

Webinar

ULI Philadelphia: Approaches to Community Engagement

Date: January 12, 2021

00:00:00 --> 00:00:04: Good morning, welcome everyone to today's program for anyone I've

00:00:04 --> 00:00:04: not met.

00:00:04 --> 00:00:06: My name is Laura Slutsky.

00:00:06 --> 00:00:09: I'm executive director of UI Philadelphia and this is our

00:00:09 --> 00:00:13: first public program of 2021 organized by the ULI Philadelphia

00:00:13 --> 00:00:17: Community and Economic Development Local Product Council and after such

00:00:17 --> 00:00:19: a difficult week in our country,

00:00:19 --> 00:00:23: we're all really grateful to the Members who put this

00:00:23 --> 00:00:25: together to focus on something forward.

00:00:25 --> 00:00:28: Looking for our community. Personally.

00:00:28 --> 00:00:31: As a former practitioner and community development,

00:00:31 --> 00:00:33: this one is very. And you're in dear to me,

00:00:33 --> 00:00:36: so I'm really looking forward to the conversation and want

00:00:36 --> 00:00:38: to thank our panelists.

00:00:38 --> 00:00:42: An members specifically Carrie Long and Gina Lavery for organizing

00:00:42 --> 00:00:44: this very important conversation.

00:00:44 --> 00:00:47: Next, slide Kevin. So here's today's agenda.

00:00:47 --> 00:00:49: You can take a look and as as you do

00:00:49 --> 00:00:50: that before you get,

00:00:50 --> 00:00:52: we get started. I want to ask everyone.

00:00:52 --> 00:00:55: As you all know, we try to create a little

00:00:55 --> 00:00:57: bit of an environment over zoom,

00:00:57 --> 00:00:59: even though it's tricky. But if you could,

00:00:59 --> 00:01:02: please go ahead and introduce yourselves in the chat so

00:01:02 --> 00:01:04: that we can see who's here today.

00:01:04 --> 00:01:09: We would appreciate it. While I'm talking.

00:01:09 --> 00:01:11: So while you're looking at that,
00:01:11 --> 00:01:13: I just want to remind everyone of a fuse in
00:01:13 --> 00:01:14: reminders.
00:01:14 --> 00:01:15: I think we're all aware now,
00:01:15 --> 00:01:18: but we ask that attendees please keep your video and
00:01:18 --> 00:01:21: audio off until later in the program just so that
00:01:21 --> 00:01:24: our speakers are front and center throughout the
presentation.
00:01:24 --> 00:01:27: Please feel free to put any questions or comments that
00:01:27 --> 00:01:29: you have in the chat will do our best to
00:01:29 --> 00:01:31: work through as many as possible.
00:01:31 --> 00:01:33: We are expecting a pretty large group today,
00:01:33 --> 00:01:36: but will try to get to as much as we
00:01:36 --> 00:01:38: can and we do have time for questions at the
00:01:38 --> 00:01:39: end of every section.
00:01:39 --> 00:01:41: So now before we get started,
00:01:41 --> 00:01:44: I want to take a moment to thank our annual
00:01:44 --> 00:01:47: ULI Philadelphia sponsors for their support and an this year
00:01:47 --> 00:01:50: more than ever we truly could not do what we
00:01:50 --> 00:01:53: can deliver in content and our mission without them.
00:01:53 --> 00:01:56: So thank you to our urban visionary leadership circle and
00:01:56 --> 00:01:57: platinum sponsors.
00:02:00 --> 00:02:03: To our goal, gold and silver an friend sponsors and
00:02:03 --> 00:02:05: like I said without your support.
00:02:05 --> 00:02:08: Thank you to those who are on this call today
00:02:08 --> 00:02:10: we could not do our work.
00:02:10 --> 00:02:13: So Speaking of that, if we have some new friends
00:02:13 --> 00:02:15: and colleagues here who are not familiar with you,
00:02:15 --> 00:02:18: well, I welcome. Thank you for being here.
00:02:18 --> 00:02:21: Everything that we do in our organization is about promoting
00:02:21 --> 00:02:22: our mission,
00:02:22 --> 00:02:25: which you can see on the screen of providing responsive,
00:02:25 --> 00:02:29: providing leadership and the responsible use of land and
creating
00:02:29 --> 00:02:30: sustaining,
00:02:30 --> 00:02:33: thriving communities worldwide. And this year in particular,
00:02:33 --> 00:02:36: we've been focused on looking at this core mission and
00:02:36 --> 00:02:39: everything that we do to bring value to our community
00:02:39 --> 00:02:42: and to our members here in Philadelphia.
00:02:42 --> 00:02:46: So we're a global membership organization that's
interdisciplinary.
00:02:46 --> 00:02:49: We have folks from all aspects of land use,
00:02:49 --> 00:02:53: planning and development. There's over 45 thousand

members worldwide,
and here you'll I, Philadelphia,
we have a tristate area footprint that you can see
on the screen with around 900 members.
Everything that we do is also driven by our Members
who are volunteering time to contribute content and lead this
work.
We have 18 councils and committees that do all kinds
of things.
I won't get into them now,
but everything is about sharing educational experiences,
making connections, sharing best practices,
and thinking about how we could have A and forward
thinking impact on our community.
We will run a wide variety of programming like this.
Also some more hands-on advisory services and other
volunteer work.
So if you're not already familiar,
we always welcome guests to everything.
And we love to meet you and have find out
how you can get more involved.
I'm going to just give you some quick highlights right
now.
And then we will get started.
I promise go ahead. Next slide,
Kevin. I think there there we go.
So a few things of this past year which has
just been difficult for so many people but also really
important.
Like I said to think about the core work that
we do.
So we delivered all of our programming on line in
November.
You can see there an excerpt of our annual real
estate forecast.
It was of course entirely virtual and for the first
time we had an all day agenda.
With four unique discussions, breakout conversations,
and this year, we really attacked some important
conversations about
equity and development,
racial injustice, and a number of other areas.

00:04:26 --> 00:04:29: We had 18 presenters and I'm really proud of our
00:04:29 --> 00:04:33: team for making it happen and convening people during this
00:04:33 --> 00:04:35: really important time.
00:04:35 --> 00:04:37: We also ran to technical assistance panels,
00:04:37 --> 00:04:41: which are programs where you align members can volunteer
to
00:04:41 --> 00:04:44: give advice and feedback to the public sector.
00:04:44 --> 00:04:47: So here the photo you see here is a project
00:04:47 --> 00:04:49: that we did with PID C on the Bartram's,
00:04:49 --> 00:04:52: North and South. Sites around life Sciences,
00:04:52 --> 00:04:56: manufacturing and responsible investment. We also did a
project for
00:04:56 --> 00:04:58: West Whiteland Township,
00:04:58 --> 00:05:01: looking at and development in that report is coming out
00:05:01 --> 00:05:02: very soon,
00:05:02 --> 00:05:06: so thank you to any Members here who participated in
00:05:06 --> 00:05:06: those.
00:05:06 --> 00:05:10: And then finally, and I think relevant to this discussion,
00:05:10 --> 00:05:13: we have an upcoming project with the City of Philadelphia's
00:05:13 --> 00:05:18: Housing Development Organization or round naturally
occurring affordable housing in
00:05:18 --> 00:05:18: the city.
00:05:18 --> 00:05:21: So look forward to that and then the photo.
00:05:21 --> 00:05:24: The Legos that you see there for anyone who's not
00:05:24 --> 00:05:26: familiar with our urban plan program,
00:05:26 --> 00:05:29: this is a real estate training simulation course that can
00:05:29 --> 00:05:31: be delivered to a range of participants.
00:05:31 --> 00:05:34: Also run by ULI member volunteers and we will be
00:05:34 --> 00:05:37: delivering a workshop to a number of our CEO and
00:05:37 --> 00:05:38: community leaders.
00:05:38 --> 00:05:39: In a couple of weeks,
00:05:39 --> 00:05:41: so looking forward to that.
00:05:41 --> 00:05:43: Urban Plan is a key element of some of the
00:05:43 --> 00:05:45: work we're doing around diversity,
00:05:45 --> 00:05:48: equity, and inclusion, so this is just a very very
00:05:48 --> 00:05:49: brief overview.
00:05:49 --> 00:05:52: Really scratches the surface, but wanted to give some folks
00:05:52 --> 00:05:56: an opportunity for a little bit more information about our
00:05:56 --> 00:05:59: organization and some of the topics that we're thinking about.
00:05:59 --> 00:06:02: So if you are new or remember and haven't been
00:06:02 --> 00:06:03: apart of us for awhile,
00:06:03 --> 00:06:06: please feel free to reach out to any Member.
00:06:06 --> 00:06:08: We're here to chat and again,

00:06:08 --> 00:06:12: especially during times like these were feeling that it's very
00:06:12 --> 00:06:16: important to provide this connectivity and these issue
discussions today.

00:06:16 --> 00:06:19: So with that I will let our program start and
00:06:19 --> 00:06:23: I'm very excited to introduce the moderate are for our
00:06:23 --> 00:06:24: first panel,
00:06:24 --> 00:06:27: who also happens to be my friend and former classmate
00:06:27 --> 00:06:29: Doctor Akira Drake Rodriguez.
00:06:29 --> 00:06:33: Doctor Rodriguez is research examines the politics of urban
planning
00:06:33 --> 00:06:38: or ways that disenfranchised groups re appropriate their
marginalized spaces
00:06:38 --> 00:06:39: in the city to gain access.
00:06:39 --> 00:06:42: To an sustain urban political power,
00:06:42 --> 00:06:45: Doctor Rodriguez is currently working on her manuscript,
00:06:45 --> 00:06:49: deviance and divergent spaces, the radical politics of
Atlanta's public
00:06:49 --> 00:06:49: housing,
00:06:49 --> 00:06:52: which is under contract with the University of Georgia Press.
00:06:52 --> 00:06:56: The book explores how politics of public housing planning
and
00:06:56 --> 00:06:59: race in Atlanta created a politics of resistance within its
00:06:59 --> 00:07:01: public housing developments.
00:07:01 --> 00:07:05: This research offers the alternative benefits of public housing
outside
00:07:05 --> 00:07:08: of shelter to challenge the overwhelming narrative of public
housing
00:07:08 --> 00:07:11: as a dysfunctional relic of the welfare state.
00:07:11 --> 00:07:14: We are really lucky to have her here today to
00:07:14 --> 00:07:16: leave this conversation so Akira,
00:07:16 --> 00:07:17: I will hand it to you.
00:07:17 --> 00:07:20: Thank you, Laura. Thank you so much and you lie
00:07:20 --> 00:07:24: Fillion to Kevin an everyone for being here this morning.
00:07:24 --> 00:07:26: Good morning and happy new year.
00:07:26 --> 00:07:28: As Lord noted I'm cured,
00:07:28 --> 00:07:32: Drake Rodriguez and faculty member at University of
Pennsylvania in
00:07:32 --> 00:07:35: the Department of City and Regional planning.
00:07:35 --> 00:07:38: I am super pleased to be moderating this panel very
00:07:38 --> 00:07:39: quickly.
00:07:39 --> 00:07:41: I'm going to introduce our three.
00:07:41 --> 00:07:46: Analysts before allowing them to introduce themselves more
fully while
00:07:46 --> 00:07:49: they're doing those introductions.

00:07:49 --> 00:07:52: I think Kevin has a pole that we like to
00:07:52 --> 00:07:52: launch.
00:07:52 --> 00:07:56: I see so many different stakeholders here or she is
00:07:56 --> 00:08:00: and CDC Zan developers just a quick pull of whether
00:08:00 --> 00:08:04: or not you've been directly involved in negotiating a CBA.
00:08:04 --> 00:08:07: And if you have, how did it resolve?
00:08:07 --> 00:08:10: Was it successful? Negotiation resulted in agreement,
00:08:10 --> 00:08:13: or. Did not result in agreement,
00:08:13 --> 00:08:15: but there was a negotiation for one.
00:08:15 --> 00:08:20: Our panelists today are Jamie Gautier who is the
Philadelphia
00:08:20 --> 00:08:25: City Council person representing the third district hiring West
Philadelphia.
00:08:25 --> 00:08:28: David Ross, who was a partner at the Argo Property
00:08:28 --> 00:08:30: Group and Nolan Tully,
00:08:30 --> 00:08:33: who is the board chair of the South of South
00:08:33 --> 00:08:35: Neighbors Association SOS Na.
00:08:35 --> 00:08:37: So I will just pass it off to you,
00:08:37 --> 00:08:43: Jamie quite quickly you can introduce yourself more fully.
00:08:43 --> 00:08:50: Hello good morning everybody. Councilmember Jaime
Guardia represent Philadelphia's third
00:08:50 --> 00:08:55: district that includes large parts of West in Southwest
Philadelphia.
00:08:55 --> 00:08:58: I'm excited to be a part of today's discussion.
00:08:58 --> 00:09:03: We often help community groups and developers to to come
00:09:03 --> 00:09:07: to agreements or to develop CBS that will help everyone
00:09:07 --> 00:09:10: to kind of be good neighbors an exist together.
00:09:10 --> 00:09:13: So thank you.
00:09:13 --> 00:09:13: David.
00:09:16 --> 00:09:21: Hey, good morning everybody. David Ross with Argo
Property Group
00:09:21 --> 00:09:26: were mid-size developer been focusing in Brewerytown East
Falls area
00:09:26 --> 00:09:28: for about five or six years now?
00:09:28 --> 00:09:32: Excited to be here and we've done a handful of
00:09:32 --> 00:09:37: Community benefits agreement so just excited about how
this discussion
00:09:37 --> 00:09:39: can move that process forward,
00:09:39 --> 00:09:39: thanks.
00:09:42 --> 00:09:44: Nelly
00:09:44 --> 00:09:46: hi everybody, my name is Nolan Tully.
00:09:46 --> 00:09:50: I'm the chair of the South of South Neighborhood
Association.
00:09:50 --> 00:09:54: That neighborhood is bounded by South Street on the North

00:09:54 --> 00:09:57: Washington Ave on the South and then Broad Street on
00:09:57 --> 00:10:00: the East and the Schuylkill River on the West.
00:10:00 --> 00:10:04: We've done over the course of the last two years
00:10:04 --> 00:10:05: or so.
00:10:05 --> 00:10:08: Two CBA is for larger developments along Washington Ave,
00:10:08 --> 00:10:12: which is one of the principle kind of commercial corridors.
00:10:12 --> 00:10:15: And actually, you know, uh?
00:10:15 --> 00:10:18: An area that Ave that has changed quite a bit
00:10:18 --> 00:10:21: as it's gone from an industrial use to more of
00:10:21 --> 00:10:23: a residential mixed use.
00:10:23 --> 00:10:26: Sector, so we've had some experience in CBS.
00:10:26 --> 00:10:31: There an that says some successes and and some things
00:10:31 --> 00:10:33: that we've learned from.
00:10:33 --> 00:10:36: Protect.
00:10:36 --> 00:10:38: Kate and so it looks like not a lot of
00:10:38 --> 00:10:42: us have been involved in negotiation negotiating cvs,
00:10:42 --> 00:10:44: but for the few for about 1/4 of us you
00:10:45 --> 00:10:45: have been.
00:10:45 --> 00:10:48: It looks like it did result in agreement,
00:10:48 --> 00:10:51: so that's that's good and promising news.
00:10:51 --> 00:10:53: So let's maybe just kick it off.
00:10:53 --> 00:10:56: It seems like while there are opportunities there,
00:10:56 --> 00:11:00: maybe we can talk also a bit about the challenges
00:11:00 --> 00:11:01: that can arise,
00:11:01 --> 00:11:05: but also, again, talk about those opportunities that come out
00:11:05 --> 00:11:06: of implementing.
00:11:06 --> 00:11:10: CBS and also thinking about what are the different
stakeholders
00:11:10 --> 00:11:13: such as CDC's developers and residents,
00:11:13 --> 00:11:16: can sort of do to mediate these challenges or or
00:11:16 --> 00:11:21: leverage these opportunities further so you can maybe talk
from
00:11:21 --> 00:11:22: personal experience or.
00:11:25 --> 00:11:28: A cure. I think there was a question in the
00:11:28 --> 00:11:30: chat about describing what a CBA is,
00:11:30 --> 00:11:32: which it occurs to me,
00:11:32 --> 00:11:34: might be worthwhile to start with.
00:11:34 --> 00:11:37: Yeah, no one. Do you want to coming from someone
00:11:37 --> 00:11:39: who is sort of done successfully?
00:11:39 --> 00:11:43: Maybe talk about how you all came into the process
00:11:43 --> 00:11:45: of thinking about CBS?
00:11:45 --> 00:11:48: Sure, so. You know, I do think that at its

00:11:49 --> 00:11:50: very most basic level,
00:11:50 --> 00:11:54: a Community benefits agreement is.
00:11:54 --> 00:11:58: A legally binding contract between a developer or property owner
00:11:58 --> 00:12:03: and the community and the community could be represented by
00:12:03 --> 00:12:07: any number of different entities an it could actually be
00:12:07 --> 00:12:11: a number of different fees on behalf of the community,
00:12:11 --> 00:12:15: whether those are CEOs or CDC's or whatever it might
00:12:15 --> 00:12:15: be.
00:12:15 --> 00:12:19: Um and usually that will provide kind of an exchange
00:12:19 --> 00:12:21: for a development.
00:12:21 --> 00:12:25: Certain benefits that would accrue to the community.
00:12:25 --> 00:12:30: So in our neighborhood, and I think these benefits.
00:12:30 --> 00:12:34: Differ pretty widely depending on what the neighborhood looks like,
00:12:34 --> 00:12:35: an I think whatever your area,
00:12:35 --> 00:12:39: you know what might be suitable for your area or
00:12:39 --> 00:12:39: things.
00:12:39 --> 00:12:41: You want to focus on,
00:12:41 --> 00:12:43: but for us, the items that we looked at were
00:12:44 --> 00:12:49: affordable housing opening greenspaces accessible to community safety and livability
00:12:49 --> 00:12:50: infrastructure.
00:12:50 --> 00:12:54: Example of that would be like expanding sidewalks so that
00:12:54 --> 00:12:58: their wider and provide more space between the car Lane
00:12:58 --> 00:13:00: and the commercial space.
00:13:00 --> 00:13:02: Use of minority and women owned women.
00:13:02 --> 00:13:07: Contractors in the building. Preference for minority and women owned
00:13:07 --> 00:13:10: businesses in the commercial spaces.
00:13:10 --> 00:13:13: Uh, an agreement to work with us to connect our
00:13:13 --> 00:13:17: Neighborhood Association to the tenants in the commercial space is
00:13:17 --> 00:13:21: so that we can prioritize local hiring from a certain.
00:13:21 --> 00:13:24: A subset of ZIP codes that are in the near
00:13:24 --> 00:13:28: community and then some things that I think are just
00:13:28 --> 00:13:30: kind of aesthetic but important.
00:13:30 --> 00:13:36: So things like street trees where trash cans or other
00:13:36 --> 00:13:39: trash disposal items would be.
00:13:39 --> 00:13:41: Would be placed and then some things that are probably
00:13:41 --> 00:13:42: independently legally required,
00:13:42 --> 00:13:43: but are important to us,

00:13:43 --> 00:13:45: such as like 80 accessible infrastructure.

00:13:45 --> 00:13:47: So those are the things we looked at our CBS

00:13:47 --> 00:13:49: don't aren't uniform like some of them will include some,

00:13:49 --> 00:13:50: but not all of those,

00:13:50 --> 00:13:53: but those are the items that we negotiate around.

00:13:53 --> 00:13:57: Listen and Councilmember, could you maybe talk about what this

00:13:57 --> 00:14:00: looks like from the city's perspective?

00:14:00 --> 00:14:03: We did get a question about whether or not they

00:14:03 --> 00:14:04: are required,

00:14:04 --> 00:14:08: but also just thinking, how does the city sorry its

00:14:08 --> 00:14:13: role in CBS that are largely between nonprofits and developers?

00:14:13 --> 00:14:16: Know that there's an overall city perspective.

00:14:16 --> 00:14:20: I think you know Cvas tend to be at this

00:14:20 --> 00:14:20: point,

00:14:20 --> 00:14:24: project specific and neighborhood specific.

00:14:24 --> 00:14:28: You know there was legislation on the table last session

00:14:28 --> 00:14:32: around requiring cvas for projects of a certain size,

00:14:32 --> 00:14:35: but it didn't move forward,

00:14:35 --> 00:14:38: you know, and I don't think it's a bad piece

00:14:38 --> 00:14:39: of legislation.

00:14:39 --> 00:14:43: I just think that it's going to need to be.

00:14:43 --> 00:14:47: Hammered out right because we have to make sure that

00:14:47 --> 00:14:49: everyone's needs an an.

00:14:49 --> 00:14:53: You know what? What communities across the city need?

00:14:53 --> 00:14:55: From my part, you know,

00:14:55 --> 00:14:59: we often act as a facilitator between community members an

00:14:59 --> 00:15:00: and developers.

00:15:00 --> 00:15:06: Whether it's we're developing a formal CBA or not.

00:15:06 --> 00:15:08: And many times and it could be,

00:15:08 --> 00:15:10: you know, sometimes before a project.

00:15:10 --> 00:15:14: That's probably the best time to be having these discussions

00:15:14 --> 00:15:16: around negotiations,

00:15:16 --> 00:15:18: but sometimes it's during construction.

00:15:18 --> 00:15:22: We have several projects that are under construction and you

00:15:22 --> 00:15:26: know the the neighbors feel like they're being infringed upon,

00:15:26 --> 00:15:30: so we've had to step into those situations to to

00:15:30 --> 00:15:35: help create better agreements and understandings between developers and residents.

00:15:35 --> 00:15:37: And I think the opportunity.

00:15:37 --> 00:15:41: That CBA's present is for is the opportunity to create

00:15:41 --> 00:15:46: good relationships between developers that want to work in a
00:15:46 --> 00:15:49: community and the residents who live there.
00:15:49 --> 00:15:53: But I also think it's the opportunity to really derive
00:15:53 --> 00:15:54: benefit for,
00:15:54 --> 00:15:59: you know, longstanding neighborhood residents from you
know,
00:15:59 --> 00:16:02: development that's happening in the Community.
00:16:02 --> 00:16:06: I think the challenge is making sure that there are
00:16:06 --> 00:16:10: real discussions between both parties.
00:16:10 --> 00:16:15: And that both parties are thinking really creatively about what
00:16:15 --> 00:16:17: that benefit could look like.
00:16:17 --> 00:16:20: One of the best CBA's in the city,
00:16:20 --> 00:16:23: I think, relates to a project in my district,
00:16:23 --> 00:16:29: so Brandywine is creating a major development called
Schoolyards about
00:16:29 --> 00:16:32: a 3 billion dollar development.
00:16:32 --> 00:16:35: But you know, in moving that project forward,
00:16:35 --> 00:16:40: they created a coalition of for community groups in West
00:16:40 --> 00:16:41: Philadelphia.
00:16:41 --> 00:16:44: They call themselves the Mantua Palton Alliance,
00:16:44 --> 00:16:49: and that joint Coalition is administering about a \$10,000,000
fund
00:16:49 --> 00:16:54: over a 15 year period to support affordable housing
development,
00:16:54 --> 00:16:58: community capacity, building, economic opportunity,
00:16:58 --> 00:17:01: and a range of other activities.
00:17:01 --> 00:17:05: So the opportunity to create real benefit definitely exist here.
00:17:05 --> 00:17:10: The challenges that sometimes folks aren't really listening to
to
00:17:10 --> 00:17:11: each other.
00:17:11 --> 00:17:16: And it's hard to get to that that true benefit.
00:17:16 --> 00:17:19: Thank you and David. Maybe you could talk a little
00:17:19 --> 00:17:22: bit about how users come into communities,
00:17:22 --> 00:17:25: knowing that CBS or at least in that in the
00:17:25 --> 00:17:26: air,
00:17:26 --> 00:17:30: right? You've had some experience where you've been going
into
00:17:30 --> 00:17:34: neighborhoods to develop an an people are kind of ready
00:17:34 --> 00:17:35: with some CBA.
00:17:35 --> 00:17:38: Yeah, I think it's a CBA is a way of
00:17:38 --> 00:17:42: formalizing a lot of the promises that they made.
00:17:42 --> 00:17:45: Over that, you know when you're when you're developer and
00:17:45 --> 00:17:49: you're proposing something that's generally a variance or or
not

00:17:49 --> 00:17:49: by right.

00:17:49 --> 00:17:51: You have to have these.

00:17:51 --> 00:17:55: Real conversations offline with neighbors and community members to say

00:17:55 --> 00:17:57: like here's what we want to do.

00:17:57 --> 00:17:59: You know, is this realistic and?

00:17:59 --> 00:18:02: Um? You know the CBA.

00:18:02 --> 00:18:05: It allows to formalize and hold accountable.

00:18:05 --> 00:18:09: You know what a developer promises.

00:18:09 --> 00:18:13: And it allows for some type of framework of.

00:18:13 --> 00:18:15: Normalcy to go back against,

00:18:15 --> 00:18:17: which is nice when. Yeah,

00:18:17 --> 00:18:20: as a developer you're trying to plug these numbers in

00:18:20 --> 00:18:23: your trying to explain to your investors in your lenders

00:18:23 --> 00:18:25: like what like what are our goals and what we're.

00:18:25 --> 00:18:28: In what we're doing for the project you can.

00:18:28 --> 00:18:31: Account for everything and all the variables so.

00:18:31 --> 00:18:35: MA CVI doesn't need to be a scary mysterious thing.

00:18:35 --> 00:18:37: I think it can be.

00:18:37 --> 00:18:43: It definitely varies from community community somewhere concerned about affordability

00:18:43 --> 00:18:43: and parking.

00:18:43 --> 00:18:47: Some are concerned about aesthetics.

00:18:47 --> 00:18:49: We have done about a half dozen of 'em I'm

00:18:49 --> 00:18:52: I'm in no means like the most experienced person,

00:18:52 --> 00:18:55: but we've we've fumble through a couple and it's been

00:18:55 --> 00:18:59: interesting to see how different neighborhoods approach them.

00:18:59 --> 00:19:05: Some neighborhoods, it's it's a lot of anxiety about affordability

00:19:05 --> 00:19:06: and gentrification,

00:19:06 --> 00:19:10: so those cvs very much look like giving preference to

00:19:10 --> 00:19:13: local minority contractors.

00:19:13 --> 00:19:19: Giving first look in preference to tenants and commercial tenants.

00:19:19 --> 00:19:22: And contributing towards neighborhood activities.

00:19:22 --> 00:19:25: So that's where you are.

00:19:25 --> 00:19:29: I'm in speaking about sort of the differences between communities.

00:19:29 --> 00:19:32: I think that's a really good point of thinking about

00:19:32 --> 00:19:35: our CEO's and capacity and maybe even lends itself to

00:19:36 --> 00:19:39: some of the questions we're seeing in the chat about

00:19:39 --> 00:19:42: enforcement after implementation and monitoring and

accountability.

00:19:42 --> 00:19:46: So thinking about an councilmember really like your point about

00:19:46 --> 00:19:50: the Brandywine CBA and building community capacity outside of just

00:19:50 --> 00:19:51: you know,

00:19:51 --> 00:19:53: affordable housing bricks and sticks stuff.

00:19:53 --> 00:19:55: So maybe thinking about and David,

00:19:55 --> 00:19:58: you can. You can speak about your own relationship in

00:19:58 --> 00:20:03: different communities of thinking about how does Community capacity broadly

00:20:03 --> 00:20:04: outside of RC is?

00:20:04 --> 00:20:05: You know it's more than RC's,

00:20:05 --> 00:20:08: right? There are people who come to meetings were not

00:20:08 --> 00:20:10: affiliated with RC's.

00:20:10 --> 00:20:13: But thinking about how that community capacity and interest can

00:20:13 --> 00:20:16: affect the CBA negotiation process were going bad.

00:20:16 --> 00:20:19: So I know just from my own research how many

00:20:19 --> 00:20:22: people have a large fear gentrification when it's not necessarily

00:20:22 --> 00:20:25: knocking at the door but you still have to deal

00:20:25 --> 00:20:28: with that fear even if it's not actually happening.

00:20:28 --> 00:20:30: And so how do you will?

00:20:30 --> 00:20:32: Kind of see that emerging,

00:20:32 --> 00:20:36: either helping or hindering CBS in the city.

00:20:36 --> 00:20:38: Um, I'll copy it to you.

00:20:38 --> 00:20:42: Oh Councilmember, you gonna get it.

00:20:42 --> 00:20:45: I will say that I think are seals are very

00:20:45 --> 00:20:46: important.

00:20:46 --> 00:20:50: I think every neighborhood should have a vehicle by which

00:20:51 --> 00:20:55: residents can provide input and and make sure that you

00:20:55 --> 00:20:59: know they have a say in development in the future

00:20:59 --> 00:21:02: of what happens in their neighborhood.

00:21:02 --> 00:21:06: And I often feel that our seals are very challenged.

00:21:06 --> 00:21:08: They have a hard job,

00:21:08 --> 00:21:12: most of them are volunteer organizations.

00:21:12 --> 00:21:16: It's a lot of them kind of have active participation

00:21:16 --> 00:21:18: from older retired folks,

00:21:18 --> 00:21:22: but but many neighborhoods you know have younger folks who

00:21:22 --> 00:21:26: want to participate with their working right,

00:21:26 --> 00:21:29: and so the demands on people who run our CEO's

00:21:29 --> 00:21:31: are are a lot right.
00:21:31 --> 00:21:33: But their job is important.
00:21:33 --> 00:21:38: And then you're there in discussions with developers who have
00:21:38 --> 00:21:40: lawyers and designers,
00:21:40 --> 00:21:42: right? And who have paid?
00:21:42 --> 00:21:45: Expertise so from the start I think there's a power
00:21:45 --> 00:21:48: imbalance and what I really like to see is for
00:21:48 --> 00:21:52: us to provide to provide more tools to our CEO
00:21:52 --> 00:21:56: so that they can participate in these conversations from a
00:21:56 --> 00:21:57: position of power.
00:21:57 --> 00:22:01: Sometimes when I look at Community benefit agreements,
00:22:01 --> 00:22:05: I come away thinking that the Community could have gotten
00:22:05 --> 00:22:05: more,
00:22:05 --> 00:22:08: especially when we're talking about real estate.
00:22:08 --> 00:22:10: We're talking about, you know,
00:22:10 --> 00:22:13: developments that are going to be around.
00:22:13 --> 00:22:15: Or maybe 100 years right,
00:22:15 --> 00:22:19: depending on how how well is built an those developments
00:22:19 --> 00:22:22: are going to define who can live in a neighborhood
00:22:22 --> 00:22:23: and who can't.
00:22:23 --> 00:22:26: And so I see my role very much as pushing
00:22:26 --> 00:22:29: for our CEO's and using the resources of my my
00:22:29 --> 00:22:32: office to help build their capacity.
00:22:32 --> 00:22:36: I have a director of Equitable development position in my
00:22:36 --> 00:22:36: office.
00:22:36 --> 00:22:39: That person is an urban planner.
00:22:39 --> 00:22:42: He spends a lot of time with our our CEO's
00:22:42 --> 00:22:44: trying to listening to them.
00:22:44 --> 00:22:46: And getting best practices from them,
00:22:46 --> 00:22:49: but also trying to share best practices with them with
00:22:49 --> 00:22:50: them too.
00:22:50 --> 00:22:52: And so I see that as a key part of
00:22:52 --> 00:22:52: my role.
00:22:56 --> 00:22:59: David Gunn
00:22:59 --> 00:23:03: um let's see it. There was a couple of questions
00:23:03 --> 00:23:03: there.
00:23:03 --> 00:23:08: I do think the CBA can can.
00:23:08 --> 00:23:10: If it's the first thing that comes up,
00:23:10 --> 00:23:12: I think it's. I generally like it.
00:23:12 --> 00:23:15: Looked at as like animosity.
00:23:15 --> 00:23:17: But the way we've been doing this is if you

00:23:17 --> 00:23:21: want to have a long relationship with where you're building.
 00:23:21 --> 00:23:23: To know who the community members are,
 00:23:23 --> 00:23:26: know who's in charge the Councilman,
 00:23:26 --> 00:23:28: the community leaders, and you say,
 00:23:28 --> 00:23:30: hey, here's a piece of land.
 00:23:30 --> 00:23:31: Here's what we plan to do.
 00:23:31 --> 00:23:36: An have some preliminary meetings around that we've
 changed almost
 00:23:36 --> 00:23:39: all of our projects based on feedback to try and
 00:23:39 --> 00:23:41: push things as much.
 00:23:41 --> 00:23:44: Thoards residential and parking as possible.
 00:23:44 --> 00:23:47: Um? And then by the time we get to a
 00:23:47 --> 00:23:47: CBA,
 00:23:47 --> 00:23:51: we've already been around and had conversations that we're
 just
 00:23:51 --> 00:23:52: formalizing a lot of.
 00:23:52 --> 00:23:56: Concerns and. Um? I just I just think it's important
 00:23:56 --> 00:23:59: to say it doesn't need to be this.
 00:23:59 --> 00:24:02: This point of friction the CBA can be a good
 00:24:02 --> 00:24:02: thing.
 00:24:02 --> 00:24:05: That's just locking in. Things have been discussed.
 00:24:07 --> 00:24:10: Of course, at Nolan, did you want to jump in
 00:24:10 --> 00:24:10: as well?
 00:24:10 --> 00:24:14: Talk a little bit about from your perspective?
 00:24:14 --> 00:24:16: Sure, so there were, as David mentioned,
 00:24:16 --> 00:24:19: a couple of items that came up in that conversation,
 00:24:19 --> 00:24:22: which I think were interesting and again.
 00:24:22 --> 00:24:25: My role on the panel is kind of 1 arceo's
 00:24:25 --> 00:24:25: viewpoint,
 00:24:25 --> 00:24:28: right? So I want to reiterate that what's good for
 00:24:28 --> 00:24:31: sosna is not necessarily good for everybody,
 00:24:31 --> 00:24:34: and I think what the Council member pointed to in
 00:24:34 --> 00:24:37: Mount Mantua Powelton area is what was good for that
 00:24:37 --> 00:24:38: community.
 00:24:38 --> 00:24:40: But in terms of capacity.
 00:24:40 --> 00:24:42: Our our CEO was lucky in some sense.
 00:24:42 --> 00:24:44: I'm a partner at a law firm here in the
 00:24:44 --> 00:24:48: city Feighery Drinker Biddle and Reath of colleague of mine.
 00:24:48 --> 00:24:50: On the board was a partner at Duane Morris.
 00:24:50 --> 00:24:53: There are two big law firms and we were able
 00:24:53 --> 00:24:55: to get assistance from our law firms on a pro
 00:24:55 --> 00:24:58: bono basis to help negotiate these CBA's not every arceo

00:24:58 --> 00:25:01: is going to have the ability to do that right
00:25:01 --> 00:25:04: and I think that's an important part of looking at
00:25:04 --> 00:25:05: what we've been able to do.
00:25:05 --> 00:25:07: You know, I think it successfully,
00:25:07 --> 00:25:09: but that is not necessarily replicable.
00:25:09 --> 00:25:11: I'd love to have those types of legal.
00:25:11 --> 00:25:14: Support.
00:25:14 --> 00:25:18: You know available to other arceo's that don't have the
00:25:18 --> 00:25:20: capacity to do it on their board.
00:25:20 --> 00:25:25: The power imbalance that the Council member talked about.
00:25:25 --> 00:25:27: Any arceo that enters into these negotiations?
00:25:27 --> 00:25:29: If the negotiations go South,
00:25:29 --> 00:25:32: basically, one risk of a lawsuit.
00:25:32 --> 00:25:35: Chills the entire conversation because the Arceo can't risk a
00:25:35 --> 00:25:38: lawsuit that exceeds any sort of insurance capacity that they
00:25:38 --> 00:25:38: have.
00:25:38 --> 00:25:41: Otherwise they go out of existence and and in some
00:25:41 --> 00:25:44: instances I think wrote remote instances but potentially risk
00:25:44 --> 00:25:46: liability for the members of that board,
00:25:46 --> 00:25:48: which is completely, you know,
00:25:48 --> 00:25:51: that is a power card that most developers don't play,
00:25:51 --> 00:25:52: but if it comes down to it,
00:25:52 --> 00:25:55: it's happened. I mean, there are examples across the city
00:25:55 --> 00:25:56: of it happening,
00:25:56 --> 00:25:58: and I think one thing that we could do,
00:25:58 --> 00:26:01: either at the Commonwealth level or potentially the state
00:26:01 --> 00:26:02: level
00:26:01 --> 00:26:02: is talk about some sort of.
00:26:02 --> 00:26:05: Of liability shield there for the Arceo is when their
00:26:05 --> 00:26:06: negotiating in good faith.
00:26:06 --> 00:26:08: If folks are negotiating in bad faith or doing something
00:26:08 --> 00:26:09: otherwise inappropriate,
00:26:09 --> 00:26:13: that separate. Anne. Somewhere in the chat,
00:26:13 --> 00:26:17: Sandy, I think mentioned that Cpas only come up when
00:26:17 --> 00:26:19: developers run into a zoning block.
00:26:19 --> 00:26:21: Generally speaking, in my experience,
00:26:21 --> 00:26:24: I think that's true, but not universal,
00:26:24 --> 00:26:27: right? So certainly one of the items that the the
00:26:27 --> 00:26:30: community can negotiate around is you need zoning relief.
00:26:30 --> 00:26:34: We would like you know these things for the community.
00:26:34 --> 00:26:36: That's very simple and I think you're right,
00:26:36 --> 00:26:40: that's what the typical circumstance would would entail.

00:26:40 --> 00:26:42: However, you know it's not a CPA.
00:26:42 --> 00:26:46: But we just recently in our neighborhood had had a
00:26:46 --> 00:26:47: building.
00:26:47 --> 00:26:52: It actually got some publicity from Inga Saffron in The
00:26:52 --> 00:26:59: Enquirer around tearing down of historically aesthetically
00:26:59 --> 00:26:59: looking rowhome doctors
00:26:59 --> 00:26:59: row.
00:26:59 --> 00:27:03: And we contacted the developer through Councilman
00:27:03 --> 00:27:06: Johnson's office an.
00:27:06 --> 00:27:09: They've come back and revise the plants so I would,
00:27:09 --> 00:27:11: even if there's a buy right project that would encourage
00:27:11 --> 00:27:13: our CEOs to contact the developer utilizing.
00:27:13 --> 00:27:14: I hope it's OK for me to say this Council
00:27:14 --> 00:27:17: member,
00:27:17 --> 00:27:20: but utilized your Council members offices to facilitate that.
00:27:20 --> 00:27:23: 'cause I think that there are developers out there.
00:27:23 --> 00:27:26: In fact, in my experience the majority of developers that
00:27:26 --> 00:27:29: will sit down and listen and they really do want
00:27:29 --> 00:27:32: to do something that the Community wants within reason.
00:27:32 --> 00:27:35: And so I think you can go down this path
00:27:35 --> 00:27:36: even if you don't have a zoning block and then
00:27:36 --> 00:27:38: enforce ability.
00:27:38 --> 00:27:43: Someone raised that you know,
00:27:43 --> 00:27:43: legally speaking, I think enforceability is something that
00:27:43 --> 00:27:47: remains to
00:27:47 --> 00:27:48: be seen,
00:27:48 --> 00:27:52: and hopefully we don't see litigation over these at a
00:27:52 --> 00:27:53: very high level,
00:27:53 --> 00:27:55: which is where you would really get a significant court
00:27:55 --> 00:27:57: decision.
00:27:57 --> 00:28:00: Detailing that parameters of enforceability,
00:28:00 --> 00:28:02: I hope we don't get there and I think you
00:28:02 --> 00:28:04: know to David's point a moment ago developers don't enter
00:28:04 --> 00:28:07: into these agreements looking to breach them.
00:28:07 --> 00:28:07: I don't believe I think they enter into these agreements
00:28:07 --> 00:28:09: trying to expedite their projects in a way that's going
00:28:09 --> 00:28:12: to.
00:28:12 --> 00:28:14: If we're being honest, you know,
00:28:14 --> 00:28:17: make them money and get something up for the community
00:28:17 --> 00:28:18: and the community is entering these agreements.
Obviously 'cause they want to get benefits that are laid
out in the agreement.

00:28:18 --> 00:28:20: So I'm hopeful that we don't have to test enforceability.
00:28:20 --> 00:28:23: 'cause I do think in my experience both parties enter
00:28:23 --> 00:28:25: into the agreements in good faith.
00:28:25 --> 00:28:28: An, but I will concede that it is something that
00:28:28 --> 00:28:28: is,
00:28:28 --> 00:28:32: I think, relatively untested, at least in terms of what
00:28:32 --> 00:28:33: I've looked at.
00:28:33 --> 00:28:36: David, were you going to say something and then I'll
00:28:36 --> 00:28:38: just ask one more question before Q&A,
00:28:38 --> 00:28:40: go ahead.
00:28:40 --> 00:28:43: I figure was going to say yeah,
00:28:43 --> 00:28:46: it's the enforce ability is.
00:28:46 --> 00:28:48: Um, it has been tested,
00:28:48 --> 00:28:50: you know, but I think it's.
00:28:50 --> 00:28:54: Reputationally we you know I think we enter into these
00:28:54 --> 00:28:55: because.
00:28:55 --> 00:28:58: I think most developers I can't speak for everybody,
00:28:58 --> 00:29:01: but the goal is to have a long career in
00:29:01 --> 00:29:02: a long relationship so.
00:29:02 --> 00:29:05: The the idea of doing a CBA and going back
00:29:05 --> 00:29:08: on that is what would ruin your career long term.
00:29:08 --> 00:29:10: So I'm sure there's been examples of that,
00:29:10 --> 00:29:14: but that's that's not I would say.
00:29:14 --> 00:29:15: The intent going into most of these.
00:29:17 --> 00:29:21: Against a final sort of way to sort of wrap
00:29:21 --> 00:29:25: this up is to give our audience on a couple
00:29:25 --> 00:29:26: of things.
00:29:26 --> 00:29:30: Nolan, you mentioned a couple of things about CBS,
00:29:30 --> 00:29:34: such as affordable housing and greenspace,
00:29:34 --> 00:29:38: ascetics, women and minority contractors,
00:29:38 --> 00:29:42: and an occupants in the commercial real estate.
00:29:42 --> 00:29:47: What are some things that you know organizations can?
00:29:47 --> 00:29:50: Lead into with developers in these conversations,
00:29:50 --> 00:29:51: that sort of being an easy one,
00:29:51 --> 00:29:53: as the Council members said,
00:29:53 --> 00:29:55: they could have gotten a little bit more.
00:29:55 --> 00:29:57: And what are the ones where it's like OK,
00:29:57 --> 00:29:59: that's not going to happen so that people can,
00:29:59 --> 00:30:02: I guess, sort of temper their expectations when sort of
00:30:02 --> 00:30:03: entering into these agreements.
00:30:10 --> 00:30:13: So here I went through the things that we had
00:30:13 --> 00:30:14: in our agreements.

00:30:14 --> 00:30:18: I did leave one thing out which David mentioned,
00:30:18 --> 00:30:21: which is parking. We haven't really insisted on parking that
00:30:22 --> 00:30:25: significantly exceeds the Washington Avenue I RMX
standard.

00:30:25 --> 00:30:28: But you know, we we do have parking in there.
00:30:28 --> 00:30:31: The one thing that we.
00:30:31 --> 00:30:34: You know, I honestly can't say we push for it
00:30:34 --> 00:30:35: necessarily,
00:30:35 --> 00:30:37: but the one thing that was kind of off the
00:30:37 --> 00:30:40: table based on the amount of money that it costs
00:30:40 --> 00:30:43: to buy land in the city was was affordable housing
00:30:43 --> 00:30:47: that fell below a certain threshold of area median income.
00:30:47 --> 00:30:51: What I would call true affordable housing.
00:30:51 --> 00:30:52: We weren't able to, you know,
00:30:52 --> 00:30:55: even kind of the first step towards that.
00:30:55 --> 00:30:58: The affordable housing were able to negotiate around is,
00:30:58 --> 00:31:02: I think what is typically referred to as workforce rate
00:31:02 --> 00:31:02: housing.
00:31:02 --> 00:31:05: It's about 60% of am I with the subsidy available
00:31:05 --> 00:31:06: for utilities,
00:31:06 --> 00:31:09: which was negotiated by a sister Arceo that we have
00:31:09 --> 00:31:11: in our in our neighborhood,
00:31:11 --> 00:31:13: the North Washington Ave coalition.
00:31:13 --> 00:31:15: So that would be one thing I would say we
00:31:15 --> 00:31:17: have not been able to get an and I do
00:31:17 --> 00:31:20: understand the developers position here.
00:31:20 --> 00:31:23: When you're paying the amount of money.
00:31:23 --> 00:31:25: That you're paying for land in the city.
00:31:25 --> 00:31:28: Plus you're paying the amount of money it costs to
00:31:28 --> 00:31:31: build these large multi unit buildings.
00:31:31 --> 00:31:33: I do think it becomes hard to provide,
00:31:33 --> 00:31:37: you know, true low income housing even though our
neighborhood
00:31:37 --> 00:31:39: certainly needs it.
00:31:41 --> 00:31:45: So affordable housing in high value areas essentially is going
00:31:45 --> 00:31:47: to be the most difficult part.
00:31:47 --> 00:31:51: Councilmember, I would say that's the most difficult part and
00:31:51 --> 00:31:52: an you know.
00:31:52 --> 00:31:55: Maybe the developers on the call won't like this,
00:31:55 --> 00:31:59: but I think. I think if communities can often push
00:31:59 --> 00:32:03: harder on that and stick to their guns an get
00:32:03 --> 00:32:05: that I've been in,
00:32:05 --> 00:32:08: you know so so not only do we help facilitate

00:32:08 --> 00:32:09: cvas.
00:32:09 --> 00:32:14: Oftentimes as a council member in discussions directly with developers
00:32:14 --> 00:32:15: about,
00:32:15 --> 00:32:18: you know what they you know would like to get
00:32:18 --> 00:32:22: our buying for it or what they need our approval
00:32:22 --> 00:32:23: for.
00:32:23 --> 00:32:26: And I'm often pushing against affordability.
00:32:26 --> 00:32:28: I find that in. You know,
00:32:28 --> 00:32:31: particularly in the gentrifying areas of the third district,
00:32:31 --> 00:32:35: the developers you know they don't want to include affordability
00:32:35 --> 00:32:35: on site.
00:32:35 --> 00:32:38: They rather pay and they rather like use the mixed
00:32:38 --> 00:32:40: income housing bonus.
00:32:40 --> 00:32:43: For example, when paying to the Housing Trust fund for
00:32:43 --> 00:32:43: me,
00:32:43 --> 00:32:46: we need the units were losing affordable housing,
00:32:46 --> 00:32:48: so it's not good enough to have you know money
00:32:48 --> 00:32:52: going to the Housing Trust fund that can support affordable
00:32:52 --> 00:32:55: housing anywhere we need units in the neighborhood.
00:32:55 --> 00:32:57: And I found when we stick to our guns and
00:32:57 --> 00:32:58: when we say.
00:32:58 --> 00:33:00: Well, you know it's a no go if you can't
00:33:00 --> 00:33:01: do this,
00:33:01 --> 00:33:05: we can often get further than what people originally come
00:33:05 --> 00:33:08: to the table saying that they can do,
00:33:08 --> 00:33:11: and so I encourage communities to push on that point
00:33:11 --> 00:33:15: and to get at least a reasonable amount of affordable
00:33:15 --> 00:33:16: housing.
00:33:16 --> 00:33:20: True affordable housing that people in the in the community
00:33:20 --> 00:33:21: can afford.
00:33:21 --> 00:33:25: I also think that sometimes these discussions folks aren't
00:33:25 --> 00:33:28: thinking
00:33:25 --> 00:33:28: creatively enough in these discussions,
00:33:28 --> 00:33:31: so. As an example, we help negotiate a CBA for
00:33:31 --> 00:33:35: our large project that was under construction already,
00:33:35 --> 00:33:39: right? So they didn't really need anything from the
00:33:39 --> 00:33:43: community,
00:33:39 --> 00:33:43: but the community was very unhappy with with the
00:33:43 --> 00:33:45: developers
00:33:43 --> 00:33:45: and with the construction team.
00:33:45 --> 00:33:48: And we went and they also had concerns about the

00:33:48 --> 00:33:49: development,
00:33:49 --> 00:33:53: like speeding on the road where the development was happening
00:33:53 --> 00:33:56: and feeling like the development was going to bring more
00:33:56 --> 00:33:57: traffic.
00:33:57 --> 00:34:00: Well, we got the developers agreed to pay for safety.
00:34:00 --> 00:34:04: For speed bumps, write an other sort of safety improvement,
00:34:04 --> 00:34:08: and so if you really kind of have real discussions
00:34:08 --> 00:34:09: and listen to each other,
00:34:09 --> 00:34:13: you can sometimes come up with some creative solutions that
00:34:13 --> 00:34:14: may not even be.
00:34:14 --> 00:34:18: You know, a big deal for the developer to provide
00:34:18 --> 00:34:21: that makes the community happy.
00:34:21 --> 00:34:24: David, did you want to comment on things that are
00:34:24 --> 00:34:25: on and off the table?
00:34:27 --> 00:34:30: Um, you know, I, I don't want to stand in
00:34:30 --> 00:34:32: for every developer in the city here.
00:34:32 --> 00:34:34: No sure, no. No one does.
00:34:34 --> 00:34:36: No one does.
00:34:36 --> 00:34:40: But I think the affordability thing is is very challenging.
00:34:40 --> 00:34:42: You know we're penciling out these projects.
00:34:42 --> 00:34:45: What makes affordable housing possible?
00:34:45 --> 00:34:47: Is density. More units, more numbers,
00:34:47 --> 00:34:51: and most of our discussions with the community have been
00:34:51 --> 00:34:52: about.
00:34:52 --> 00:34:54: Getting families and homeowners in.
00:34:54 --> 00:34:57: So we've shifted a lot of our developments from multifamily
00:34:57 --> 00:34:59: to townhouses with parking,
00:34:59 --> 00:35:01: and when you do that.
00:35:01 --> 00:35:04: You kind of take the affordable housing part out of
00:35:04 --> 00:35:07: it because you're slicing things as thin as you can
00:35:07 --> 00:35:09: to to bring the unit count down.
00:35:09 --> 00:35:13: Um? And the other thing that we battle in some
00:35:13 --> 00:35:17: of these more fringe neighborhoods is there is this identity
00:35:17 --> 00:35:21: of like home ownership and affordability and the idea of
00:35:21 --> 00:35:23: apartments are really looked down upon.
00:35:23 --> 00:35:28: There's definitely this people that participate in the
Community meetings
00:35:29 --> 00:35:31: are generally homeowners and.
00:35:31 --> 00:35:34: Tenants and renters get vilified because they're not there and
00:35:34 --> 00:35:37: they often don't have a chance to speak for themselves,
00:35:37 --> 00:35:39: so I think it's tough to say like I want

00:35:39 --> 00:35:41: to do in apartment building.

00:35:41 --> 00:35:45: Because there's people that are that will rent this because

00:35:45 --> 00:35:49: the people that are representing the Community groups for the

00:35:49 --> 00:35:51: most part are homeowners.

00:35:51 --> 00:35:53: So we listen to that and we've changed.

00:35:53 --> 00:35:58: But it's definitely it's hard to do affordable housing.

00:35:58 --> 00:36:00: Townhomes without any incentive structure.

00:36:00 --> 00:36:02: We're still buying land at market rate.

00:36:02 --> 00:36:05: We're still doing construction on Mercury.

00:36:05 --> 00:36:06: It's hard to pencil in.

00:36:08 --> 00:36:11: I agree on that point about renters.

00:36:11 --> 00:36:13: There is sometimes, you know,

00:36:13 --> 00:36:17: within neighborhoods a strong bias towards renters and the type

00:36:17 --> 00:36:21: of neighborhood neighbors they'll be and how involved there they'll

00:36:21 --> 00:36:21: be.

00:36:21 --> 00:36:24: I'm a renter like I often have to say that

00:36:24 --> 00:36:27: to people in community meetings to kind of dispel the

00:36:27 --> 00:36:31: notion that renters are people who you know don't care

00:36:31 --> 00:36:33: about the community at the same time,

00:36:33 --> 00:36:36: though, I think a piece of that sentiment comes,

00:36:36 --> 00:36:38: you know when in certain neighborhoods.

00:36:38 --> 00:36:42: Rental is all that's being developed.

00:36:42 --> 00:36:45: So in neighborhoods like Mantua.

00:36:45 --> 00:36:49: Parts of of East Parkside you have vacant land and

00:36:49 --> 00:36:53: you have developers only or coming in wanting to do

00:36:53 --> 00:36:57: rental and people have a different vision for their community

00:36:57 --> 00:37:01: that may include many types of housing and I think

00:37:01 --> 00:37:03: that that sentiment is valid.

00:37:06 --> 00:37:10: Um, I wanted to. We have so many questions in

00:37:10 --> 00:37:10: the chat.

00:37:10 --> 00:37:14: I wanted to get to some of those in the

00:37:14 --> 00:37:17: time that we have we have about.

00:37:17 --> 00:37:20: 8 minutes to go through some of these questions all

00:37:20 --> 00:37:22: kind of bundle them up.

00:37:22 --> 00:37:25: Some of them are like logistical questions and so Council

00:37:25 --> 00:37:29: member you mentioned someone in your office who does equitable

00:37:29 --> 00:37:31: development 'cause she just restate.

00:37:31 --> 00:37:35: Their name? Sure, Andrew Goodman in our office.

00:37:35 --> 00:37:38: He's our director of Equitable Development,

00:37:38 --> 00:37:43: and that's very purposeful. Equitable development is like my main
00:37:43 --> 00:37:44: agenda,
00:37:44 --> 00:37:48: and I want everyone in our communities to benefit from
00:37:48 --> 00:37:52: all of the assets in all the development that's happening.
00:37:52 --> 00:37:56: And so his main job is to.
00:37:56 --> 00:37:59: To make sure that we have a place based strategy
00:37:59 --> 00:38:01: that's designed for equity,
00:38:01 --> 00:38:05: he spends a lot of time in these discussions with
00:38:05 --> 00:38:10: developers and with community members making sure that
our residents
00:38:10 --> 00:38:11: are are represented.
00:38:11 --> 00:38:16: Most folks and in Council with most District Council members
00:38:16 --> 00:38:18: do have people who work on zoning,
00:38:18 --> 00:38:22: but I thought it was very important to have an
00:38:22 --> 00:38:26: urban planner in the role just with with everything with
00:38:26 --> 00:38:26: the.
00:38:26 --> 00:38:28: Amount in in the piece of development that we have
00:38:28 --> 00:38:29: in the district.
00:38:31 --> 00:38:36: In jail and there are a couple of other council
00:38:37 --> 00:38:38: offices that have.
00:38:38 --> 00:38:42: Planners in them that are focused on engaging with our
00:38:42 --> 00:38:45: CEO's and so that sort of differs for every Council
00:38:45 --> 00:38:45: office.
00:38:45 --> 00:38:47: There's not like a standard,
00:38:47 --> 00:38:51: certainly not equitable development person in every Council
office,
00:38:51 --> 00:38:54: but there are usually someone who deals with land use
00:38:54 --> 00:38:55: issues.
00:38:55 --> 00:38:59: Anne and you can check the Council Members website for
00:38:59 --> 00:39:03: that information with her staff email list.
00:39:03 --> 00:39:09: Talking a little bit. Many of the questions also concern
00:39:09 --> 00:39:15: issues of legal language enforcement oversight and
accountability.
00:39:15 --> 00:39:18: And Nolan, I'll just sort of pop this over to
00:39:18 --> 00:39:18: you.
00:39:18 --> 00:39:22: Did you all just sort of Google like CBA agreements
00:39:22 --> 00:39:24: and find like some boilerplate language?
00:39:24 --> 00:39:27: Or how did you get some of that resources from?
00:39:27 --> 00:39:30: Yeah, that's a good question akyra.
00:39:30 --> 00:39:32: It would take a lot of work honestly.
00:39:32 --> 00:39:35: So there were a number of folks on our board
00:39:35 --> 00:39:38: who were intimately involved in this.

00:39:38 --> 00:39:42: We talked to Councilmember Johnson's office and got some guidance
00:39:42 --> 00:39:43: from them.
00:39:43 --> 00:39:44: We talked to council members,
00:39:44 --> 00:39:48: Will's office and got some guidance from them.
00:39:48 --> 00:39:51: Actually saw someone at the beginning.
00:39:51 --> 00:39:55: You had logged in from the Philadelphia Chinatown CDC.
00:39:55 --> 00:39:59: We gotta example from them of a community that had
00:39:59 --> 00:40:03: said that agreement that they had used in Chinatown.
00:40:03 --> 00:40:06: I talked to folks from CHOP and I talked to
00:40:06 --> 00:40:08: folks who had negotiated.
00:40:08 --> 00:40:11: I think it was NKCDC
00:40:11 --> 00:40:13: I could be wrong about that.
00:40:13 --> 00:40:15: Well, I definitely thought down CCDC,
00:40:15 --> 00:40:18: but then I also talked to some of the folks
00:40:18 --> 00:40:23: who negotiated the Sugarhouse Casino Community Benefits Agreement an that

00:40:23 --> 00:40:24: was all great.
00:40:24 --> 00:40:27: Out of the stuff wasn't like as I mentioned at
00:40:27 --> 00:40:27: the top,
00:40:27 --> 00:40:30: it wasn't particularly useful for our,
00:40:30 --> 00:40:32: you know, very. Small ish,
00:40:32 --> 00:40:34: you know. Compared to those projects,
00:40:34 --> 00:40:36: developments. At the same token,
00:40:36 --> 00:40:40: both of the CBS CBS we've negotiated are for projects
00:40:40 --> 00:40:43: bigger than the projects that David has described.
00:40:43 --> 00:40:47: He's negotiated CBS for, so there's a wide range of
00:40:47 --> 00:40:49: things here that.
00:40:49 --> 00:40:51: That would work. There's also a lot of resources online,
00:40:51 --> 00:40:53: accurate to your point about Googling.
00:40:53 --> 00:40:55: I don't want to minimize that an.
00:40:55 --> 00:40:58: Ann and I think.
00:40:58 --> 00:41:00: You know someone just wrote in the chat.
00:41:00 --> 00:41:02: How can someone get examples of CBS?
00:41:02 --> 00:41:03: I would reach out it.
00:41:03 --> 00:41:05: I think it's pretty. It was pretty easy for us
00:41:05 --> 00:41:07: to identify the RC's that have done these before.
00:41:07 --> 00:41:10: And if anyone wants to reach out to.
00:41:10 --> 00:41:14: To me I'm happy with my copies of the ones
00:41:14 --> 00:41:19: we've done it sasna an my email is I'm
00:41:19 --> 00:41:21: happy to share those.
00:41:21 --> 00:41:23: And I think there's also a bunch available,

00:41:23 --> 00:41:26: but you just reach out to various CCS or ICO
00:41:26 --> 00:41:28: throughout the city that have done that and we were
00:41:28 --> 00:41:30: able to get a kind of a bunch of 'em
00:41:30 --> 00:41:32: that we were able to use examples,
00:41:32 --> 00:41:34: but it did take a lot of work an and
00:41:34 --> 00:41:37: again I think that goes to the capacity point that
00:41:37 --> 00:41:40: the Council member made earlier in the in the panel.
00:41:44 --> 00:41:47: Think, yeah, um, another sort of major question,
00:41:47 --> 00:41:50: of course, is about enforcement and the role of the
00:41:50 --> 00:41:54: city and sort of managing both the expectations of the
00:41:54 --> 00:41:54: Community.
00:41:54 --> 00:41:58: We had a really good question about the scale and
00:41:58 --> 00:41:58: scope of CBS,
00:41:58 --> 00:42:02: how the Brandywine is obviously going to be different than
00:42:02 --> 00:42:04: the ones that David engages in.
00:42:04 --> 00:42:08: It's different than the ones that's awesome engages in,
00:42:08 --> 00:42:10: but thinking also.
00:42:10 --> 00:42:13: You know how can we manage the expectations of the
00:42:13 --> 00:42:18: community of developers and then talking about
enforcement,
00:42:18 --> 00:42:22: our developers entering into these things to get good press
00:42:22 --> 00:42:26: and move through the process or communities.
00:42:26 --> 00:42:29: Being too aggressive is the city being too passive or
00:42:29 --> 00:42:30: too aggressive,
00:42:30 --> 00:42:33: so those are all sort of.
00:42:33 --> 00:42:36: Things that we have to balance in these discussions have
00:42:36 --> 00:42:40: both encouraging development in the city while also making
sure
00:42:40 --> 00:42:41: we don't displace,
00:42:41 --> 00:42:43: and that's for the last 15 years,
00:42:43 --> 00:42:46: 20 years. At least. That's been a major issue in
00:42:46 --> 00:42:48: the City of development without displacement,
00:42:48 --> 00:42:51: but I also do think David brings a good point
00:42:51 --> 00:42:54: about like what sort of development like yes there and
00:42:54 --> 00:42:58: there was someone in the chat that mentioned about East
00:42:58 --> 00:43:01: Parkside being 70% rental housing and how there's a ton
00:43:01 --> 00:43:03: of rental housing there and we are.
00:43:03 --> 00:43:05: We used to be. City of homeowners.
00:43:05 --> 00:43:08: But that is changing. So how do you kind of
00:43:08 --> 00:43:12: navigate the types of development that people want in their
00:43:12 --> 00:43:14: community and those tensions?
00:43:14 --> 00:43:17: I don't expect an answer to that question which would
00:43:17 --> 00:43:18: solve 90%

00:43:18 --> 00:43:20: of my problems in planning,
00:43:20 --> 00:43:21: but someone has some ideas.
00:43:24 --> 00:43:26: So Akira, from my perspective.
00:43:26 --> 00:43:29: I mean, I think most folks are aware that they
00:43:29 --> 00:43:33: are the Graduate Hospital South South neighborhood,
00:43:33 --> 00:43:37: gentrified very, very rapidly over the last 20 years.
00:43:37 --> 00:43:39: And so we've.
00:43:39 --> 00:43:40: We've had to deal with that,
00:43:40 --> 00:43:43: and you know, I don't know how good of a
00:43:43 --> 00:43:46: job we've done as a neighborhood dealing with it to
00:43:46 --> 00:43:46: be honest,
00:43:46 --> 00:43:49: but I do think that one of the things we
00:43:49 --> 00:43:50: learned in this process,
00:43:50 --> 00:43:53: especially from our first effort at a CBA which didn't
00:43:53 --> 00:43:55: result in a successful CBA,
00:43:55 --> 00:43:57: is that you you really do have to get out
00:43:57 --> 00:44:00: and do the kind of the shoe leather work of
00:44:00 --> 00:44:01: community engagement you have to.
00:44:01 --> 00:44:05: You have to work to get the community to understand
00:44:05 --> 00:44:06: what you're trying to do.
00:44:06 --> 00:44:08: And how it's going to impact them,
00:44:08 --> 00:44:11: if at all? And why you think that the items
00:44:11 --> 00:44:14: that you're pushing for in the CBA are going to
00:44:14 --> 00:44:15: be helpful to them?
00:44:15 --> 00:44:18: You know, one of the items that I think I
00:44:18 --> 00:44:19: even overlook,
00:44:19 --> 00:44:22: but I think maybe even the most important item that
00:44:22 --> 00:44:24: we've negotiated in the CBA's,
00:44:24 --> 00:44:27: and I think it's often one that the developer is
00:44:27 --> 00:44:28: happy to do.
00:44:28 --> 00:44:32: Is an agreement a commitment to connect the Arceo to
00:44:32 --> 00:44:36: the commercial tenants that are going to come into a
00:44:36 --> 00:44:40: development that has commercial space in it and work to
00:44:40 --> 00:44:46: get folks in the Community jobs at those commercial spaces?
00:44:46 --> 00:44:50: I think jobs an availability opportunity is so important,
00:44:50 --> 00:44:52: especially in neighborhoods that are,
00:44:52 --> 00:44:57: you know, going through those types of demographic
changes.
00:44:57 --> 00:44:59: An you know I'm pretty proud of some of the
00:44:59 --> 00:45:02: places that we've gotten commitments you know to work
with,
00:45:02 --> 00:45:05: uh, you know our neighborhood groups to connect.

00:45:05 --> 00:45:08: Folks looking for work for good jobs in our neighborhood
00:45:08 --> 00:45:09: based on development.
00:45:09 --> 00:45:13: And I think that can be a real win win.
00:45:13 --> 00:45:15: And I think it offsets some of the things that
00:45:16 --> 00:45:18: I think the Council member rightly pointed to about.
00:45:18 --> 00:45:21: True affordable housing Ann and I don't want to be
00:45:21 --> 00:45:22: here to say that.
00:45:22 --> 00:45:24: You know, community shouldn't push for that.
00:45:24 --> 00:45:27: They should, especially if that's what the community wants.
00:45:27 --> 00:45:30: But I do think there are real hurdles,
00:45:30 --> 00:45:34: real challenges to developers being able to provide that.
00:45:34 --> 00:45:39: Um? I think that I think that the community,
00:45:39 --> 00:45:44: the developers in the city play a role in making
00:45:44 --> 00:45:51: sure that the Community benefits agreement is actually
implemented.
00:45:51 --> 00:45:54: I'm I'm in my I just crossed my first year
00:45:54 --> 00:45:57: in office so some of the things that we did
00:45:57 --> 00:45:57: are,
00:45:57 --> 00:46:00: you know I'm going to be seeing them come to
00:46:00 --> 00:46:01: fruition,
00:46:01 --> 00:46:04: but I plan to play an active role in making
00:46:04 --> 00:46:07: sure that the agreements are are implemented.
00:46:07 --> 00:46:10: And also you know when trying to come up with
00:46:10 --> 00:46:11: CBA agreements,
00:46:11 --> 00:46:15: we've been thoughtful or try to be thoughtful about who
00:46:15 --> 00:46:19: would administer those agreements from the community.
00:46:19 --> 00:46:24: Anan in the hopes that that organization has the capacity.
00:46:24 --> 00:46:27: I think that a lot of these discussions are going
00:46:27 --> 00:46:30: to continue to be tailored to neighborhoods.
00:46:30 --> 00:46:32: The affordability piece of it.
00:46:32 --> 00:46:36: I'm hoping to see more public policy that that focus
00:46:36 --> 00:46:38: on that focuses on that part.
00:46:38 --> 00:46:41: I personally with the pace of development that we have
00:46:41 --> 00:46:42: in the district,
00:46:42 --> 00:46:46: I personally find it exhausting to be in a million
00:46:46 --> 00:46:50: different conversations and trying to force the issue of
affordable
00:46:50 --> 00:46:51: housing.
00:46:51 --> 00:46:53: I would like to see us have.
00:46:53 --> 00:46:58: Mandatory inclusionary zoning that says that there there has
to
00:46:58 --> 00:47:01: be a level of affordability in development on sites.
00:47:01 --> 00:47:05: I would like to see us use publicly owned vacant

00:47:05 --> 00:47:09: land more effectively towards you know housing that will be
00:47:09 --> 00:47:11: affordable truly for the community.
00:47:11 --> 00:47:13: So some of these things.
00:47:13 --> 00:47:17: I'm hoping I think government has a responsibility to really
00:47:17 --> 00:47:20: push on so that we're not having all of these
00:47:20 --> 00:47:24: individual conversations that May or may not pan out.
00:47:27 --> 00:47:28: Thank you David. Go ahead,
00:47:28 --> 00:47:31: no, I was just saying I think I think a
00:47:31 --> 00:47:33: lot of developers would get behind,
00:47:33 --> 00:47:37: you know, some type of mandatory CBA for projects over.
00:47:37 --> 00:47:40: You know, modest size because it's it's a known factor
00:47:40 --> 00:47:42: that we're dealing with.
00:47:42 --> 00:47:43: You know it is challenging.
00:47:43 --> 00:47:47: We go into this and you don't know where the
00:47:47 --> 00:47:50: requests are going to go and it can go.
00:47:50 --> 00:47:54: From a healthy discussion towards you know.
00:47:54 --> 00:47:56: To two wins battling, but I think if you can
00:47:57 --> 00:47:59: go into a project and a piece of land you
00:47:59 --> 00:48:00: know your costs.
00:48:00 --> 00:48:03: What you don't know is where the CBA is going
00:48:03 --> 00:48:03: to end up.
00:48:03 --> 00:48:05: So if there were something set at,
00:48:05 --> 00:48:07: you know at the citywide level.
00:48:07 --> 00:48:10: It's it allows us to know what we're getting into,
00:48:10 --> 00:48:13: and I think that would help a lot of people,
00:48:13 --> 00:48:16: and it would save a lot of stress for councilpersons
00:48:16 --> 00:48:17: community groups.
00:48:17 --> 00:48:19: And you know, for us.
00:48:19 --> 00:48:21: But it would also streamline.
00:48:21 --> 00:48:23: You know this for everybody,
00:48:23 --> 00:48:29: so I don't see that being something that developers oppose.
00:48:29 --> 00:48:32: Thank you David, that was as close to an agreement
00:48:32 --> 00:48:35: across all stakeholders that we're going to get.
00:48:35 --> 00:48:36: So let's end on a high note.
00:48:36 --> 00:48:40: I apologize that we didn't get to everyone's questions in
00:48:40 --> 00:48:41: the chat,
00:48:41 --> 00:48:44: let I encourage you to join and support your CEOs
00:48:44 --> 00:48:47: an engage with your Council members on these topics so
00:48:47 --> 00:48:51: that we can move forward into more sustainable and
enforceable.
00:48:51 --> 00:48:53: CBS and I will turn it back to Laura.
00:48:53 --> 00:48:56: Thank you. Wonderful thank you so much to all of

00:48:56 --> 00:49:00: our panelists to Doctor Rodriguez and all of you for
00:49:00 --> 00:49:04: submitting so many really important and interesting
questions.

00:49:04 --> 00:49:08: The conversation obviously is much longer than the time that
00:49:08 --> 00:49:09: we have allocated,
00:49:09 --> 00:49:12: so I really do hope that you will continue to
00:49:12 --> 00:49:16: engage with us and your organ in your local organizations
00:49:16 --> 00:49:20: around these topics that were just talking about today.
00:49:20 --> 00:49:22: So now I would like to switch gears.
00:49:22 --> 00:49:26: We're going to hear from 2 presenters who will give.
00:49:26 --> 00:49:29: Very specific examples of community engagement,
00:49:29 --> 00:49:32: one in Philadelphia and one coming to us from Atlanta,
00:49:32 --> 00:49:35: GA. So first we will hear from Tyrone Rashal,
00:49:35 --> 00:49:38: president of Urban Key Capital Partners and member of the
00:49:38 --> 00:49:39: UI public,
00:49:39 --> 00:49:42: Private Private Partnership, National Product Council.
00:49:42 --> 00:49:46: Tyrone will share trends on the public sector's role in
00:49:46 --> 00:49:51: encouraging inclusive development and updated principles
for community engagement.

00:49:51 --> 00:49:54: So Tyrone, I will pass things to you and a
00:49:54 --> 00:49:55: reminder again,
00:49:55 --> 00:49:56: will hear from 2 steak.
00:49:56 --> 00:49:59: Those two presenters and then we will take questions again
00:49:59 --> 00:50:01: from the chat at the end of that time,
00:50:01 --> 00:50:05: so please feel free to continue that discussion so.
00:50:05 --> 00:50:08: Tyrone, thanks Laura. Good morning everybody.
00:50:08 --> 00:50:11: Hope everybody is well. Greetings from Atlanta,
00:50:11 --> 00:50:15: GA. I realized that we're already behind in the schedule,
00:50:15 --> 00:50:18: so I will make my thoughts quickly.
00:50:18 --> 00:50:20: But really I am Tyrone Rochelle.
00:50:20 --> 00:50:23: I am a private sector consultant now but at one
00:50:23 --> 00:50:27: point in time I ran redevelopment for the City of
00:50:27 --> 00:50:32: Atlanta through our development authority called investment
Lana,
00:50:32 --> 00:50:36: which is really the mechanism for negotiating complex public
private.
00:50:36 --> 00:50:40: Partnerships and I want to couch this in the context
00:50:40 --> 00:50:44: of public private partnerships because typically when CBA is
come
00:50:44 --> 00:50:44: up,
00:50:44 --> 00:50:48: you're really talking about an instance where a private
developer
00:50:48 --> 00:50:51: is receiving some type of incentive from the public sector

00:50:51 --> 00:50:55: which creates the need for an agreement for how benefits
00:50:55 --> 00:50:58: would be spread. And I think that's reasonable,
00:50:58 --> 00:51:01: right? If you're getting something in exchange for providing a
00:51:01 --> 00:51:03: public good and service,
00:51:03 --> 00:51:06: there should be an agreement around how that works.
00:51:06 --> 00:51:09: Whether or not the incentive is necessary and if it's
00:51:09 --> 00:51:11: achieving the goals that I mean,
00:51:11 --> 00:51:15: it's municipality would have, so I think that's appropriate
company
00:51:15 --> 00:51:17: to advance to the next slide please.
00:51:17 --> 00:51:19: And I started this as an activist,
00:51:19 --> 00:51:21: so I wasn't your typical government bureaucrat.
00:51:21 --> 00:51:23: I'm gonna lawyer investment banker,
00:51:23 --> 00:51:26: and I lived in a community in Atlanta that was
00:51:26 --> 00:51:29: being impacted by a large public private partnership called
the
00:51:29 --> 00:51:30: Atlanta Beltline.
00:51:30 --> 00:51:33: And I wanted to be involved in the conversation and
00:51:33 --> 00:51:36: I was appointed to an advisory committee with 45 of
00:51:36 --> 00:51:37: my closest friends.
00:51:37 --> 00:51:39: First of all, never do that.
00:51:39 --> 00:51:42: 45 people to get into a room to negotiate anything
00:51:42 --> 00:51:43: is chaos,
00:51:43 --> 00:51:45: and these were from you know,
00:51:45 --> 00:51:48: two dozen different neighborhoods around the city.
00:51:48 --> 00:51:52: So, but what I would like to talk about is
00:51:52 --> 00:51:53: how these P3.
00:51:53 --> 00:51:57: Arrangements are evolving, and particularly where we talk
about producing
00:51:57 --> 00:51:58: public benefit.
00:51:58 --> 00:52:00: If you could go to the next slide,
00:52:00 --> 00:52:02: please, and the way they're involving,
00:52:02 --> 00:52:06: we really think about the public sector and the private
00:52:06 --> 00:52:06: sector.
00:52:06 --> 00:52:08: Is these two homogeneous institutions,
00:52:08 --> 00:52:11: and they're not right. So these models that have been
00:52:11 --> 00:52:14: in an action for decades now that they're changing,
00:52:14 --> 00:52:18: particularly when resources are constrained and the projects
that are
00:52:18 --> 00:52:21: really trying to provide public goods and services that need
00:52:22 --> 00:52:22: resources right,
00:52:22 --> 00:52:26: affordable housing. But like I heard one of the Palace
00:52:26 --> 00:52:29: say it doesn't pencil out in certain communities where land

00:52:29 --> 00:52:30: costs is hard,
00:52:30 --> 00:52:33: right? And you're trying to drive affordability down to 3050%
00:52:33 --> 00:52:36: am eyes. It just doesn't happen with some type of
00:52:36 --> 00:52:36: help.
00:52:36 --> 00:52:39: And we called that help incentive that I and the
00:52:39 --> 00:52:42: first point that I'd like to say is an incentive
00:52:42 --> 00:52:43: is not a giveaway.
00:52:43 --> 00:52:47: I would encourage municipalities or think of incentives as
investments
00:52:47 --> 00:52:50: in future benefits that would not have happened otherwise,
00:52:50 --> 00:52:53: and that could be affordable housing that could be parks
00:52:54 --> 00:52:55: and green space that could be.
00:52:55 --> 00:52:59: Increasing opportunities for job creation and small business
growth.
00:52:59 --> 00:53:02: All of those things come into play in Atlanta.
00:53:02 --> 00:53:05: I'm very proud of how progressive our City has been
00:53:06 --> 00:53:06: around this.
00:53:06 --> 00:53:10: In fact, it's been so progressive that we just created
00:53:10 --> 00:53:12: our first citywide economic mobility plan,
00:53:12 --> 00:53:17: which intentionally economic mobility because it's not just
talking about
00:53:17 --> 00:53:19: one input being affordable housing,
00:53:19 --> 00:53:21: but it's talking about how job quality,
00:53:21 --> 00:53:23: job creation and access occurs.
00:53:23 --> 00:53:26: Where do we spend our money right on?
00:53:26 --> 00:53:30: Affordable housing, can it be affordable to folks that have
00:53:30 --> 00:53:33: to travel is in their job centers very important because
00:53:33 --> 00:53:36: if I gotta now commute 2 hours to get to
00:53:36 --> 00:53:39: my job, I've lost some value right in time and
00:53:39 --> 00:53:41: effort and energy,
00:53:41 --> 00:53:44: but the biggest point that I would take here is
00:53:44 --> 00:53:45: that.
00:53:45 --> 00:53:50: These these agreements get difficult because they happen.
00:53:50 --> 00:53:52: From a transactional standpoint, right?
00:53:52 --> 00:53:55: I mean what that's going to be the toughest agreement
00:53:55 --> 00:53:57: where I'm doing something.
00:53:57 --> 00:54:01: You want something else. We've already made investment
and their
00:54:01 --> 00:54:02: transactions are one off.
00:54:02 --> 00:54:04: So what we've tried to do in it here in
00:54:04 --> 00:54:07: Atlanta is take away the focus on one off transactional
00:54:07 --> 00:54:11: deals and look at this from a holistic perspective of
00:54:11 --> 00:54:14: community engagement and plan these benefits out before

there is
00:54:14 --> 00:54:15: a project,
00:54:15 --> 00:54:19: right? Because we all know that in these community organizations
00:54:19 --> 00:54:22: there there are handful of people that drive the discussion
00:54:22 --> 00:54:22: and.
00:54:22 --> 00:54:26: Oftentimes, I question whether those five people represent the interest
00:54:26 --> 00:54:28: of any particular community,
00:54:28 --> 00:54:30: so we want to hear everyone's voice up front.
00:54:30 --> 00:54:33: I'm gonna fly through this quickly so next slide,
00:54:33 --> 00:54:36: please. This is really what I'm trying to get to.
00:54:36 --> 00:54:39: We really been talking about in our Council at ULI.
00:54:39 --> 00:54:42: We got 100 people nationally that look at these stories
00:54:42 --> 00:54:43: from all across the country.
00:54:43 --> 00:54:46: And we've always concentrated on this public sector.
00:54:46 --> 00:54:50: Being the government, private sector being the big bad developer,
00:54:50 --> 00:54:52: right? And it's just not true,
00:54:52 --> 00:54:54: it's more sophisticated. In that particular,
00:54:54 --> 00:54:58: when you're talking about investing in distressed areas that don't
00:54:58 --> 00:55:00: normally attract traditional forms of capital,
00:55:00 --> 00:55:02: right? So the South side of our city.
00:55:02 --> 00:55:06: If there weren't partnerships that help create incentives to do
00:55:06 --> 00:55:07: certain things,
00:55:07 --> 00:55:09: you would have no development at all,
00:55:09 --> 00:55:11: because it's just harder to do so.
00:55:11 --> 00:55:13: We gotta add the people into this,
00:55:13 --> 00:55:16: and it seems like a presumption that the public sector
00:55:16 --> 00:55:17: and the people are the same.
00:55:17 --> 00:55:19: I would posit to you today or not,
00:55:19 --> 00:55:22: the public sector should represent the interest of all the
00:55:22 --> 00:55:23: people,
00:55:23 --> 00:55:25: but it's more complex. Then saying,
00:55:25 --> 00:55:29: hey, development authority going to this backroom and do what's
00:55:29 --> 00:55:30: best for us.
00:55:30 --> 00:55:32: I just don't think that works for anyone,
00:55:32 --> 00:55:35: so why not include what the people think early in
00:55:35 --> 00:55:38: the process before you embark on any type of master
00:55:38 --> 00:55:38: plan.
00:55:38 --> 00:55:42: Right now we know that you can't plan everything right.

00:55:42 --> 00:55:44: Some projects pop up that don't need any type of
00:55:44 --> 00:55:47: rezoning or need any type of subsidy from the city,
00:55:47 --> 00:55:49: so those are as of right there,
00:55:49 --> 00:55:52: other mechanisms to make those go the way that you
00:55:52 --> 00:55:53: need to.
00:55:53 --> 00:55:56: But I would argue that that is an important factor.
00:55:56 --> 00:55:59: In this next slide, please.
00:55:59 --> 00:56:02: Then I'll get to the nonprofit and philanthropic sectors in
00:56:02 --> 00:56:03: a bit.
00:56:03 --> 00:56:05: But really, this is kind of the point.
00:56:05 --> 00:56:09: Let's focus on equitable development and driving equity
00:56:09 --> 00:56:10: mobility.
00:56:10 --> 00:56:13: I think those are the most sustainable ways to impact
00:56:13 --> 00:56:15: communities and make them better.
00:56:15 --> 00:56:18: And I'm really talking about communities that don't get a
00:56:18 --> 00:56:20: lot of investment at all,
00:56:20 --> 00:56:24: right? And you're gonna see this already happening because
00:56:24 --> 00:56:26: cities
00:56:26 --> 00:56:29: are strapped with resources,
00:56:29 --> 00:56:31: right? So to be able to balance those resources across
00:56:31 --> 00:56:32: different projects is going to.
00:56:32 --> 00:56:33: Get off Please.
00:56:35 --> 00:56:37: And I'll take these two together really,
00:56:37 --> 00:56:39: when we're talking about distressed communities,
00:56:39 --> 00:56:42: it isn't always the big bad developer,
00:56:42 --> 00:56:45: right? You have nonprofit stakeholders that in some of my
00:56:45 --> 00:56:46: communities drive projects,
00:56:46 --> 00:56:50: right? They they are mission based entities that are looking
00:56:50 --> 00:56:52: in the example of Covenant House Georgia.
00:56:52 --> 00:56:55: They're trying to help homeless children from 16 to 24
00:56:55 --> 00:56:56: years old.
00:56:56 --> 00:56:58: They just did a project that I helped him close
00:56:59 --> 00:56:59: last year.
00:56:59 --> 00:57:02: That has tremendous benefits, not only for that community.
00:57:02 --> 00:57:05: Before our city. And I would argue that.
00:57:05 --> 00:57:08: Those risk return characteristics are different with these
00:57:08 --> 00:57:09: types of
00:57:09 --> 00:57:11: sponsors,
00:57:11 --> 00:57:12: so we have to acknowledge them,
00:57:12 --> 00:57:16: and on the next slide,
00:57:16 --> 00:57:16: many of the investors in these communities come from
philanthropy,

00:57:16 --> 00:57:19: right? So when we're talking about philanthropic investors,
00:57:19 --> 00:57:23: there's a different metric that they're using to make
investments
00:57:23 --> 00:57:26: in some of these communities and their project underwriting
is
00:57:26 --> 00:57:29: different and benefit is not always about money.
00:57:29 --> 00:57:32: Sometimes benefit includes things that you don't think you
can
00:57:33 --> 00:57:33: measure,
00:57:33 --> 00:57:35: but I would posit that there is a way to.
00:57:35 --> 00:57:38: Measure benefits from increased safety.
00:57:38 --> 00:57:43: More affordable housing, more retail in a particular
community doesn't
00:57:43 --> 00:57:43: have it.
00:57:43 --> 00:57:46: Next slide, please. Then I hear I'm out of time
00:57:46 --> 00:57:49: so I will go quickly through these and this is
00:57:49 --> 00:57:52: where I spend most of my time is really on
00:57:52 --> 00:57:56: financial tools, right? And when you're dealing with municipal
programs
00:57:56 --> 00:57:58: that are either making grants,
00:57:58 --> 00:58:01: property tax abatements, some type of value that is being
00:58:01 --> 00:58:04: given from the public sector to the private sector,
00:58:04 --> 00:58:07: that transfer of value should have the expectation of some
00:58:07 --> 00:58:10: type of framework with the Community benefits,
00:58:10 --> 00:58:13: right? That is the reason why we are doing the
00:58:13 --> 00:58:16: deal then why there is a need for incentive.
00:58:16 --> 00:58:19: I'll give 2 examples really quickly 'cause I know I'm
00:58:19 --> 00:58:20: running out of time.
00:58:20 --> 00:58:23: Next slide we have a very big one in our
00:58:23 --> 00:58:23: city,
00:58:23 --> 00:58:26: the Atlanta Beltline and I think I mentioned to you
00:58:26 --> 00:58:29: before just a very hairy project that really has changed
00:58:29 --> 00:58:32: our city and I think in the positive way.
00:58:32 --> 00:58:35: But there are also some lessons learned that we had
00:58:35 --> 00:58:38: because once you create a very valuable asset in your
00:58:38 --> 00:58:39: city,
00:58:39 --> 00:58:42: that value is noticed by developers that want to build
00:58:42 --> 00:58:43: around it right?
00:58:43 --> 00:58:47: So how do you anticipate that future growth knowing that?
00:58:47 --> 00:58:50: What's your building is automatically creating value,
00:58:50 --> 00:58:51: so it's not an issue of.
00:58:51 --> 00:58:53: Value creation is valued transferring,
00:58:53 --> 00:58:57: distribution, and all of these components were in our

Community
00:58:57 --> 00:58:58: benefits framework,
00:58:58 --> 00:59:00: and I wouldn't call this a CBA.
00:59:00 --> 00:59:03: It was a larger framework and then when future projects
00:59:03 --> 00:59:04: come up,
00:59:04 --> 00:59:06: there are project specific Cbas that happen.
00:59:06 --> 00:59:10: But one example is we should bonds using tax increment
00:59:10 --> 00:59:13: finance for this district in this district is large.
00:59:13 --> 00:59:16: It's it's one of the largest tags tax allocation districts
00:59:16 --> 00:59:18: we have in the city.
00:59:18 --> 00:59:20: And the focus was affordable housing.
00:59:20 --> 00:59:22: So 15% of all. Net Bond sees went into a
00:59:22 --> 00:59:26: special fund that is used specifically to do mezzanine loan
00:59:26 --> 00:59:29: product grant products to developers that are willing to do
00:59:29 --> 00:59:32: affordable housing. So I won't go through that whole list
00:59:32 --> 00:59:36: 'cause I know I'm running longtime next slide please.
00:59:36 --> 00:59:38: We just did this one last month and and all
00:59:38 --> 00:59:40: of these aren't driven by the community,
00:59:40 --> 00:59:44: right? Sometimes the lenders want to see these community
benefits
00:59:45 --> 00:59:48: qualified so particularly with the new markets tax credit.
00:59:48 --> 00:59:51: Program where I've spent a lot of time and space.
00:59:51 --> 00:59:54: The lender themselves and want to see these outcomes and
00:59:54 --> 00:59:57: quantify them very specifically so that they can report to
00:59:57 --> 00:59:59: the Department of Treasury.
00:59:59 --> 01:00:01: Look at all the great things I did with my
01:00:01 --> 01:00:02: allocation.
01:00:02 --> 01:00:05: Now that I'm reapplying, I can repeat those outcomes and
01:00:05 --> 01:00:08: there's a list of outcomes that was just in one
01:00:08 --> 01:00:12: Community benefits agreement for a roughly 8.1 million
dollar investment,
01:00:12 --> 01:00:14: which isn't a huge investment in the city,
01:00:14 --> 01:00:16: but I think it was a way to to to
01:00:16 --> 01:00:18: get that going to just show that.
01:00:18 --> 01:00:21: It isn't just the public or private sector or the
01:00:21 --> 01:00:25: neighborhood associations that are driving this,
01:00:25 --> 01:00:28: but this evolving set of stakeholders also have a role
01:00:28 --> 01:00:30: in seeing these benefits realized.
01:00:30 --> 01:00:35: With that Kevin, I will hold for comments and then
01:00:35 --> 01:00:37: I'm next speaker get going.
01:00:37 --> 01:00:39: Thank you so much, Tyrone.
01:00:39 --> 01:00:41: Obviously a lot more we can learn from you.

01:00:41 --> 01:00:45: So look forward to continuing this conversation at the end
01:00:45 --> 01:00:47: so I will keep us moving.
01:00:47 --> 01:00:49: Now I will turn it to Maria Sourbeer,
01:00:49 --> 01:00:53: be our Vice President of development for Shift capital to
01:00:53 --> 01:00:57: share a case study on the recently completed Philadelphia
project.
01:00:57 --> 01:01:02: Jason trial in Kensington and specifically how your project
addressed
01:01:02 --> 01:01:05: some of these issues around community engagement.
01:01:05 --> 01:01:06: So go ahead and read it.
01:01:06 --> 01:01:11: Hello, good morning. Um? So Jason trial,
01:01:11 --> 01:01:13: you know, I was asked here,
01:01:13 --> 01:01:17: I think because we didn't do it CVA on this
01:01:17 --> 01:01:17: project.
01:01:17 --> 01:01:21: But we did address a lot of community programming and
01:01:21 --> 01:01:24: thinking through the process.
01:01:24 --> 01:01:27: So I'm going to talk about Jason Shell,
01:01:27 --> 01:01:29: which is a project in Kensington.
01:01:29 --> 01:01:32: You can move to the next slide.
01:01:32 --> 01:01:36: But first, I just wanted to introduce myself and I
01:01:36 --> 01:01:39: am an architect by license and education.
01:01:39 --> 01:01:44: But I came through. After architecture came through Akarere
in
01:01:44 --> 01:01:48: on the nonprofit side of real estate and so I
01:01:48 --> 01:01:49: think.
01:01:49 --> 01:01:52: That gives me a very different perspective,
01:01:52 --> 01:01:54: an when shift was growing up,
01:01:54 --> 01:01:56: I was one of the first hires,
01:01:56 --> 01:01:59: I think because I look at things from an impact
01:01:59 --> 01:02:01: driven community driven POV,
01:02:01 --> 01:02:04: and maybe that's a little bit different than a typical
01:02:04 --> 01:02:05: development,
01:02:05 --> 01:02:08: so I'm definitely the one at the table saying,
01:02:08 --> 01:02:12: well, you know, how's that moving the needle right?
01:02:12 --> 01:02:15: How's that creating jobs? How's that you know,
01:02:15 --> 01:02:18: doing the things that real estate from our perspective is
01:02:18 --> 01:02:19: meant to do,
01:02:19 --> 01:02:23: and so. That's sort of how it comes with these
01:02:23 --> 01:02:23: things.
01:02:23 --> 01:02:24: Next slide.
01:02:26 --> 01:02:30: So just two minutes on shift where a place based,
01:02:30 --> 01:02:34: mission driven organization. So we started doing real estate
in,

01:02:34 --> 01:02:39: specifically Northern Kensington, and so we have about 2 million

01:02:39 --> 01:02:43: square feet of property in the Kensington neighborhood,

01:02:43 --> 01:02:46: with the concept being if you focus all of your

01:02:46 --> 01:02:51: energy in one neighborhood and diversifying your asset classes,

01:02:51 --> 01:02:56: then potentially you're providing jobs in these large industrial buildings.

01:02:56 --> 01:02:59: If you're providing jobs, ideally someone might want to live

01:03:00 --> 01:03:01: near where they work,

01:03:01 --> 01:03:04: and so we wanted to provide housing and the commercial

01:03:04 --> 01:03:06: corridor is an important piece.

01:03:06 --> 01:03:08: If you're going to live there and work there,

01:03:08 --> 01:03:10: hopefully you want to shop there,

01:03:10 --> 01:03:13: and those three things together sort of create.

01:03:13 --> 01:03:17: Create a strong neighborhood and so you'll see here just

01:03:17 --> 01:03:19: some snippets of what we've done.

01:03:19 --> 01:03:23: So on the upper left that's making North that used

01:03:23 --> 01:03:24: to be jomar.

01:03:24 --> 01:03:28: Fabric San now it houses 60 about 60 small businesses

01:03:28 --> 01:03:31: on the bottom left is where we're negotiating.

01:03:31 --> 01:03:34: A CBA right now that's it's one one of our

01:03:34 --> 01:03:35: projects.

01:03:35 --> 01:03:40: Outside of Kensington, we have two projects outside Kensington and

01:03:40 --> 01:03:42: that's on N Broad St Jumpstart.

01:03:42 --> 01:03:46: Kensington is some program where we tried to provide education

01:03:46 --> 01:03:50: for folks in the neighborhood that want to get into

01:03:50 --> 01:03:55: development and learn about development and learn about real estate.

01:03:55 --> 01:03:58: You know where the opinion that it takes a village

01:03:58 --> 01:04:01: and that you know we want to help other people

01:04:01 --> 01:04:04: take advantage and and and participate.

01:04:04 --> 01:04:08: In the middle, there just quickly that was Kensington Storefront

01:04:08 --> 01:04:09: Challenge,

01:04:09 --> 01:04:12: which was us trying to brainstorm about how to reinvigorate

01:04:12 --> 01:04:14: the commercial corridor.

01:04:14 --> 01:04:17: We had a few properties that had commercial on the

01:04:17 --> 01:04:20: ground floor and we were trying to think through how

01:04:20 --> 01:04:22: to fill them and we had lots of ideas and

01:04:22 --> 01:04:25: it occurred to us that we should open up that

01:04:25 --> 01:04:28: thinking and so we ran a competition where we invited

01:04:28 --> 01:04:31: people to think with us about what would work well
01:04:31 --> 01:04:35: on that commercial corridor. And we offered a years free
01:04:35 --> 01:04:39: rent and some dollars Tord tenant fit out and.
01:04:39 --> 01:04:41: I can recall being very nervous that no one was
01:04:41 --> 01:04:42: going to apply,
01:04:42 --> 01:04:44: but we had about 30 applicants,
01:04:44 --> 01:04:47: an nine awards, and it's taken a few years.
01:04:47 --> 01:04:48: But so you know, we have,
01:04:48 --> 01:04:52: I think seven of those businesses up and functioning now.
01:04:52 --> 01:04:53: Next slide.
01:04:56 --> 01:04:58: I think you can move to the next slide that
01:04:58 --> 01:04:58: was,
01:04:58 --> 01:05:01: you know, I was just saying we had the almost
01:05:01 --> 01:05:03: 2 million square feet of property there,
01:05:03 --> 01:05:05: and that's sort of the statistics around it.
01:05:05 --> 01:05:08: So Kensington, if you're not familiar with Kensington,
01:05:08 --> 01:05:10: it is, uh, along the.
01:05:10 --> 01:05:14: Public transit line. Jason Trelyn specific is about a block
01:05:14 --> 01:05:16: from the Tioga station,
01:05:16 --> 01:05:19: which is an 18 minute ride to City Hall,
01:05:19 --> 01:05:23: half that to Fishtown, so it's very accessible and Jason
01:05:23 --> 01:05:26: Trails a 2 minute walk from that station,
01:05:26 --> 01:05:28: which is very important to us.
01:05:28 --> 01:05:33: Kensington in General is a challenged neighborhood with
strong bones,
01:05:33 --> 01:05:38: right? There's a lot of dedicated people in the neighborhood
01:05:38 --> 01:05:41: fighting and working hard to maintain.
01:05:41 --> 01:05:45: A lifestyle that's healthy for their children and healthy for
01:05:45 --> 01:05:49: themselves and we're working with those folks to create.
01:05:49 --> 01:05:52: A platform of growth, you know,
01:05:52 --> 01:05:58: an opportunity for wealth building and just thoughtfulness
around.
01:05:58 --> 01:06:03: Around investment in how we're growing in in Kensington.
01:06:03 --> 01:06:06: Next
01:06:06 --> 01:06:06: Netflix.
01:06:09 --> 01:06:12: So the project itself was a furniture store.
01:06:12 --> 01:06:14: Most recently it was diamond furniture.
01:06:14 --> 01:06:16: It's two buildings adjacent to each other,
01:06:16 --> 01:06:19: connected by what you'll see on the lower left is
01:06:19 --> 01:06:23: sort of a courtyard area 155 thousand square feet with
01:06:23 --> 01:06:26: commercial on the ground floor and residential above.
01:06:26 --> 01:06:29: This was our first foray into multifamily sort of mixed

01:06:29 --> 01:06:29: use.

01:06:29 --> 01:06:33: Previous to that, we were really focused on job creation,

01:06:33 --> 01:06:36: so the making North and making South ones that you

01:06:36 --> 01:06:39: saw in the previous slides were all small business driven

01:06:39 --> 01:06:40: where we said,

01:06:40 --> 01:06:43: you know. We're not going to get this single anchor,

01:06:43 --> 01:06:45: you know Coca Cola is not coming in to take

01:06:45 --> 01:06:46: the whole building.

01:06:46 --> 01:06:48: There's not going to be a single user,

01:06:48 --> 01:06:51: and so we went in and broke it the building

01:06:51 --> 01:06:53: up into smaller units so that we could bring in

01:06:53 --> 01:06:54: businesses.

01:06:54 --> 01:06:58: Thinking about who those businesses are an and finding like

01:06:58 --> 01:07:01: minded partners to house and work out of those spaces

01:07:01 --> 01:07:04: has been really challenging and exciting for us.

01:07:04 --> 01:07:08: You know, seeking folks who want to hire local and

01:07:08 --> 01:07:11: who have a similar mission is part of our ethos.

01:07:11 --> 01:07:14: And so you know, we're very excited to say that

01:07:14 --> 01:07:18: we have those buildings in making North at least stabilized

01:07:18 --> 01:07:21: and we can sell lots of leases in the pipeline

01:07:21 --> 01:07:24: despite Covid. And, um, you know,

01:07:24 --> 01:07:27: I was saying yesterday, it's really heartening to me to

01:07:27 --> 01:07:29: see how many new businesses are coming,

01:07:29 --> 01:07:32: despite the fact that you know the pandemic has been

01:07:32 --> 01:07:35: challenging for some businesses that didn't make it there.

01:07:35 --> 01:07:37: People are creative and steadfast,

01:07:37 --> 01:07:39: and so we're we're moving forward.

01:07:39 --> 01:07:43: So this building we decided we did debate what the

01:07:43 --> 01:07:45: best use was it for was for it,

01:07:45 --> 01:07:48: and if it should be light industrial commercial.

01:07:48 --> 01:07:53: But we landed on three stories of residential and commercial

01:07:53 --> 01:07:54: in the ground floor.

01:07:54 --> 01:07:58: I think mostly because it is nestled a little bit

01:07:58 --> 01:08:00: more away from the industrial piece.

01:08:00 --> 01:08:03: It is at the corner of Kensington Ave,

01:08:03 --> 01:08:07: Anna largely residential area and there is not an abundance

01:08:07 --> 01:08:09: of multifamily housing.

01:08:09 --> 01:08:10: So it is a neighborhood.

01:08:10 --> 01:08:14: But there's not a lot of opportunity for this kind

01:08:14 --> 01:08:16: of this kind of project,

01:08:16 --> 01:08:18: and so we're very excited about it.

01:08:18 --> 01:08:21: It's not a subsidized project,

01:08:21 --> 01:08:24: but we were successful in the large majority of the
01:08:24 --> 01:08:26: building is at the 6070%
01:08:26 --> 01:08:30: am I an after feedback from the neighborhood,
01:08:30 --> 01:08:32: we could find a way to bring in a couple
01:08:33 --> 01:08:33: units at 40%
01:08:33 --> 01:08:35: am I we had no CVI,
01:08:35 --> 01:08:37: but I would say.
01:08:37 --> 01:08:42: A common goal for affordability and job creation,
01:08:42 --> 01:08:46: and so we worked really hard in.
01:08:46 --> 01:08:50: With the contractor on making sure that there were minority
01:08:50 --> 01:08:53: and local local hires in the temporary construction jobs and
01:08:53 --> 01:08:55: when we're seeking leasing for the building,
01:08:55 --> 01:08:59: we certainly look for businesses that.
01:08:59 --> 01:09:03: Have have an interest so we have at the corner.
01:09:03 --> 01:09:07: Our anchor tenant is Cafe which is a Vietnamese coffee
01:09:07 --> 01:09:11: shop that is associated with the nonprofit called 12 +
01:09:11 --> 01:09:15: 12 Plus Works with high school students to help them
01:09:15 --> 01:09:19: understand the importance and get to higher education and
so
01:09:19 --> 01:09:24: they funnel those students from their nonprofit 12 plus to
01:09:24 --> 01:09:27: be employed at their retail location.
01:09:27 --> 01:09:30: That's going to open on the corner so they.
01:09:30 --> 01:09:32: There a roaster and retail,
01:09:32 --> 01:09:34: so they sell coffee and you can buy that now
01:09:34 --> 01:09:35: out of the Roastery,
01:09:35 --> 01:09:38: and soon they will be opening here to sell coffee
01:09:38 --> 01:09:39: over the counter.
01:09:39 --> 01:09:41: We're really excited about them.
01:09:41 --> 01:09:44: In addition we have if lab which would be idea
01:09:44 --> 01:09:48: Factory and they are small business incubator focused on
minority
01:09:48 --> 01:09:50: and impoverished neighborhoods,
01:09:50 --> 01:09:53: helping people sort of bring their idea to the next
01:09:53 --> 01:09:53: level.
01:09:53 --> 01:09:56: So they will also be front and center sort of
01:09:56 --> 01:10:00: right at the corner of the courtyard and J Street.
01:10:00 --> 01:10:02: Next slide I don't know how I'm going on time
01:10:02 --> 01:10:03: to it.
01:10:03 --> 01:10:05: I'm OK two minute warning.
01:10:05 --> 01:10:07: OK, so because there's not a lot of multi family
01:10:08 --> 01:10:09: in the neighborhood,
01:10:09 --> 01:10:13: we did a lot of brainstorming around how we can
01:10:13 --> 01:10:14: make sure that this.

01:10:14 --> 01:10:17: This building was special, like how do these people integrate
01:10:18 --> 01:10:20: into the neighborhood an after a lot of sort of
01:10:20 --> 01:10:22: back and forth and back and forth.
01:10:22 --> 01:10:24: We came up with a good neighbor program and so
01:10:24 --> 01:10:27: tenants in this building that were touting as the most
01:10:27 --> 01:10:30: civically engaged building in the country.
01:10:30 --> 01:10:31: Ideally when it opens at that,
01:10:31 --> 01:10:34: is our goal. The tenants in the building are incentivized
01:10:34 --> 01:10:37: financially to engage in the neighborhood so they can get
01:10:37 --> 01:10:40: up to a \$100 discount on their rent if they
01:10:40 --> 01:10:41: put up to four hours every month.
01:10:41 --> 01:10:44: So it's \$25.00 an hour towards the neighborhood.
01:10:44 --> 01:10:48: Neighborhood cleanups attend your Civic Association
meeting etc.
01:10:48 --> 01:10:51: So we have I think about 20 four partners right
01:10:51 --> 01:10:54: now including the hospital and the local CDC's etc that
01:10:54 --> 01:10:56: are going to help us track that.
01:10:56 --> 01:10:59: And if people for every hour they donate to the
01:10:59 --> 01:11:03: neighborhood every month they will get a discount on their
01:11:03 --> 01:11:03: rent.
01:11:03 --> 01:11:06: So the good neighbor. Hope program for us is a
01:11:06 --> 01:11:09: big incentive so that people will volunteer not only with
01:11:09 --> 01:11:10: the neighborhood,
01:11:10 --> 01:11:13: but potentially between one another.
01:11:13 --> 01:11:16: There are there's an opportunity for digital interaction as well
01:11:16 --> 01:11:19: as a lounge an community area where people where people
01:11:19 --> 01:11:23: can interact and with one another and in the neighborhood.
01:11:23 --> 01:11:26: In addition, we partnered with health plus which is an
01:11:26 --> 01:11:29: organization that provides Tele health so every tenant as a
01:11:29 --> 01:11:31: part of their rent has access to.
01:11:36 --> 01:11:39: I'm sorry to tell help where they can make a
01:11:39 --> 01:11:41: phone call and meet with the Doctor as well as
01:11:41 --> 01:11:45: a discount on any prescriptions that might come through that
01:11:45 --> 01:11:48: and then Rhino is a an organization that eliminates the
01:11:48 --> 01:11:52: need for security deposit so that security deposit would be
01:11:52 --> 01:11:55: a small fee like a couple of dollars per per
01:11:55 --> 01:11:58: month instead of a chunk needed at the beginning.
01:11:58 --> 01:12:01: So it allows people lower barrier of entry to move
01:12:01 --> 01:12:02: into the space.
01:12:02 --> 01:12:06: Next slide. And got a little bit more time out.
01:12:06 --> 01:12:09: C Pace is a part of our capital stack to
01:12:09 --> 01:12:11: help pay for the building.

01:12:11 --> 01:12:14: And so we were able to achieve some significant.
01:12:16 --> 01:12:20: Utility savings for tenants in the building so they are
01:12:20 --> 01:12:25: responsible for their electric bills and through this program
we
01:12:25 --> 01:12:29: were able to use energy efficient recovery units,
01:12:29 --> 01:12:33: LED lighting, better windows, local plumbing etc etc.
01:12:33 --> 01:12:37: In an effort to lower bills and lower our carbon
01:12:37 --> 01:12:38: footprint.
01:12:38 --> 01:12:40: Laugh like I think.
01:12:40 --> 01:12:43: And this was just, you know.
01:12:43 --> 01:12:45: We did a lot of outreach and tried to do
01:12:45 --> 01:12:48: our best to listen to people in the neighborhood.
01:12:48 --> 01:12:52: We interacted with the local Civic Association Association,
01:12:52 --> 01:12:56: two different CBCS, the Locust local business associations
we attended
01:12:56 --> 01:12:58: all over their meetings.
01:12:58 --> 01:13:00: We gave presentations we allowed for,
01:13:00 --> 01:13:04: you know, open communication. They could email us or you
01:13:04 --> 01:13:04: know,
01:13:04 --> 01:13:06: or at anytime or call us at anytime.
01:13:06 --> 01:13:10: We had multiple meetings with the Arceo and actually even.
01:13:12 --> 01:13:14: Went back so we were at our formal arceo because
01:13:15 --> 01:13:15: of our zoning.
01:13:15 --> 01:13:18: You know that everybody talked about as part of the
01:13:18 --> 01:13:19: process,
01:13:19 --> 01:13:21: but at that meeting people weren't satisfied.
01:13:21 --> 01:13:23: They still had further further,
01:13:23 --> 01:13:25: you know they wanted us to push harder and so
01:13:25 --> 01:13:26: we said,
01:13:26 --> 01:13:27: well, let's not vote tonight,
01:13:27 --> 01:13:30: you know, let's take take some time and we did
01:13:30 --> 01:13:31: go back and we thought,
01:13:31 --> 01:13:34: you know we got creative about providing more parking and
01:13:34 --> 01:13:36: finding a way to increase affordability.
01:13:36 --> 01:13:39: And so we try our best to.
01:13:39 --> 01:13:42: Despite the fact that we didn't have a CBA.
01:13:42 --> 01:13:44: Put our money where our mouth is like.
01:13:44 --> 01:13:47: We have a common goal angwe the CBA.
01:13:47 --> 01:13:50: Could have been a formalization of those things,
01:13:50 --> 01:13:52: and I think that's what people were talking about before,
01:13:52 --> 01:13:53: but in this case.
01:13:56 --> 01:13:59: We did those things without a formal informal agreement and

01:14:00 --> 01:14:00: ideally.

01:14:00 --> 01:14:01: I'd like to you know,

01:14:01 --> 01:14:04: I like to think that we were very successful at

01:14:04 --> 01:14:05: it at this project.

01:14:09 --> 01:14:12: Great. Thank you so much Maria.

01:14:12 --> 01:14:15: Congratulations on the project and really great to hear a

01:14:15 --> 01:14:19: different very different example than what we just discussed.

01:14:19 --> 01:14:21: So now we have time for questions.

01:14:21 --> 01:14:24: So Tyrone. If you could please on reentering your videos

01:14:24 --> 01:14:25: back on,

01:14:25 --> 01:14:27: you know we have a lot more to hear from

01:14:27 --> 01:14:30: you both so I'll start with the first which actually

01:14:30 --> 01:14:33: I was very excited to hear Maria that you see

01:14:33 --> 01:14:35: pace in your capital. So yeah,

01:14:35 --> 01:14:38: do you have a question about that?

01:14:38 --> 01:14:40: You use that for the residential portion.

01:14:40 --> 01:14:42: This is a priest, no,

01:14:42 --> 01:14:44: no, it was very specific around the commercial an we

01:14:44 --> 01:14:47: were well into the project when we realized we had

01:14:47 --> 01:14:49: a gap and so we did have to go back

01:14:49 --> 01:14:50: and condo as the project.

01:14:50 --> 01:14:53: So we went back in the two commercial levels of

01:14:53 --> 01:14:57: each of the buildings are their own separate separate

condos.

01:14:57 --> 01:15:00: Got it. Great, so I'll again remind the audience you

01:15:00 --> 01:15:04: can go ahead and place your questions into the chat

01:15:04 --> 01:15:05: on either project.

01:15:05 --> 01:15:08: It's even want to mention I forgot to mention that

01:15:08 --> 01:15:10: you know before I came to shift I worked on

01:15:10 --> 01:15:11: the nonprofit side.

01:15:11 --> 01:15:14: I was. I led the real estate team for North

01:15:14 --> 01:15:15: Square and I wrote,

01:15:15 --> 01:15:18: you know, I led the Community Benefits agreement for a

01:15:18 --> 01:15:21: local project that's under construction there now and it was

01:15:21 --> 01:15:24: so interesting to me to sit on both sides of

01:15:24 --> 01:15:25: the table, right? You know,

01:15:25 --> 01:15:27: when I came to shift I was like,

01:15:27 --> 01:15:30: wow, you know it would be asking for this.

01:15:30 --> 01:15:32: If I if I were sitting over there and so

01:15:32 --> 01:15:36: I want to make sure we're providing this over here,

01:15:36 --> 01:15:38: and so the formalization of that,

01:15:38 --> 01:15:41: I'll be important like the end result is what what

01:15:41 --> 01:15:44: we what we tried to try to do right,
01:15:44 --> 01:15:47: and so I hopefully hopefully have taken us there.
01:15:47 --> 01:15:50: Absolutely, that's a great point and I have to take
01:15:51 --> 01:15:53: this 2 seconds to make a plug for urban plan
01:15:54 --> 01:15:54: program,
01:15:54 --> 01:15:59: which is exactly providing participants opportunity to get into
different
01:15:59 --> 01:16:01: roles on a fake project.
01:16:01 --> 01:16:04: And as I said mentioned this at the beginning but
01:16:04 --> 01:16:07: will be doing this with a group of RC Ozanne
01:16:07 --> 01:16:10: community leaders in Philadelphia in a couple of weeks,
01:16:10 --> 01:16:13: so hopefully I know we have a lot of participants
01:16:13 --> 01:16:15: on this call in that program.
01:16:15 --> 01:16:19: So that's that's exciting and something we're looking forward
to.
01:16:19 --> 01:16:22: So Tyrone, you talk, you touched on a lot of
01:16:22 --> 01:16:26: really interesting mechanisms that you're looking at in
Atlanta.
01:16:26 --> 01:16:30: I wonder if you could share if you coming into
01:16:30 --> 01:16:31: a different municipality.
01:16:31 --> 01:16:35: And hearing a little bit about what's happening in
Philadelphia,
01:16:35 --> 01:16:39: we have a big group today of practitioners from around
01:16:39 --> 01:16:40: the industry.
01:16:40 --> 01:16:42: Kind of. Do you have advice or something?
01:16:42 --> 01:16:45: A couple of specific things that you would want to
01:16:46 --> 01:16:48: share with our group in Philadelphia?
01:16:48 --> 01:16:50: Oh man, I could. I could bore you,
01:16:50 --> 01:16:54: but the one takeaway in this and I see questions
01:16:54 --> 01:16:55: popping up of.
01:16:55 --> 01:16:58: How can you do? CBA is if development is as
01:16:58 --> 01:17:02: of right and there's nothing needed from the municipality.
01:17:02 --> 01:17:03: I mean, I I would.
01:17:03 --> 01:17:06: I would try and take it away from the one
01:17:06 --> 01:17:09: off transactional nature of negotiating agreements,
01:17:09 --> 01:17:12: right? I mean that if you have the framework right
01:17:12 --> 01:17:17: and the development community understands what you're
trying to do
01:17:17 --> 01:17:18: around the beltline,
01:17:18 --> 01:17:22: for an example, these aren't surprised conversations when
they come
01:17:22 --> 01:17:23: up right,
01:17:23 --> 01:17:27: particularly if they're trying to induce some type of benefit.

01:17:27 --> 01:17:31: They wouldn't otherwise be able to be induced right?

01:17:31 --> 01:17:35: We hear about in I'm talking true public private partnerships

01:17:35 --> 01:17:39: right where there's capital going into capital stats for private

01:17:39 --> 01:17:43: developers where it should not be a surprise that this

01:17:43 --> 01:17:45: is not just moderating down right there.

01:17:45 --> 01:17:49: This is an investment by the public sector and trying

01:17:49 --> 01:17:51: to achieve certain outcomes.

01:17:51 --> 01:17:53: So the one thing I would do is it if

01:17:54 --> 01:17:57: you could keep these less transactional and one off.

01:17:57 --> 01:18:01: And create frameworks that help codifies the types of things

01:18:01 --> 01:18:03: that your community wants.

01:18:03 --> 01:18:05: That's gonna work better for you,

01:18:05 --> 01:18:08: right? I mean that the worst time to ask somebody

01:18:08 --> 01:18:11: for something is when you want it when you need

01:18:11 --> 01:18:12: it,

01:18:12 --> 01:18:13: right?

01:18:13 --> 01:18:16: Down the road and you find out that you need

01:18:16 --> 01:18:19: something that train has left the building.

01:18:19 --> 01:18:21: That's going to be a very hard negotiation,

01:18:21 --> 01:18:25: so I would encourage everyone to think about larger

frameworks.

01:18:25 --> 01:18:27: In the case of Atlanta,

01:18:27 --> 01:18:30: we put together an economic mobility plan where we

included

01:18:30 --> 01:18:33: a broad section of the entire cities community to ask

01:18:33 --> 01:18:37: them whether the types of things that would help enhance

01:18:37 --> 01:18:40: our entire community and we approach it holistically,

01:18:40 --> 01:18:43: not to mean that there won't be separate agreements.

01:18:43 --> 01:18:45: On a project by project basis,

01:18:45 --> 01:18:49: but I think it really did require some upfront thought

01:18:49 --> 01:18:52: and we could at least say there was broad participation

01:18:52 --> 01:18:55: and not just the five largest people in the room

01:18:55 --> 01:18:58: trying to drive through what's important to them.

01:18:58 --> 01:19:00: So I think it's more holistic that way.

01:19:03 --> 01:19:05: That's great, thank you so much.

01:19:05 --> 01:19:09: Like we have a couple of comments and thanks to

01:19:10 --> 01:19:11: Maria on the project.

01:19:11 --> 01:19:15: Could you let see Maria speak to any of the

01:19:15 --> 01:19:17: challenges that you face?

01:19:17 --> 01:19:21: Or maybe in the project where you discuss that you're

01:19:21 --> 01:19:23: looking at a CBA right now?

01:19:23 --> 01:19:28: Maybe some specific examples around that negotiation that

you could

01:19:29 --> 01:19:30: share with the group.

01:19:30 --> 01:19:33: Sure, you know it is 1 where it was.

01:19:33 --> 01:19:36: By right, I saw somebody asking you know,

01:19:36 --> 01:19:39: how do you do it when it's by right?

01:19:39 --> 01:19:41: And in this case I did,

01:19:41 --> 01:19:43: we had to go through.

01:19:43 --> 01:19:47: The Civic design review. But other than that it was

01:19:47 --> 01:19:48: a buy write project.

01:19:48 --> 01:19:52: I think we got to a CBA because we had

01:19:52 --> 01:19:56: been talking so long with the community like we had.

01:19:56 --> 01:19:59: Informally, we had common goals already,

01:19:59 --> 01:20:01: and so when they proposed a CBA,

01:20:01 --> 01:20:04: I think we were just open to it because we'd

01:20:04 --> 01:20:07: already think we were all clear on what the goals

01:20:07 --> 01:20:10: were and the fact that it would make them more

01:20:10 --> 01:20:13: comfortable and us more accountable to have it.

01:20:13 --> 01:20:17: We were already there like it had been years in

01:20:17 --> 01:20:18: the making.

01:20:18 --> 01:20:21: It's a challenging project, I think because shift doesn't

01:20:21 --> 01:20:23: necessarily

01:20:23 --> 01:20:26: do a lot of public subsidy,

01:20:26 --> 01:20:27: and so the project budgets are really tight.

01:20:27 --> 01:20:29: We're not a Brandywine, right?

01:20:29 --> 01:20:31: We're not a big big developer,

01:20:31 --> 01:20:34: and so our budgets tend to be really tight,

01:20:34 --> 01:20:35: and if there's not public subsidy involved,

01:20:35 --> 01:20:39: you know we're out there.

01:20:39 --> 01:20:41: Writing grants and getting scrappy about our capital stack.

01:20:41 --> 01:20:43: But there's not a lot of fluff to say.

01:20:43 --> 01:20:44: Well, we're going to provide this extra,

01:20:44 --> 01:20:47: and so I think that.

01:20:47 --> 01:20:50: Educating on sort of the strata of what is a

01:20:50 --> 01:20:54: developer has been has been an important part because I

01:20:54 --> 01:20:57: think you used the word developer and everybody thinks.

01:20:57 --> 01:20:59: We're rolling in dough right?

01:20:59 --> 01:21:01: And and that isn't always the case until I think

01:21:01 --> 01:21:04: you need to be realistic and an an open about

01:21:04 --> 01:21:08: communication and what's possible and where the flexibility

01:21:08 --> 01:21:11: points are

01:21:11 --> 01:21:11: like. Well, yeah, somethings totally doable like we can you

01:21:11 --> 01:21:13: know jobs.

01:21:13 --> 01:21:13: I think jobs on the short term,

01:21:13 --> 01:21:16: the construction jobs we're absolutely committed to that and we

01:21:17 --> 01:21:19: want to sort of beat with the city standard is

01:21:19 --> 01:21:22: and do better there because you don't want to bring

01:21:22 --> 01:21:24: a big project to a neighborhood and not benefit the

01:21:25 --> 01:21:26: people that live right there.

01:21:26 --> 01:21:29: And that's really important to us.

01:21:29 --> 01:21:32: At the same time, I don't know who the end

01:21:32 --> 01:21:33: users are going to be.

01:21:33 --> 01:21:36: I'm committed to finding.

01:21:36 --> 01:21:40: Like minded leaseholders who want to hire local and want

01:21:40 --> 01:21:41: to but.

01:21:41 --> 01:21:44: But when I haven't identified them yet and the project

01:21:44 --> 01:21:46: won't sing or work without a lease in place,

01:21:46 --> 01:21:49: I'm very much hamstrung to say I'm going to commit

01:21:49 --> 01:21:52: for someone I haven't even met yet and so that

01:21:52 --> 01:21:54: has been really an interesting part.

01:21:54 --> 01:21:55: Where yes, we want to do that,

01:21:55 --> 01:21:58: but I can't promise something that you know you can't

01:21:59 --> 01:22:00: promise what you can't promise,

01:22:00 --> 01:22:04: so that's been very sticky and kind of like.

01:22:04 --> 01:22:06: Figuring out a creative way to get where we want

01:22:06 --> 01:22:09: to go without committing to something that I just can't

01:22:09 --> 01:22:10: promise.

01:22:10 --> 01:22:11: But but you want to promise,

01:22:11 --> 01:22:14: right? Like that's something that's important to the deal,

01:22:14 --> 01:22:14: but.

01:22:17 --> 01:22:19: But you have to find that partner.

01:22:19 --> 01:22:21: Thank you, I don't know Tyrone.

01:22:21 --> 01:22:24: If you want to fall into that with any.

01:22:24 --> 01:22:27: Thoughts on an example? Building about Maria just said no,

01:22:27 --> 01:22:29: no, not not, not necessarily,

01:22:29 --> 01:22:32: but I see some things that are coming up in

01:22:32 --> 01:22:36: the chat which you know to help you move it

01:22:36 --> 01:22:36: along it.

01:22:36 --> 01:22:40: Equal to build the equitable development is really what I'm

01:22:40 --> 01:22:40: saying.

01:22:40 --> 01:22:44: Major cities start to concentrate on right because each

01:22:44 --> 01:22:45: community

01:22:44 --> 01:22:45: is different.

01:22:45 --> 01:22:48: But I would argue that many of these communities have

01:22:48 --> 01:22:51: similar things and not just in your city and across

01:22:51 --> 01:22:52: the country,

01:22:52 --> 01:22:54: right? And and if that's the case I could argue
01:22:54 --> 01:22:58: that if you put five different people in that Neighborhood
01:22:58 --> 01:22:59: Association room,
01:22:59 --> 01:23:03: you probably have different thoughts on what's important
also right?
01:23:03 --> 01:23:06: So I'm not trying to concentrate on what's dissimilar,
01:23:06 --> 01:23:09: what's different, but there are things that.
01:23:09 --> 01:23:13: Are needed in particularly distressed communities that I think
if
01:23:13 --> 01:23:16: we spend our effort and time and resources on those
01:23:16 --> 01:23:17: things,
01:23:17 --> 01:23:20: we get better outcomes. One in our city we have
01:23:20 --> 01:23:21: an oversized,
01:23:21 --> 01:23:25: I think, minority small business community that isn't looking
for
01:23:25 --> 01:23:26: necessarily.
01:23:26 --> 01:23:28: Jaw retail jobs in our community.
01:23:28 --> 01:23:31: They could care less if a \$10 job opened up
01:23:31 --> 01:23:32: in their community,
01:23:32 --> 01:23:35: but want to figure out how they can take their
01:23:35 --> 01:23:40: businesses and take advantage of changing communities
without being displaced
01:23:40 --> 01:23:40: right?
01:23:40 --> 01:23:45: With growing market share an if you can help those
01:23:45 --> 01:23:46: small business.
01:23:46 --> 01:23:49: Owners, they are the people that are driving hiring down
01:23:49 --> 01:23:52: the road that look like people in these communities,
01:23:52 --> 01:23:54: right? I would argue that my company,
01:23:54 --> 01:23:55: which is a small NB,
01:23:55 --> 01:23:58: is more likely to hire someone that couldn't get some
01:23:58 --> 01:24:00: of these other jobs right.
01:24:00 --> 01:24:02: So if you help those people,
01:24:02 --> 01:24:04: I think you build organically from the ground up in
01:24:05 --> 01:24:05: small business,
01:24:05 --> 01:24:08: lending in programs that that isn't.
01:24:08 --> 01:24:11: That isn't unique to a particular neighborhood,
01:24:11 --> 01:24:14: right? I mean, that is something where you can build
01:24:14 --> 01:24:14: a program,
01:24:14 --> 01:24:17: figure out what resources are requirement,
01:24:17 --> 01:24:19: have the full faith of the city behind you,
01:24:19 --> 01:24:22: and helping to roll this out in a broader way
01:24:22 --> 01:24:23: where you have more impact.
01:24:23 --> 01:24:27: You know, instead of negotiating 1000 separate agreements

with developers

01:24:27 --> 01:24:31: to try and get small business programs within those agreements,

01:24:31 --> 01:24:33: why not? Why not think big about this?

01:24:33 --> 01:24:36: Yeah, I think that speaks to David's point where he

01:24:36 --> 01:24:37: was saying,

01:24:37 --> 01:24:38: you know, as a developer.

01:24:38 --> 01:24:41: We would know we were stepping into if there were

01:24:41 --> 01:24:41: some broad,

01:24:41 --> 01:24:44: broad strokes that defined what the parameters were.

01:24:46 --> 01:24:49: Oh, that's a good one in your chatroom.

01:24:49 --> 01:24:52: My access to health and educational opportunities.

01:24:52 --> 01:24:55: It's a peeve of mine because I don't.

01:24:55 --> 01:24:58: I believe the one thing that does equalize people the

01:24:59 --> 01:25:02: most is access to educational opportunities.

01:25:02 --> 01:25:05: So they're definitely way that's a good example of talking

01:25:06 --> 01:25:07: about on a citywide basis.

01:25:07 --> 01:25:10: How are we going to increase that access?

01:25:10 --> 01:25:14: What it looks like codifying put it into city legislation

01:25:14 --> 01:25:16: and then as projects come up?

01:25:16 --> 01:25:21: Either whether it's through zoning overlay around a high growth

01:25:21 --> 01:25:23: area in your part of town,

01:25:23 --> 01:25:27: or whether or not a specific incentives designed for educational

01:25:27 --> 01:25:28: assets,

01:25:28 --> 01:25:31: or developers of them. There's a way to tackle these

01:25:31 --> 01:25:33: more efficiently,

01:25:33 --> 01:25:37: faster and with more benefit than going one off CBA

01:25:37 --> 01:25:37: with.

01:25:37 --> 01:25:42: But in Atlanta, no Neighborhood Association thinks about the same

01:25:42 --> 01:25:42: thing,

01:25:42 --> 01:25:45: even when I mean that you would really chase your

01:25:45 --> 01:25:47: tail forever doing that.

01:25:47 --> 01:25:51: So in the 70s we qualified something called neighborhood planning

01:25:51 --> 01:25:51: units,

01:25:51 --> 01:25:55: where those community organizations roll up into an MPU and

01:25:55 --> 01:25:58: they have a true voice and work with the city

01:25:58 --> 01:26:01: on prospects of rezoning and a lot of these issues.

01:26:01 --> 01:26:03: So it's like that in many cities.

01:26:03 --> 01:26:06: But I tell you to have to talk with.

01:26:06 --> 01:26:09: Each party that isn't in the best position to negotiate
01:26:09 --> 01:26:11: a CBA really think about it right?
01:26:11 --> 01:26:14: I mean that that is a that is a relationship
01:26:14 --> 01:26:19: where you have asymmetrical information between a
developer that negotiates
01:26:19 --> 01:26:22: agreements everyday and fire people in this room.
01:26:22 --> 01:26:26: So why not give it the support and importance that
01:26:26 --> 01:26:27: it needs citywide?
01:26:27 --> 01:26:30: Yeah, these great points. Thank you so much and and
01:26:30 --> 01:26:31: thinking about this,
01:26:31 --> 01:26:35: you know, holistically, equitably an across multiple projects
is,
01:26:35 --> 01:26:37: I think, a great lesson from today.
01:26:37 --> 01:26:39: And I see we did have some questions for the
01:26:39 --> 01:26:40: Councilwoman.
01:26:40 --> 01:26:42: Feel free to answer in the chat.
01:26:42 --> 01:26:44: We are coming on time and I want to be
01:26:44 --> 01:26:45: respectful for everyone.
01:26:45 --> 01:26:47: But you can go ahead.
01:26:47 --> 01:26:50: And I will say, the Pennsylvania Philadelphia Association of
CDC's
01:26:50 --> 01:26:52: may have some information.
01:26:52 --> 01:26:55: Obviously, feel free to reach out to your council person
01:26:55 --> 01:26:58: and the Councilwoman if you want to drop some information
01:26:58 --> 01:26:59: in there.
01:26:59 --> 01:27:02: Please do obviously will continue to try to convene these
01:27:02 --> 01:27:03: discussions.
01:27:03 --> 01:27:05: There's so much more to talk about,
01:27:05 --> 01:27:07: not just around this particular area,
01:27:07 --> 01:27:11: but I love that the group our Council really thought
01:27:11 --> 01:27:13: about not just a Community benefits agreement,
01:27:13 --> 01:27:17: but other broader ways of engaging a community and
thinking
01:27:17 --> 01:27:19: about equity as we look at projects.
01:27:19 --> 01:27:22: So I will end here by just thanking everybody for
01:27:22 --> 01:27:23: participating.
01:27:23 --> 01:27:26: This is such an important conversation.
01:27:26 --> 01:27:29: Thank you to our presenters are sponsors in the community
01:27:29 --> 01:27:29: and.
01:27:29 --> 01:27:33: Economic Development Council for putting the event
together.
01:27:33 --> 01:27:35: Thank you all for being here.
01:27:35 --> 01:27:38: We really appreciate your participation and your time.

01:27:38 --> 01:27:40: As I mentioned at the beginning,
01:27:40 --> 01:27:42: you lie is here for you.
01:27:42 --> 01:27:44: We would love to meet folks who are here for
01:27:44 --> 01:27:45: the first time.
01:27:45 --> 01:27:48: We would love for you to get involved by joining
01:27:48 --> 01:27:50: by joining one of our counsels.
01:27:50 --> 01:27:53: Or you can sit in on anything before you make
01:27:53 --> 01:27:54: that leap.
01:27:54 --> 01:27:57: Here are some additional upcoming programs that you can
see
01:27:57 --> 01:28:00: here this week on post Pandemic retail.
01:28:00 --> 01:28:02: January 26th we have a member breakfast.
01:28:02 --> 01:28:06: That's informal. We'll hear about real estate development and
other
01:28:06 --> 01:28:08: social equity project in Philadelphia.
01:28:08 --> 01:28:11: And then on February 2nd we have a virtual open
01:28:11 --> 01:28:13: house that's again an informal,
01:28:13 --> 01:28:16: casual way for people to talk to one another and
01:28:16 --> 01:28:18: hear more about how to get engaged.
01:28:18 --> 01:28:20: And there's a lot more where that came from.
01:28:20 --> 01:28:22: So then you'll also see in the chat,
01:28:22 --> 01:28:26: Kevin dropped a survey. Your feedback is so important.
01:28:26 --> 01:28:27: It really we really do value it.
01:28:27 --> 01:28:30: It helps us shape things and how we move things.
01:28:30 --> 01:28:33: Or hear you lie so if you could please take
01:28:33 --> 01:28:36: a few minutes to just click on that probably one
01:28:36 --> 01:28:39: minute tell us what you thought about today and we
01:28:39 --> 01:28:40: hope to see you all again soon.
01:28:40 --> 01:28:43: Thank you so much for an important conversation.
01:28:43 --> 01:28:46: Everybody stay well nice to see you take care.
01:28:46 --> 01:28:47: Thank you.

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