

SPIRITS OF VISIONS PAST

SUSTAINABLE ADAPTATIONS OF WORLD'S FAIR SITES

S388

ABSTRACT

World's fairs are no longer the cultural phenomenon they once were in North America, but their physical footprints live on. Mid-twentieth century modern world's fair sites present a number of unique challenges and opportunities for communities, users, park managers, administrators, and planners tasked with charting a new course for these spaces.

The four North American sites have deployed a number of different strategies in an attempt to maximize utility and attract users. In respecting the past while fostering new life, planners must make choices surrounding historic preservation of modern architecture, promotion of historic heritage through public interpretive materials, sustainability and environmental design, retrofitting and place making techniques, adaptation to changing user needs, connectivity and integration with surrounding neighborhoods, and the role of public and private financial involvement. We explore a series of thematic issues relating to the environmental, economic, and social sustainability of these four world's fair sites as they continue to be important urban spaces into the 21st century.

SUSTAINABILITY

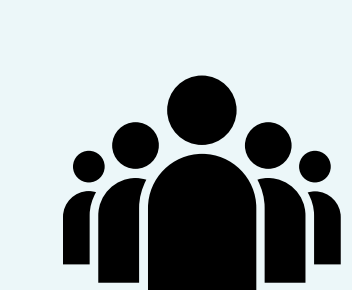
Operationalizing the concept of sustainability in a preservation context presents unique challenges. For the purposes of our research, sustainability was defined as:

Preserving the legacy of the past, meeting the needs of the present, and anticipating the needs of the future considering economic, social, and environmental factors.

This working definition encouraged us to:

- Honor and celebrate the historic modern character of each site
- Identify and support community goals and desires
- Employ green infrastructure and sustainable management policy best practices
- Consider fiscal realities of park management
- Explore future-oriented, permanent solutions to immediate challenges

LEGEND



SOCIAL
Community Values
Inclusivity and Representation
Historic Preservation



ECONOMIC
Financial Management
Local and Regional Role
Revenue Streams



ENVIRONMENTAL
Adaptive Reuse
Green Infrastructure
Sustainable Management and Procurement Policy
Alternative Transportation

MORE INFO AT:
blogs.cornell.edu/modernfootprints/



SEATTLE, WA: Social center in a gentrifying neighborhood



Seattle Center promotes social sustainability through its implementation of diverse programming that caters to a wide audience. The entire campus is designed with the intention to draw visitors—both local and from out of town—to the center of the grounds to experience the numerous theaters, museums, and cultural events.



Seattle Center shows dedication to financial sustainability through private investment and public/private partnerships. The 1990 Seattle Center Master Plan led to \$700 million in capital improvements from 1991-2004, \$440 million resulting from private funding. The adopted 2008 Seattle Center Master Plan calls for an additional \$567 million to be raised for capital improvements as in the 1990 Seattle Center Master Plan as opportunities and resources converge.



Seattle Center focuses on several areas of environmental sustainability including: water & energy conservation, lighting control, greenhouse gas reduction, indoor air quality, & landscaping. The Theater Commons was the first project in Washington State to earn Sustainable Sites Initiative (SITES) certification and the 5th Avenue North Parking Garage was the first parking garage in North America awarded Leadership in Energy and Environmental Design (LEED) certification, with the garage attaining LEED gold status.

SAN ANTONIO, TX: Adapting modern heritage

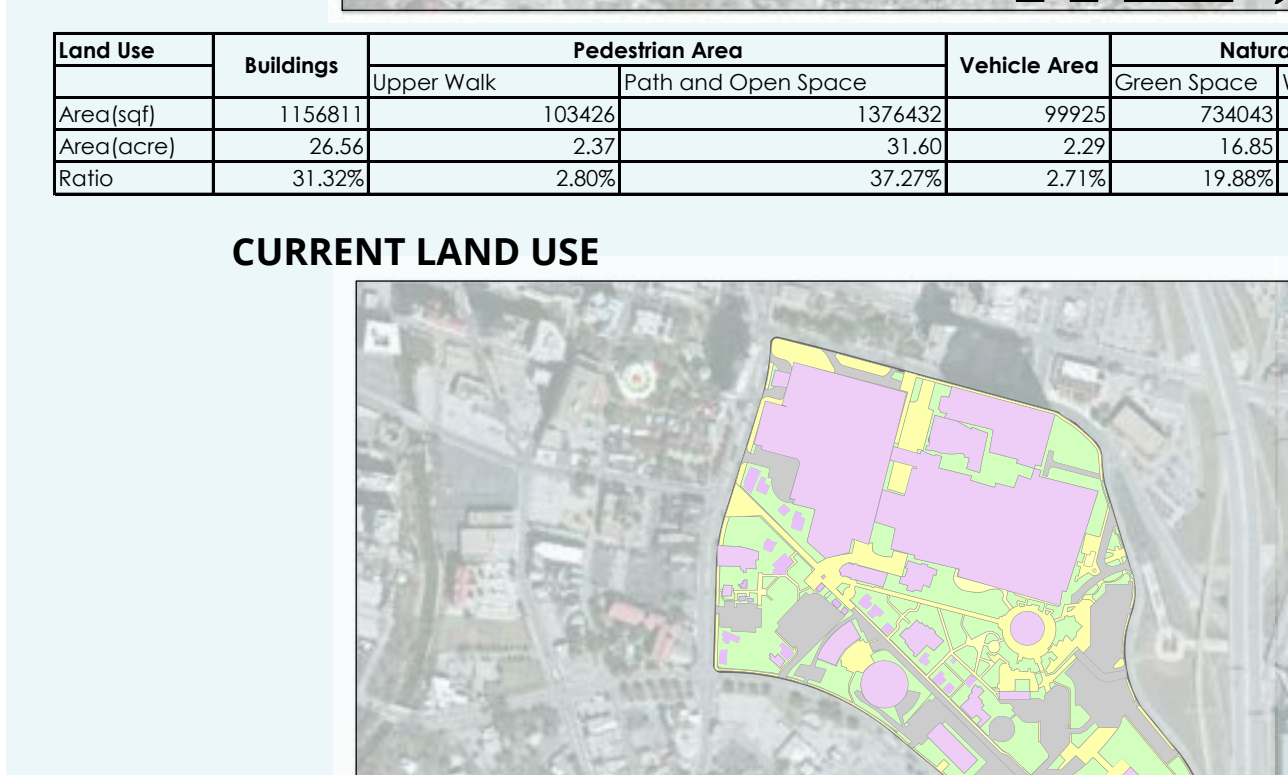
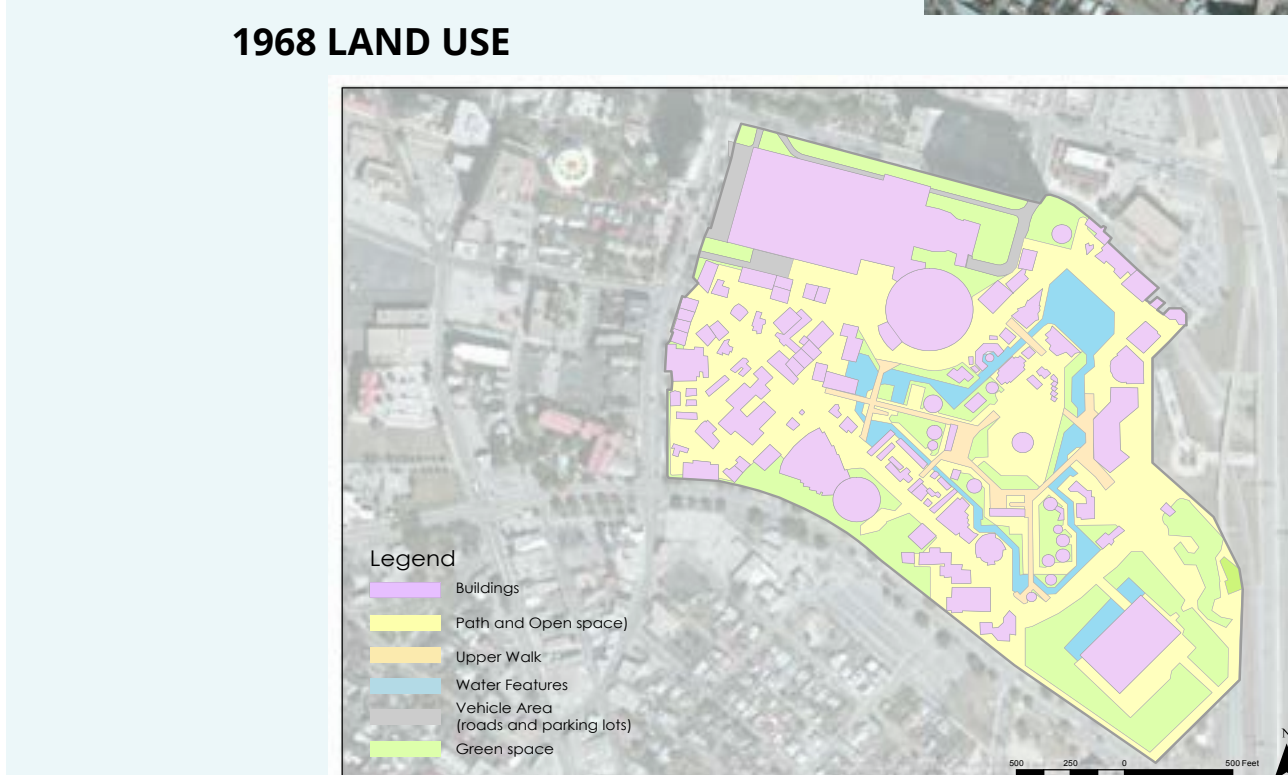
SITE OVERVIEW

THE HEMISFAIR PARK PROJECT focuses on the sustainable adaptive reuse of HemisFair Park, the 1968 World's Fair site in San Antonio, Texas. Ever since the success of the World's Fair, the City of San Antonio has considered multiple redevelopment plans for the park, however many of the historical structures from the event have remained vacant and underused.

Today, these structures are recognized as buildings with historical significance and will be retained on site. Our project provides recommendations for how HemisFair Park can be revitalized and sustainably adapted to suit the needs of the city today while maintaining its historical significance as a former World's Fair site.

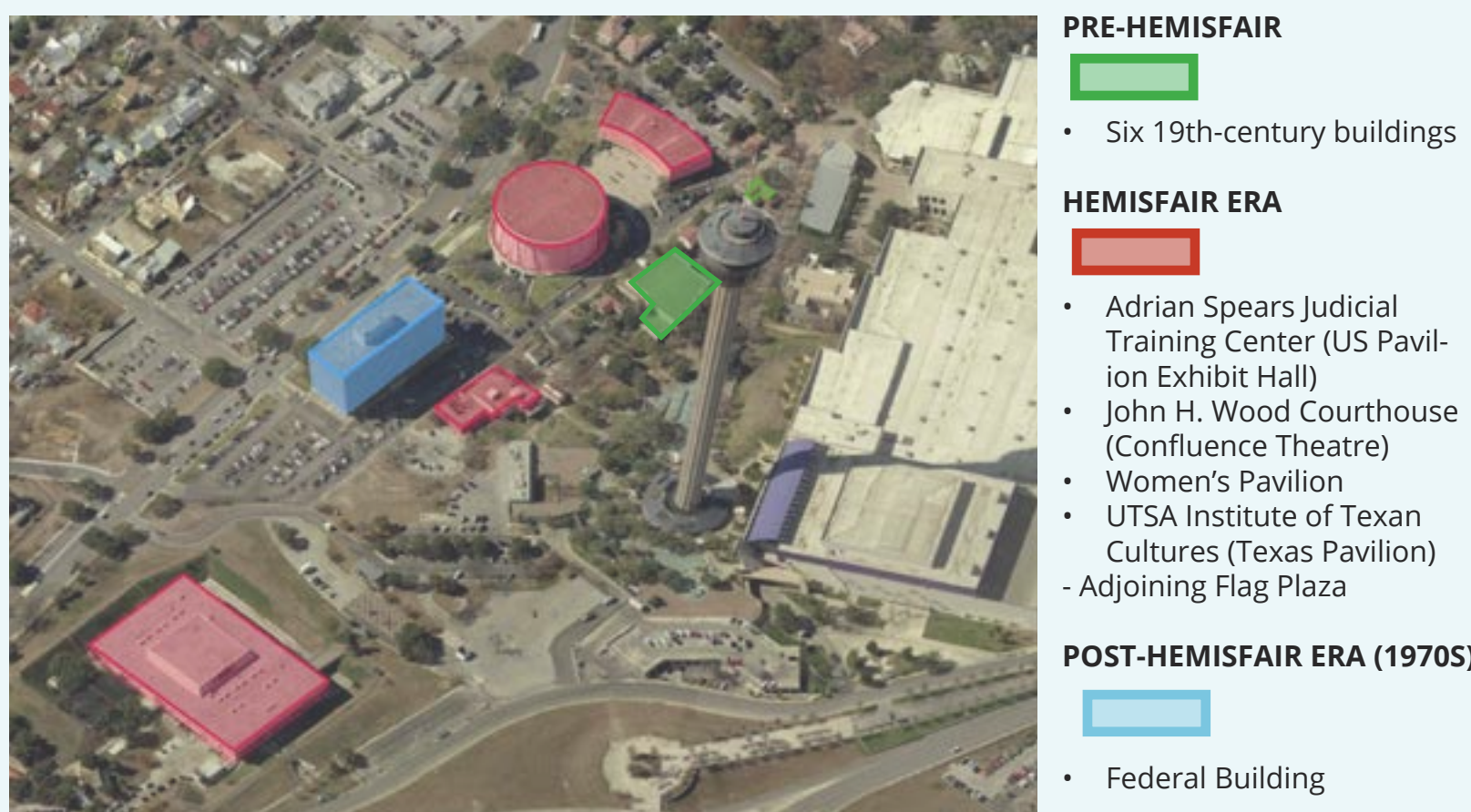


1968 VS PRESENT

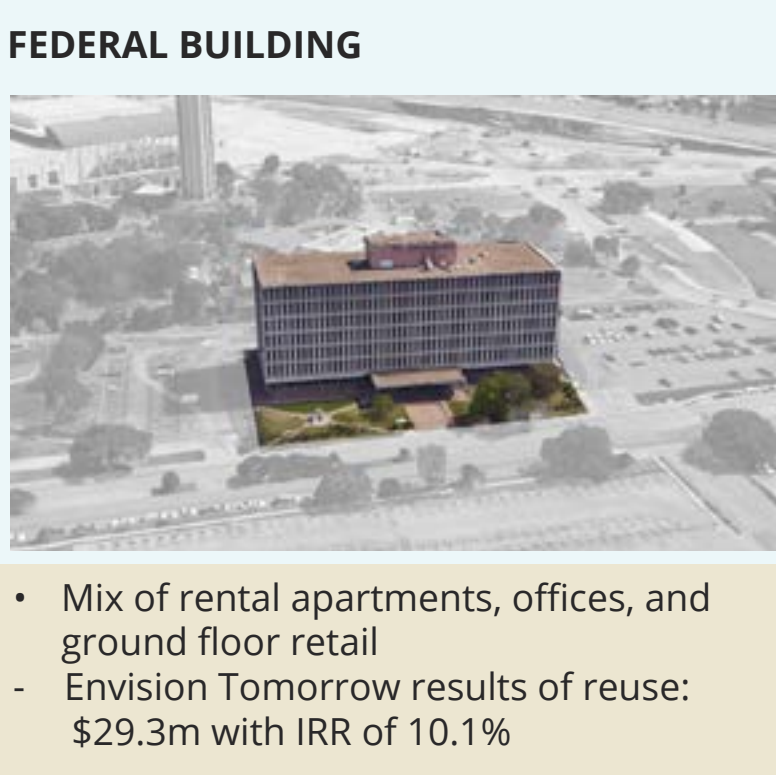
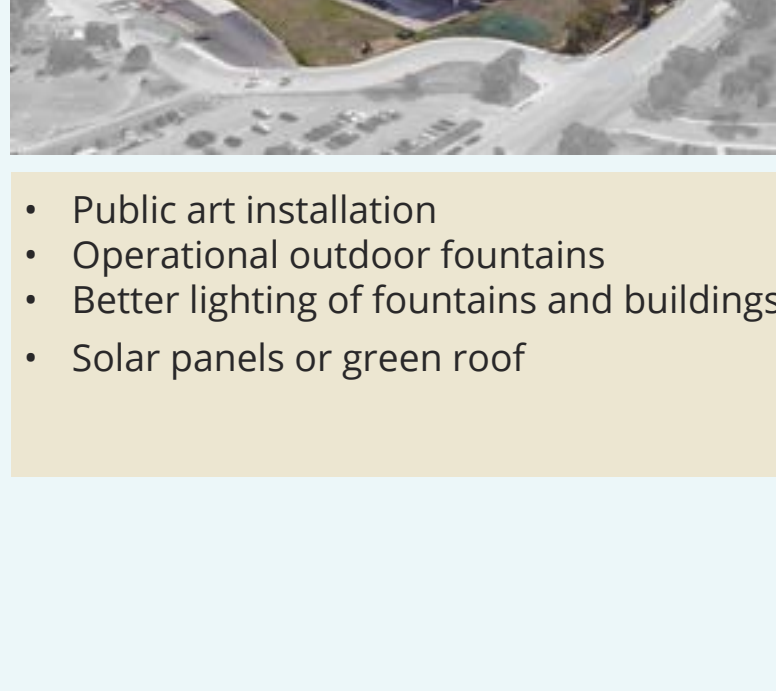


Land Use	Building	Pedestrian Area	Vehicle Area	Green Space	Total
1968	13,587	10,545	10,545	10,545	45,227
2008	29,091	12,737	14,131	27,348	83,271
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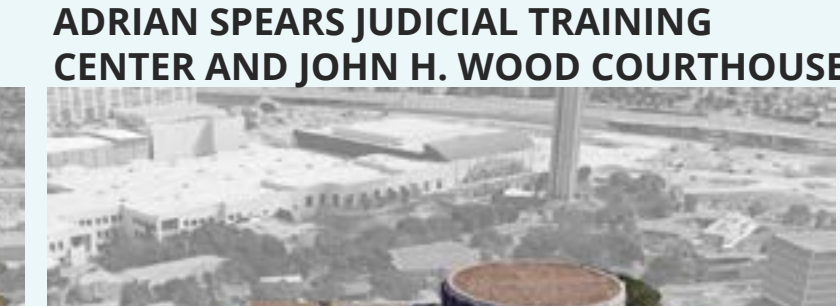
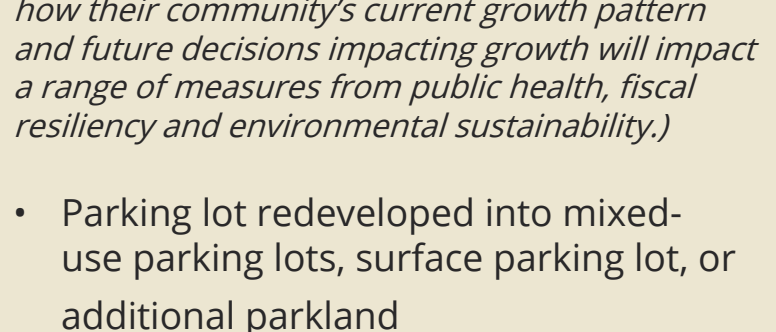
BUILDING REUSE



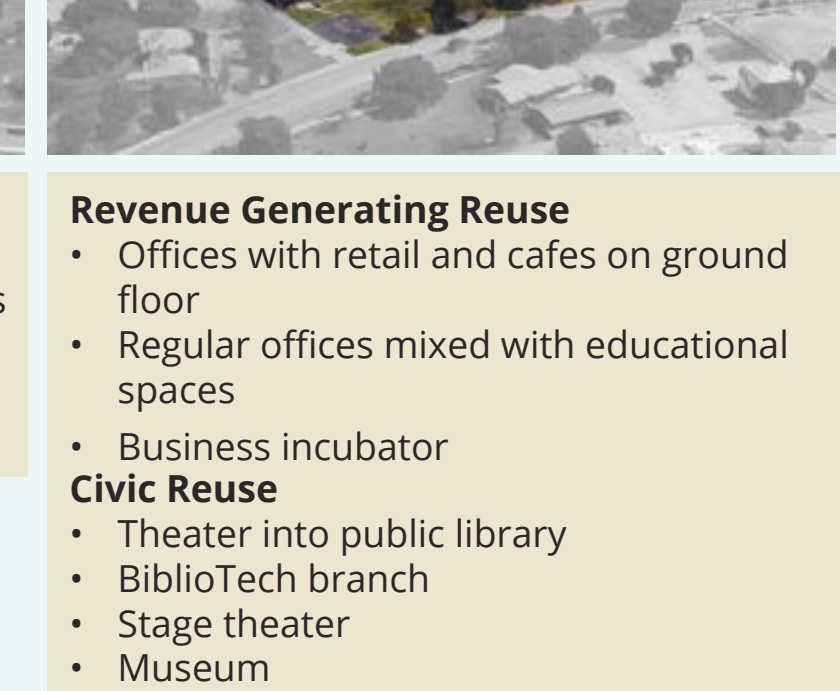
INSTITUTE OF TEXAN CULTURES



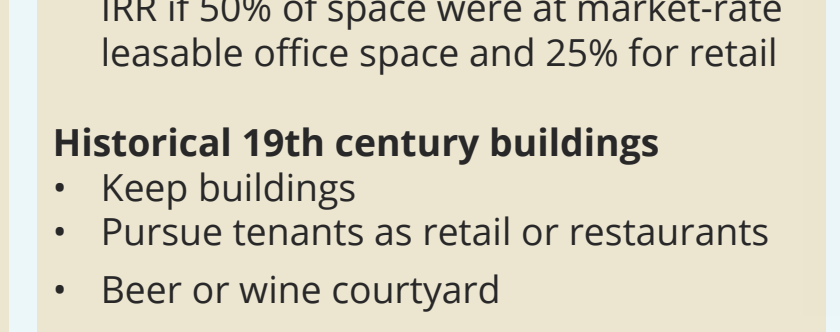
FEDERAL BUILDING



ADRIAN SPEARS JUDICIAL TRAINING CENTER AND JOHN H. WOOD COURTHOUSE



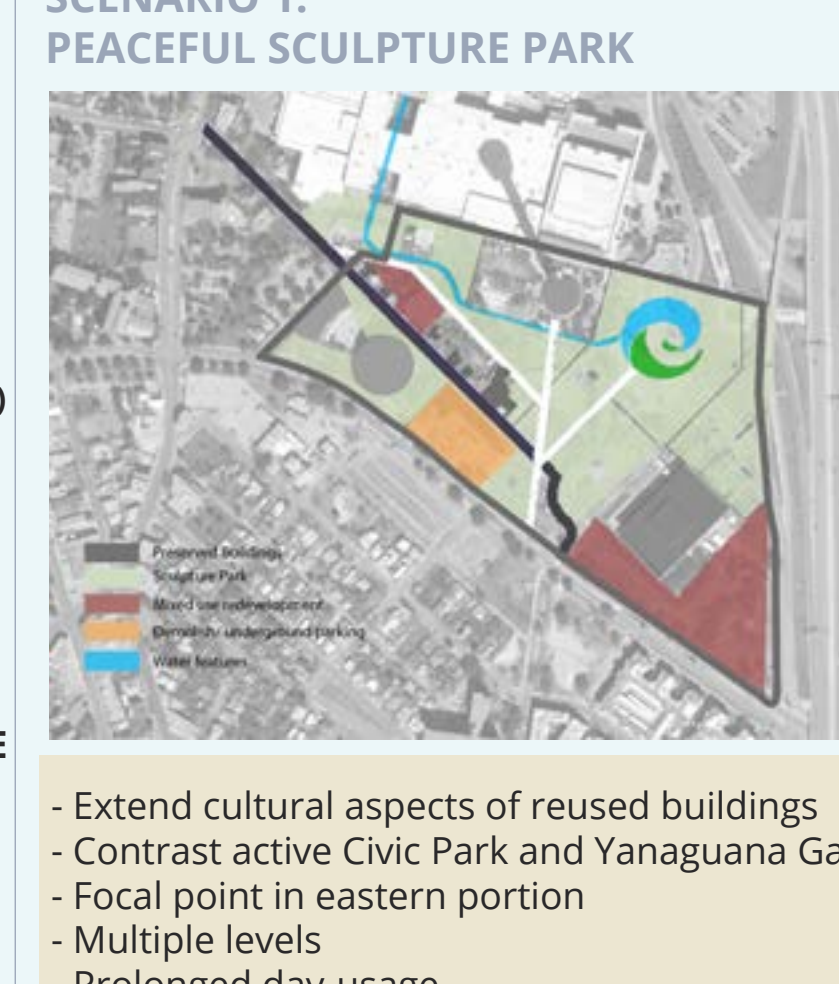
WOMEN'S PAVILION AND HISTORIC



TOWER PARK SITE INTERVENTION

Based on the client's request, we have proposed two scenarios for the possible redevelopment of the site and reuse options for the historical buildings.

SCENARIO 1: PEACEFUL SCULPTURE PARK



SCENARIO 2: LIVELY MIXED USE NEIGHBORHOOD



INTEGRATING TWO SCENARIOS



INSTITUTE OF TEXAN CULTURES

Extend cultural aspects of reused buildings
Contrast active Civic Park and Yanaguana Garden
Focal point in eastern portion
Multiple levels
Prolonged day-usage

ADRIAN SPEARS JUDICIAL TRAINING CENTER AND JOHN H. WOOD COURTHOUSE

High demand for housing, retail and offices
Financial return and economic sustainability
Active atmosphere
Urban density

WOMEN'S PAVILION AND HISTORIC

Mix of retail, offices and exhibit or civic spaces
HPRC headquarters or administrative space of a non-profit organization
ET result of renovation: \$2.9m with 6.8% IRR if 50% of space were at market-rate leaseable office space and 25% for retail
Beer or wine courtyard

FEDERAL BUILDING

Mix of rental apartments, offices, and ground floor retail
Envision Tomorrow results of reuse: \$29.3m with IRR of 10.1%
Envision Tomorrow (ET) is an open-access scenario planning package that allows users to analyze how their community's current growth pattern and future decisions impacting growth will impact a range of measures from public health, fiscal resilience and environmental sustainability.

PEACEFUL SCULPTURE PARK

The two scenarios can be combined and integrated together. For example, the open spaces among large building footprints can have sculpture installations. And the mixed use infill can still be included in the smaller blocks in the middle.

Economic factors and financial feasibility tests should also be considered when deciding between scenarios.

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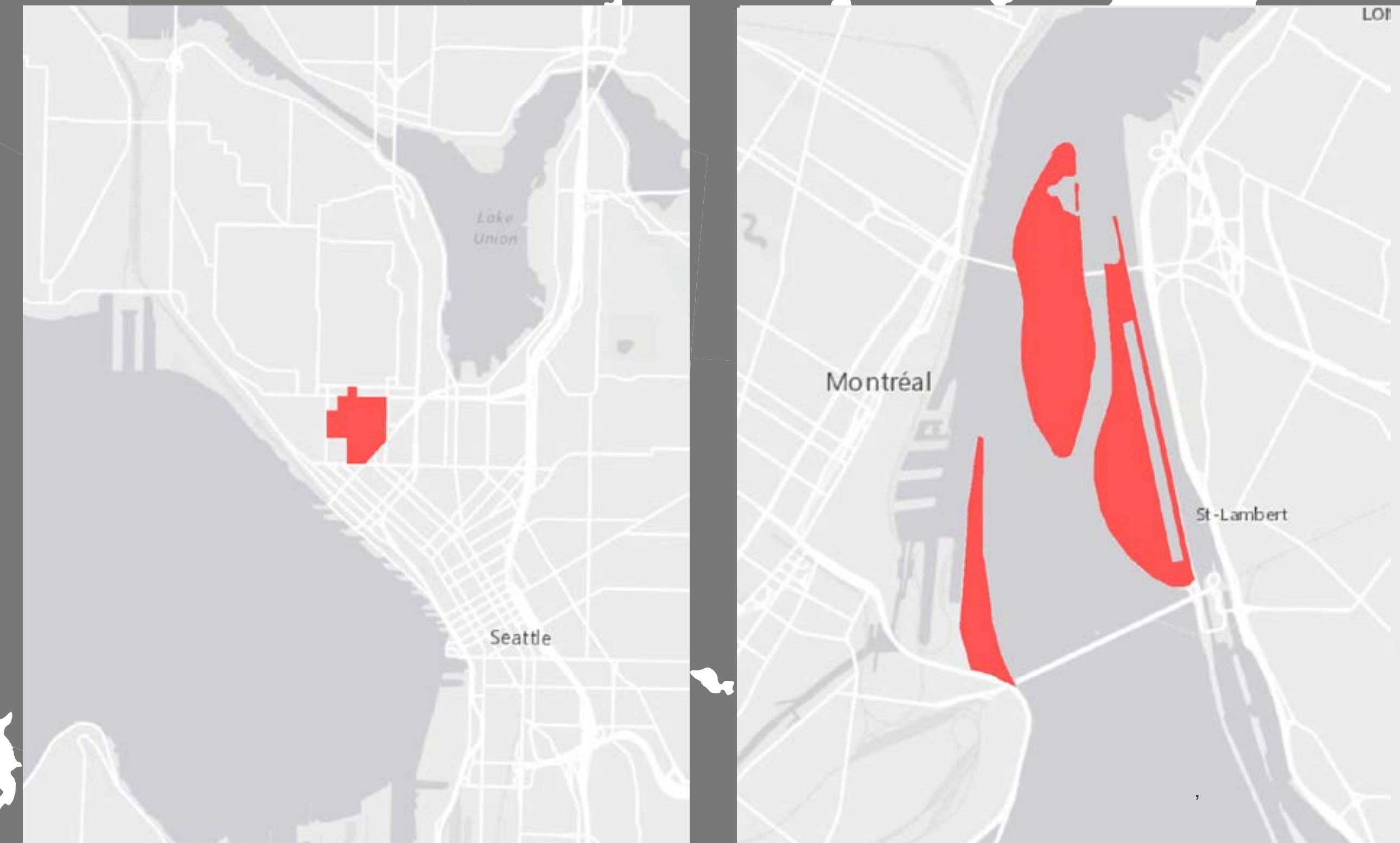
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ORIGINAL FOOTPRINTS



0 0.5 1 2 Miles

San Antonio, TX

Seattle, WA

Montreal, QC

Queens, NY

Flushing Meadows-Corona Park

Seattle Center

HemisFair Park

Parc Jean-Drapeau

Flushing Meadows-Corona Park

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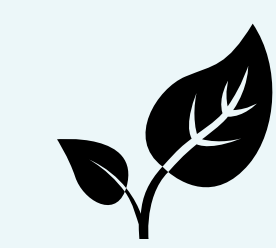
MONTREAL, QC: Massive project turned into natural space in the city



Park planners have orchestrated a series of outreach meetings to identify major needs and desires of both park neighbors and major visitor groups. Capital improvement plans for the park, while incorporating green infrastructure elements and economic development considerations, aim largely at creating an atmosphere that is more vital, more engaging, and more responsive to the desires of locals and tourists.

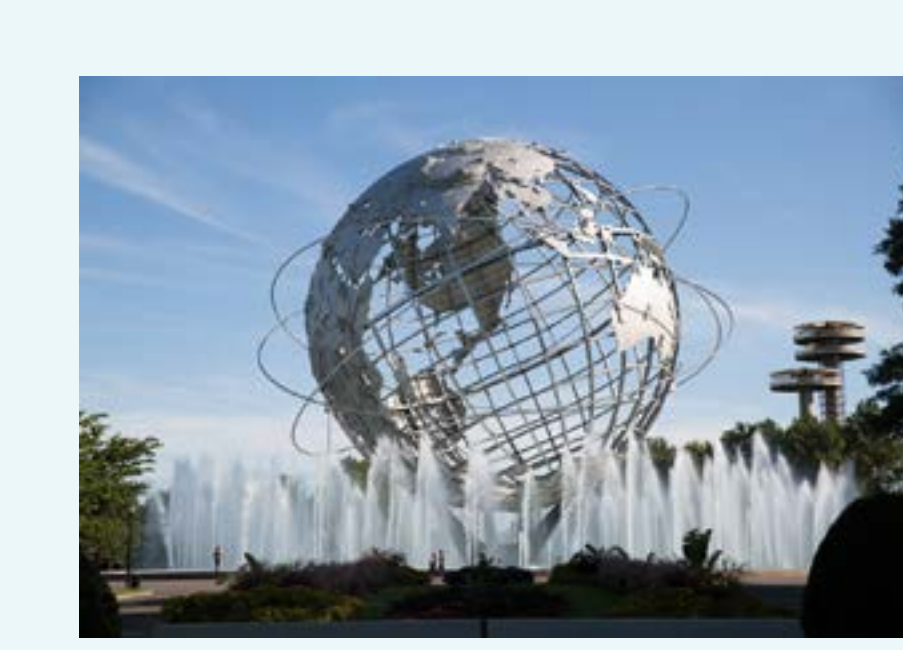


Adaptive reuse has allowed park managers to preserve a variety of historic structures, attract a variety of user groups, and to produce valuable sources of revenue which can then be reinvested into preservation and sustainability efforts across the park. The former French Pavilion above, was transformed into a casino and event center. Other spaces, like the former Jamaica Pavilion and U.S. Pavilion, have been converted into museums and rentable venues for weddings, dinners, and other special occasions.



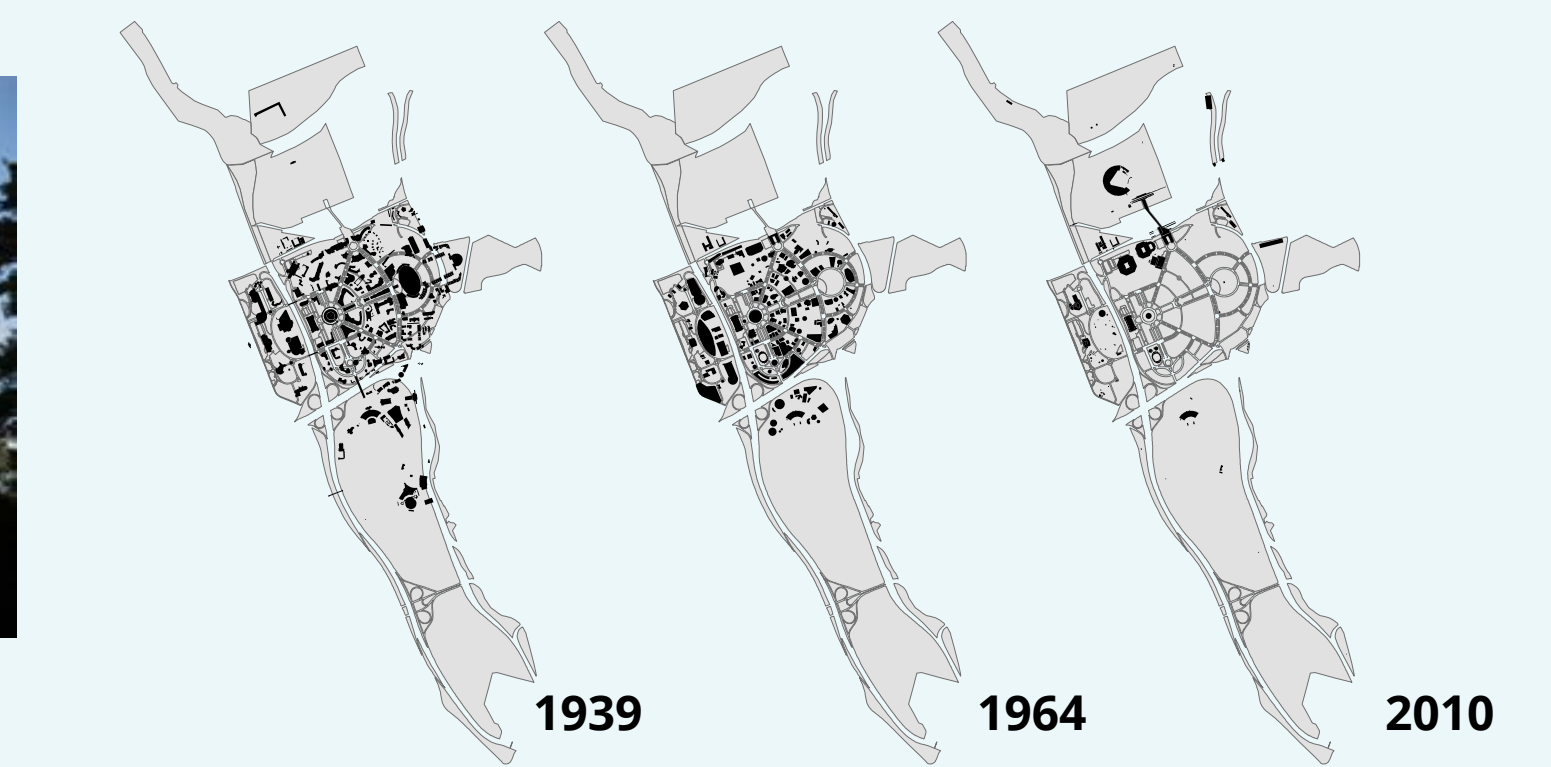
Multi-use bicycle and pedestrian path networks, like the one seen above, allow park visitors to experience the landscape without coming into contact with vehicles. To incentivize use of bike, bus, and subway access to the park, managers have increased parking fees. In addition, a portion of the revenue gathered from parking charges is donated to a carbon offset fund, part of the park's larger plans for sustainability.

QUEENS, NY: Park for the people



At 897 acres, Flushing Meadows-Corona Park (FMCP) is the fourth-largest park in New York City. Home of the 1939 and 1964 World's Fairs, the site was officially designated parkland in 1967. FMCP is both a community and a regional park; it directly serves five community boards and a very diverse population, in many ways service as the community's backyard. History is an integral part of FMCP.

The park has a number of distinct features: from the Fairs, including the Unisphere (and its surrounding pool and fountains), the New York State Pavilion, and the Beaux-Arts pathways designed by Gilmore Clarke. These adaptive designs look to activate history, not erase it, creating user-friendly spaces that accent their past.



1939 1964 2010

Unisphere

New York State Pavilion

Beaux-Arts Pathways

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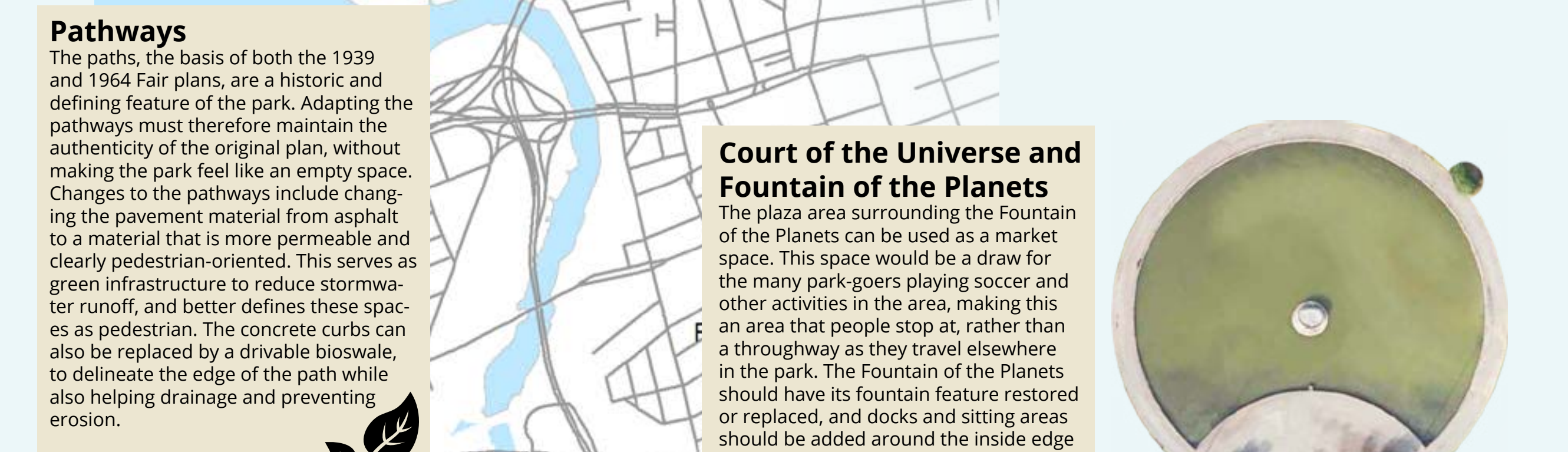
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