

Bridesburg Riverfront Park Master Plan Engagement Process

Delaware River City Corporation



Site in relation to the residential center of Bridesburg.

The Bridesburg Riverfront Park public engagement process was an interactive six month process with the Bridesburg community, DRCC, and Philadelphia Parks & Recreation culminating in a community-informed master plan for a 10 acre parcel of land on the North Delaware River.

To kick off the engagement process, we facilitated a stakeholder workshop with Bridesburg civic and business leaders to talk about the strengths, weaknesses, opportunities, and threats of the Park. We discussed effective outreach strategies so that our three community-wide meetings would be inclusive and effective. We then facilitated a series of three public meetings through presentations and a range of interactive activities designed to gather residents' opinions, concerns, hopes, and priorities to inform the master plan design.

As a result of this engagement-based design process, the Park will respond to the community's hopes and dreams—offering a variety of experiences and places for events, inspiring views of the water, and opportunities for casual exploration of the natural world—to become a new destination along the expanding North Delaware River Greenway. After nearly fifty years of promise, Bridesburg Riverfront Park will soon provide residents access to a significant open space at the riverfront. Our work culminated in a graphic report that has been actively employed to seek grants and catalyze resources to fund the final design and construction of the Park.



Cultural Element Ideas	Priority Preferences		
	First	Second	Total
Meatballs, marzls, or an other community	8	1	9
Interactive signage about history of community	8	4	12
Raised and covered performance venue (stage or bandstand)	14	1	15
Uncovered, stepped performance venue (amphitheater)	3	9	12
Gathering area for events, festivals, or parades	25	1	26
Veterans Memorial	4	3	7
Greenway park entrance	1	6	7
Participatory Ideas			
Neighborhood, viewing houses w/ colored lights (during sunset)	3	6	9
Total Counts	58	28	86



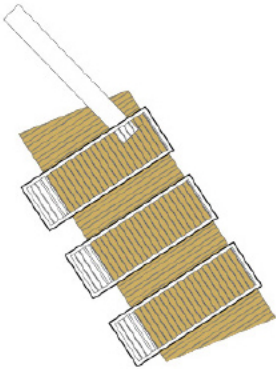
*work produced while principal at Locus Partners

Bridesburg Stakeholder engagement preceded community meetings to establish buy-in, vet interests, understand constraints, and inform content. The iterative engagement process invited residents to understand conditions, reveal aspirations, and define priorities to envision an open space resource for their community.

Bridesburg Riverfront Park Conceptual Pavilion Design
Delaware River City Corporation and Philadelphia Parks and Recreation



Pavilion designs are based on occupancy codes; furniture and seating layouts; structural limitations; and materials that meet PPR's standards for care and maintenance.



During the master plan for the 10 acre park, we introduced the idea of including structures to support programming in the landscape. The architectural features were conceived of as a family of handsome, simple structures—similar to one another in materials and construction techniques yet architecturally distinct for Bridesburg Riverfront Park. Each of the three pavilions, rain garden brides, and boardwalk was thoughtfully sited and developed to a level of detailed conceptual design during the master plan phase.

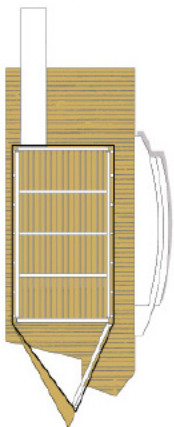
The three park pavilions serve as hubs for gathering and various activities for regular users and occasional visitors to the park. The Trailhead and Welcome Center provides needed restroom facilities and wayfinding tools; the Picnic Pavilion serves as a flexible gathering place for events from farmer's markets to family reunions; and the Stage Pavilion serves as a cultural celebration point for music and performance.



The fully accessible Picnic Pavilion provides shade and is suitable for many types of events.



A simple trellis, raised deck, and seat wall screens the fully accessible composting toilet facility while creating a gateway place for gathering and wayfinding.



The Stage Pavilion's proximity and views to the River are enhanced by its architectural form that references a ship.