Planned Parenthood Queens: Diane L. Max Health Center
Queens, New York

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.

Plan Organization Diagram

About | Design Intentions

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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.

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 AWARDS 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
 Phase opening: Fully open as of March 2016

LOCATION: LIGHT INDUSTRIAL AND RESIDENTIAL NEIGHBORHOOD

LIGHT-FILLED STAIRWELL