

# Planned Parenthood Queens: Diane L. Max Health Center

Queens, New York



**SQ FT**  
**14,400 BGSF**  
Clinic Building



**OWNER/AFFILIATION**  
Planned Parenthood  
of New York City



**ARCHITECT(S)**  
Stephen Yablon  
Architecture



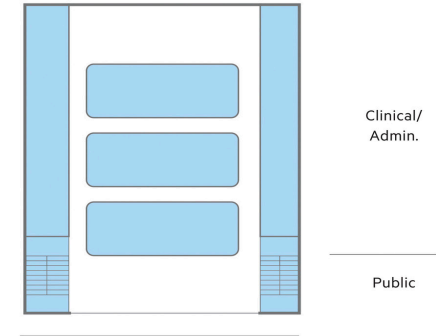
**COMPLETION DATE**  
May 2015



FRONT FACADE PERSPECTIVE

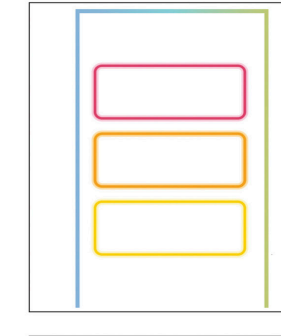
© Michael Moran

Simple Organization

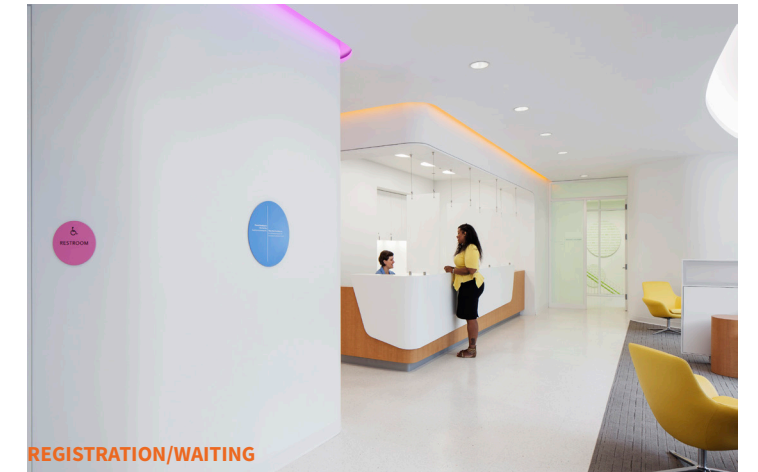


45th Road

Color Wayfinding System



45th Road



REGISTRATION/WAITING

## PLAN ORGANIZATION DIAGRAM

## ABOUT | DESIGN INTENTIONS

For its first center in Queens, New York City, Planned Parenthood sought a facility that was a **bold expression of its commitment to state-of-the-art care for all, provided an excellent patient experience, and welcomed one of the most diverse communities in the world.** The building's contemporary design contrasts with its brownstone neighbors, establishing itself as a welcoming and important community institution. **The simply-planned, sleek, and light-filled interiors are uplifting and easy to navigate, reducing patient stress. A bold color system aids in orientation for the diverse users and brings spatial delight throughout.**



WAITING ROOM

© Michael Moran



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*“The plan organization is clear, simple and easy to navigate.”*

## STRATEGIES

### Responding to Neighborhood

The facility is located in a low scale residential and light industrial neighborhood in Long Island City, Queens.

### A Welcoming Institution

Waiting areas and stairwells are located along the street wall with large windows; creating a public presence for an important neighborhood institution.

### Understanding Building Scale

The asymmetrically composed facade stands out from its neighbors yet is sensitive to the scale of the street.

### Natural Light

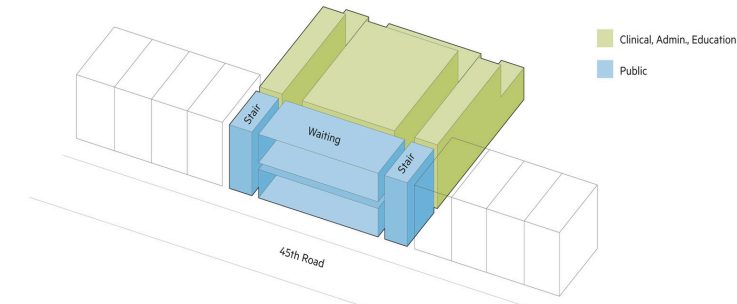
Opportunities to bring in natural light are maximized throughout.

### Use of color for wayfinding

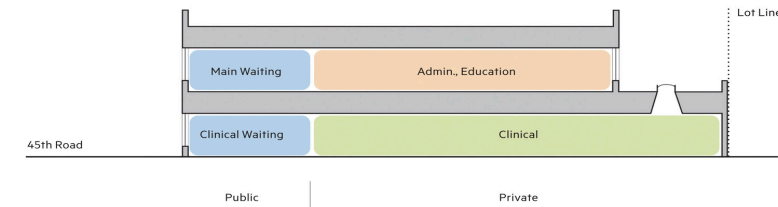
The plan organization is clear, simple and easy to navigate. A system of color accents provides wayfinding for a diverse community, expresses the value of each individual's choice, and brings spatial delight throughout.



## PROGRAM DIAGRAM



## PROGRAM ORGANIZATION



## MAXIMIZING NATURAL LIGHT



## STRATEGIES

### Approach

Planned Parenthood of New York City sought an open, light-filled, uplifting reproductive health facility that would be an expression of the future of the organization, welcome the diverse residents of the borough, evoke respect for patient dignity and individual reproductive health choice, and provide an excellent patient experience, particularly for the youth in the borough. Design challenges included creating open and welcoming spaces while meeting security requirements, optimizing opportunities for natural light on a zero lot-line site, a limited footprint which required clinical spaces to be located on two floors, and inserting an institutional building into a primarily low scale residential street.

Primary design goals were to create a bold and inviting public presence and to provide a welcoming and easy patient experience. The exterior is modest and sensitive to the street scale yet its sleek, contemporary design stands out next to its brownstone neighbors, establishing the facility as an important community institution. Waiting areas and stairwells are located along the street façade with large windows, creating an open and inviting presence. The simple, clean layout maximizes natural light and is easy to navigate, reducing patient stress and helping staff work more effectively. A bold color system aids in orientation and brings spatial delight throughout. The spirited yet calming architecture offers an uplifting experience for patients and staff and serves as a model for future facilities.



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## 2016 AIA/AAH DESIGN AWARD WINNER

**Category:** Built, less than \$25 million in construction cost

**Project:** Planned Parenthood Queens: Diane L. Max Health Center

## JURY COMMENT

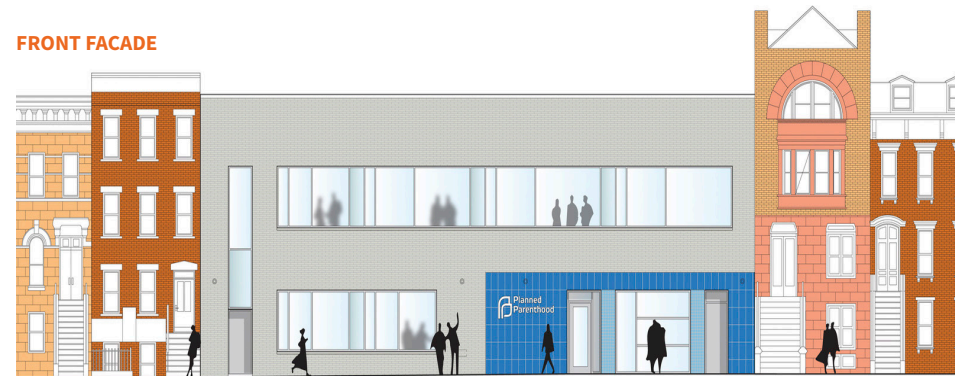
- ▶ The scale and contextual response of this clearly executed project is commendable.
- ▶ The articulation of the façade maximizing view of the tree canopy, thoughtful use of color and details, furniture selection and integration of graphics are well orchestrated.
- ▶ For a modest \$5 million budget, the project achieved a high level of consistency and sophistication.

## PROJECT SUMMARY:

Project location: Queens, New York  
Owner/Client: Planned Parenthood of New York City  
Architect: Stephen Yablon Architecture  
MEP engineer: IP Group Consulting Engineers  
Lighting: Cline Bettridge Bernstein Lighting Design  
Environmental graphics: Calori & Vanden-Eynden  
Medical planning: DaSilva Architects  
Cost estimating: Nasco Construction Services  
Project management: DenhamWolf  
General contractor: Constructomics, LLC.  
Photographs: Michael Moran Photography  
Construction cost: \$5.5 million  
Building area GSF: 14,400 sf  
Construction start date: May 2014  
Substantial completion date: May 2015  
Phased Opening: Fully open as of March 2016



**LOCATION:** LIGHT INDUSTRIAL AND RESIDENTIAL NEIGHBORHOOD



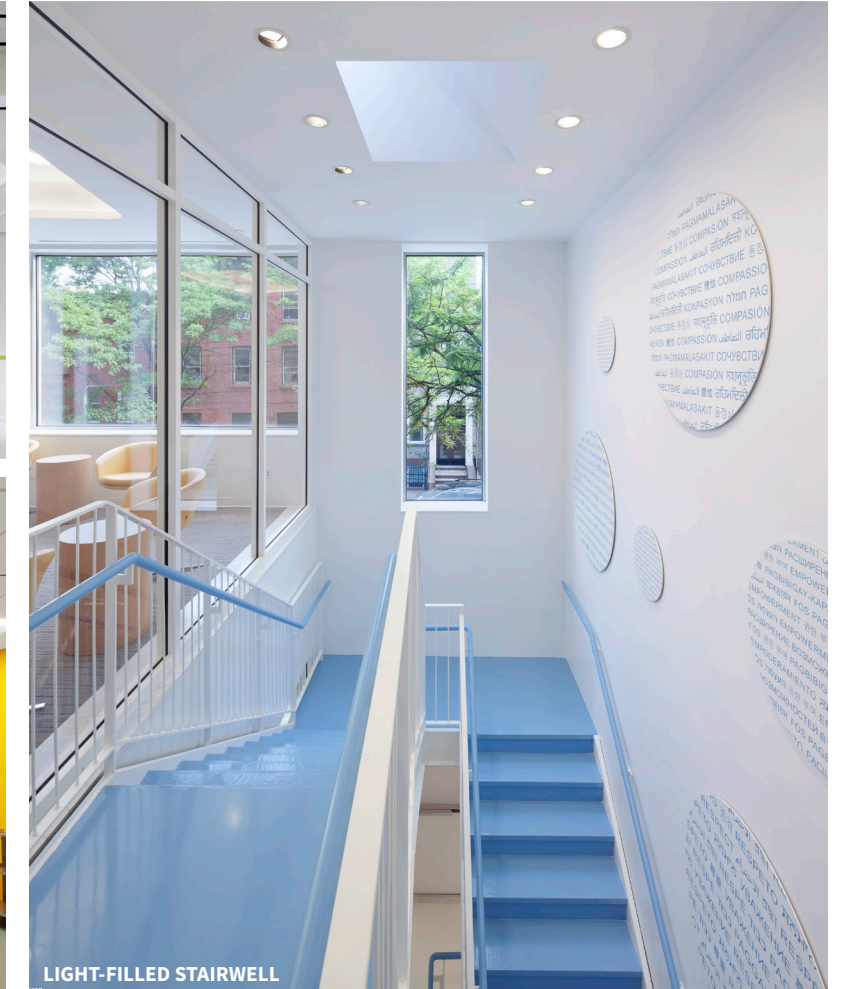
**FRONT FACADE**



**COLORFUL GRAPHICS**



**EXAM ROOMS**



**LIGHT-FILLED STAIRWELL**