



FRANKLIN SQUARE



Franklin Square Backgrounder

Now celebrating its 5th Birthday!

Fun family entertainment and a beautiful park are just steps away from the Liberty Bell, in one of William Penn's original five squares. **Award-winning Franklin Square, now celebrating its 5th Birthday, is an outdoor amusement oasis located in the heart of Historic Philadelphia**, featuring Philly Mini Golf, a renovated vintage marble fountain, playgrounds, the *Philadelphia Park* Liberty Carousel, and the acclaimed SquareBurger, with offerings from Starr Restaurants. After a day of experiencing the treasures of Philadelphia's history, putt through some of the city's most famous icons, take a ride on hometown racehorse heroes Afleet Alex or Smarty Jones aboard the carousel, enjoy a rest next to the refreshing fountain, and dine on the finest burgers and shakes in town. All summer long, enjoy stories about our nation's history from the Once Upon A Nation storyteller. **Awarded Best of Philly® two times by *Philadelphia Magazine* and one of the top ten playgrounds in the United States by *Dream On Travel*.**

Franklin Square continues to be a popular attraction for residents and visitors alike. In 2010, 723,610 guests visited Franklin Square. *The Philadelphia Inquirer* has called it "the most beautiful park in America's most historic city," and a "model for how to reclaim and preserve public space."

In July 2009, **SquareBurger, the new permanent food stand operated Starr Restaurants, opened to much acclaim**, serving burgers, hotdogs, salad, french fries, and delectable frozen treats such as The Cake Shake with Tastykake Butterscotch Krimpet®. In 2011, added menu items will include a crispy chicken sandwich; Birthday Bonanza Sundae; With Love XOXO Strawberry Sundae; and the popular Shake-of-the-Month will continue.

Franklin Square was completely renovated in 2006 with a \$6.5 million investment by Historic Philadelphia, Inc. with new walkways, lighting, and landscaping as well as spectacular brand new features. The new elements included the *Philadelphia Park* Liberty Carousel, Philly Mini Golf, two playgrounds, and a renovated Franklin Square Fountain.



Restoring the Past

One of the most exciting highlights was the **renovation of the historic fountain at the center of Franklin Square**. The Franklin Square Fountain was originally built in 1838 after City Council passed a resolution in 1837 calling for a fountain of "grand dimensions," and was the centerpiece to the Square in the late 19th century. It is thought to be the longest surviving fountain in one of William Penn's original five squares. Historic Philadelphia, Inc. restored the fountain for the first time in thirty years, renovating the vintage marble and surrounding wrought iron fence. In addition to the updated waterworks, nighttime lighting brings charm to the visitation experience after dusk. Surrounding the fountain, four new paths emanate toward the corners, replacing the former gravel walkways. The paths surrounding the fountain are herringbone brick with bluestone inlay. The fountain holds approximately 23,000 gallons of water and the center spray reaches a height of 15 feet. Nine nozzles generate 2,600 gallons per minute of water flow.

– more –

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As Benjamin Franklin said, “A penny saved is a penny earned.” Historic Philadelphia, Inc. created the “**Franklin for the Fountain**” **Name a Brick Campaign** so that every penny raised can go towards future operation of the restored nineteenth-century Franklin Square Fountain. By donating a “Franklin” (\$100) for the Fountain, individuals or companies can “name” a brick along the pathways in the Square. To date, over \$50,000 has been raised, and naming opportunities continue for bricks as well as benches and picnic tables. **On May 19, 2011, HPI will hold the third annual fun and festive fundraising event, “An Evening in Franklin Square”** to raise funds for Franklin Square. Accompanying that evening is the unique **Governor’s Cup Mini Golf Tournament**. An additional fundraising event for kids will take place on **October 15, 2011, the Great Pumpkin Party**.

Programming in Franklin Square runs into the evenings during the summer season. To beautify and enliven the evening hours, the Square received **all new lighting** throughout the park, replacing existing lights and adding over 30 Franklin Fixture style lampposts, invented by its namesake.

New plantings supplement the beautiful shady trees already in the Square. In 2006 with the original renovation, Historic Philadelphia, Inc. added 153 shrubs, 34 large trees, and 27 small trees (including the rare Franklinia Tree named in Benjamin Franklin’s honor) in various parts of the Square. In 2008, the Japan America Society of Greater Philadelphia donated cherry trees to Franklin Square as part of the Community Cherry Tree Planting Project of the Subaru Cherry Blossom Festival of Greater Philadelphia. These trees were planted on the north side of the park to buffer the Vine Street expressway and provide a stunning spring backdrop to the park. In 2009, HPI began a tree succession plan to ensure the tree canopy was maintained for future generations. As part of this plan, ten Cherry Trees were planted along Race Street as a tribute to the neighboring Chinatown community and two Platanus Trees were added along the 6th Street path. A Katsura Tree, unusual in its fragrance which is similar to cotton candy when blooming, was added at the bequest of a Square supporter. Each year, the spring and fall season in the Square are further complimented with approximately 2,100 annuals to add color throughout this public green space.

Attractions for All Ages

The **Philadelphia Park Liberty Carousel** provides great fun for young and old, and also tells one of Philadelphia’s great heritage stories. Philadelphia was once the carousel-making capital of the world. The three biggest fabricators, Philadelphia Toboggan Company, Dentzel, and D.C. Muller & Bro. were all headquartered in Philadelphia in the late 19th and early 20th centuries. Eventually, the exquisite “Philadelphia Style” emerged and

dominated the carousel industry, exhibited by large, strong, and realistic figures. Many of the animals that make up the *Philadelphia Park Liberty Carousel* were modeled in that style.



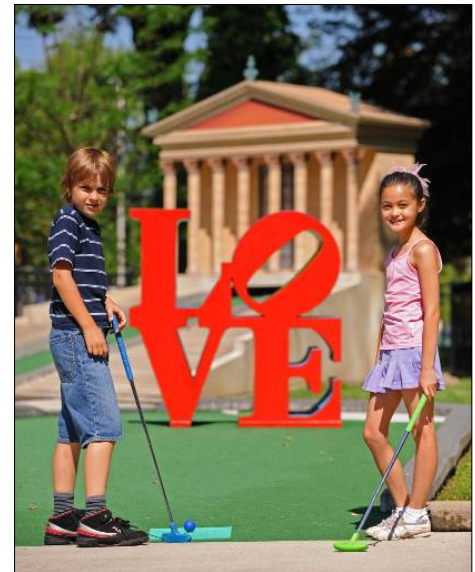
Designed by Chance Morgan of Wichita, Kansas, the *Philadelphia Park Liberty Carousel* is an Americana-style 36-foot carousel with 30 figures. In addition to the “Philadelphia Style” animals, the menagerie includes an eagle, a sea dragon, a lion, an elephant, a seal, and chariots for younger riders or those needing extra accessibility. Philadelphia scenes decorate the interior of the carousel, which is topped off with a glorious traditional lighted finial and beautiful nighttime lighting.

Thanks to the generosity of Mrs. Patricia Chapman and Cash is King, in 2008, hometown racehorse heroes **Afleet Alex** (winner of the Belmont Stakes and Preakness Stakes) and **Smarty Jones** (winner of the Kentucky Derby and the Preakness Stakes) were added to the *Philadelphia Park Liberty Carousel*. *Philadelphia Park Liberty Carousel* tickets: \$2.50 per person (adult or child), FREE for children under 2.

Children and adults also enjoy the uniquely-designed **Philly Mini Golf**. The 18-hole Philadelphia-themed course allows guests to putt through favorite icons including Elfreth's Alley, Benjamin Franklin Bridge, Philadelphia Museum of Art with the Rocky Steps, The Sound of Philadelphia music, LOVE statue, Chinatown Friendship Gate, and on the 18th hole, putt through the crack in the Liberty Bell and land in front of Independence Hall. The course was designed by Castle Golf, from Mesa, Arizona. Philly Mini Golf tickets: \$8 for adults, \$6 for children (3-12), and FREE for children under 2.

In 2011, The Franklin Square Season Pass will continue to be an option for regular park-goers. The pass provides unlimited admission to Philly Mini Golf and the *Philadelphia Park* Liberty Carousel, free rides on the Lightning Bolt Express at special Square events, and other benefits.

Two age-appropriate playgrounds benefit residents, area day care centers, and visitors to the Square. The first playground, designed for ages 2-5, has a group seesaw, a sliding board, bridge, playhouse, monkey bars, fireman's pole, and several levels of climbing fun. Swings include a handicapped-accessible swing, toddler bucket swings, as well as traditional swings. The second playground, designed for ages 5-12, is a fun, bright, colorful, design with climbing and spinning elements. This unique and modern play set is also accompanied by an age-appropriate swing set. On the surface of both areas, there is colorful special turf designed for playground safety. Throughout the two areas, seating is available where families can take a respite while observing their children at play.



Guest-Friendly Features

Once Upon A Nation, also under the Historic Philadelphia, Inc. umbrella, is perhaps most known for its unique brand of historical storytelling on the 13 free Once Upon A Nation Storytelling Benches scattered throughout Philadelphia's Historic District. During the summer months, a storyteller captivates listeners with stories of Franklin Square's varied past, fun historical topics, and communities touched by the Square, all in the shadow of the historic fountain. Special events range from monthly "make and take" activities to holiday lawn games to seasonal attractions such as the Pumpkin Patch, as well as the periodic Lightning Bolt Express train through the Square. **Franklin Square will celebrate its fifth birthday on July 31, 2011.** For a full schedule of special events, many of which are free, visit historicphiladelphia.org.

Unlike any of the other major squares in Philadelphia, Franklin Square has **restroom facilities**. As part of the renovation, the restrooms received a complete facelift, adding wheelchair-accessible facilities and a family facility with changing table.

Birthday Parties and Special Events

From spring through fall, Franklin Square has become a popular venue for birthday parties and special events. From tented cocktail parties and dinners and wedding photographs to a picnic lunch with Mini Golf and Carousel packages, Franklin Square has hosted a range of events. Birthday party packages include a dedicated party attendant, a variety of food options from SquareBurger, Philly Mini Golf, and carousel rides. In 2011, Historic Philadelphia, Inc. will add a permanent Party Grove Pavilion in the northwest corner of the Square. Parties can then take place in flexible space, allowing for a variety of year-round events.



History of Franklin Square

Franklin Square, measuring approximately seven and a half acres, is one of William Penn's five original squares in the design of the city, dating back to 1682. Originally called "North East Publick Square," Franklin Square was renamed in honor of Benjamin Franklin in 1825. Over the years, it has been used as a cattle pasture, a horse and cattle market, burial ground, magazine (storage) for ammunition powder, a drill and parade ground for the American military during the War of 1812, and finally, a city park. In 1837, the city made Franklin Square into a public park and an elegant fountain was constructed at its center. The fountain was restored in 1976 for the City's Bicentennial celebration, but shortly thereafter fell into disrepair. In 1915, the Square was placed under the care and management of the Fairmount Park Commission. The Fairmount Park Commission granted Historic Philadelphia, Inc. the rights to renovate and manage Franklin Square as an outdoor recreational and heritage site, with formal approvals of the site plan from both the Fairmount Park Commission and the Philadelphia Art Commission received in early October 2005. Plans were developed for the Square to retain its intended character as a relaxing green space in the center of the city that began as William Penn's "Green Countrie Towne," while adding attractions and other elements to draw local residents, employees of neighborhood businesses, and visitors alike.

Maintaining the History

In the northeast corner of the Square lies the **original burial ground of the German Reformed Church** (now Old First Reformed Church, United Church of Christ). The church purchased this land from Thomas Penn, son of William Penn, in 1741. During the 18th century, more than 3,100 people were buried here including Philip Phile, the composer of "The President's March," which became the music for "Hail, Columbia," the nation's first anthem, and is still used as the signature piece of music for the Vice President. Phile also composed the music for the inauguration of George Washington in 1789. In 1836, the city reclaimed the site, laid flat the grave markers and covered them with soil to create a public park. Old First Reformed Church continues as an active congregation at 4th and Race Streets. In addition, Historic Philadelphia, Inc. has worked with local police and firefighter organizations to ensure the **Living Flame Memorial**, which honors Philadelphia Police Officers and Firefighters who lost their lives in the line of duty, continues to receive the respect it deserves.

Franklin Square is **free and open to the public**, with the exception of the *Philadelphia Park* Liberty Carousel and Philly Mini Golf, which require paid tickets. Convenient **parking** for Franklin Square is available at the underground lots below the National Constitution Center (enter from Race Street between 6th and 5th Streets) and at the Independence Visitor Center (enter from 5th or 6th Streets, between Arch and Market Streets).

Historic Philadelphia, Inc. enhances the visitor experience and helps strengthen Philadelphia's tourism industry through interpretation and interaction, making our nation's history relevant and real. Historic Philadelphia, Inc.'s programs include the Betsy Ross House, Once Upon A Nation storytelling and Adventure Tours, Franklin Square, and Lights of Liberty. For more information, (215) 629-4026 or visit www.historicphiladelphia.org or buy tickets in person at the Historic Philadelphia Center, 6th & Chestnut Streets. Follow Franklin Square at <http://twitter.com/FranklinSq> or on Facebook at <http://on.fb.me/FranklnSquareFB>.



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