

West Philadelphia Landscape Project

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The West Philadelphia Landscape Project is an action research program integrating research, teaching, and community service. It is based in the Department of Landscape Architecture and Regional Planning at the University of Pennsylvania. Since the program began in 1987, faculty and students have worked on a wide variety of projects with community organizations, neighborhood groups, teachers and students in West Philadelphia public schools.

West Philadelphia
Landscape Project
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Architecture
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West Philadelphia Landscape Project

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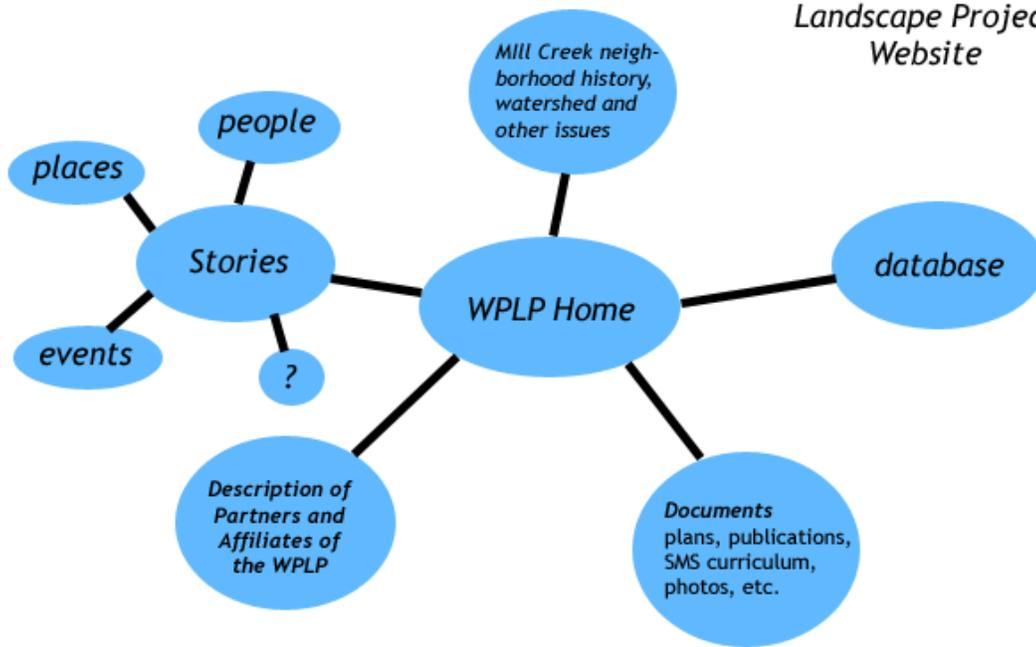
Welcome to the West Philadelphia Landscape Project Website

[Proposal for website](#)

Last updated: March 17, 2002

temporarily...

West Philadelphia Landscape Project Website



Mill Creek

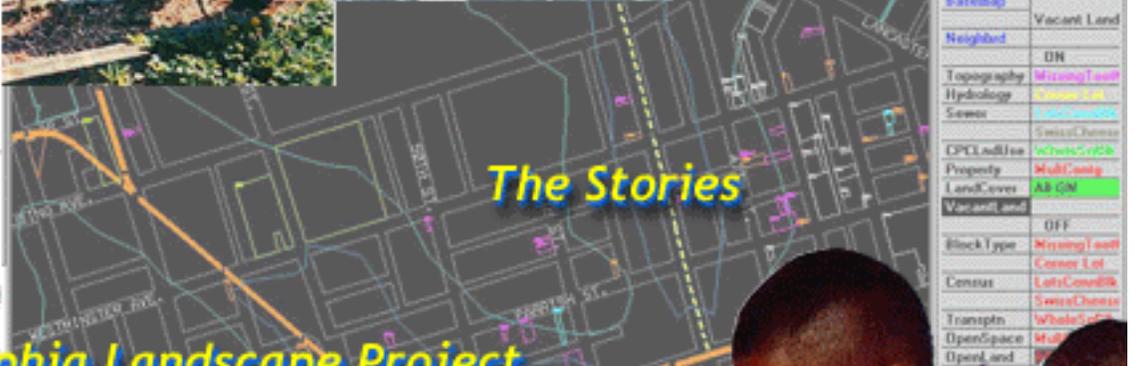
a neighborhood of West Philadelphia, PA



Community Gardens

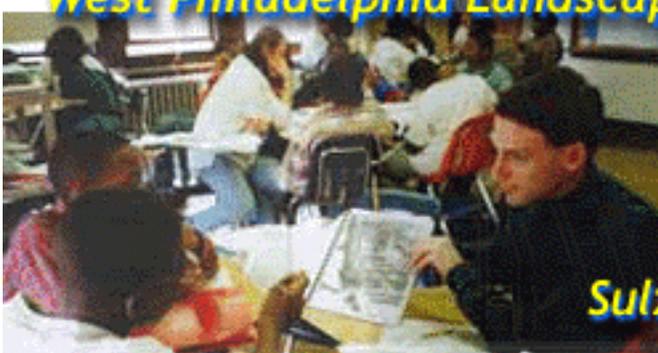


Mill Creek Coalition



The Stories

West Philadelphia Landscape Project



Sulzberger Middle School



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last updated: March 17, 2002



Website Proposal

Audience: The audience for this proposed website is the interested members of the Mill Creek community, which includes not only residents, but also those people connected to the area relationally, professionally, and commercially. Yet the site should be accessible and understandable for other people outside the community who want to know about Mill Creek and the West Philadelphia Landscape Project. *The active site of the Mill Creek neighborhood will be of interest to the secondary audience (other organized community groups like NEON, professionals and academics like ourselves). The **West Philadelphia Landscape Project** component of the website, however, will be directed more specifically for this secondary audience.*

Ownership/ Maintenance: *The subject of ownership, maintenance, and possibly hosting of this website ought to be discussed with the Mill Creek community members. Based on conversations and feelings gathered from the visit to West Philadelphia in February, I would suggest a partnership between the Mill Creek Coalition and students at Sulzberger Middle School in owning and maintaining the Mill Creek site, as well as the WPLP component. As current members of the Mill Creek community, these groups would best serve as the administrators to an active website about the Mill Creek neighborhood, and they seem to be the ones most enthusiastic about having ownership of such a website. Specific content should be decided by the Mill Creek Coalition and the students at Sulzberger. The hope is that the content would reflect not only these institutions but also those of other community interests. Investigating these other interests may rest upon the coalition and students who take up the administration of the website.*

Purpose: The website will be a space where the Mill Creek community members can represent their neighborhood to themselves and to other communities. A part of the website will serve as an updated "newsletter" of sorts to the different organizations featured in the West Philadelphia Landscape Project based in Mill Creek (i.e. Mill Creek Coalition, Sulzberger Middle School, community gardens in West Philly, etc.). These will serve as homepages for the various groups, which they can update frequently as different news and activities arise for their group. These will all be linked from the main Mill Creek homepage. (See structure section). In the long run, I think it would be neat to have an emailable newsletter drawing interested members of the community to the website for more information. (Similar to the emailed headlines feature of the New York Times for example). These can be sent out every month or every two weeks on a regular basis to bring people interested in the Mill Creek neighborhood and its activities to the website for updated news.

The stories section can host a variety of stories from individual Mill Creek community members. A link will be directed to the stories of the WPLP which will be placed in the WPLP section. The general stories section of the Mill Creek site, however, will be a place for any story relevant to the neighborhood. The stories of the Mill Creek site can be anything from the community, not necessarily related to the watershed or the public activism. I think this would be a neat place for other voices in the neighborhood to emerge. Other issues pertinent to the community may be raised in this manner, and perhaps will lead to dialog.

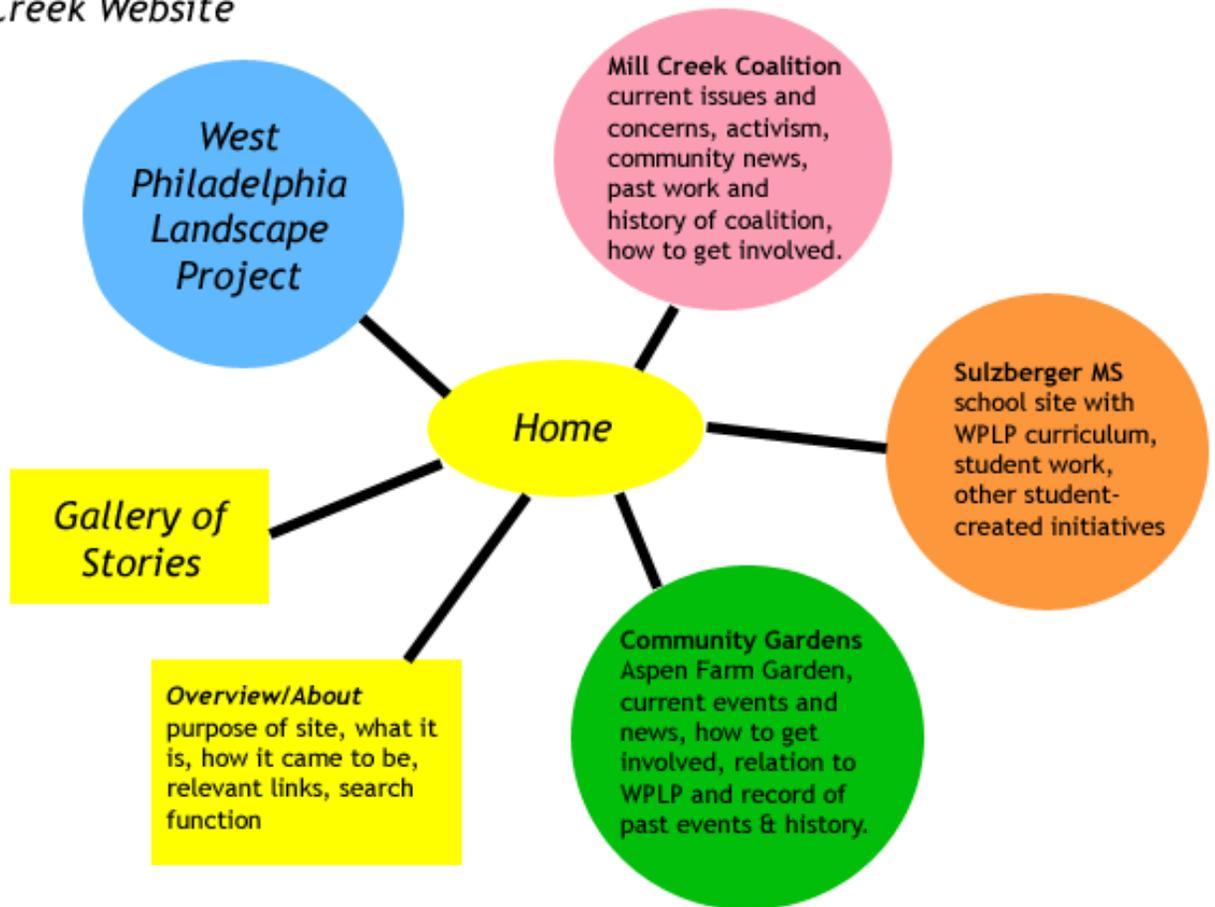
The WPLP part of the website will serve more as an archival section, which can be updated as needed. Based on Jeff Scaveron's suggestion, an important part of this section will be stories from people and/or about places in Mill Creek and "events" of the WPLP. Whether the subject is about a person/role, an object, place, or event, the story should be a personal account. First-person points of view are so much more compelling. Also, other parts of the WPLP section will have descriptive documents and histories so the "third-person" story of the WPLP is being presented in a way. This other material should be well-structured and organized for easy browsing, searching, and clarity. Perhaps multiple "browse by" or "search by" options would be helpful, i.e. browse/search by chronology, medium, specific project, issue, agency, etc.

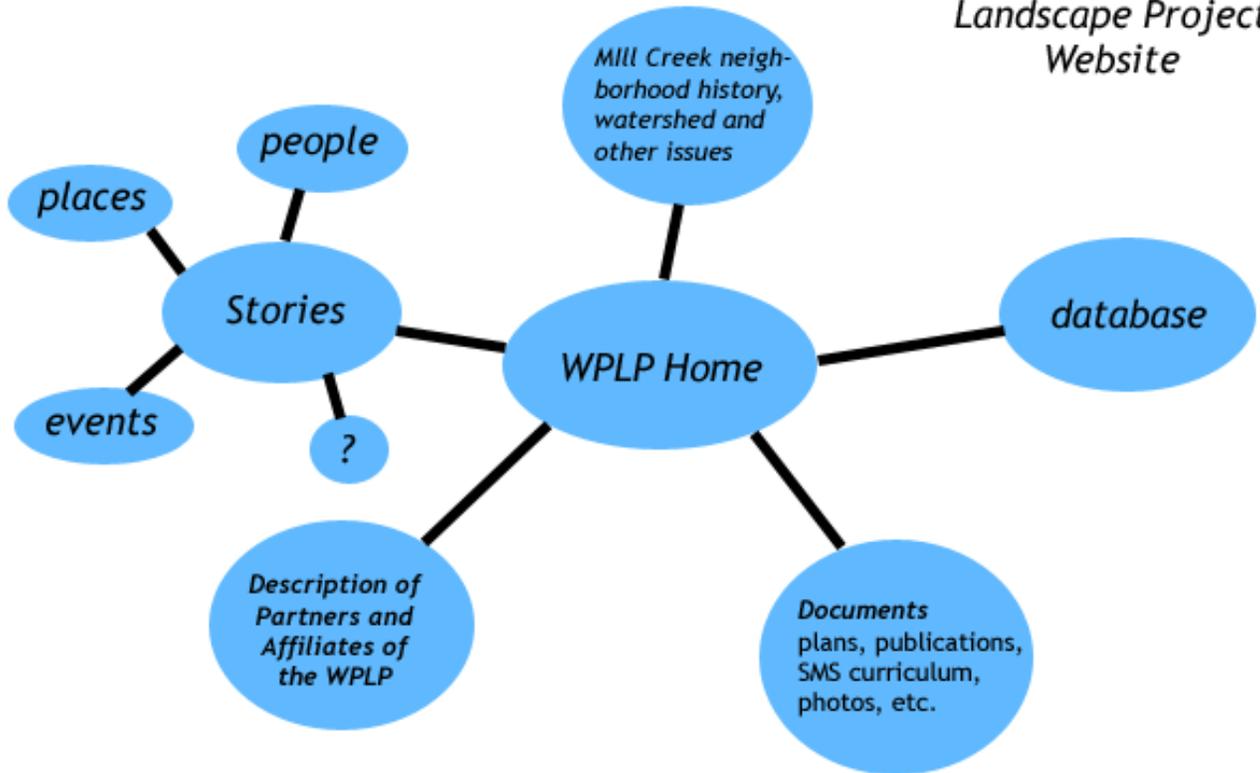
Content:

- overview of the website, brief description of its origins, the WPLP and Mill Creek
- homepages for the Mill Creek Coalition, Sulzberger Middle School, Aspen Farms (or a collection of all the community gardens?)
- *stories from the community, about anything, with a link to WPLP specific stories*
- archives from the WPLP
 - *history of the Mill Creek neighborhood, description of watershed issues and background information on the WPLP*
 - *stories specific to WPLP*
 - *description of partners and affiliates (U Penn, Water Dept., EPA, etc.)*
 - documents
 - database
- links to other sites relevant to West Philly
- search function for the whole website

Structure:

Mill Creek Website





Implementation:

- input/involvement of Mill Creek in design of their site, organization for maintenance
- gathering of stories
 - from the original WPLP site
 - new ones: digital storytelling?, photo essays, text, audio, ?, where and how?
 - getting input from Mill Creek on who would like to tell a story and which stories they feel are important to present.
- review by Springfield NEON of the WPLP's new site while in production by us

[Mill Creek homepage](#)

[WPLP homepage](#)

by Linda Kim
March 17, 2002
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