



# SCHUYLKILL RIVER NATIONAL & STATE HERITAGE AREA

# Update

SUMMER 2005

[www.schuylkillriver.org](http://www.schuylkillriver.org)

## Scenes OF THE Schuylkill Celebrating the Heritage Area through Art



The Schuylkill River Heritage Area is proud to announce the selection of *Columbia Bridge #6* by Montgomery County artist William T. Ternay, Jr. as the winner of the 2005 Scenes of the Schuylkill Juried Exhibition. Mr. Ternay's vibrant oil painting captures the Reading Railroad's Columbia Bridge across the Schuylkill River along Kelly Drive in Philadelphia at dusk. Today the bridge stands at the end of the famed Regatta Course on the lower Schuylkill, but was at one time the last link in the Philadelphia & Columbia Railroad that connected the Schuylkill and Susquehanna Rivers.

The artist hails from Bala Cynwyd and submitted the work as part of Scenes of the Schuylkill program sponsored by SRHA. Scenes of the Schuylkill celebrates the unique places, communities, people, and stories of the Schuylkill River Heritage Area through the talent of the local arts community. Artists were invited to submit original works on paper for jurying and display in a traveling exhibition, and thirty-one artists from all five counties submitted works for the 2005 Exhibition. Mr. Ternay's work was selected as the piece most representative of the region's unique nature, appeal broadly to many audiences, and add diversity to previous Scenes of the Schuylkill winners. Mr. Ternay's work will be reproduced as a limited edition print and notecard that will be available for purchase from SRHA beginning in October.

The Scenes of the Schuylkill Exhibition will travel

throughout the region from August through October, showing all thirty-one pieces in four different venues. The exhibit can be viewed at the following locations:

- Jul. 31-Aug. 6 Schuylkill County Fair
- Aug. 22-Sept. 6 Chester Springs Studio  
Historic Yellow Springs
- Sept. 17-Oct. 1 Goggleworks Center for the Arts  
Reading
- Oct. 7 Closing Reception, Pottstown
- Oct. 8 Harvest Moon Festival  
Pottstown

The exhibit features paintings that depict a wide variety of places, media, and artistic style. A large format watercolor shows the stillness of the Manayunk Canal in vibrant hues of red and blue. A small work depicts a herd of cows huddled together at the foot of the Blue Mountain just before a violent storm. A Pennsylvania Dutch root cellar near Hawk Mountain, the Locktender's House at Lock 60, and the Daniel Boone Homestead are all depicted in the exhibit.

All paintings in the Scenes of the Schuylkill Exhibit are available for purchase at any of the above locations and a portion of the proceeds benefit the education, recreational, and heritage programs of the SRHA.

The Exhibit will conclude with a closing reception on October 7 prior to the Harvest Moon Arts Festival in Pottstown. The reception will be held in the historic First Fidelity Bank Building at High and Hanover Streets. The winning painting will be auctioned and the signed prints and cards will be offered for sale for the first time that evening. The Pennsylvania Premium Wine Group will pour select wines produced by local vineyards, and will auction off a private tour of Blue Mountain Vineyards in New Tripoli for ten. Members and partners will receive advance invitations, though the public is welcome. More information can be obtained by contacting SRHA at 484-945-0200.



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**Consultants:**

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**Trail Volunteer Coordinator:**

Greg Marshall

**Schuylkill River Heritage Area**

Managed by the Schuylkill River Greenway Assn.  
140 College Drive • Pottstown, PA 19464  
484-945-0200 • fax 484-945-0204  
[www.schuylkillriver.org](http://www.schuylkillriver.org)

# HERITAGE AREAS GAINING MOMENTUM

When the Alliance of National Heritage Areas convened their International Heritage Development Conference in Nashville, Tennessee in early June, those who follow this growing national movement were not surprised at the number in attendance. Participants came from all over the country and from around the world. The concept of heritage areas, often so difficult to explain, is catching on as federal, state and local officials recognize the value of linking community and economic development with recreation, conservation, history and tourism to preserve and sustain a region's cultural heritage and natural environment.

The Schuylkill River received state heritage designation in 1995 and was recognized by the U.S. Congress as a National Heritage Area in 2000.

In 2004 we were joined by three new National Heritage Areas when the Mississippi Gulf, Oil Region and Aviation Heritage Areas were signed into law, for a total of 27 National Heritage Areas. With the establishment of the Oil Heritage Area, Pennsylvania now has six National Heritage Areas and leads the nation. Pennsylvania has also established Pennsylvania's 12th state heritage area, the Pennsylvania Route 6 Heritage Corridor.

The Heritage Area concept originated in Europe and has its early roots in the U.S. at the state level in New York, Illinois, Rhode Island and Pennsylvania. The National Park Service and United States Congress began establishing National Heritage Areas in the mid-1980s with the creation of the Illinois & Michigan, Blackstone and Delaware

& Lehigh. The program developed steadily over the next fifteen to twenty years and is now booming.

The National Park Service National Heritage Area office in Washington tracks local, state and national heritage area initiatives and currently has documented over 220 nationwide. During the 108th Congress which concluded last year, 42 pieces of legislation were introduced dealing with heritage areas. This year, only seven months into the 109th Congress, there have already been 39 bills introduced.

These numbers certainly indicate a positive trend for heritage areas. Furthermore, they suggest that heritage areas are having an impact on heritage development and meeting their goals of community and economic revitalization.



## TRAILKEEPER VOLUNTEERS NEEDED

Volunteers will be needed to help maintain the bike/pedestrian trails being built by the Schuylkill River Heritage Area in Berks and Schuylkill Counties.

Work days are one Saturday a month and offer the opportunity to work on different segments of the Thun or Bartram sections of the Schuylkill River Trail.

If you would like your name added to the TrailKeeper mailing list, call 484-945-0200, or send an e-mail to [ckott@schuylkillriver.org](mailto:ckott@schuylkillriver.org).

**MISSION:** To conserve, interpret and develop the historical, cultural, natural and recreational resources related to the industrial and cultural heritage of the Schuylkill River Valley.

**VISION:** We envision a Schuylkill River region fully revitalized and restored: A region whose citizens understand, value and are fully committed to preserving and sustaining their cultural heritage and natural environment for future generations.



## IN APPRECIATION



Jeffrey A. Franklin, Esq.



Carl J. Engleman Jr., Esq.

Every time the Schuylkill River Heritage Area needs legal assistance, they know where to turn.

The firm Ryan, Russell, Ogden & Seltzer LLP of Wyomissing and Harrisburg (“Ryan Russell”), has assisted the organization with legal matters prior to the 1977 incorporation of the Schuylkill River Greenway Association.

Everything from writing the bylaws to property acquisitions has been handled by attorneys from Ryan Russell, almost all of which has been done free of charge.

“We feel it is the right thing to do. It gives us the chance to help out a very worthy organization,” said attorney Carl J. Engleman, Jr., who has been handling Heritage Area matters for the firm for the past six years.

The firm willingly dispenses free legal advice on a number of issues, tallying up a significant amount of hours every year for decades.

“They’ve really been great supporters of the Greenway Association and the Heritage Area,” said Kurt Zwikl, executive director for the SRHA.

Much of the work revolves around construction of the Schuylkill River Trail, a 140-mile hike/bike trail which, when complete, will stretch from Philadelphia to Pottsville, in Schuylkill County.

Constructing such a trail is a sizeable

task that introduces a host of legal concerns. Acquiring rights of way, interpreting ordinances of various municipalities, and handling government regulatory agencies are a few of the many trail matters requiring legal counsel.

Attorneys, for example, have assisted with the Public Utility Commission and

PennDOT with respect to the transfer and abandonment of old railroads. Attorneys were also called in to help with environmental issues when the trail ran through a superfund site. And, whenever boundary issues arise, lawyers are needed.

But, the trail isn’t the only issue handled by Ryan Russell for SRGA and SRHA.

“We’re heavily involved in the day to day aspects of the organization, as well as the regulatory aspects,” said Engleman.

That includes developing the bylaws and helping with general business matters.

“Whenever you have a corporate entity with tax exempt status, you have to make sure everything is done correctly,” Engleman explained.

Engleman said he sometimes handles several phone calls a week dealing with Heritage Area matters.

The firm does it all pro bono, although, in hotly contested litigation cases, discounted fees are sometimes charged for such litigation.

The attorneys at Ryan Russell believe the time they put into Heritage Area issues is time well spent.

“They have the community interest at heart, and this is one way for us to give back to the community,” Engleman said.

## ART & COMMUNITY LANDSCAPES GRANT AWARDED

The Schuylkill River Heritage Area and RiverPlace Development Corporation have been awarded a \$50,000 Art & Community Landscapes Grant.

Art & Community Landscapes is an artist-in-residency program created by the National Park Service, National Endowment for the Arts, and the New England Foundation for the Arts. It aims to support public art that will become a catalyst for environmental awareness in selected communities.

The grant, which will be matched locally, will enable the design and installation of public art totaling over \$100,000 to be located along the Schuylkill River Water Trail at RiverPlace, in the urban heart of Berks County.

“This program celebrates and continues our nation’s rich tradition of artists who inspire environmental awareness and stewardship,” said Charles Tracy, National Park Service Director of Art & Community Landscapes.

Grant applications for the 2005 round of the Art & Community Landscapes Program were solicited nationally for projects directly related to National Recreation Trails. The Schuylkill River project was the only such project to receive grant funding this year.

The artwork will be located along a section of the Schuylkill River Water Trail known as RiverPlace. Key partners in this project, along with the Heritage Area and RiverPlace Development Corporation are the Berks Arts Council and GoggleWorks Center for the Arts.

For more information contact Cory Kegerise, Schuylkill River Heritage Area, at 484-945-0200. A press release about this award is in the media room at [www.schuylkillriver.org](http://www.schuylkillriver.org).



## HERITAGE AREA PROJECTS.....



unique number will become part of the master database and provided to EMS departments along the river.

The design manual also provides basic standards for trailhead, trailblade, interpretive and wayfinding signs that will help build regional identify for the Schuylkill River Heritage

other groups will be an invaluable tool for project planning, coordination, and communication.

Organizations who participate in the program will receive reciprocal SRHA membership, be eligible to receive SRHA grants, have access to regional signage and identity programs, be eligible to become an official SRHA gateway, and be included in regional planning and marketing initiatives. Partners will be expected to foster a sense of regional identity by including the Heritage Area logo on literature and at sites open to the public, provide a link to the SRHA website, and provide reciprocal organizational membership. There's no cost for participation, just a commitment to preserving and promoting the Schuylkill River watershed. Program information will be available in late Fall by contacting SRHA.

One of the most exciting benefits of being a Heritage Partner will be inclusion in the new SRHA website that will launch in early winter. The new website will be an incredible online resource for information on recreation, tourism, itinerary planning, history, and stewardship. The site will be built around a giant database of partners, events, tours, and sites and will allow users to search for things to do and places to visit by theme, location, and activity across the entire five county Heritage Area.

The site is being created by Scheffey Integrated Marketing of Lancaster with support from the Pennsylvania Department of Community and Economic Development.

For more information, contact Cory Kegerise at 484-945-0200 or ckegerise@schuylkillriver.org

### MASTER SIGN DESIGN MANUAL RELEASED

A Master Sign Design Manual for the Schuylkill River Heritage Area has been completed and is ready for distribution.

This manual incorporates work from the Comprehensive Sign Plan Study that developed a method for trail users to identify their location to local EMS personnel. The Heritage Area will maintain a master sign database to identify each sign's location and message, and each sign will be given a unique Help Locator Number. This

Area.

The Schuylkill River Trail and Schuylkill River Water Trail will be the initial focus for signage by the SRHA. Consistent signage along the entire trail system will make it safe, accessible and enjoyable.

The manual is available online as a pdf file at [www.schuylkillriver.org](http://www.schuylkillriver.org) under Studies and Reports. A CD is available from the Heritage Area with the sign manual's pdf file and additional symbols files. A companion design CD provides sign design templates with graphic elements.

For more information, contact Maddy Cantú at [mcantu@schuylkillriver.org](mailto:mcantu@schuylkillriver.org), or Susan Fordyce at [sfordyce@schuylkillriver.org](mailto:sfordyce@schuylkillriver.org).

### NEW HERITAGE PARTNERS PROGRAM

In Fall 2005 The Schuylkill River Heritage Area will launch an exciting new program designed to engage partner organizations who are working toward shared goals of conservation, recreation, revitalization, education, and heritage tourism and connect them with each other across thematic and geographic lines. The Heritage Partners program will bring together nonprofit organizations in the Heritage Area who share one or more of SRHA's goals for the region. This regional network of land trusts, watershed conservancies, historical societies, museums, hiking clubs and countless



Trailblade designs for the Schuylkill River Trail (l) and the Schuylkill River Water Trail.



## HERITAGE AREA PROJECTS.....



*On Day 8, Sojourners get a look at Philadelphia's Waterworks from BELOW Fairmount Dam, a Schuylkill River Sojourn first.*

### **SCHUYLKILL RIVER SOJOURN 2005**

The seventh Schuylkill River Sojourn provided fun and challenges for over 180 participants.

New to the float this year was the Sojourn Treasure Hunt. This river-sleuthing adventure required participants to look to the environment around the river for clues to Heritage Area related riddles. The clues were sometimes embedded in poems about the river written by Ron Downie, SRHA President.

Partners along the river donated daily prizes: a gift basket of Schuylkill County products, family membership to Hawk Mountain, art prints, Leesport Bank hat & mug, water trail guides, T-shirts, and a Mont Clare Canal gift basket.

The grand prize at the end of the week was a kayak donated by Emotion Kayaks, Reading. After a final poetry reading by Ron Downie, the winner was randomly chosen from all treasure hunt participants by Michael DiBerardinis, secretary of DCNR. Rebeca Smith, Lehigh, PA, was elated to take home the Tangerine "Charger" Emotion kayak.

An exciting addition to this year's Schuylkill River Sojourn was paddling the tidal section of the river below Fairmount Dam.

Louise Turan, Executive Director of the Schuylkill River Development Corporation, was the motivator for paddling the lower section of the Schuylkill. More than 40 participants entered the Tidal Schuylkill at Bartram's Garden's dock and paddled up to the Fairmount Waterworks. Gail Tomlinson, Director of the WaterWorks Interpretive Center, spoke to the paddlers about the WaterWorks and the plan to install a dock.

County commissioners from the Heritage Area participated in Sojourn activities: Robert Carl from Schuylkill opened the Sojourn's beginning ceremonies; Judy Schwank, Berks, planned to join the Sojourn on Monday, but a lengthy and nasty thunderstorm hit the area that afternoon; Ruth Damsker, Montgomery, and Andrew Dinniman, Chester, paddled Wednesday afternoon. Along this stretch the Schuylkill River separates Chester and Montgomery counties, which provided opportunities for friendly banter between the two commissioners.

A big Thank You goes out to the more than 70 partnering organizations and individuals who made this event possible. Major sponsors for this year's Sojourn were the PA Department of Conservation and Natural Resources, PA Organization of Watersheds and Rivers, Alcoa Foundation, National Penn Bank and the Schuylkill River Development Corporation. Additional funding was provided by DESCCO and Simone Jaffee Collins.



*Schuylkill River as seen from Muhlenberg Township's Jim Dietrich Farm.*

### **MCCC HERITAGE AREA CLASSES**

Once again Heritage Area staff have developed mission-related courses for non-credit continuing education classes at Montgomery County Community College West campus in Pottstown.

Kurt Zwinkl, Executive Director, will conduct a 2 hour class that explores different opportunities for history and government majors. Kurt will discuss how majoring in these two disciplines, combined with volunteering in the community, can create career options that may not have been considered.

Cory Kegerise, Heritage Coordinator, will present "Exploring the Schuylkill". This class will delve into the people, places, and events from the past that make the Schuylkill River watershed a unique and nationally significant place. There will be one classroom lecture and the following five sessions will be field trips. The course will explore the northern Schuylkill mine fields, Pennsylvania German farms and folklore, the Schuylkill Canal and the Reading Railroad, and the neighborhoods of Philadelphia. Other themes to be discussed include early industry, the American Revolution, and the impact of early environmental cleanup efforts on our water quality today.

Sue Fordyce, Communications Specialist, is coordinating a Basic Bicycle Maintenance class. This will be a 2 hour class on basic care and maintenance, including how to change a flat tire. A timely class, appropriate for 2006's Greenway Sojourn (article on page 6).

For more information, contact the Schuylkill River Heritage Area at 484-945-0200. Information on Montgomery County Community College can be found at [www.mc3.edu](http://www.mc3.edu).



## HERITAGE AREA PROJECTS.....

### **GREENWAY BIKE SOJOURN COMING TO EASTERN PA**

Since 2001, the Rails-to-Trails Conservancy (RTC) has been sponsoring multi-day overnight trips for bicycles using Pennsylvania's rail-trails. At last year's sojourn in Northwestern PA, Tom Sexton, Director of RTC N.E. region, talked to SRHA staff attending the sojourn about bringing the Greenway Bike Sojourn to Eastern PA.

Tom contacted the Schuylkill River and Delaware-Lehigh Heritage Areas in the fall of 2004, and planning started for the 2006 Greenway Sojourn to utilize trails in both Heritage Areas.

The dates for the Sojourn are tentatively July 22-28, 2006. The Sojourn will start in White Haven in Lehigh Gorge State

Park and end in Philadelphia six days later. RTC has told us to plan for 500 participants.

Greenway sojourners camp overnight, their gear goes on a truck in the morning, some meals are provided by the Sojourn, and for other meals the participants are on their own.

The immediate task at hand is to nail down the route for each day and contact potential overnight sites. Municipalities and organizations will be contacted during the next several months with more information and to enlist their help.

This project will require many

volunteers: drivers for trucks, people to man local information tables, site managers (similar to Landing Captains on the River Sojourn) and crossing guards, just to name a few of the many ways people can get involved.

Help is also needed for entertainment and/or speakers, giveaways, medical personnel, bike mechanics, maps for the drivers and campsite set-up.

If you'd like get involved, contact Sue Fordyce at [sfordyce@schuylkillriver.org](mailto:sfordyce@schuylkillriver.org) or 484-945-0200. For more information about the Rails to Trails Conservancy's 2005 Greenway Sojourn, visit [www.railtrails.org/sojourn\\_2005/](http://www.railtrails.org/sojourn_2005/).

### **SCHUYLKILL COUNTY ETHNIC HERITAGE STUDY**

One of the most special aspects of the Schuylkill River National Heritage Area is the diversity of people and their traditions and stories across the five counties. Over the last nine months the Schuylkill County Ethnic Heritage Study has brought to light a tremendous amount about the people of Schuylkill County. The goal of the project has been to bring together individuals and groups that are working to promote and preserve stories, arts, crafts, music, language, food and other traditions that make Schuylkill County unique. The project will conclude in early November 2005 when the public will be invited to attend a series of public workshops about ethnicity and culture.

Michael and Carrie Kline of *Talking Across the Lines* in St. Mary's City, Maryland, conducted the fieldwork for the project and served as ambassadors for the Heritage Area during their travels. The husband and wife team are both professional folklorists who specialize in musical traditions and cross cultural communication. They've worked in other heritage areas in the

eastern United States and brought invaluable enthusiasm and experience to the project.

The Klines lived in Tamaqua for six months through a partnership with the Tamaqua Historical Society and traveled across the county interviewing people, meeting with individuals and groups, going to concerts, attending church, and eating every kind of ethnic food imaginable to get a sense of what makes Schuylkill County special. Their ultimate conclusion: Schuylkill County is like no place they've ever been before.

One of the primary goals of The Ethnic Heritage Study is to develop strategies for better communication between organizations, cultural groups, and communities who share similar histories and stories, but who aren't currently working together to preserve and promote ethnic traditions. As Michael and Carrie traveled, they discovered striking similarities between the experiences of members of one ethnic group in one town and members of the same group across the county. They also found commonalities between

towns north and south of the mountain, and between historical and more recent immigrant groups. They will synthesize these findings into a series of recommendations for programs, publications, events, and exhibits that can help to put a more unified face on Schuylkill County while still honoring and sharing the unique stories of each group and community. The goal is to preserve and pass on the food, music, buildings, and language that make Schuylkill County communities unique, and to attract new dollars through heritage and cultural tourism.

The public workshops in November 2005 will be announced in September.

The Ethnic Heritage Project was supported by funding from the PA Dept. of Conservation and Natural Resources, Schuylkill River National Heritage Area, Institute for Cultural Partnerships, and the Schuylkill County Visitors Bureau.

For more information contact Cory Kegerise at 484-945-0200 or [ckegerise@schuylkillriver.org](mailto:ckegerise@schuylkillriver.org)



# SCHUYLKILL RIVER TRAILS.....

## PROGRESS ON THE LANCASTER AVENUE BRIDGE



The Lancaster Avenue bridge, which will carry the Thun Trail over Lancaster Avenue (US Route 222 Business) in the City of Reading, will be a concrete structure that will span 117 feet. The concrete deck will be 10' wide inside the parapet walls. The parapet walls will have the appearance of sculptured panels and the abutments and wing walls will be textured and colored to simulate the cut stone blocks that were used for the original railroad bridge that crossed at this location.

J. D. Eckman, the contractor for the project began mobilizing the job the second week in April. The work during the following weeks of April consisted of laying out the work, receiving materials and excavating sections of the old railroad embankment for a bench

to place the shoring to excavate for the footer.

Beginning in May sheet piling (interlocking steel panels) was driven to shore up the earth so that the excavation and substructure work could be performed safely. In the course of driving the piling on the west side of Lancaster Avenue, solid subsurface material was encountered which proved to be a 10 foot thick concrete footer of the old railroad bridge. Of course, progress was delayed while most of the old concrete was removed to permit continued placing of the shoring.

The work has continued with completing the excavation, forming and placing the concrete footers for both the east and west abutments. During the week of July 24th the concrete was placed for the west abutment and then forming began for the east abutment wall. The wing walls will then be constructed and the concrete beams will be set in early September. Currently, the expected completion will be mid to late November.



## SCHUYLKILL RIVER WATER TRAIL GUIDE

The PA Fish & Boat Commission (PFBC), in collaboration with the Schuylkill River Heritage Area, has printed Schuylkill River Water Trail Guides in their standard water trail guide format. The river is split into two brochures, Upper and Lower section.

These free guides are available at various sites and retail outlets in the Heritage Area: Appalachian Outfitters, Port Clinton; Cabela's, Hamburg; A&N Outfitters, Wyomissing; Schuylkill River Outfitters, Gibraltar; Kelly's Canoe & Kayak, Boyertown; Latshaw Hardware, Spring City; French Creek Outfitters, Phoenixville.

The printing of the guides was made possible by DCNR's Community Conservation Partnership Program.

Schuylkill River National & State Heritage Area  
140 College Drive • Pottstown, PA 19464 • 484-945-0200 • fax 484-945-0204  
Managed by the Schuylkill River Greenway Association, a 501(c)3

**I want to support the Schuylkill River Heritage Area:**

- Student/Senior: \$25
- Individual: \$50
- Family: \$75
- Donor: \$100 up to \$499
- Patron: \$500 up to \$999

**Schuylkill River Society Levels**

- Bronze: \$1,000 up to \$2,499
- Silver: \$2,500 up to \$4,999
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Email (optional): \_\_\_\_\_

Amount enclosed: \_\_\_\_\_

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Your contribution is tax deductible to the extent allowed by law. Official registration and financial information can be obtained from the Pennsylvania Department of State by calling 1-800-732-0999. SRGAs registration number is 2155. Registration does not imply endorsement.

## DATES TO REMEMBER

July 31-August 6	<i>Scenes of the Schuylkill showing at Schuylkill County Fair</i>
August 22-31	<i>Scenes of the Schuylkill showing at Chester Springs Studio, <a href="http://www.chesterspringsstudio.org">www.chesterspringsstudio.org</a></i>
September 17	<i>Opening, Goggleworks Center for the Arts, Reading</i>
September 17-October 1	<i>Scenes of the Schuylkill at Goggleworks Center for the Arts</i>
September 23-25	<i>Reading RiverFest</i>
October 7	<i>Final Reception: Scenes of the Schuylkill, Pottstown</i>
October 8	<i>Harvest Moon Festival, Pottstown</i>
October 23	<i>Reconnections 5K</i>
November 2	<i>Schuylkill River Heritage Area Members &amp; Partners Reception</i>



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