

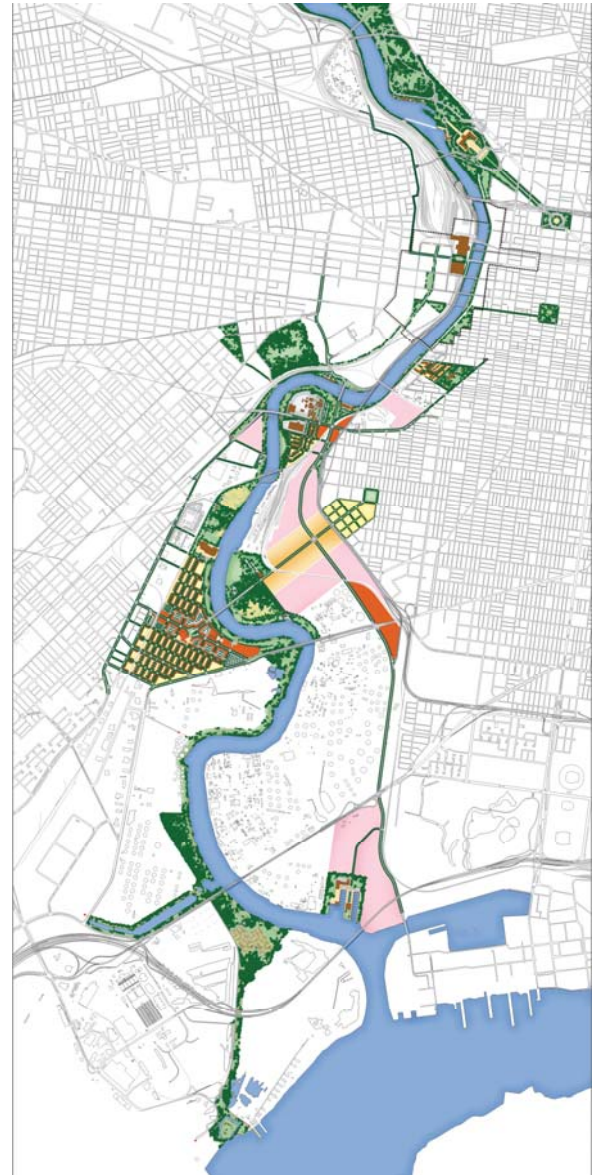
Tidal Schuylkill River Master Plan

This project focused on drafting a master plan for the eight mile-long tidal portion of the Schuylkill River. In Philadelphia, the Schuylkill River is the “Hidden River”. Most neighborhood residents know nothing about it or its essential contribution to the evolution of Philadelphia as one of the great cities of the United States. Its rich cultural heritage and diverse biological landscape have been overshadowed by post-World War II features – an expressway, large billboards, public housing projects, expanded tank farms, an international airport and numerous office buildings.

The public involvement goals of the master plan project focused on the identification of the features in the cultural landscape where residents and visitors could directly encounter a historical narrative that would engage, entertain and inform them. The thematic idea was to define narratives and interpretive modalities that would make encounters and engagement meaningful, delightful and memorable to a new river constituency.

JSA coordinated the work of a multi-stakeholder “Community Engagement Team” which implemented a 12-month public participation process. Members represented community-based organizations, a National Park Service team, advocacy organizations, government agencies and universities. The larger project team was led by EDAW.

A three-day design charrette hosted by the University of Pennsylvania, three rounds of public meetings in near-River neighborhoods, walking tours, extensive print and electronic media coverage and thorough information/education presentations to numerous community groups comprised the core of JSA’s program.



Location Philadelphia, PA

Client Schuylkill River Development Corporation

Contract amount \$59,000

Project duration May 2001-June 2002

