

Lower Schuylkill Master Plan
Philadelphia Industrial Development Corporation



Master Plan report cover

The Lower Schuylkill Master Plan creates an innovative, 21st-century industrial district that will attract businesses and create industrial sector jobs in Philadelphia. The study area is identified in Philadelphia2035 as an industrial legacy area and represents one of the last major areas for redevelopment in Philadelphia. Danielle served as a project manager of the Plan for the Philadelphia Industrial Development Corporation, Philadelphia City Planning Commission, and the Commerce Department. Danielle managed the design team and contributed to the conceptual development of the plan. Danielle's leadership was instrumental to PIDC in helping develop an overall project schedule, presentation materials, team charrettes, project wide graphic standards, public meetings, and the final Master Plan document itself. The Plan provides an implementable framework for PIDC's future planning of the area.



Long-term development plan with green infrastructure and recreation networks



The Schuylkill River serves as the center spine along which innovative and traditional light industrial development will occur



Plan for innovation



New street infrastructure organizes the light industrial campuses around green infrastructure and recreational opportunities

All images courtesy of PIDC