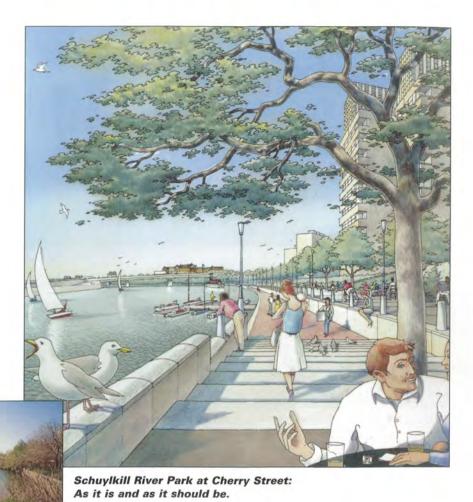
Reclaiming the Tidal Schuylkill River: 1992-2002









We dedicate this report to Charles F. Ludwig, Esq. Over the years he made an extraordinary number of contributions to his community, not the least of which was his service on the SRDC board. He served since 1995 and was our Vice Chair since 1998. We will remember him fondly for his enthusiasm and dedication to revitalization of the river and its potential to make Philadelphia a bet-

Dear Friends,

As the new century establishes itself, we are looking at bright opportunities for positive change on the Tidal Schuylkill River in Philadelphia.

Thanks to the efforts of SRDC and many dedicated individuals, foundations, corporations, neighbors, community members, and government representatives, progress is being made on the eight-mile "lower river," between the Fairmount Dam and the Delaware River. As predicted by Philadelphia's forefathers, this section of the river offers unusual opportunities to plan for and encourage improvement in the natural, physical and economic environment.

Since its inception in 1992, SRDC has committed itself to build consensus and set forth workable projects and partnerships for the benefit of the City, the Commonwealth, and the region. There are many we need to acknowledge but principally the efforts of John Randolph. His energy and commitment over the past ten years has kept the vision of a revitalized riverfront alive and built a solid foundation for growth.

While we continue to make progress, we still have a way to go. With renewed commitment from our stakeholders, we are fast approaching an era where the Tidal Schuylkill will cease to be Philadelphia's "hidden river," and reassert itself as a valuable urban resource. Through collaborative goal-setting, and a firm spirit of cooperation and common purpose, we are turning daunting riverfront challenges into actionable economic development and recreational opportunities.

John Francis Gough Chairman Board of Directors

Panoramic from under the 30th Street



A Brief History of the Tidal River

Beauty in a city is economy. Visitors are attracted by splendid parks and parkways, by playgrounds and handsome buildings; and Philadelphia, situated as she is on the direct line between Washington, Baltimore and New York, is in an advantageous position to detain the visitor, who may perchance fall in love with the splendidness of the City for which it is famous, and make it a permanent home. Looking at the Tidal Schuylkill River from a purely utilitarian standpoint, the benefits to the municipality need no spokesperson.

> — John Frederick Lewis The Redemption of the Lower Schuylkill, 1924

The Schuylkill River is a natural resource with a rich and diverse history. The river is recognized nationally for an important role in U. S. history as the first spine of the nation's industrial growth, its role in the revolutionary era and home of engineering marvels and cultural landmarks like the Fairmount Water Works and Historic Bartram's Garden.

At least 400 years of history are still evident in the Schuylkill River's cultural landscape. Evidence of the Lenape Indian culture that flourished on the river banks in the 1600s remains in name only. Lenape lifeways are recalled in place names such as Tioga, Manayunk, Tacony, Aramingo and Passyunk. Passyunk ("in the valley") was an unusually large Lenape summer station. Present day Passyunk Avenue crosses a portion of the original site.

Even today, it is not entirely clear who the first Europeans were who encountered the Schuylkill River. The Dutch West India Company built a trading post, Fort Beversrede on the east bank of the Schuylkill just north of today's Platt Bridge. A number of Swedish and Dutch settlers established farmsteads along the Delaware and up the Schuylkill by the mid 17th century. The Dutch explorer Arendt Corssen left us the name "Schuylkill," which in Dutch means "hidden river."

The legacies of 18th and 19th century are a number of historic houses (Historic Bartram's Garden, The Woodlands), military posts (Ft. Mifflin), municipal water systems (Fairmount Water Works), public ventures (Naval Home), institutions (University of Penn, Drexel, the Post Office and Children's Hospital) as well as a number of bridges.

For more than 80 years, Philadelphia was launched on a course of sustained growth. By 1900 the City's population exceeded 1,290,000 and by 1950 it had grown to over two million. The Schuylkill River reflected this tremendous growth: wharves and piers, factories and warehouses, grain elevators, coal yards and refineries, clustered for four miles along the river. The number of bridges proliferated to accommodate railroads, trolleys, autos, and bus traffic across the river. Factory run-off was steadily contributing, along with refuse from slaughter-houses at 30th and Race, to the increasing pollution of the river.

John Frederick Lewis (1860-1932) was a member of the Executive Committee of the "Comprehensive Plans Committee of the City of Philadelphia," and Chairman of its Sub-Committee on Parks and Parkways advocated the redemption of the Lower Schuylkill in an address to the Honorable W. Freeland Kendrick, Mayor of Philadelphia.

Lewis' 1924 call to action, The Redemption of the Lower Schuylkill, precipitated a growing City focus on the river's potential. In 1947, Edmund Bacon, head of the City Planning Commission introduced a plan for riverfront development and some twenty years later, the Fairmount Park Commission led a plan for the Schuylkill River Park. Designed by John Collins of the Delta Group, the first phase of the River Park was constructed between 1978 and 1987. SRDC's efforts were then launched in 1992, with a redesign and update of the existing River Park plans.

Since then a number of public and private initiatives have played a major role in beginning to bring the river back to life. Even so, today a large portion of the Tidal Schuylkill River is in industrial use. Over 54 percent is currently devoted to manufacturing, utilities, parking and transportation. Efforts remain focused however on the underutilized and vacant parcels as opportunities for positive development and reuse.

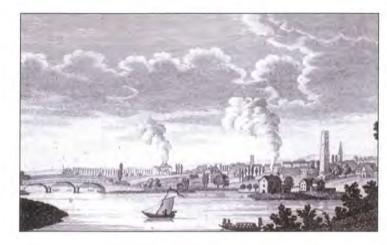
The river from Spruce Street, 1774

Market Street Bridge in the early 1800s

Looking north from South Street in the mid -1800s

Chestnut Street Bridge, 1924









Founding of the Schuylkill River Development Council

he Schuylkill River Development Council (SRDC) was created in 1992 by riverfront residents who saw an opportunity where others saw a post-industrial wasteland. Established on June 6th, 1992 as a nonprofit organization, its first mission was to complete the City's plan to create a public park on the banks of the tidal Schuylkill. It was envisioned that the River Park would enhance Philadelphia's already world-famous parks and "dramatically transform the soul and spirit of the City." (1994 Annual Report).

Under the leadership of John Randolph, Executive Director and Founder, an active community-based board secured the authorization of Mayor Ed Rendell to seek funding for River Park construction. Among SRDC's first board members were: Jeremy Alvarez, Dennis Arouca, Dwayne Ashley, H. Leonard Fruchter, John Higgins, Jim Kahn, Esq., Marc Lapayowker, MD, Paul Levy, Bill Marston, Bill Mifflin, Peter Nalle, Sara Nichols, John Randolph, Patrick Starr and Mark Viggiano.

An article in the Philadelphia Inquirer called "Dream Revived for a River Park," caught the attention of The Pew Charitable Trusts and the William Penn Foundation. These foundations provided the initial planning funds to launch the River Park project. As a



result, SRDC was able to revise and update an existing Schuylkill River Park plan created by The Delta Group in 1967 and begin securing funds for construction.

In 1995, working in partnership with the Philadelphia Streets Department and the Fairmount Park Commission, the project was awarded more than \$8 million in federal funds and \$2 million in private funds for planning and construction. The River Park project received support from federal and state legislators, including U.S. Senators Specter and Santorum, U.S. Representatives Borski, Brady and Fattah: State Senator Fumo and Representatives Perzel, Josephs and Evans. A number of corporations became important contributors. Without the support of First Union (CoreStates), CIGNA, PECO, Sunoco, and others, our success would not have been possible.



Dream revived for a river park

Imagine a bike path and paddle boats on the Schuylkill's east





Getting Started – Schuylkill River Park

he completion of the trail and park remains SRDC's first and most important priority in terms of existing and planned riverfront improvement projects. Its design consists of a 1.3 mile long esplanade which extends the Fairmount Park West River and Kelly Drive trail system south along the east bank of the tidal portion of the river through the heart of Center City and West Philadelphia. The park features a pedestrian and bicycle trail which will link with the Schuylkill River Trail to Valley Forge 22 miles upstream.

Park design and construction was organized in three phases. Phase I consisted entirely of bullkheading work along the eastern bank of the river corridor from Vine Street to Cherry Street and from Chestnut Street to Walnut Street. This metal and concrete wall defines the edge of the park and provides the stability and basic infrastructure to support the new uses and landscape improvements that will characterize the park. The bulkhead was completed in Spring 1998.

Phases I and II of the project have been funded by ISTEA, the Commonwealth of Pennsylvania, and the City Streets Department. Final construction documentation, funded by the William Penn Foundation, and bulkheading work has been completed. The total project cost is \$22 million and includes a trail, open green space, and the study and development of a public dock.

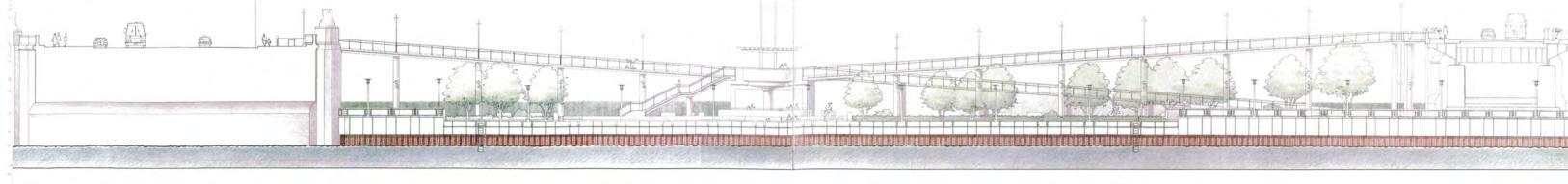
Phase II consists of the trail From West River Drive to Locust Street, a pedestrian ramp connecting the Market and Chestnut Street bridges to the river and bulkhead railing and lighting from Vine to Locust Streets.



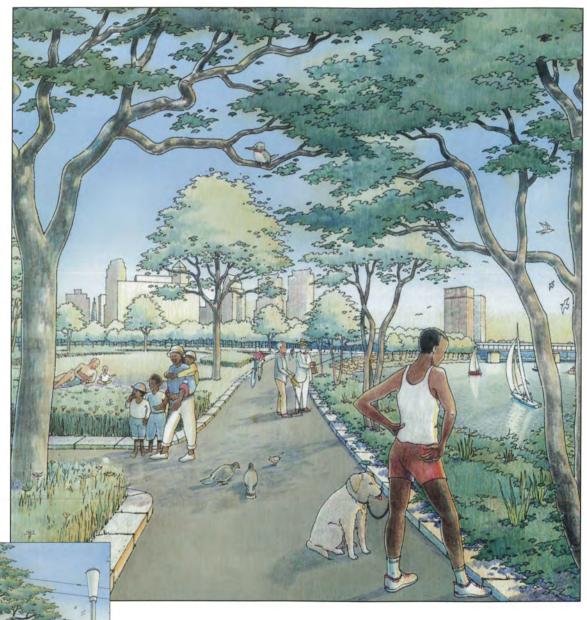
Crane installing pre-cast concrete panels at Cherry Street as part of the bulkhead project

Phase III is the final site improvements that include terracing, landscaping and public art. Fundraising efforts for Phase III are ongoing. Over \$2 million out of the \$5 million needed is now in hand through the support of the U.S. Senators and Representatives of the Philadelphia delegation. SRDC is currently seeking a match from other public and private sources.

When completed, the River Park will serve as a catalyst for the creation of a proposed continuous greenway extending from Center City to the Delaware River.



Looking south from Spring Garden Street



Looking south toward the railroad bridge

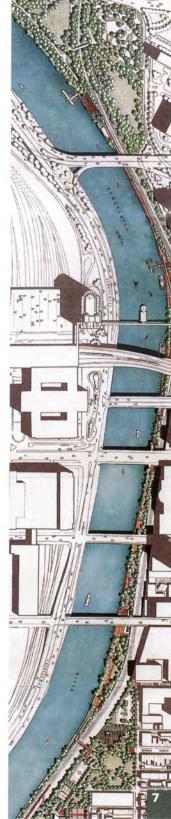
Schuylkill River Park

Top: Pedestrian ramp and stairs from the Market & Chestnut Street Bridges

Right: River Park Master Plan The Delta Group, 1993







Getting People Back on the River

River Recreation The Community Rowing Program, run in partnership with Fairmount Park, Temple University Rowing, Concerned Black Men, the Department of Recreation and the Philadelphia School District, served more than 1,700 people during its operation from 1997 to 2000. The program was funded by the William Penn Foundation, The Barra Foundation, Knight Foundation, Comcast Metrophone, the Lawrence Saunders Fund, Philadelphia Newspapers, Inc. and the Philadelphia Tribune.

As a result, many individuals experienced rowing for the first time, including more than 150 deserving youth from area public schools. Vesper Boat Club and Bachelor's Barge Club on Boathouse Row were strong partners, providing facilities and instructors. SRDC looks forward to exploring the potential of a community rowing program on the lower river in the future.









Special Events Schuylkill River Festival was held annually until 1999 to promote the active use and enjoyment of the riverfront and to support revitalization efforts. Its primary goal was to bring people back to the riverfront by offering a number of special events, music, art, children's theatre and sports programs. Included in the festivities was a 5K run, as well as games and amusements for all ages. The Festival was supported, among others, by Sunoco, Trigen, Historic Landmarks for Living, CoreStates, Rosenbluth, Mellon PSFS, PECO Energy, and CIGNA Foundation and attracted more than 1,500 people over three years.



River Festival included boat rides from Walnut Street to the Fairmount Water Works and Historic Bartram's Garden.



Girls United To Save the Environment (GUTSE) help to weed and plant trees in the future River Park.

Community Clean-ups In SRDC's early years, many community members, university and high school students and neighbors pitched in to help clear and clean the river park area. Various efforts including the Build-a-Park program, Penn's Into the Streets Day, Girls United to Save the Environment, and PhilaPride co-sponsored clean-up events for the River Park.

Increasing Public Awareness



Conferences SRDC worked with number of organizations to plan a series of three annual conferences, *Spotlight on the Schuylkill*, to explore the present and future impact of the Schuylkill River as a regional cultural, historic and recreational resource. These conferences brought forth fresh ideas, including an increased awareness of the potential for the development of the river from Center City to Historic Bartram's Garden. Featured speakers included Ann Breen, Director of the

Waterfront Center, Washington, DC; Joseph Marfuggi, Executive Director of Hartford's Riverfront Recapture, Inc.; John Southgate, Portland Development Corporation, David Carter, Deputy Director of the Waterfront Regeneration Trust, Toronto and George Nicholson, Chairman, London Rivers Association

Top: Spotlight on the Schuylkill boat tour visits the Fairmount Water Works

Right: Joe Marfuggi and John Randolph compare rivers



Publications and Publicity Over the years, SRDC's efforts to revitalize the riverfront were the subject of numerous articles, editorials, TV and radio pieces. To spread the word, newsletters and annual reports were distributed to an extensive list of members, sponsoring corporations, foundations and government officials.





Exploring Opportunities

Dock and Ferry Study In 1996, with a grant from the PA Heritage Parks Program, SRDC commissioned a study by TAMS Consultants of Boston to determine the feasibility of creating a ferry system and docks that would connect the tidal Schuylkill's historic sites (Fairmount Water Works, Historic

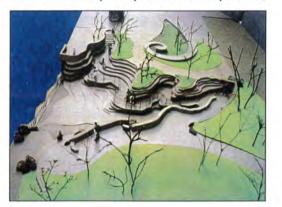


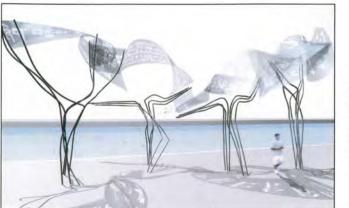
Bartram's Garden and Fort Mifflin) with Penn's Landing. As a result of the study, a dock was built at Fort Mifflin and both the Water Works and Historic Bartram's Garden have received partial funding for their docks.

Public Art To follow-through on a famous Philadelphia tradition, SRDC incorporated public art into the plan for the River Park. In 1997, three nationally prominent artists—Mierle Ukeles from New York, and the team of Winifred Lutz and Stacy Levy from Pennsylvania,

were chosen from a field of 321 international competitors by a public art advisory committee composed of leaders from Philadelphia's art community. The public art project was funded by the National Endowment for the Arts, the Samuel S. Fels Fund and the Dolfinger McMahon Foundation among others.

Levy and Lutz project, called "Confluences" centers on the natural process of the moon-induced six-foot tide. A tidal basin south of the Walnut Street Bridge makes the ever changing twice daily tide directly observable.





Mierle Ukeles' project interprets the universal cleansing power of water. Located at the Cherry Street plaza, four stainless steel bent tube structures support metal mesh waves. Texts from many different cultures, celebrating the cleansing power of water, are incised into the mesh.

Exploring Opportunities

... continued



Schuylkill Gateways Master Plan In 1999, with a grant from the William Penn Foundation, SRDC commissioned Wallace Roberts and Todd (WRT) to create a master plan to enhance the connections between Center City and West Philadelphia. The plan identified

short-term implementation projects and long-term planning projects to strengthen and connect communities along both banks; improve pedestrian friendliness of the bridges, includ-

ing safety and lighting; and incorporate public art projects to make crossings more attractive.

Top: Outdoor restaurants on the deck covering the railroad tracks between Market and Chestnut Streets

Right: Pedestrian plazas and new landscaping welcome visitors to the river in front of the 30th Street Post Office



Schuylkill Explorer Based on similar successful programs in other cities, SRDC investigated the possibility of developing a water-based educational program on the Schuylkill. Thanks to grants from the PA Heritage Parks Program, Coastal Zone Management, and the National Environmental Education and Testing Foundation, SRDC and the Academy of Natural Sciences launched an effort to study the potential of an interdisciplinary boat-based environmental science program for middle school students. In 1999, Advisory Team members evaluated other watershed edu-



cation programs. Over the summer two groups of teachers from the Philadelphia School District joined middle school students in assessing water quality with Academy scientists aboard the Academy's research vessel. In addition, a study on boat operations, feasibility and financing was completed by The International Waterfront Group from San Antonio, Texas.

Students perform water quality tests aboard the Academy of Natural Sciences' vessel

Planning for Change

o capitalize on the river's potential, in 1998 SRDC began a strategic planning process funded by the William Penn Foundation. Basically the plan was needed to help leadership and management shift from its previous "park" focus to a comprehensive approach to the entire eight mile stretch of river. The highly collaborative process called for numerous stakeholder interviews as well as analysis of related national and local models. The goal was to develop a sustainable organizational strategy to lead both short and near term improvements.

One of the first steps was the restructuring of the SRDC Board Committees. In addition to a new Executive Committee, a Business Development Committee and a Technical Advisory Committee were formed and began to meet in early 2000. With a focus on staying streamlined and supportive of the mission of Tidal Schuylkill revitalization, these committees examined issues of leadership and governance, financial solvency and economic competitiveness, and technological support and capacity, respectively. As a result, SRDC strengthened its capacity for leadership and performance.

The SRDC Executive Committee made important contributions. Major stakeholders at the federal, state and city level became increasingly involved in the process. A new position of Executive Director was created to compliment the President's leadership and key partnering relationships further enhanced SRDC's ability to meet goals and objectives in a timely manner. Improved and updated technology resources further enhanced SRDC's communications.

After considerable groundwork between SRDC and potential stakeholders, the Pennsylvania Department of Conservation and Natural Resources (DCNR) announced in March 2000 that SRDC was the recipient of a \$500,000 matching grant to develop a Master Plan for the Tidal Schuylkill. The state acknowledged that this was the largest grant of its kind ever made by DCNR. In addition to the increased public and private investments, the grant played a vital role in expanding SRDC's role in riverfront revitalization.

The Tidal Schuylkill Master Plan is a multi-million dollar revitalization effort being led by SRDC, in partnership with a 35-member Task Force. The Task Force reflects the diverse interests that stand to be affected by the revitalization of the Tidal Schuylkill riverfront: its members represent both public and private sectors, as well as local, regional, state and federal entities. The plan encompasses three major reaches between the Fairmount Water Works and the Delaware River. The area is characterized by many abandoned and underutilized industrial sites, with river access as a pressing concern. Leading the planning team is EDAW, Inc., a land use and community development planning firm with successful water-front redevelopment projects across the country and around the world.

In addition to DCNR, the planning process is supported by key institutions and agencies including: the PA Department of Community and Economic Development, the William Penn Foundation, the National Park Service, the U.S. Environmental Protection Agency, the U.S. Army Corps of Engineers, the Philadelphia Water Department's Office of Watersheds, and the City of Philadelphia Commerce Department.

Expanding the Vision

The revitalization of the Tidal Schuylkill in Philadelphia offers tremendous opportunities to improve the quality of life throughout the region. Through sound land use planning, conservation, public stewardship and economic development, the river is uniquely positioned to provide substantial benefits and serve as an important resource for the City and the Commonwealth.

Through a comprehensive process involving multiple stakeholders, the organization's goal is to create a sustainable strategy directed to the long-term physical, social and economic development of the Tidal Schuylkill. To achieve visible results, SRDC seeks to promote waterfront activities, build consensus and effective partnerships, encourage public civic participation and stimulate public and private investments along the entire urban stretch of the river.

Through a coordinated effort for planning and implementation, we have the potential to:

- Achieve visible Environmental, Economic and Social benefits along the Tidal Schuylkill
- Capitalize on investments and improvements underway
- · Coordinate federal, state and city interests into a unified plan for action
- · Promote and market commerce, tourism and recreation
- · Encourage public and private investments

A comprehensive approach to riverfront development offers significant benefits to all stake-holders. This new "tack" for the organization involves the creation of a public/private partnership. In the past year, SRDC's transition to an expanded role has made steady progress and is being well received by existing and future river stakeholders. A working partnership

of federal, city, state agencies and private institutions will enhance SRDC's capacity to raise funds, manage project, and increase public support for both the near and long term development of the Tidal Schuylkill river. The completion of the River Park project remains a focused priority as part of its new strategy to manage and lead the development of a vibrant new riverfront.

Far right: Looking north towards Center City

Right: Looking south towards Center City

Highlights and Accomplishments

- 92 Dream Revived for River Park article Inquirer Initial planning grants totaling \$550,000 from The Pew Charitable Trusts and the William Penn Foundation
- 93 ISTEA Transportation Enhancements Grant for \$2,090,000 for River Park
- 93 Revision of the City's 1983 River Park Master Plan by the Delta Group funded by William Penn Foundation, McClean Contributionship, Connelly Foundation
- 93 95 Monthly volunteer park clean-ups (Build-a-Park)
 - 94 ISTEA Transportation Enhancements Grant for \$1,994,695 for River Park
- 94 96 Spotlight on the Schuylkill Conferences sponsored by PECO Energy
- 94 99 5K Trail Run sponsored by Volvo (Mid-Atlantic USATF Grand Prix Circuit)
 - 95 ISTEA CMAQ grant for \$5,000,000 for River Park Phase 1 bulkheading
 - 95 The Waterfront Center Annual Award for Excellence for the River Park Plan
- 95 99 Schuylkill River Festival Sponsors include Mellon PSFS, Sunoco, Trigen
 - 96 Three national artists selected through River Park Public Art Competition funded by the Samuel S. Fels Fund, Independence Foundation, and the Dolfginger McMahon Foundation
 - 96 Federal Highway Administration, Exemplary Transportation Enhancements Project Award
- 96 98 River Park construction Phase 1 bulkheading completed
 - 97 PA Economy League completes its study, "Understanding the Economic Value of Schuylkill River Park"
 - 97 American Rivers' Urban Hometown River Award
- 97 00 Fairmount Park Community Rowing Program supported by Knight Foundation
- 97 99 River Park Gala
 - \$24 million riverbank warehouse conversion opens (152 unit Locust on the Park) National Endowment for Arts grant award of \$75,000 to fund public art projects by Mierle Ukeles and Stacy Levy and Winifred Lutz. Other funders include the PA Council on the Arts and Samuel S. Fels Fund
 - 98 Construction Documents for Phase 3 of the River Park completed
 - National Awards for Environmental Sustainability, Certificate of Achievement
 - OO SRDC Strategic Plan funded by William Penn Foundation PA DCNR (Growing Greener) awards \$500,000 matching grant for Tidal Schuylkill River Master Plan
 - 01 \$65 million riverbank warehouse conversion opens (Left Bank)
- 01 02 Tidal Schuylkill Master Plan Task Force established 45 member advisory council in support of river planning and development. Master Plan supported by PA DCNR, PA DCED, the William Penn Foundation, US Army Corps of Engineers, Philadelphia Water Department Office of Watersheds



Looking south towards Center City

A Dream Revived

rom my earliest memories, water has always had a mystical attraction upon me. In childhood, it brought me to its edge to play, to observe, to lose myself in the scintillation of the sparkling moonlight. And it eventually led me to move with my new bride to the Rittenhouse area in the early 70s, in part drawn by the promise of the river park. It was only much



later that I learned of water's almost universal appeal, perhaps best captured by anthropologist Loren Eiseley who once observed, "If there is magic on this planet, it is contained in water."

Hope for the River Park was kindled in 1978 when a portion was constructed near 25th and Spruce. However, after the Community Garden area was completed in '87, work stopped. What would it take to get things started again? Over ten years ago, a small cadre of friends and neighbors, including our founding board members Bill Marston and Jim Kahn, started to meet monthly to find an answer. At the time, there was little interest from the City in completing the River Park, much less doing anything else further down the river. Then an article appeared in the Philadelphia Inquirer titled "Dream Revived for a River Park" detailing the volunteer work being done to jump start the park. Amazingly, The Pew Charitable Trusts called several days later to request a presentation.

This meeting resulted in our first grant and thus SRDC was underway. And what a propitious time it turned out to be! Unbeknownst to us, President Bush had signed a law known as ISTEA that provided a totally new category of funding for things like bike and pedestrian paths which fit perfectly with what we were trying to accomplish. Three years and three grants later, and with the partnership of the City Street's Department and the Fairmount Park Commission, over \$8 million was raised for the River Park.

Since those early days, SRDC has undergone enormous change and development. We have seen our focus evolve from a grass-roots park-centered project to a more comprehensive effort addressing the long-term benefits of riverfront restoration. This vision for the entire eight-mile stretch from the dam to the Delaware is now supported by key government stakeholders as well as major cultural, educational and environmental institutions. Most significantly, the City Department of Commerce has begun to assemble riverbank properties that will extend the River Trail from Locust Street to Historic Bartram's Garden.

As SRDC changes its focus from the River Park to the river, the organization itself needs to change. Many of our board members can remember the numerous meetings over the past years discussing the merits of river development organizations in other cities. Today, we believe we have found a solution. A coalition of public and private stakeholders has stepped forward to support the vision of an ongoing revitalization of the tidal Schuylkill.

I believe this is an extraordinary opportunity for SRDC, as it represents the fulfillment of an important goal: the creation of a sustainable public private partnership that will plan and implement long term positive change on the tidal river. Personally, it fills me with pride as well as immense gratitude for all those who have helped in the past ten years. Without the leadership of the entire board, the hard work of our dedicated staff, and those who generously gave of their time, talent and treasure, we would never have come so far. At the risk of disappointing those left unmentioned, I would like to single out for special thanks our board chairman, John Francis Gough, who has given unstintingly of his immense talent; Brian Edmonds, George Henisee, Charles Ludwig, Peter Nalle, Karen Randal, and T.J. Reilly, our Executive Committee; Louise Turan, who first as consultant and then as Executive Director has guided the development of the organization and more importantly has been a great friend; and finally my family: my mother and father, Missy, Rachel and Kate, who have encouraged my passion for the river.

John Randolph President Board Members, 1992 - 2002

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Printing & Layout: Pearl Pressman Liberty
History content: Avi Decter, Managing Partner, History Now
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