



MASTER PLAN FOR WILDWOOD, NEW JERSEY

UNIVERSITY OF PENNSYLVANIA, YALE UNIVERSITY,
KENT STATE UNIVERSITY

Architects: Venturi, Scott Brown and Associates, Inc.

Location: Wildwood, NJ

*Clients: The Wildwood Communities, The Doo Wop Preservation League,
and The Wildwood Convention and Business Bureau*

Completion: 1998

Working with students from the Schools of Architecture at the University of Pennsylvania, Yale University, and Kent State University, VSBA undertook a year-long urban design analysis of the three Wildwood communities along New Jersey's southern shore. Funding for the project was supplied by the Wildwood communities, the Morey Organization, and the Convention and Business Bureau.

This project resulted in a range of private and community-sponsored improvements, many adapted from preservation standards for 1950s-era motels, including the creation of a Doo Wop historical district, new gateways, and information centers, as well as improvements to boardwalks and main streets.

The study involved the close participation of local residents, government officials, and businesses, and has resulted in an ongoing action plan directed at the revitalization of this quintessential 1950s seaside resort.



VSBA report cover, and life on the beach and boardwalk



Student study montage and boardwalk images