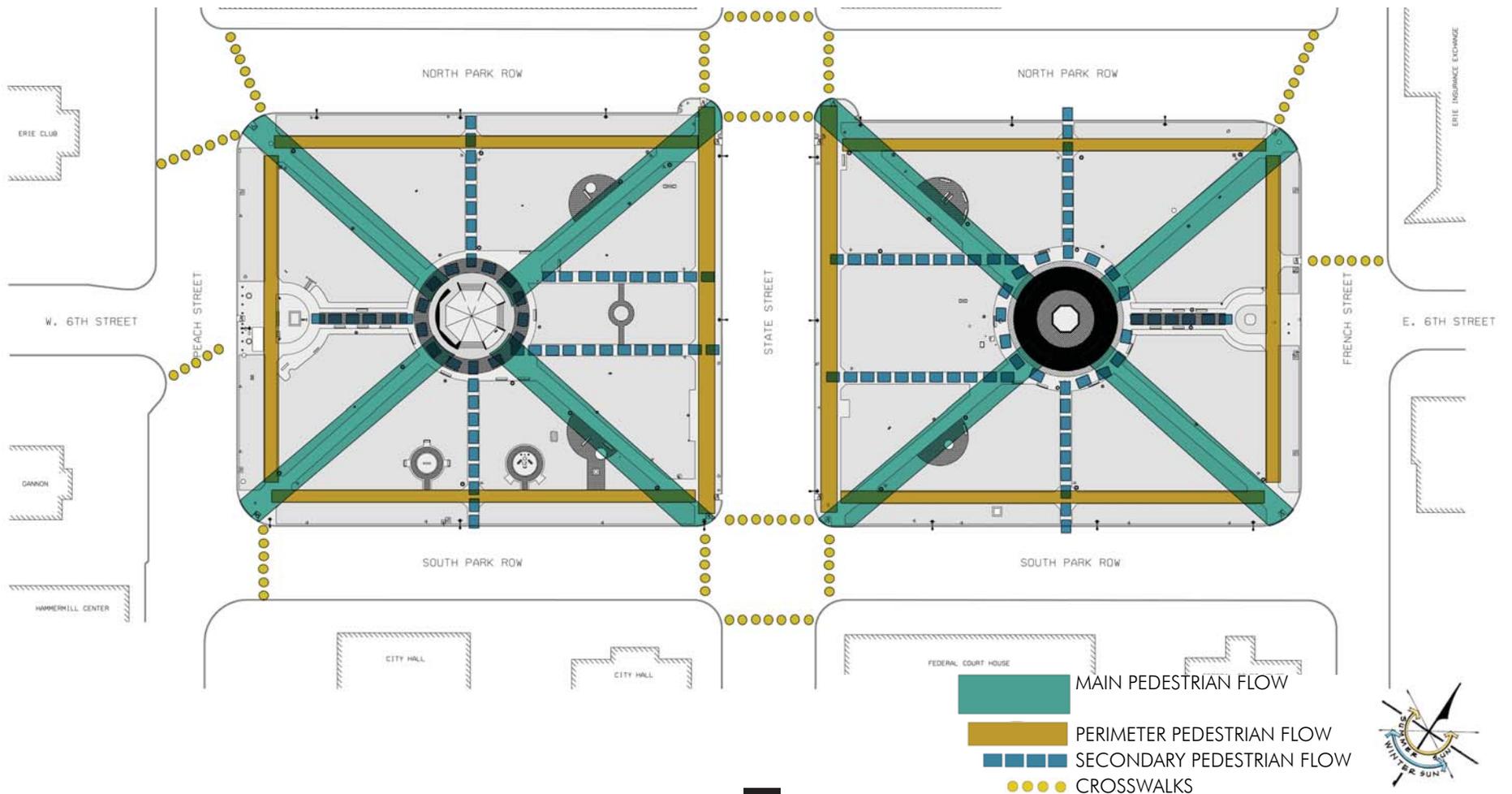


ANALYSIS AND OPPORTUNITIES

PEDESTRIAN CIRCULATION

There are several circulation paths within the park boundaries. The current design of Perry Square maintains the original diagonal paths to the centers of each side, forming a diamond pattern, that the park was briefly named after. The North/South and East/West axes are frequently traveled by pedestrians cutting through the park and offer direct paths from people

parking around the square, visiting the surrounding businesses. These various paths are important to the interior circulation of the park and will be maintained in the final design. The perimeter crosswalks are also addressed, showing the most frequented intersections by pedestrians.



ANALYSIS AND OPPORTUNITIES

SURFACE WEAR

Current users of Perry Square have complete freedom to use and travers the park as they please. Unfortunately, as a result, there are no well defined spaces designated for particular activities and wear on the park is beginning to show in some very obvious places. During all events, trucks and set up crews are able to take heavy equipment through the park. As a result, many of the pavement corners have been cracked and are broken, this is not only unsightly but also causes tripping hazards and stormwater damage. Also, as trucks drive along the sidewalk, their tires that are wider than the pavement leave deep ruts that are difficult to repair and often create muddy puddles that take away from the beauty and usefulness of the park. During summer months, when vendors set up during events, the lawn becomes unhealthy and the lawn dies. This requires extra maintenance when the season finally ends to aerate and reseed the lawn. This restoration process can be costly and time consuming when it needs to be repeated several times a year.



UNATTRACTIVE MATERIAL TRANSITION



HEAVY VEHICULAR TRAFFIC DAMAGE



INADEQUATE RADII AT CORNERS



WORN PAVING



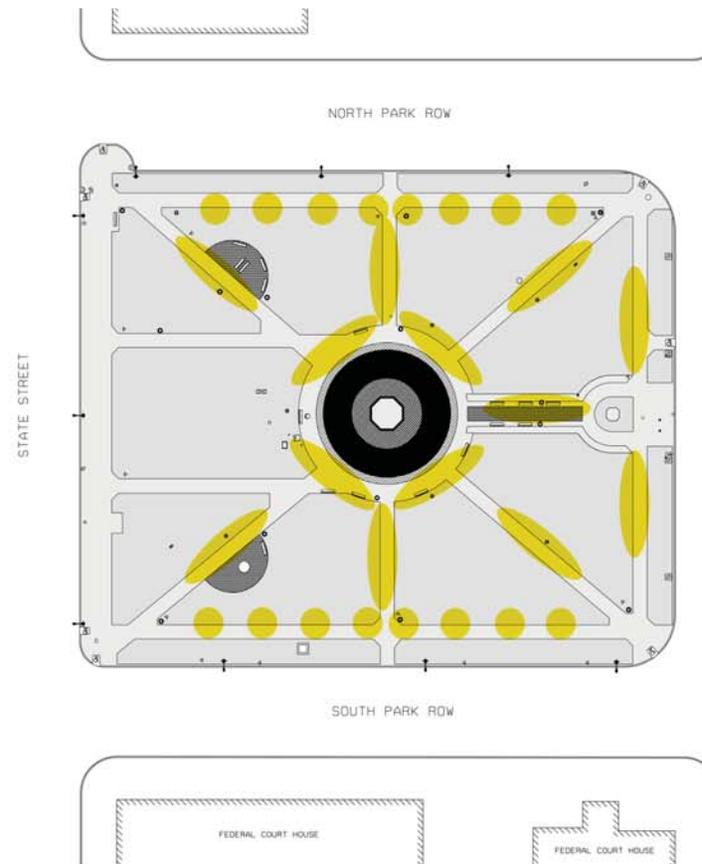
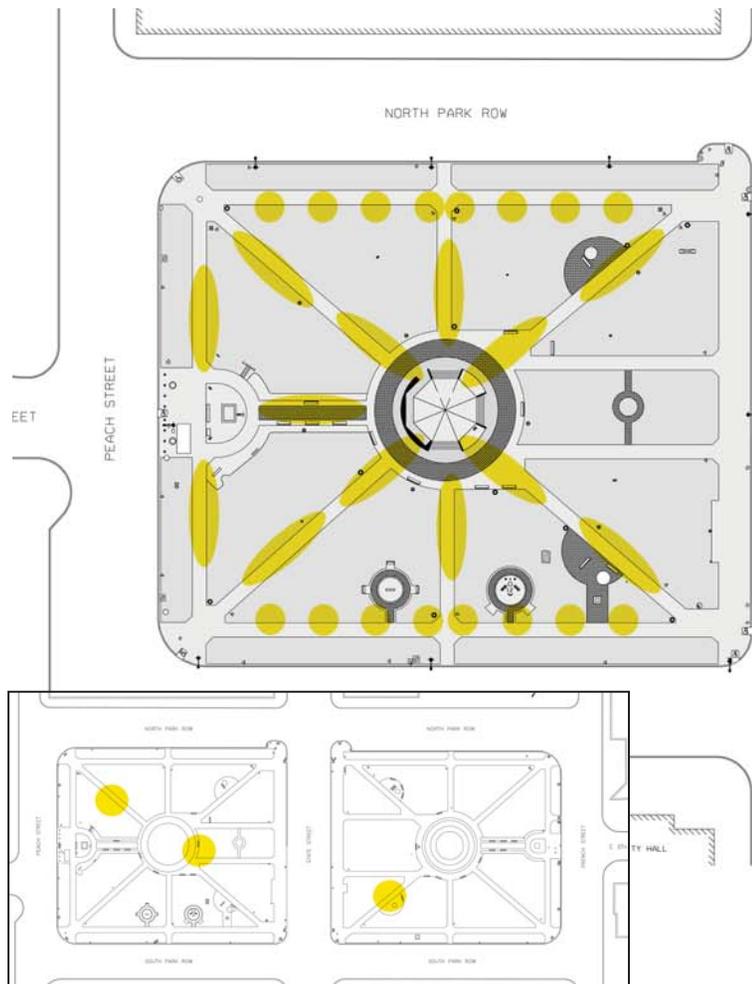
INADEQUATE SIDEWALK WIDTH



UNATTRACTIVE SIDEWALK DETAILS

Because the City's #1 goal for Perry Square is to improve the safety and functionality of the park for year-round daily and special use, electrical improvements and upgrades were imperative at the start of this process. Funding for improved electrical systems and new, consistent lighting was provided for construction in 2008. The images below show the

improvement in lighting levels and functionality as well as the fixtures chosen for the park. The lighting and electrical design was completed concurrently with the final Master Plan layout and should therefore be easily integrated into future construction phases while still contributing to the safety and use of the current park conditions.



E. 6TH STREET



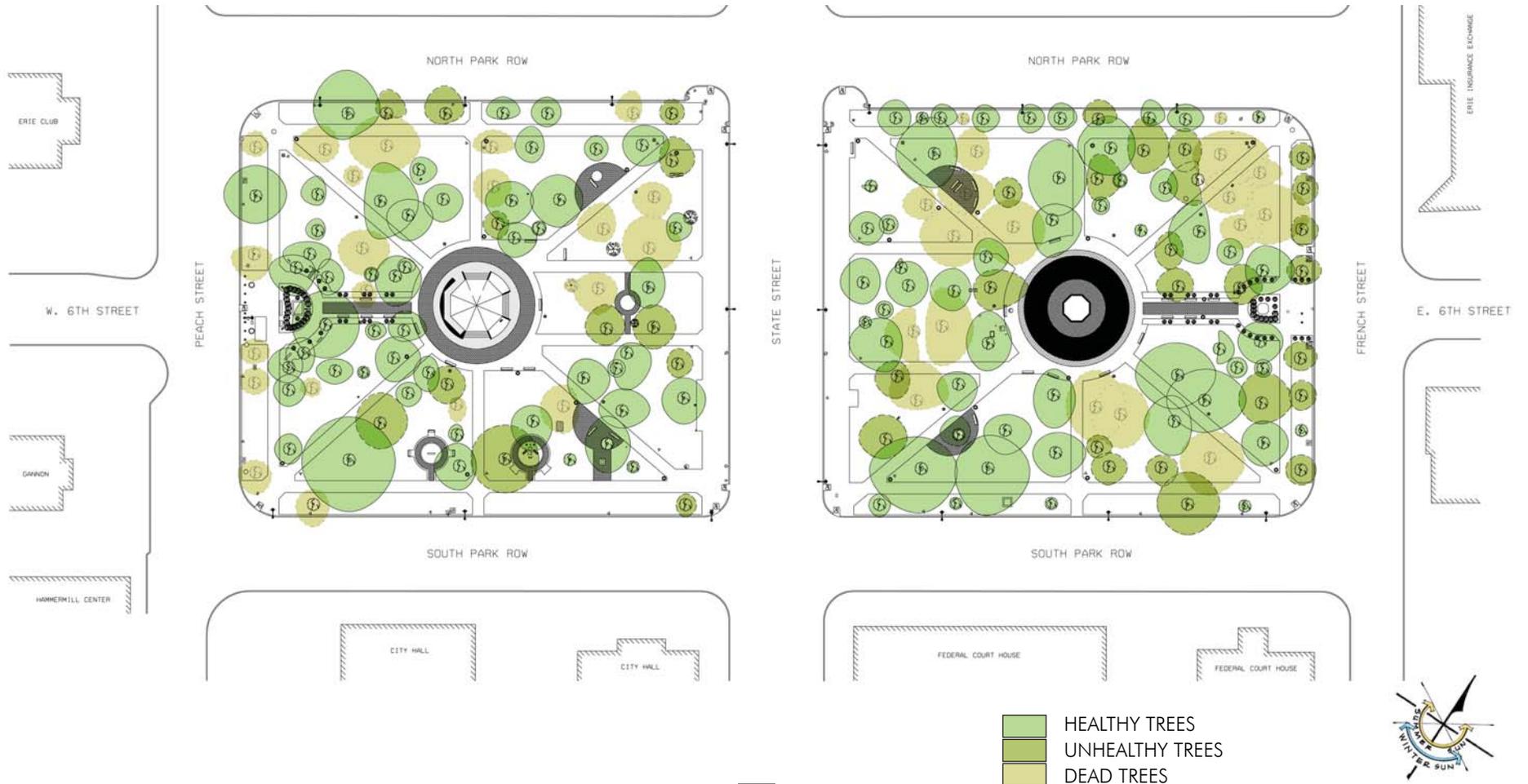
ANALYSIS AND OPPORTUNITIES

TREE COVER

Stately canopy trees have provided the backbone of Perry Square. Currently, many of the oldest canopy trees as well as many middle-aged trees are suffering a decline in health. Conditions range from dead to severely diseased or stressed due to their environment. Environmental stresses include pollution from traffic and road salts and compaction of soil from vehicular and foot traffic. Even the usually hearty

Norway Maple species planted at the perimeter of the park are experiencing a decline. In general, trees in the east park are healthier. One possible cause is the over-spray from the fountain providing them with additional water in the summer months. Events which bring heavy foot traffic and vehicles to the lawn areas are also concentrated in the west park.

The city arborist is currently taking action to remove the dead or dying trees. Species showing evidence of black spot fungus are being tested for the disease. Corrective measures will be taken to prevent its spread to other trees.



The existing gazebo in West Perry Square is currently used for several daily and special events and serves as a focal point, identifying West Perry Square. Daily use ranges from seasonal weddings, speeches, rallies, and summer concert series. During special events, the gazebo is used as the center of activity for performances and announcements. The gazebo is handicap accessible and although important by use, is not sacred in form or material. Another downfall of the existing structure is that although it is a 360° structure, it is nearly impossible to ever use it that way and often times, the audience is on one side of the gazebo and space is not being used as efficiently as possible. During events, this also causes conflicts with waiting lines for booths and activities.



FOUNTAIN

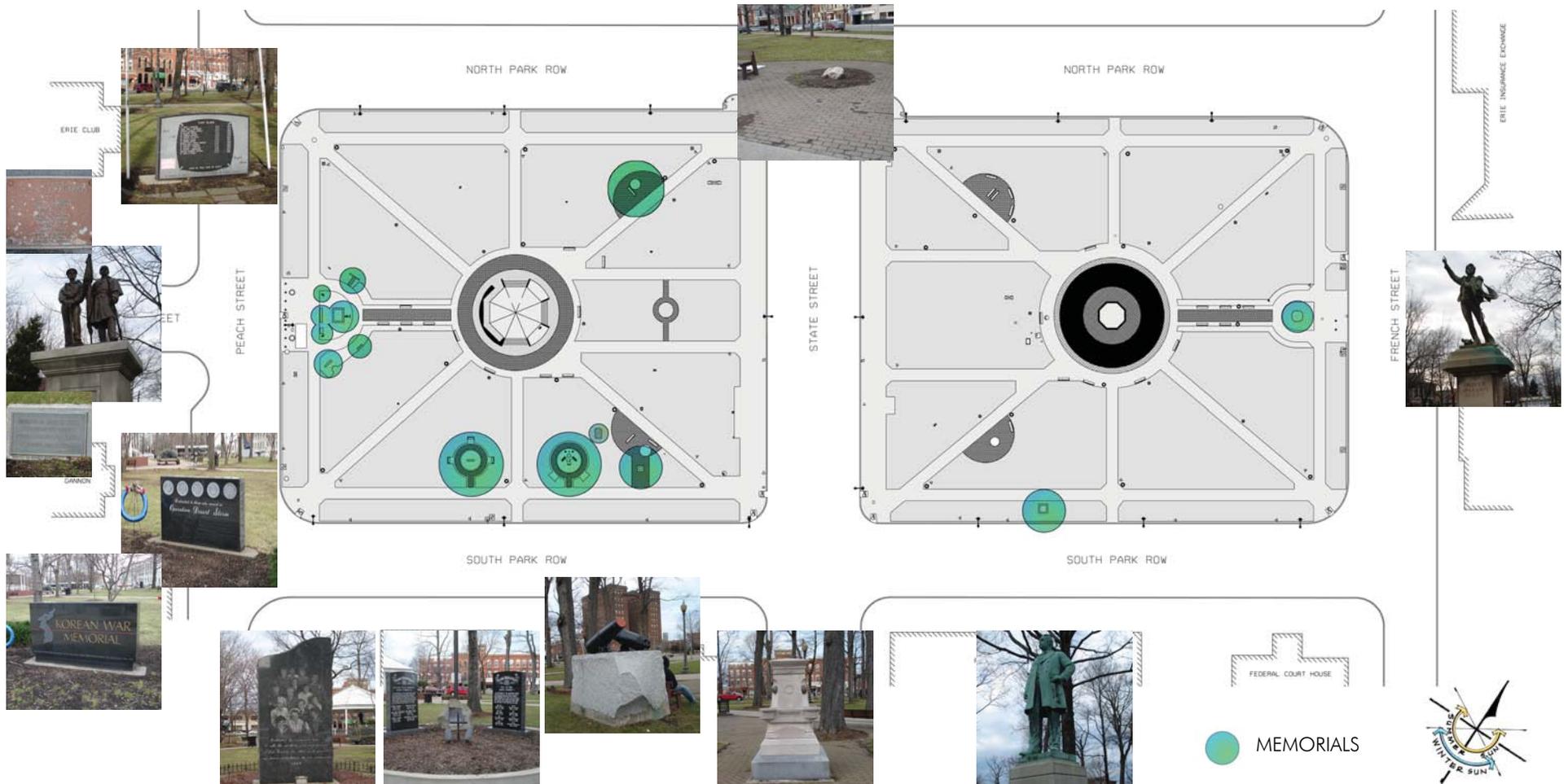
The Edison Electric Fountain was dedicated in 1929, and its waterjets can be illuminated by colored lights, based on a timer. Unfortunately, the fountain does not always function fully and maintenance is an issue. The area around the fountain, originally a rock laden channel that was removed for safety reasons, is now covered by an unsightly though functional grate. This fountain is sacred in origin and meaning, but has unfortunately lost some of its importance over the years. Despite this, the fountain remains a summer favorite and is frequented by day care groups who come to cool off in the fountain sprays. Attention should be given back to the fountain so it can regain its place in Erie history and serve as an anchor point to East Perry Square.

ANALYSIS AND OPPORTUNITIES

CIVIC ART / MEMORIALS

Besides the fountain and the gazebo, there are several memorials located in Perry Square. These include a 2-cannon memorial in memory of General Anthony Wayne; a statue to Civil War veterans and monuments and plaques to WW I, WW II, Korean, Vietnam veterans and MIA's in the west park. There are also monuments to Firefighters and Police fallen in the line of duty and to Organized Labor. The east park contains a

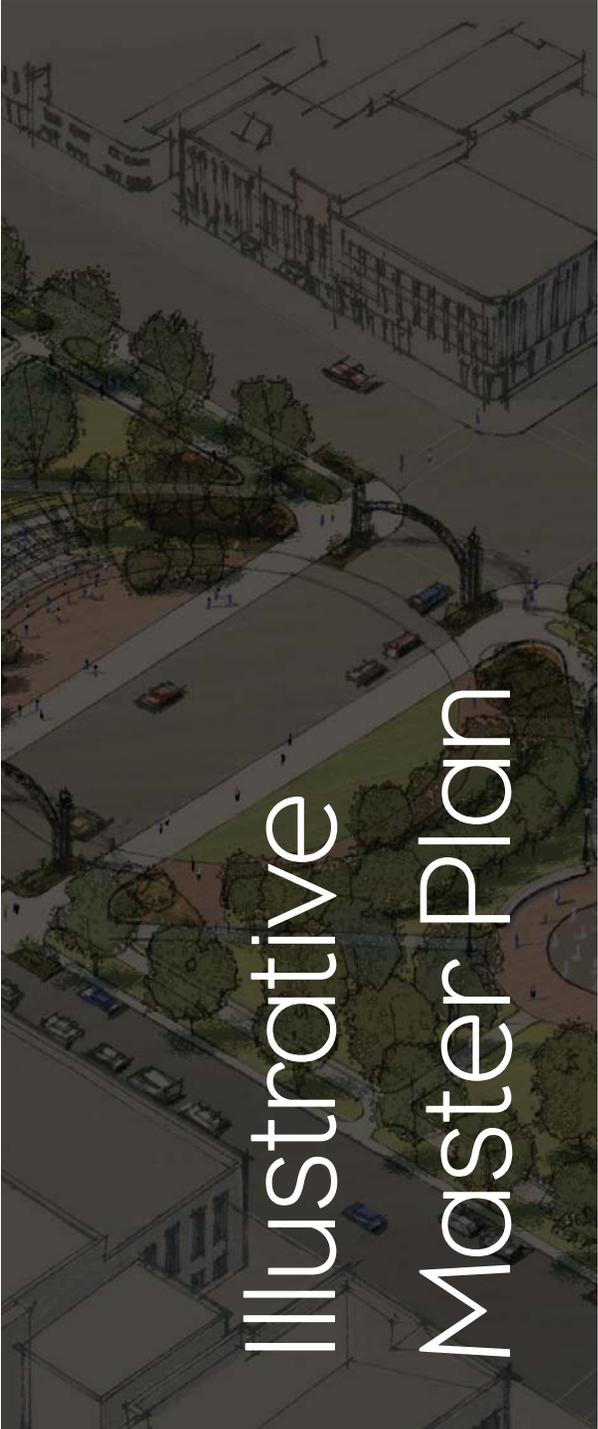
statue of Ebon Brewer and a statue of Oliver Hazard Perry in East Perry Square. Although these elements contribute to the history and personality of the park, they are not organized in a way that maximizes the use of the park or highlights the specific memorials, creating a sense of clutter. There are also special paved areas that serve no active purpose and distract from the overall elegance of the original design.



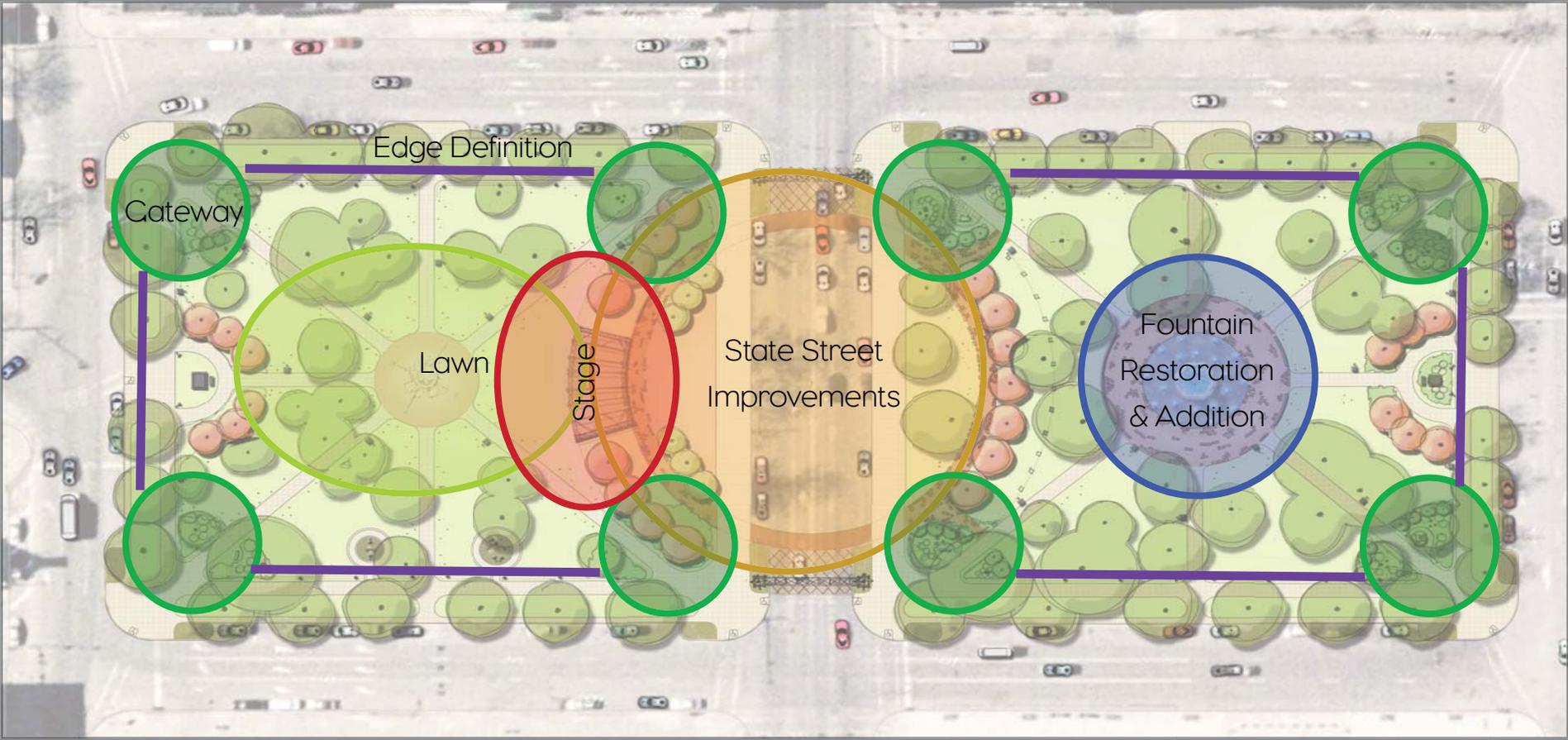
ANALYSIS AND OPPORTUNITIES SITE FURNISHINGS

Perry Square currently has a myriad of furnishings across the park. It seems as though no standards have been implemented and that individual elements were added, rather than replaced on an as-needed basis. In this park, there is a need for strong, urban character in design while standing up to vandal activity and weathering over time.



An aerial architectural rendering of a campus master plan. The image shows a central road with several cars, flanked by green spaces with trees and walkways. Buildings are visible in the corners, and a large archway structure spans across the road. The overall scene is presented in a dark, semi-transparent style.

Illustrative Master Plan



ILLUSTRATIVE MASTER PLAN
MASTER PLAN RENDERING



ILLUSTRATIVE MASTER PLAN
BIRD'S EYE VIEW



ILLUSTRATIVE MASTER PLAN
SECTIONS



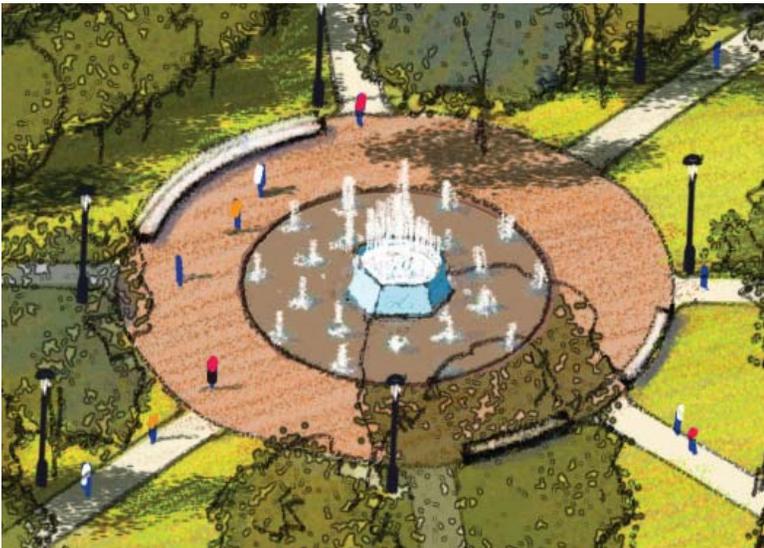
STAGE



Replacing the existing gazebo with a multipurpose stage near State Street could allow much greater flexibility in event programming as well as energizing the State Street corridor. A stage in this location could face either east or west. When opening onto west park the stage would face an open lawn area allowing for a place in the park to sit and enjoy the sun. When facing east toward State Street, the stage fronts on a new hardscape of specialty paving with crowds flowing across a closed State Street for larger events.

The structure itself would be a raised concrete platform with integral stairs and ramp for ADA access. The platform could be faced with brick in the same fashion as the proposed brick seat walls. A removable overhead structure of box truss and canopy would provide an enhanced performance stage in the summer months. This structure would be customized and could range from a very basic four post design to a more elaborate shape that interact with the park design and layout and be an element of character and beauty within the park.

FOUNTAIN



Due to the historic nature of the existing fountain, the basic design integrity will be preserved. The existing concrete base is cracking and in need of repair and depending on the extent of damage it could either be repaired or replaced. The fountain's multicolor lighting scheme is also not currently functioning as designed and this feature should also be repaired or even redesigned and reinterpreted with state-of-the-art technologies. Because of the draw of people - especially children - to interact with the water, the plan recommends the addition of interactive jets of water that would surround the main fountain. The jets would pop up from new paving at grade that replaces the wide metal grate that currently exists. A deck of granite pavers on risers is a common paving option. During the winter months, the jets would not be visible and the entire inner circle could be transformed to an ice skating rink. A rink could be a temporary platform structure and would also benefit from a temporary kiosk for skate rental and refreshments.

ILLUSTRATIVE MASTER PLAN

EDGE DETAIL



One of the simplest changes that will transform both the condition and the perception of the park is to define its edges. The main greenspace (surrounded by the outer perimeter sidewalk) will be edged with a low concrete curb with low metal fence and lighting bollards. The detail will continue at the corner gateways wrapping into the park and will terminate at the interior lawn. Not only will this discourage vehicles from driving on the lawn, it will also visually define the park as a special place and break the monotonous open plane of space without obstructing views. Because of the intermittent phasing of the master plan and the likelihood that the edge detail and the replacement of the concrete walks could occur at different times, it is recommended that a 12" buffer strip of granite cobbles or "setts" be placed between the edge of the existing concrete and the curb. The curb could be precast concrete allowing for a decorative peaked top surface and predrilling of the fence posts. The fence itself could take on many different forms depending on budget. Any design would stand approximately 18" high on a 6" curb. Steel or aluminum uprights could hold horizontal bars or chain. If a decorative post is not feasible an ornamental top such as a simple ball design could be added to a more standard steel pipe.

GATEWAYS



Re-designing each of the eight corner gateways would enhance the experience of walking through the park by announcing the entry into the special space, adding color and variety to the planting scheme and by the "theming" of entrances with re-located monuments. Each portal would be transformed into a mulched planting bed including flowering trees, shrubs, low-maintenance perennials and bulbs. An emphasis on safety will require low plantings that are spaced far enough from the walks to allow for visibility. Edges along the walk would be defined with the edge detail described above. These areas will also screen the newly installed electrical panels. In addition, the gateways give the opportunity to relocate several of the parks monuments and give them and home in a lit and landscaped setting that increases their visibility while giving a unique identity theme to each corner.

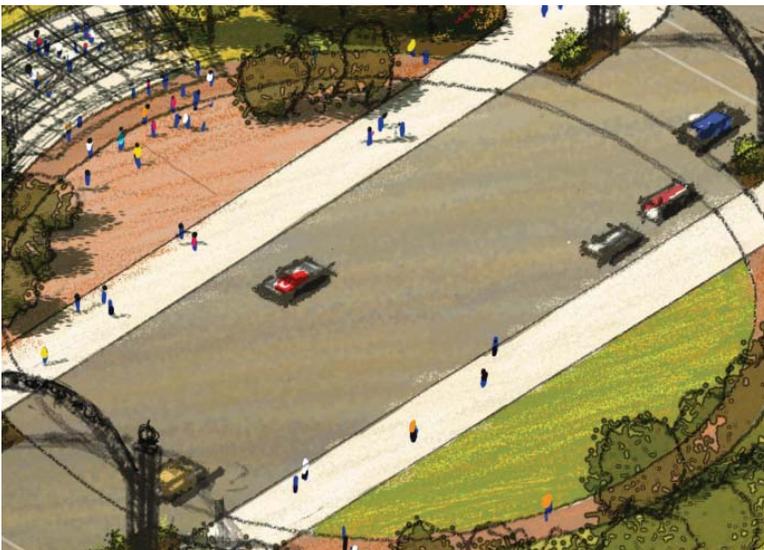
STATE STREET IMPROVEMENTS



Both asset and challenge, State Street pumps life through the parks in the form of busy traffic and “eyes on the street”. It introduces potential users to the park and when closed during events, greatly enlarges the useable paved gathering space, and transforms the overall square into a festive space. Although the objective of this master plan is to make recommendations for the two halves of the square, it is imperative to look at their interaction with State Street. Like the other surrounding streets, State Street has several lanes of traffic (two in each direction) as well as parallel parking which transitions to bus lanes at the south end of the block. With safety as a primary objective, improved pedestrian crossing can be achieved through curb island bump-outs at the north and south ends of the street. Relocating the existing bus stops and shelters is recommended in order to reduce tree harming pollution from the idling busses. These stops could be re-located to adjacent blocks north and south.

Beyond issues of basic safety and tree health, the treatment of the spaces along State Street hold great potential to take a fresh look at enhancing the functionality of large events and strengthening the identity of the park with gateway structures. With a crescent shaped plaza framed by the new stage along the west side of the street, the east side of the street would be a natural space for an overflow of activity. For large events or even a weekly farmer’s market, vendors can set up under the trees while a new arching walkway continues the circular form of the west park stage and plaza. The lawn area within the walkway would remain, with the help of a grid of reinforcement that would handle the foot traffic of an event without being visible.

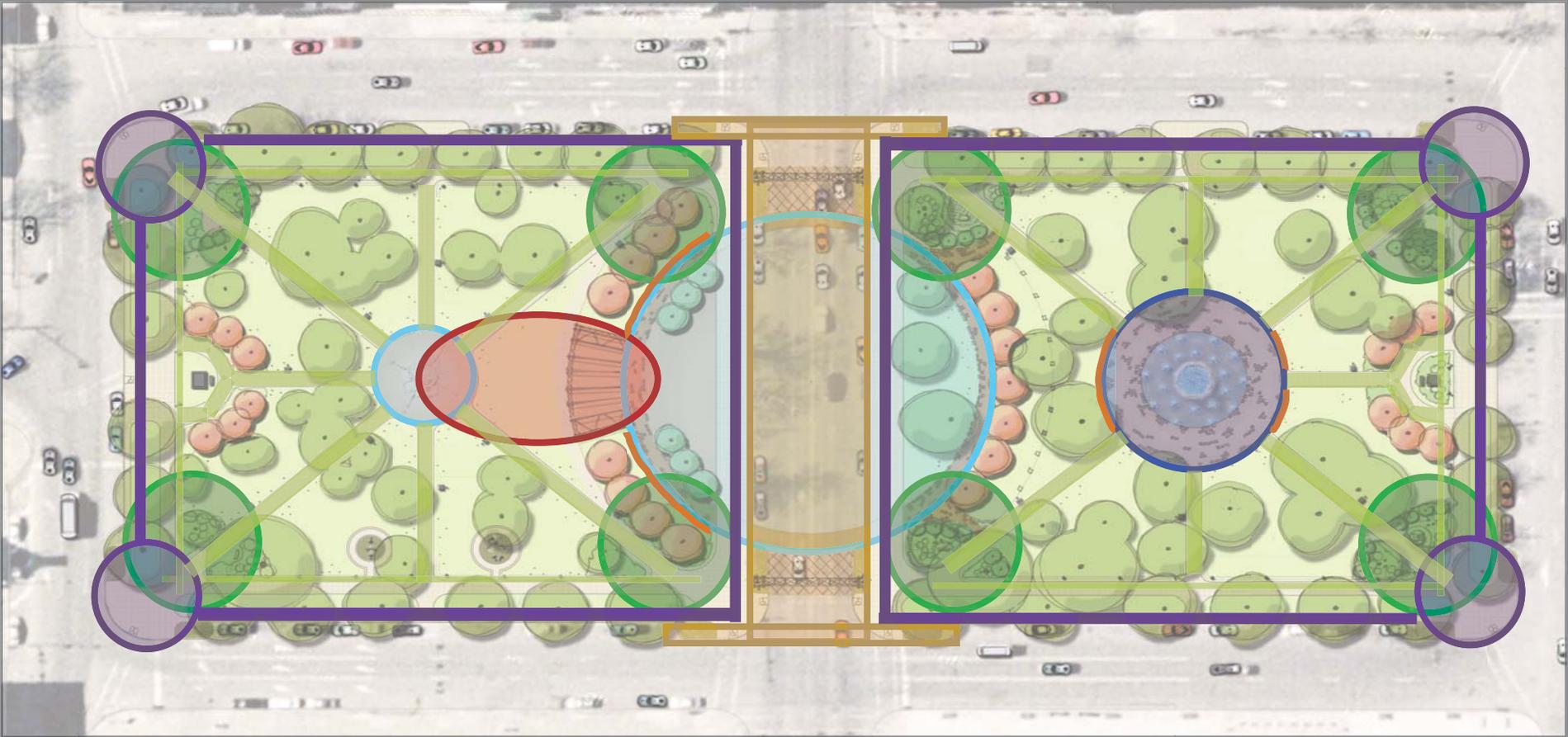
Gateway arches at both the north and south ends would announce the presence of the park and define the festive area of State Street activity during large events. The structure could match the stage structure for continuity and include “Perry Square” lettering. The arches would create a memorable landmark for visitors and locals as well.





Capital Improvements Plan

IMPROVEMENTS KEY



- FOUNTAIN
- GATEWAYS
- STAGE
- INTERIOR SIDEWALKS
- SPECIALTY INTERIOR SIDEWALKS AND EDGE DETAIL
- SPECIALTY INTERIOR ELEMENTS
- EXTERIOR CONCRETE SIDEWALKS, PERIMETER BUMPOUTS
- STATE STREET IMPROVEMENTS, INTERIOR BUMPOUTS

CAPITAL IMPROVEMENTS PLAN

PHASING

Completed prior to Master Plan Implementation:

Electrical Upgrades

Tree Removal

Stand Alone Work:

Fountain Upgrades and Related Paving

Site Furnishing - Benches, Ash/Trash, Recycling, Bollards

Gateways at 8 corners - Landscaping, Memorial placement

Phasing

Stage - Demolition and Replacement

Interior Concrete Sidewalk - Demolition, Lawn restoration, Replacement, Curb/ Fence Edging

Specialty Interior Paving (all except Fountain area) - Plaza at new stage, Seat walls on both sides, Turf Reinforcement

Exterior Concrete Sidewalks and Bumpouts - Back of curb extension, planting areas at corners, Demolition and Replacement

State Street Enhancements - Specialty paving, Bumpouts, Archway

STAND ALONE ITEM



FOUNTAIN

- A) Repair Existing Fountain (if structure is sound)
\$ 30,000
- B) Re-Build Existing Fountain (w/some parts re-use)
\$ 65,000
- C) Addition of Interactive Fountain Jets at Grade (Replace existing grate)
\$ 200,000
- D) Specialty Paving Around Fountain
\$ 105,000

STAND ALONE ITEMS



GATEWAYS AT 8 CORNERS

- A) Bed Preparation
 - B) Specialty Paving
 - C) Monument Relocation
 - D) Landscape Lighting
 - E) Planting - Ornamental tree, flowering shrubs, bulbs & perennials
 - F) Mulch
- \$ 65,000

STAND ALONE ITEMS



SITE FURNISHINGS

- A) Benches
12 Each Side
 - B) Ash/ Trash Receptacle
14 Each Side
 - C) Recycling Receptacle
14 Each Side
 - D) Bollard
5 Each Side
- \$ 101,000

CAPITAL IMPROVEMENTS PLAN
COST ESTIMATE CONTINUED

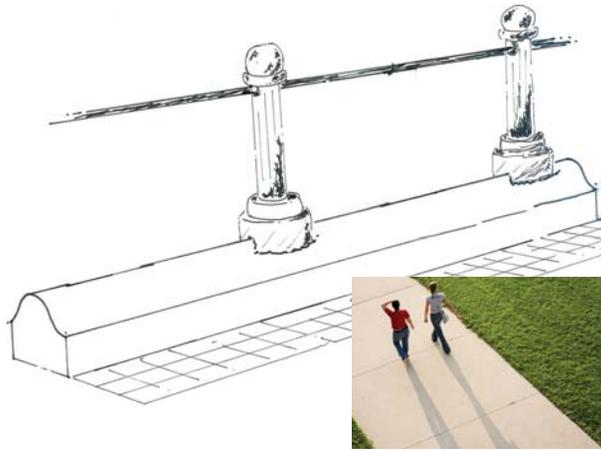
PHASE I



STAGE *

- A) Basic Concrete Pad
\$ 35,000
- B) Catalog Structure
\$ 50,000
- C) Custom Structure
\$ 200,000 - \$ 700,000

PHASE II



INTERIOR CONCRETE SIDEWALKS AND EDGE DETAIL

- A) Demolition of Existing Walks
 - B) Replacement of Concrete Walks
 - C) Lawn Restoration
 - D) Curb and Fencing along interior perimeter of North and South Park Row, Fench Street and Peach Street
- \$ 363,000

PHASE III



SPECIALTY INTERIOR SURFACES

- A) Plaza between Stage and State Street at Perry Square West
- B) Center of Perry Square West (original location of gazebo)
- C) Specialty Paving Band between Fountain and State Street at Perry Square East
\$ 200,000
- D) Turf Reinforcement between Fountain and State Street at Perry Square East
\$ 20,000

* Prices include demolition of existing structure and repaving area as typical concrete pavement

PHASE III

PHASE IV

PHASE V



SPECIALTY INTERIOR ELEMENTS

EXTERIOR CONCRETE SIDEWALKS AND BUMP-OUTS

STATE STREET IMPROVEMENTS

- A) Seat Walls at Perry Square West
- B) Seat Walls at Perry Square East

\$ 151,000

- A) Demolition and Replacement of Curb
- B) Demolition and Replacement of Perimeter Concrete Sidewalks including extension at back of curb
- C) Landscaping in Bump-outs

\$ 288,500

- A) Relocation of Bus Stops
- B) Specialty Paving Inserts
- C) Bump-outs and Landscaping

\$ 105,000

- D) Gateway Arch (2)

\$ 70,000

* This phase includes bump-outs at North Park Row, French Street, South Park Row, and Peach Street



Considerations and Recommendations

CONSIDERATIONS AND RECOMMENDATIONS

CONTEXTUAL SYNERGIES

While this Master Plan deals only with Perry Square proper and makes recommendations for the areas within street curb to street curb, we must not miss the opportunity to think of the square as a part of a greater whole. In reality, the “square” is not a flat plane of space, but a volume which is contained by the facades of the surrounding buildings. The space is experienced as part of the larger downtown and bayfront, and has the potential for enhanced relationships to nearby institutions and businesses. There are current studies or design plans that affect some aspect of the square or its immediate surroundings. The ultimate success of a revitalized square is dependent on the vitality of the surrounding streetscapes and city. As planning studies and design improvements take place for each component (the green, the streets, the surrounding blocks), a vision for the whole should be considered. The next few pages illustrate such contextual opportunities that became apparent to the design team through the planning process.

CAPITAL IMPROVEMENTS PLAN

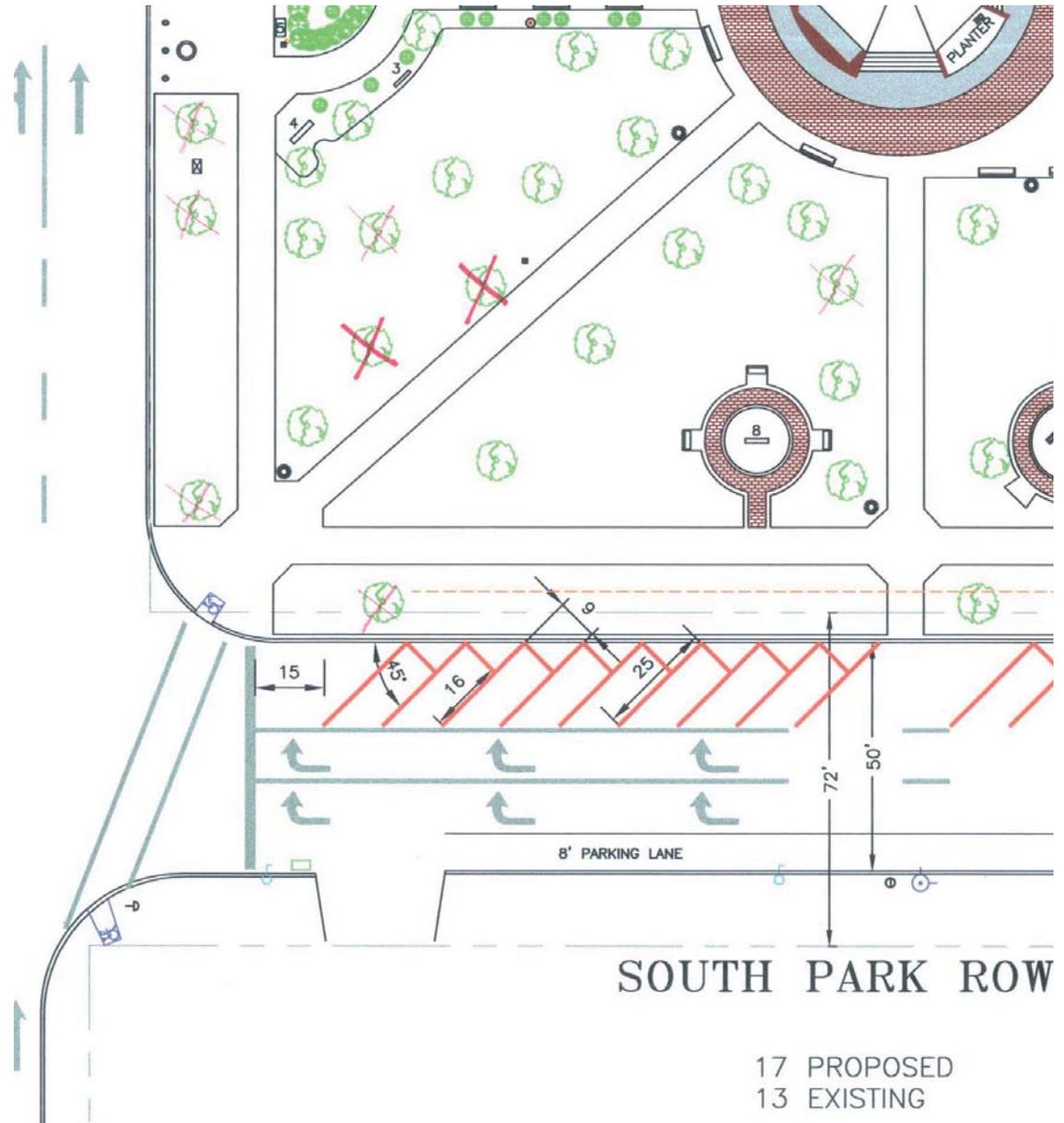
TRAFFIC STUDY

At the time of this study, the City of Erie was also engaged in an ongoing traffic study of the area surrounding the square. One configuration of traffic and parking being considered is illustrated here. The major change shown here is the reduction of traffic lanes from three lanes to two on North and South Park Row. The following are some of the changes being considered by the traffic plan and the subsequent recommendations from this design team as they relate to the Perry Square master plan.

1) Reverse angle parking on N. and S. Park Row:
Precedent studies show that this type of parking can be successful and also accommodate more cars, allowing for parking to be removed from other strategic locations. Whether reverse angle or the existing parallel parking, the opportunity to provide curb “bump-outs” should be taken at the corners of each block as well as at mid-block points that may be appropriate. This would enhance pedestrian safety by slowing traffic and lessening the distance from curb to curb. Visually, it would also reduce the vast expanse of asphalt that is the current condition.

2) Bike lanes
Bicycle lanes with striping and signage should be aggressively pursued. Even if an ideal 5’ lane is not possible, a few feet in width would be better than nothing at all.

3) Automated parking meter machines
Replacing the existing individual meters would reduce visual clutter and provide for a more convenient method of payment for parking, not to mention reduced efforts from the city in fare collection and maintenance.



CONSIDERATIONS AND RECOMMENDATIONS
 CONCURRENT TRAFFIC STUDY



CAPITAL IMPROVEMENTS PLAN SURROUNDING STREETSCAPES

A revitalized Perry Square and a plan for the revitalization of the surrounding streetscapes should go hand in hand. The surrounding blocks include quite a variety of uses from quaint shops and restaurants to blocks of civic government buildings, hi-rise residential, corporate offices, higher-education and the local historical society. Such a range of uses is a strength in and of itself, and each has its own unique needs for a functional and beautiful streetscape. Shops and restaurants for example would benefit from a tree-lined sidewalk and café seating while the priority for federal building streetscape may focus on security. Although the surrounding blocks were outside the scope of the Perry Square master plan, the design team immediately saw the great potential for improving the western section North Park Row, along the mixed facades of retail and restaurants. The ideas generated for this block can also be applied to the surrounding blocks as well. The plan and section to the right illustrate the potential of the western half of North Park Row. It should be noted that the property owners were not a part of these recommendations and that any further explorations should include them in the process.

NORTH PARK ROW STREETSCAPE – an exploration of possibilities

With the potential traffic and parking changes, specifically the reduction from three to two lanes of traffic, extra width would be available to widen the sidewalks to accommodate a tree planter while leaving enough space for a restaurant or café seating. A narrow buffer of paving along the curb would allow for passengers of cars parked in the parallel spaces to exit.

BEYOND THE BLOCK

Street trees could be the single most effective tool for unifying the area surrounding Perry Square. While they are found in some areas, a consistent species of tree and planting detail (utilizing the current research for planting details including size, soil and drainage) would be beneficial. Consistent street furnishings and potentially a system of banners and hanging

baskets could spread the identity of Perry Square to the surrounding sidewalks, giving the property owners the added value of an address “on the Square”. The city could also take an active role in the potential infill of a building along North Park Row next to the residential hi-rise. As a future “wall” to the park, the city could influence the appropriate scale, materials and critical ground floor of the building that will engage the park.



CONSIDERATIONS AND RECOMMENDATIONS

CONTEXTUAL SYNERGIES

The wide variety of businesses and institutions surrounding Perry Square benefit from their proximity to the greenspace. Employees will be able to eat lunch on the refurbished lawn, buy fresh vegetables from the weekly summer farmers market, and unwind at the weekly summer evening concert. Businesses on the Square benefit from the identity and visibility of having an address on Perry Square. Following are several ways in which Perry Square could form a more active relationship with its surrounding businesses and institutions with benefits to all.

PARTNERSHIP POTENTIAL

There are several examples throughout the country of private partnerships to care for a public park or streetscape. Bryant Park in New York City is one great example. In this case, there may be potential for the businesses and institutions immediately surrounding the park as well as interested parties from beyond to form a Friends of Perry Square organization that can raise funds and have an active involvement in the care and programming of the park.

PROGRAMMING SYNERGY

Taking a careful look at the neighboring institutions and directly engaging them in the programming of the park could open up new potential to bring life and vitality to the space. Increasing formal events could also bring revenue. Could Gannon University hold more events in the renovated park? Is the current system of reserving the stage for an event easy to use? Could the art museum host events or become involved in temporary or permanent installations in Perry Square?

SPONSORSHIP POTENTIAL

The renovations to Perry Square offer sponsorship opportunities both large and small. The fountain and performance stage are larger projects that are very visible and would be great candidates for corporate sponsorship. Gateways (the 8 corner entrances) and furnishing could also be sponsored. An item with on-going donor potential should also be pursued. Bryant Park, for example, has movable folding park chairs in constant rotation that can also be inscribed with the donor's name or message. Popular items at other parks have been items which can capture the imagination and are child-friendly such as the "naming rights" to the animals on a carousel. Perry Square may not have a carousel, but perhaps something like the paving of the new fountain could include playful designs that could also incorporate and fund raising effort.