

# Video

## ULI Philadelphia Resilient Land Use Cohort Advisory Services Panel

### Presentation

Date: April 21, 2021

00:00:05 --> 00:00:09: Well, good morning everyone. My name is Uwe Brandes and  
 00:00:09 --> 00:00:13: it's been my great honor to chair this panel.  
 00:00:13 --> 00:00:18: Uhm, I want to maybe just introduce myself a little  
 00:00:19 --> 00:00:22: bit and talk about the process and then.  
 00:00:22 --> 00:00:26: I'd like to invite this is somewhat impromptu,  
 00:00:26 --> 00:00:28: but I'd like to invite Joe Forkin to just say  
 00:00:28 --> 00:00:29: a few words in just a minute.  
 00:00:29 --> 00:00:32: Just just welcoming us to the to the meeting.  
 00:00:32 --> 00:00:36: Uhm? We are here on behalf of the Urban Land  
 00:00:36 --> 00:00:40: Institute and over the last couple of days this entire  
 00:00:40 --> 00:00:45: week we've conducted what the Urban Land Institute calls an  
 00:00:45 --> 00:00:52: advisory service panel. We've assembled this amazing group  
 of people  
 00:00:52 --> 00:00:58: from outside Philadelphia and we've come here at the  
 invitation  
 00:00:58 --> 00:01:05: of the Delaware River Waterfront Corporation and ULI  
 Philadelphia.  
 00:01:05 --> 00:01:09: The local chapter of of ULI.  
 00:01:09 --> 00:01:12: So I'd just like to welcome everyone Joe.  
 00:01:12 --> 00:01:14: I'm just going to invite you to welcome everyone as  
 00:01:14 --> 00:01:14: well.  
 00:01:17 --> 00:01:17: With  
 00:01:17 --> 00:01:19: thanks so I I really,  
 00:01:19 --> 00:01:23: really appreciated everyone joining this morning and helping  
 the Delaware  
 00:01:23 --> 00:01:28: River Waterfront Corporation think through some specific  
 waterfront issues that  
 00:01:28 --> 00:01:28: we have,  
 00:01:28 --> 00:01:33: especially around a certain planning area that we've  
 identified and

00:01:33 --> 00:01:36: an issue that we've been looking at for a number

00:01:36 --> 00:01:39: of years now about what to do with former industrial

00:01:39 --> 00:01:41: pier structures in the river.

00:01:41 --> 00:01:46: There they're appropriate return to either the environment or

00:01:46 --> 00:01:47: productive

00:01:47 --> 00:01:50: development and just.

00:01:47 --> 00:01:50: I'm really looking forward to hearing what everyone's learned

00:01:50 --> 00:01:52: and

00:01:50 --> 00:01:52: the conversation this morning and the lessons that we can

00:01:52 --> 00:01:54: learn from that moving forward.

00:01:54 --> 00:01:56: That's great thanks. Thanks so much,

00:01:56 --> 00:01:59: Joe. It's really been our honor to to be here.

00:01:59 --> 00:02:02: Uhm, Kelsey. What I would like to do is maybe

00:02:02 --> 00:02:06: let's go straight to the slide deck and for all

00:02:06 --> 00:02:10: the panelists we won't do a full introduction right now.

00:02:10 --> 00:02:13: I'd just ask that you introduce yourself when it's time

00:02:13 --> 00:02:14: your time to speak.

00:02:17 --> 00:02:21: So this is one of the peers from this the

00:02:21 --> 00:02:22: site area.

00:02:22 --> 00:02:25: Next slide please. First, first and foremost,

00:02:25 --> 00:02:29: I I'd just like to personally and on behalf of

00:02:29 --> 00:02:29: the panel,

00:02:29 --> 00:02:34: thank everyone that we spoke to on on Monday.

00:02:34 --> 00:02:38: Excuse me on Tuesday, it has just been such an

00:02:38 --> 00:02:41: incredible steep learning curve for us.

00:02:41 --> 00:02:46: We've learned so much through everyone's participation and

00:02:46 --> 00:02:50: that's really

00:02:46 --> 00:02:50: the strength of these advisory service panels is really

00:02:50 --> 00:02:51: banning

00:02:50 --> 00:02:51: out.

00:02:51 --> 00:02:56: Connecting with primary stakeholders. And I'd just like to

00:02:51 --> 00:02:56: thank

00:02:56 --> 00:03:01: everyone for making the time and for your constructive

00:02:56 --> 00:03:01: engagement

00:03:01 --> 00:03:04: with us so big thank you to everyone.

00:03:04 --> 00:03:11: Next slide please. And big thank you to our sponsors.

00:03:11 --> 00:03:14: You'll hear more about this in a few slides,

00:03:14 --> 00:03:20: but this panel has been supported locally by the Delaware

00:03:20 --> 00:03:26: River Waterfront Corporation and a big thank you to Joe

00:03:26 --> 00:03:27: your team.

00:03:27 --> 00:03:33: The board. Thank you so much for extending the support

00:03:33 --> 00:03:36: to having this panel happen.

00:03:36 --> 00:03:38: And you'll hear in a second.

00:03:38 --> 00:03:41: This panel is part of a series of panels that  
00:03:41 --> 00:03:46: are happening across the country that look at the issues  
00:03:46 --> 00:03:48: of resilience and in cities.  
00:03:48 --> 00:03:53: And that broader program is being underwritten by JP  
Morgan  
00:03:53 --> 00:03:58: Chase and we extend our deepest gratitude to JP Morgan  
00:03:58 --> 00:04:02: to enable us to be having this conversation today.  
00:04:02 --> 00:04:10: Next slide. Uhm? The Urban Land Institute is a large  
00:04:10 --> 00:04:13: global organization.  
00:04:13 --> 00:04:16: Many of you I know are are very engaged with  
00:04:16 --> 00:04:16: you.  
00:04:16 --> 00:04:20: Well, I, but I think some of you may not  
00:04:20 --> 00:04:25: be as engaged as others were a nonprofit organization.  
00:04:25 --> 00:04:31: We are decidedly interdisciplinary. We are a big umbrella for  
00:04:31 --> 00:04:35: the Urban Development space globally.  
00:04:35 --> 00:04:41: And we recently crafted a new mission statement,  
00:04:41 --> 00:04:45: which is to shape the future of the built environment  
00:04:45 --> 00:04:48: for transformative impact in communities worldwide.  
00:04:48 --> 00:04:52: Very powerful mission statement and we'll come back to  
some  
00:04:52 --> 00:04:54: of these ideas in a few slides.  
00:04:54 --> 00:04:58: Next slide, please. And there's a lot going on at  
00:04:59 --> 00:05:03: ULI because there's a lot going on in cities and  
00:05:03 --> 00:05:07: we just wanted to call out a statement from our  
00:05:07 --> 00:05:12: global chairman, Owen Thomas, who's the CEO of Boston  
Properties,  
00:05:12 --> 00:05:17: very large and important. Company and he has come to  
00:05:17 --> 00:05:22: his chairmanship at the Urban Land Institute,  
00:05:22 --> 00:05:27: elevating the issues of climate change to our work.  
00:05:27 --> 00:05:29: This is very important for you alive.  
00:05:29 --> 00:05:31: This is very important for our conversation today.  
00:05:31 --> 00:05:39: Next slide please. And we also wanted to just share  
00:05:39 --> 00:05:40: that.  
00:05:40 --> 00:05:45: We are living within an extraordinary time of change thinking  
00:05:45 --> 00:05:50: about the role of cities and economic development and how  
00:05:50 --> 00:05:56: sustainable equitable development really happens in cities  
and our global  
00:05:56 --> 00:06:01: CEO has underscored the importance of thinking about how  
the  
00:06:01 --> 00:06:04: Urban Development process can help.  
00:06:04 --> 00:06:10: Uhm, rather than perpetuate inequalities in in society.  
00:06:10 --> 00:06:16: Next slide, please. Uhm, so we're here under this umbrella  
00:06:16 --> 00:06:20: of this advisory service panel program.

00:06:20 --> 00:06:22: I'd like to introduce Kelsey Stephen,  
00:06:22 --> 00:06:27: who is our fearless leader in organizing this panel just  
00:06:27 --> 00:06:31: to share a couple of words about the advisory service  
00:06:32 --> 00:06:32: program.  
00:06:32 --> 00:06:33: Thanks,  
00:06:33 --> 00:06:37: Yvonne. I'm welcome everyone. My name is Kelsey Steven.  
00:06:37 --> 00:06:41: I'm a director with the advisory services program at ULI.  
00:06:41 --> 00:06:44: Advisory Services program has a long tradition with you ally,  
00:06:44 --> 00:06:48: and we've worked with more than 700 communities across  
the  
00:06:48 --> 00:06:52: country and around the world to help address and provide  
00:06:52 --> 00:06:54: strategic solutions to challenging land use  
00:06:55 --> 00:06:55: problems.  
00:06:57 --> 00:06:57: To  
00:06:57 --> 00:07:00: note that all of our panels are led by volunteer  
00:07:00 --> 00:07:03: professionals like the ones here today they come to us  
00:07:03 --> 00:07:07: from across the country and dedicate their time and expertise  
00:07:07 --> 00:07:11: to these projects and they are really the reason we  
00:07:11 --> 00:07:15: are able to help put utilize mission into practice.  
00:07:15 --> 00:07:18: So a huge thanks to DRW C for interesting ULI  
00:07:18 --> 00:07:22: and partnering with us on this important project.  
00:07:22 --> 00:07:25: This community is now one of many that ULI has  
00:07:25 --> 00:07:27: had the opportunity to touch.  
00:07:27 --> 00:07:28: So thank you,  
00:07:28 --> 00:07:30: thank you. Next slide please.  
00:07:33 --> 00:07:39: And our our work here today does also relate directly  
00:07:39 --> 00:07:43: to a major stream of work at ULI.  
00:07:43 --> 00:07:47: Related to both climate change mitigation.  
00:07:47 --> 00:07:51: Annualize Greenprint Center for building performance.  
00:07:51 --> 00:07:55: As well as climate change adaptation that we'll be spending  
00:07:55 --> 00:07:58: a little bit more time talking about today.  
00:08:00 --> 00:08:05: And I think in you know I would just reflect  
00:08:05 --> 00:08:06: that.  
00:08:06 --> 00:08:09: These are important issues that have been discussed for the  
00:08:09 --> 00:08:09: last.  
00:08:09 --> 00:08:12: You know, ten 1520 years now,  
00:08:12 --> 00:08:16: but often at the on the sideline.  
00:08:16 --> 00:08:20: And these issues now are front and center,  
00:08:20 --> 00:08:23: and even as we gather here today,  
00:08:23 --> 00:08:25: I'm just reading the headlines in the newspaper this morning.  
00:08:25 --> 00:08:26: We we are, of course,  
00:08:26 --> 00:08:32: convening on Earth Day. And President Biden has rolled out

00:08:32 --> 00:08:37: an extremely aggressive and very exciting set of goals and  
 00:08:37 --> 00:08:40: aspirations for our entire country,  
 00:08:40 --> 00:08:44: and these issues are no longer on the sidelines.  
 00:08:44 --> 00:08:48: They are at the core of how Urban Development happens  
 00:08:48 --> 00:08:49: in our cities.  
 00:08:49 --> 00:08:54: Next slide, please. And this panel is part of several  
 00:08:54 --> 00:08:59: panels being underwritten by JP Morgan Chase,  
 00:08:59 --> 00:09:03: and I'd like to just hand it over to Leah  
 00:09:03 --> 00:09:07: Shepherd to talk a little bit about this program.  
 00:09:07 --> 00:09:13: Leo works within EU Li Center for Sustainability and  
 00:09:13 --> 00:09:17: Economic  
 00:09:17 --> 00:09:21: Performance and and just as a quick note,  
 00:09:21 --> 00:09:24: Lee is also a native Philadelphian Thanks  
 00:09:24 --> 00:09:28: Eva. Hi everyone, I'm Lea Shepard on the manager for  
 00:09:28 --> 00:09:31: the Urban Resilience program and so happy and honored to  
 00:09:31 --> 00:09:33: be here with you guys to share these recommendations  
 00:09:33 --> 00:09:37: along  
 00:09:37 --> 00:09:40: with the Rs teamed panelists.  
 00:09:40 --> 00:09:44: So the resilient land use cohort is a larger cohort  
 00:09:44 --> 00:09:48: of eight cities that is hosting on the ground.  
 00:09:48 --> 00:09:51: Technical assistance exercises just like this one and also  
 00:09:51 --> 00:09:56: meets  
 00:09:56 --> 00:09:57: regularly to learn from national best practices and climate  
 00:09:57 --> 00:10:01: resilience.  
 00:10:01 --> 00:10:06: So the Philadelphia example you can see here.  
 00:10:06 --> 00:10:09: Is on the map. It's just one of the few  
 00:10:09 --> 00:10:12: coastal.  
 00:10:12 --> 00:10:15: Cities that are going through this process and leveraging ULI  
 00:10:15 --> 00:10:18: member expertise and perspectives to bring these national  
 00:10:18 --> 00:10:22: and actually  
 00:10:22 --> 00:10:27: global best practices home and to hand our land use  
 00:10:27 --> 00:10:28: policies and development strategies going forward.  
 00:10:28 --> 00:10:35: So not only are these recommendations hopefully going to  
 00:10:35 --> 00:10:38: inform  
 00:10:38 --> 00:10:42: the next steps right here at home in Philadelphia,  
 00:10:42 --> 00:10:45: but also be a platform for our membership and the  
 00:10:45 --> 00:10:47: global community to to continue to learn and develop  
 resiliently.  
 Going forward.  
 It's great. Next slide. Uhm Leo,  
 let me let me take this and just say that.  
 What's so interesting about this panel is that we're not  
 only coming to you to learn from you and provide  
 some feedback to you,

00:10:47 --> 00:10:50: but we're also trying to learn from these other cities

00:10:50 --> 00:10:53: at the same time and and so there's a lot

00:10:53 --> 00:10:56: of knowledge sharing that's occurring.

00:10:56 --> 00:10:59: There are many, many important,

00:10:59 --> 00:11:04: and in some cases unprecedented questions that we're grappling with,

00:11:04 --> 00:11:08: and so this panel today is part of this.

00:11:08 --> 00:11:13: Larger effort across that's that's that's national.

00:11:13 --> 00:11:21: Next slide, please. So this is an introduction of our

00:11:21 --> 00:11:22: panel.

00:11:22 --> 00:11:26: Our panelists have an incredible amount of experience in a

00:11:26 --> 00:11:30: number of different areas and expertise.

00:11:30 --> 00:11:33: I'm gonna ask them to introduce themselves when they speak,

00:11:33 --> 00:11:35: so we're not going to go through a round of

00:11:35 --> 00:11:37: introductions right now,

00:11:37 --> 00:11:40: but let me just take a moment now just to

00:11:40 --> 00:11:41: introduce myself.

00:11:41 --> 00:11:43: My name is Uwe Brandes.

00:11:43 --> 00:11:47: I'm a professor at Georgetown University.

00:11:47 --> 00:11:53: And I'm also a former public official in Washington DC.

00:11:53 --> 00:11:59: I spent two terms working for Mayor Williams.

00:11:59 --> 00:12:03: Some years ago now where I was responsible for coordinating

00:12:03 --> 00:12:04: and managing and,

00:12:04 --> 00:12:10: and, and and and leading many of the urban planning

00:12:10 --> 00:12:17: and Urban Development activities focused on the Anacostia River in

00:12:17 --> 00:12:18: Washington DC.

00:12:18 --> 00:12:23: Seeing you know, building a new baseball ballpark.

00:12:23 --> 00:12:27: Many new parks, lots of new housing.

00:12:27 --> 00:12:31: New headquarters for EU S Department of Transportation,

00:12:31 --> 00:12:35: new tourist destinations, and so forth.

00:12:35 --> 00:12:41: I am a very very dedicated.

00:12:41 --> 00:12:47: Groupie if you will. Of urban waterfronts.

00:12:47 --> 00:12:52: I love urban waterfronts. I've really organized my whole career

00:12:52 --> 00:12:55: around that and again as my great honor to be

00:12:55 --> 00:12:59: here today and I also wanted to just share.

00:12:59 --> 00:13:02: I currently am the Chair of the.

00:13:02 --> 00:13:06: Climate change and Resilience Commission that we have formed in

00:13:06 --> 00:13:07: Washington DC.

00:13:07 --> 00:13:09: It's my great honor to be here today.

00:13:09 --> 00:13:16: Next slide, please. So what did we do this week?

00:13:16 --> 00:13:20: We spent a full day with the DRW C staff

00:13:20 --> 00:13:23: and you alive Philadelphia staff.

00:13:23 --> 00:13:29: On Monday, learning as much as we could from.

00:13:29 --> 00:13:34: From them and of course we have conducted this entire

00:13:34 --> 00:13:36: panel virtually.

00:13:36 --> 00:13:40: We did organize a really well curated.

00:13:40 --> 00:13:42: Virtual site visit on Monday.

00:13:42 --> 00:13:44: In order to get to know the site,

00:13:44 --> 00:13:49: get to know the context and surrounding neighborhoods.

00:13:49 --> 00:13:54: On Tuesday, we conducted over 30 confidential interviews with many

00:13:54 --> 00:13:55: of you here,

00:13:55 --> 00:13:59: today and and others who have not been able to

00:13:59 --> 00:14:02: join us here today and really learned,

00:14:02 --> 00:14:07: you know, the unvarnished perspective that people have about this

00:14:07 --> 00:14:07: challenge.

00:14:09 --> 00:14:14: We sequestered ourselves all day yesterday and had lots of

00:14:15 --> 00:14:20: debate and discussion and and and tried to reconcile different

00:14:20 --> 00:14:25: objectives and we have done our best to synthesize and

00:14:25 --> 00:14:29: articulate that in the form of the slide deck that

00:14:29 --> 00:14:31: we're going through today.

00:14:31 --> 00:14:34: And of course, we're presenting this to you today.

00:14:34 --> 00:14:38: This is just the conclusion of the first step from

00:14:38 --> 00:14:41: from now from this meeting forward,

00:14:41 --> 00:14:45: we're going to synthesize this further into a written report.

00:14:45 --> 00:14:49: And it is my sincere hope,

00:14:49 --> 00:14:55: and certainly my objective, to deliver this report in person

00:14:55 --> 00:14:57: to you in Philadelphia,

00:14:57 --> 00:15:04: so that we can have some time together to further

00:15:04 --> 00:15:06: discuss and.

00:15:06 --> 00:15:12: Interpret the findings of the report for for the benefit

00:15:12 --> 00:15:13: of the DRWC.

00:15:13 --> 00:15:17: Next slide, please. OK, so here we go.

00:15:17 --> 00:15:18: We're going to start in now.

00:15:18 --> 00:15:22: Let's look at the site and the challenge that has

00:15:23 --> 00:15:25: been given to us by DRW.

00:15:25 --> 00:15:29: See next slide, please. So here's the site,

00:15:29 --> 00:15:32: UM, it is on the Delaware waterfront.

00:15:32 --> 00:15:36: Of course it's the southernmost.

00:15:36 --> 00:15:43: Of section of jurisdiction within the DRW see next slide,  
00:15:43 --> 00:15:50: please. Here's a site in a historic photograph from 1928.  
00:15:50 --> 00:15:53: And you can see the site is adjacent to several  
00:15:53 --> 00:15:58: important neighborhoods and communities in South Philadelphia.

00:15:58 --> 00:16:04: Next next slide please. Here's another location of the site  
00:16:04 --> 00:16:04: in,  
00:16:05 --> 00:16:10: in this case, within the very important document of the  
00:16:10 --> 00:16:15: 2012 master plan for the DRW C and and and  
00:16:15 --> 00:16:18: here you can see of course,  
00:16:18 --> 00:16:22: the site is at the southernmost reach of of its  
00:16:22 --> 00:16:25: jurisdiction conceptually,  
00:16:25 --> 00:16:27: as I've been thinking about the site,  
00:16:27 --> 00:16:31: it's really bookended by. The Coast Guard on on the  
00:16:31 --> 00:16:34: one side and and and the harbor the port on  
00:16:34 --> 00:16:35: on the other.

00:16:35 --> 00:16:41: So it's this stretch of land most immediately adjacent to  
00:16:41 --> 00:16:43: the Pennsport neighborhood.

00:16:43 --> 00:16:49: Next slide, please. So here is zooming in to an  
00:16:49 --> 00:16:56: existing conditions aerial photograph of of the site.  
00:16:56 --> 00:17:00: It's bounded by Columbus and Delaware,  
00:17:00 --> 00:17:07: Columbus Blvd Delaware Ave. It includes the big box stores  
00:17:07 --> 00:17:10: at the southernmost end.

00:17:10 --> 00:17:15: A variety of parcels and importantly in the river.  
00:17:15 --> 00:17:19: A number of these old historic peers.

00:17:19 --> 00:17:24: Next slide, please. Some of the peers you know the  
00:17:24 --> 00:17:25: peers have.

00:17:25 --> 00:17:30: A variety of of existing conditions associated with them.  
00:17:30 --> 00:17:37: Some are intact. Most of them are in some state  
00:17:37 --> 00:17:39: of disrepair.

00:17:39 --> 00:17:42: Several are eroding into the water.  
00:17:42 --> 00:17:44: This is just one, one photograph of one of the  
00:17:44 --> 00:17:45: peers.

00:17:45 --> 00:17:50: Next slide, please. One of the things that we started  
00:17:50 --> 00:17:53: to do is really do a kind of an inventory  
00:17:54 --> 00:17:58: of all these peers and there are just a couple  
00:17:58 --> 00:18:02: of key observations I wanted to share up front for  
00:18:02 --> 00:18:04: everyone's benefit.

00:18:04 --> 00:18:08: One is that not all of these peers are in  
00:18:08 --> 00:18:10: the ownership of DRW.

00:18:10 --> 00:18:15: See, some are continue to be in private ownership.  
00:18:15 --> 00:18:20: Their statuses is varied some summer just completely



abandoned.

00:18:20 --> 00:18:24: A couple of them. Two of them have already been

00:18:25 --> 00:18:28: retrofitted and are publicly accessible.

00:18:28 --> 00:18:32: D RW C has has done that over the over

00:18:32 --> 00:18:33: the last years.

00:18:33 --> 00:18:36: And one of them Pier 60 is is kind of

00:18:37 --> 00:18:38: fenced off.

00:18:38 --> 00:18:40: It's in pretty good condition.

00:18:40 --> 00:18:43: It's the most robust of all of the all of

00:18:43 --> 00:18:44: the peers.

00:18:44 --> 00:18:46: It's it's built out of concrete,

00:18:46 --> 00:18:51: not not timber frame and.

00:18:51 --> 00:18:56: And then, interestingly, you know there's a really wide variety

00:18:56 --> 00:18:58: of ideas about how,

00:18:58 --> 00:19:03: especially the the privately owned peers might be used in

00:19:03 --> 00:19:04: the future.

00:19:04 --> 00:19:07: And this is really the point of departure for many

00:19:07 --> 00:19:10: of the conversations that we had.

00:19:10 --> 00:19:15: Next slide, please. It's just a uh diagram prepared by

00:19:15 --> 00:19:16: the DRW.

00:19:16 --> 00:19:22: See just illustrating our general site area and the only

00:19:22 --> 00:19:25: basic point I want to make here is that.

00:19:25 --> 00:19:32: While DRW C does control some portions of this site,

00:19:32 --> 00:19:37: it's a small minority of the overall land.

00:19:37 --> 00:19:40: Most of the land in this area is privately,

00:19:40 --> 00:19:46: privately held, and again, that includes all of the upland,

00:19:46 --> 00:19:51: with the exception of limited strips along the waterfront and

00:19:51 --> 00:19:53: and some of the peers.

00:19:53 --> 00:20:01: Next slide, please. D RW C has already commenced some

00:20:01 --> 00:20:07: very important due diligence to learn about the.

00:20:07 --> 00:20:13: Risk issues associated with flooding and sea level rise.

00:20:13 --> 00:20:20: This is one important snapshot showing the combined impact

00:20:20 --> 00:20:26: of

00:20:20 --> 00:20:26: rain and coastal emendation in in the form of a

00:20:26 --> 00:20:28: 500 year storm today.

00:20:28 --> 00:20:31: And I would just make a kind of a larger

00:20:31 --> 00:20:34: observation here is that we see in many,

00:20:34 --> 00:20:38: many cities, you know, the.

00:20:38 --> 00:20:41: The 500 year storm benchmark.

00:20:41 --> 00:20:48: Has historically been really an extreme benchmark that has

00:20:48 --> 00:20:51: not

00:20:48 --> 00:20:51: substantially informed.

00:20:51 --> 00:20:56: Many Urban Development decisions. The 100 year storm has

typically

00:20:56 --> 00:20:58: been that that that benchmark.

00:20:58 --> 00:21:02: But in city after city we see some kind of

00:21:02 --> 00:21:07: a reconciliation process occurring as climate change.

00:21:07 --> 00:21:12: Science shows that what was the one the 500 year

00:21:12 --> 00:21:18: storm yesterday is really the 100 year storm today and

00:21:19 --> 00:21:20: tomorrow,

00:21:20 --> 00:21:24: and so we have to take this kind of information

00:21:24 --> 00:21:26: very seriously as we

00:21:26 --> 00:21:28: think about how to move forward.

00:21:31 --> 00:21:33: Thank you. Next next slide,

00:21:33 --> 00:21:38: please. So here are the questions that were posed to

00:21:39 --> 00:21:40: the panel by DRWC.

00:21:40 --> 00:21:45: And really, there's just three three core questions with with

00:21:45 --> 00:21:49: a number of nuances and and and details and sub

00:21:49 --> 00:21:49: questions.

00:21:49 --> 00:21:53: But the first question is really what are the market

00:21:53 --> 00:21:58: realities of these peers and the properties adjacent to them

00:21:58 --> 00:21:59: so you know.

00:21:59 --> 00:22:03: How is the market really looking at these peers today

00:22:03 --> 00:22:06: and and then the quick follow-up question is,

00:22:06 --> 00:22:10: you know how might they be seen in the future

00:22:10 --> 00:22:13: and how might they be used in the future.

00:22:13 --> 00:22:15: And then and then a third.

00:22:15 --> 00:22:19: You know, very straightforward question and and and that is,

00:22:19 --> 00:22:23: you know with assets like this,

00:22:23 --> 00:22:26: what might be the best practices for for moving forward

00:22:26 --> 00:22:29: with with this kind of advised use program.

00:22:29 --> 00:22:33: So just very quickly you know.

00:22:33 --> 00:22:36: How does the market see these peers today?

00:22:36 --> 00:22:38: How might they be used in the future,

00:22:38 --> 00:22:42: and how might the RWC organize itself in order to

00:22:42 --> 00:22:45: achieve that future next slide?

00:22:47 --> 00:22:51: And as a panel, of course,

00:22:51 --> 00:22:54: and as people learning about the site,

00:22:54 --> 00:22:58: many of our panelists are quite familiar with with

Philadelphia,

00:22:58 --> 00:23:01: so we didn't have that steep of a learning curve

00:23:01 --> 00:23:04: with respect to broader issues in Philadelphia.

00:23:04 --> 00:23:06: But we were learning a lot about the site and

00:23:06 --> 00:23:07: learning about DRW.

00:23:07 --> 00:23:11: See here is some kind of key questions that we

00:23:11 --> 00:23:16: started asking ourselves as we tried to answer the questions  
00:23:16 --> 00:23:17: at the RWC.  
00:23:17 --> 00:23:22: Gave to us. One is we're all extremely impressed by  
00:23:22 --> 00:23:26: the work that DRWC has already achieved,  
00:23:26 --> 00:23:29: so there's kind of a strategic question right off the  
00:23:29 --> 00:23:30: bat,  
00:23:30 --> 00:23:34: and that is how can we build on that amazing  
00:23:34 --> 00:23:36: momentum and achieve.  
00:23:36 --> 00:23:41: Uh, even greater goals and address even more complex  
issues.  
00:23:41 --> 00:23:43: Second, is really a question that is,  
00:23:43 --> 00:23:45: I think in the mind of everyone,  
00:23:45 --> 00:23:49: as things change as the economy changes and that is  
00:23:49 --> 00:23:52: what what is a world class urban waterfront in the  
00:23:52 --> 00:23:53: 21st century.  
00:23:53 --> 00:23:55: You know, we we, we don't want to just copy  
00:23:56 --> 00:23:58: what other people have done and and declare success.  
00:23:58 --> 00:24:02: We want to reinvent, not just the urban waterfront,  
00:24:02 --> 00:24:04: but the urban waterfront in Philadelphia.  
00:24:04 --> 00:24:07: You know what does this mean in terms of city  
00:24:07 --> 00:24:08: building?  
00:24:08 --> 00:24:11: In terms of great design.  
00:24:11 --> 00:24:12: And then you know what?  
00:24:12 --> 00:24:15: How does resilience and climate change fit into all of  
00:24:15 --> 00:24:16: that?  
00:24:16 --> 00:24:19: And that leads to a number of technical questions that  
00:24:19 --> 00:24:20: we'll talk about.  
00:24:20 --> 00:24:25: Uhm, we're very interested in how this place becomes fully  
00:24:25 --> 00:24:28: connected to the rest of the city.  
00:24:28 --> 00:24:32: How this place can truly be inclusive,  
00:24:32 --> 00:24:35: and how through responsible steps,  
00:24:35 --> 00:24:38: it can be an equitable place within the city.  
00:24:38 --> 00:24:44: So lots of questions that we asked ourselves around that.  
00:24:44 --> 00:24:47: We want to know how to best leverage D,  
00:24:47 --> 00:24:53: RW C and its mission to attract significant private capital  
00:24:53 --> 00:24:59: to this site because without the attraction of private capital  
00:25:00 --> 00:25:01: to this site.  
00:25:01 --> 00:25:03: Because of the Lana ownership structure,  
00:25:03 --> 00:25:05: you know not nothing is going to change,  
00:25:05 --> 00:25:10: so this is a key question that that we discussed.  
00:25:10 --> 00:25:12: We also, you know, it's inevitable we can't help but  
00:25:12 --> 00:25:15: to ask this question of thinking about Gee,

00:25:15 --> 00:25:18: well, how is the pandemic and the way in which

00:25:18 --> 00:25:22: people are thinking about cities impact the land uses on

00:25:22 --> 00:25:23: this site?

00:25:23 --> 00:25:25: And then finally, you know this is just,

00:25:25 --> 00:25:29: uh, you know, Philadelphia is a globally significant city.

00:25:29 --> 00:25:32: The history of Philadelphia started.

00:25:32 --> 00:25:36: On the waterfront, this is just a really important place

00:25:36 --> 00:25:38: and we wanted to honor that.

00:25:38 --> 00:25:41: And that's another key question that kept coming up OK.

00:25:41 --> 00:25:47: Next slide, please. OK. Uhm?

00:25:47 --> 00:25:51: Part of our way of.

00:25:51 --> 00:25:55: Beginning to answer these questions was to think about.

00:25:55 --> 00:26:01: Kind of larger ideas that would help inform our recommendations.

00:26:01 --> 00:26:05: And and so this is the first time where you

00:26:06 --> 00:26:11: know the panel is really weighing in and essentially creating

00:26:11 --> 00:26:13: some some some goals.

00:26:13 --> 00:26:18: But also some guardrails to to to approach problem solving.

00:26:18 --> 00:26:21: And I'm going to go through these very quickly.

00:26:21 --> 00:26:23: We can talk about these again at the end of

00:26:23 --> 00:26:24: the presentation.

00:26:24 --> 00:26:26: The first is, you know,

00:26:26 --> 00:26:28: keep the eye on the prize.

00:26:28 --> 00:26:32: The 2012 master plan is so important.

00:26:32 --> 00:26:37: Stakeholders across the board endorse and support and take great

00:26:37 --> 00:26:41: pride in the production of that master plan that master

00:26:41 --> 00:26:44: plans for a world class waterfront.

00:26:44 --> 00:26:49: We need to constantly come back to that document and

00:26:49 --> 00:26:50: ask ourselves,

00:26:50 --> 00:26:54: are we working towards that that long-term goal?

00:26:54 --> 00:27:00: The second is really thinking about how DRWC's mission to

00:27:00 --> 00:27:05: provide access to the waterfront really can be interpreted in

00:27:05 --> 00:27:10: an inclusive and expanded way to bring people to this

00:27:10 --> 00:27:14: site. To use this site to help the people of

00:27:14 --> 00:27:15: Philadelphia.

00:27:15 --> 00:27:19: We always want to think about this site as a

00:27:19 --> 00:27:24: place for people with people at the center and potentially

00:27:25 --> 00:27:29: a new community and neighborhood emerging on this site.

00:27:29 --> 00:27:35: We really underscore and support D R W C being a

00:27:35 --> 00:27:41: quarterback of this overall complex innovation.

00:27:41 --> 00:27:46: Complex coordination effort. We really believe that because of climate

00:27:46 --> 00:27:48: change and sea level rise,

00:27:48 --> 00:27:52: there's lots of innovation that needs to be pursued,

00:27:52 --> 00:27:56: and this is not optional from our perspective,

00:27:56 --> 00:28:00: and so if risk issues are not addressed squarely,

00:28:00 --> 00:28:04: there will not be an opportunity to bring the kind

00:28:04 --> 00:28:08: of private capital to this site that is necessary to

00:28:08 --> 00:28:09: transform it.

00:28:09 --> 00:28:14: We believe that leadership extends to just the planning and

00:28:14 --> 00:28:17: coordination process that never ends,

00:28:17 --> 00:28:21: so planning doesn't end with the creation of a vision

00:28:21 --> 00:28:22: plan.

00:28:22 --> 00:28:26: There's lots of additional steps that need to be taken.

00:28:26 --> 00:28:29: Problems that need to be solved.

00:28:29 --> 00:28:33: There's a leadership function that just never ends the good

00:28:33 --> 00:28:34: news,

00:28:34 --> 00:28:36: and this is really, really exciting.

00:28:36 --> 00:28:38: Is that there is a lot of land on this

00:28:38 --> 00:28:39: site.

00:28:39 --> 00:28:43: So the peers for sure are.

00:28:43 --> 00:28:44: Their own kind of problem.

00:28:44 --> 00:28:48: But the good news is that behind the peers there's

00:28:48 --> 00:28:51: quite a bit of upland and that allows for options

00:28:51 --> 00:28:54: and choices and and flexible solutions.

00:28:54 --> 00:28:59: We truly believe that D RW C is a game

00:28:59 --> 00:29:05: changer because it can be the knowledge broker that helps

00:29:06 --> 00:29:10: solve some of these complex problems.

00:29:10 --> 00:29:14: And we believe that it should move forward with great

00:29:14 --> 00:29:20: transparency to share with both immediate stakeholders and

00:29:20 --> 00:29:21: the broader

00:29:20 --> 00:29:21: marketplace,

00:29:21 --> 00:29:25: its approach to handling these risks.

00:29:25 --> 00:29:28: And and by doing so,

00:29:28 --> 00:29:34: build greater constituencies and greater and greater partner

00:29:34 --> 00:29:40: networks.

00:29:34 --> 00:29:40: And then finally, because we're also passionate about water

00:29:40 --> 00:29:43: fronts,

00:29:40 --> 00:29:43: the water can be a source of risk.

00:29:43 --> 00:29:45: But it's also your greatest friend.

00:29:45 --> 00:29:49: This is a site where the land meets the sea

00:29:49 --> 00:29:52: and the water is the gold that allows you to

00:29:52 --> 00:29:56: do things here that you could not do anywhere else

00:29:56 --> 00:29:58: in the city. Next slide,

00:29:58 --> 00:30:01: please. And I just this is the last slide of

00:30:02 --> 00:30:03: the introduction.

00:30:03 --> 00:30:06: I just want to say we are very bullish on

00:30:06 --> 00:30:10: both Philadelphia and the Delaware waterfront.

00:30:10 --> 00:30:16: We're so impressed by the kind of environment that you

00:30:16 --> 00:30:21: have been able to shape and and really give

00:30:21 --> 00:30:25: birth to come at this at Spruce St.

00:30:25 --> 00:30:29: I've been there many times when I visited Philadelphia.

00:30:29 --> 00:30:32: It's just a phenomenal. Environment,

00:30:32 --> 00:30:36: wonderful. That's just a small little example,

00:30:36 --> 00:30:41: and we believe that the market is validating your work

00:30:41 --> 00:30:46: in very profound ways and there's no greater.

00:30:46 --> 00:30:49: Expression of that. Then the recent award to the Tourist

00:30:49 --> 00:30:53: Corporation for the development rights around Penns Landing.

00:30:53 --> 00:30:57: This is a very important project and it becomes a

00:30:57 --> 00:30:57: context.

00:30:57 --> 00:31:00: It becomes a contextual adjacent,

00:31:00 --> 00:31:05: you know, site for us working further down on the

00:31:05 --> 00:31:08: Washington St Washington Ave area.

00:31:08 --> 00:31:13: So with that that shapes our kind of approach to

00:31:13 --> 00:31:16: the the work and I'd like to now move on.

00:31:16 --> 00:31:20: Into our different groups and have individual members of the

00:31:20 --> 00:31:23: panel introduced their recommendations.

00:31:26 --> 00:31:31: And we're starting with. Lynette hi.

00:31:31 --> 00:31:31: And Michael, hi,

00:31:31 --> 00:31:33: I'm Lynette Fardos with Moffat and Nichol,

00:31:33 --> 00:31:36: and quite the pleasure to to be here today.

00:31:36 --> 00:31:40: I'm the director of adaptation and resilience and based in

00:31:40 --> 00:31:40: Miami.

00:31:40 --> 00:31:43: But I functionally work all over the United States and

00:31:43 --> 00:31:46: the ability to be able to see at least virtually

00:31:46 --> 00:31:49: part of the this project has been really exciting,

00:31:50 --> 00:31:51: so we can hope you guys.

00:31:51 --> 00:31:52: I'm going to zip through it,

00:31:52 --> 00:31:54: so I hope you have a good discussion at the

00:31:54 --> 00:31:54: end.

00:31:54 --> 00:31:57: Next slide. So one of the ways that I like

00:31:57 --> 00:32:02: to think about resiliency is really about these interconnected systems,

00:32:02 --> 00:32:04: and we start to look at the physical,

00:32:04 --> 00:32:06: the economic and the social.

00:32:06 --> 00:32:08: So that's part of the lens that I bring to

00:32:08 --> 00:32:09: this particular section,  
00:32:09 --> 00:32:12: and this is a slide from Mexico Beach,  
00:32:12 --> 00:32:15: October 2018. The Big Hurricane went through the  
Panhandle and  
00:32:15 --> 00:32:18: we've seen a slide that's really gone around the world  
00:32:18 --> 00:32:19: about this one guys house.  
00:32:19 --> 00:32:22: It's just left standing and this is another part of  
00:32:22 --> 00:32:22: that image.  
00:32:22 --> 00:32:26: And really, it's really to prove the point that while  
00:32:26 --> 00:32:29: you may have an incredibly robust asset if it doesn't  
00:32:29 --> 00:32:32: exist in a system that is truly resilient and robust  
00:32:32 --> 00:32:35: on all the other Community life lines,  
00:32:35 --> 00:32:37: you really don't have an asset you really don't have  
00:32:37 --> 00:32:40: something that that is truly resilient next slide.  
00:32:43 --> 00:32:45: Uhm, part of the lead that we also bring to  
00:32:45 --> 00:32:48: this is that it's not so much if it floods,  
00:32:48 --> 00:32:50: but when it floods and it's kind of nice to  
00:32:50 --> 00:32:51: have that ability to,  
00:32:51 --> 00:32:53: you know it's not like we need to have future  
00:32:53 --> 00:32:53: clairvoyance.  
00:32:53 --> 00:32:56: We already see it, and these sites were created the  
00:32:56 --> 00:32:59: site itself and the uplands were created in the floodplain.  
00:32:59 --> 00:33:02: So that's something that we can continue to keep in  
00:33:02 --> 00:33:05: mind as we look at different mitigation measures.  
00:33:05 --> 00:33:09: Next slide. Now. Part of part of a observation is  
00:33:09 --> 00:33:12: that we seem to talk about the areas.  
00:33:12 --> 00:33:15: If it's a little bit more isolated and it's got  
00:33:15 --> 00:33:16: these different boundaries,  
00:33:16 --> 00:33:19: but in reality it really is interconnected to this more  
00:33:19 --> 00:33:23: urban system that includes the life lines of transportation and  
00:33:23 --> 00:33:24: water energy,  
00:33:24 --> 00:33:27: these social systems, etc. And so part of it is  
00:33:27 --> 00:33:31: being able to have a vulnerability assessment that comes in  
00:33:31 --> 00:33:34: and really acknowledges the risk and then allows us to  
00:33:34 --> 00:33:40: manage. Manage and mitigate to be able to really bring  
00:33:40 --> 00:33:41: resiliency.  
00:33:41 --> 00:33:44: Ummm, I probably probably should say that part of my  
00:33:44 --> 00:33:47: perspective is that as we start to look at the  
00:33:47 --> 00:33:49: economic and social well being,  
00:33:49 --> 00:33:53: I really believe that this physical exposure and physical  
environment  
00:33:53 --> 00:33:56: is one of the things that's really critical to making

00:33:56 --> 00:33:59: sure we have something that's truly successful.

00:33:59 --> 00:34:01: You know, it's also the location.

00:34:01 --> 00:34:03: It's really one of those areas that can be a

00:34:03 --> 00:34:05: buffer to the rest of the southern Philadelphia,

00:34:05 --> 00:34:08: so. Let's go to the next one.

00:34:11 --> 00:34:13: And that's that's one of the areas when you start

00:34:13 --> 00:34:16: to look at the exposure that the site has.

00:34:16 --> 00:34:19: This is just one of those CAP 3 anoa models.

00:34:19 --> 00:34:21: You start to see that it's incredibly intense,

00:34:21 --> 00:34:23: right? In this specific area,

00:34:23 --> 00:34:24: but also much more inland.

00:34:24 --> 00:34:27: So thinking about it potentially as a protective buffer.

00:34:27 --> 00:34:31: Next now you know if you start to look at

00:34:31 --> 00:34:33: the economic strategies.

00:34:33 --> 00:34:36: One of the things that we were discussing is having

00:34:36 --> 00:34:37: a more regional approach,

00:34:37 --> 00:34:40: 'cause you can see that both sides of the river

00:34:40 --> 00:34:43: continue to get exposed with those with projections of the

00:34:43 --> 00:34:46: rising water and so being able to look at the

00:34:46 --> 00:34:48: implications of what that means to the local economy,

00:34:48 --> 00:34:50: but also to the regional,

00:34:50 --> 00:34:53: is an area that we like to continue to contemplate.

00:34:54 --> 00:34:58: Next slide. And so part of it is really acknowledging

00:34:59 --> 00:35:01: and living with water.

00:35:01 --> 00:35:03: You know the concept of what do we do and

00:35:03 --> 00:35:04: how we continue to accommodate.

00:35:04 --> 00:35:06: And this is one of the renderings from a different

00:35:06 --> 00:35:08: part of the of the United States,

00:35:08 --> 00:35:10: where you see the elevated walkways.

00:35:10 --> 00:35:13: You see the different types of nature based features that

00:35:13 --> 00:35:16: are incorporated with structural solutions to start looking at.

00:35:16 --> 00:35:19: How do you continue to have a vibrant edge and

00:35:19 --> 00:35:22: yet keep some of those things that are really attractive

00:35:22 --> 00:35:25: to residents and tourists which is being able to be

00:35:25 --> 00:35:27: out on the water next slide.

00:35:30 --> 00:35:33: And also including some of the ADAPT adaptation and

00:35:33 --> 00:35:34: mitigation

00:35:34 --> 00:35:36: features.

00:35:36 --> 00:35:38: And in this one it's a little bit tougher to

00:35:38 --> 00:35:39: tell where you raise the where you've raised more of

00:35:39 --> 00:35:41: the roadway,

00:35:39 --> 00:35:41: etc. But all those orange lines are some of the



00:35:41 --> 00:35:44: deployables that can be used in areas to provide those  
00:35:44 --> 00:35:45: additional protection,  
00:35:45 --> 00:35:47: so I'm going to stop there and hand it over  
00:35:47 --> 00:35:48: to Michael.  
00:35:49 --> 00:35:53: Great, thanks Lynette. My name is Michael Simile and I  
00:35:53 --> 00:35:56: am currently the founding director of a Urban technology hub  
00:35:56 --> 00:35:58: at Cornell Tech in New York City.  
00:35:58 --> 00:36:01: Previous to that, I ran the trust for Governors Island  
00:36:01 --> 00:36:02: in New York,  
00:36:02 --> 00:36:06: which is probably similar to some extent to the DRW  
00:36:06 --> 00:36:06: fee,  
00:36:06 --> 00:36:08: but I spent the bulk of my career as a  
00:36:08 --> 00:36:11: private developer working for the related companies on the  
00:36:11 --> 00:36:11: Hudson  
00:36:11 --> 00:36:11: Yards project,  
00:36:11 --> 00:36:12: and I have to say,  
00:36:12 --> 00:36:15: I'm really thrilled to be able to participate this.  
00:36:15 --> 00:36:17: And like everyone else on the team,  
00:36:17 --> 00:36:19: disappointed that we were not able to really walk the  
00:36:19 --> 00:36:19: site.  
00:36:19 --> 00:36:22: Because it's so critical to developing an understanding to it,  
00:36:22 --> 00:36:26: but I think we learned a ton over the past  
00:36:26 --> 00:36:30: couple days and I'm really excited to hear about your  
00:36:30 --> 00:36:32: reactions to some of our ideas next.  
00:36:32 --> 00:36:35: So some of this is just affirming what you're already  
00:36:35 --> 00:36:35: doing,  
00:36:35 --> 00:36:39: and I think there's been great work and certainly great  
00:36:39 --> 00:36:41: designs done on the pier side of things.  
00:36:41 --> 00:36:44: But this idea of softening the edges,  
00:36:44 --> 00:36:46: Lynette showed us, you know,  
00:36:46 --> 00:36:47: water with the reality. I mean,  
00:36:47 --> 00:36:49: you're on the waterfront, so you know that better than  
00:36:49 --> 00:36:49: anyone.  
00:36:49 --> 00:36:51: But think about this concept.  
00:36:51 --> 00:36:55: They really kind of strengthening the edge through softening  
00:36:55 --> 00:36:59: it  
00:36:59 --> 00:36:59: through new landscape opportunities and revetments and  
00:36:59 --> 00:37:01: really thinking about  
00:37:01 --> 00:37:07: having a you know an eye when it comes to  
00:37:07 --> 00:37:07: dealing with climate change. Rising tides next.  
00:37:07 --> 00:37:09: Also fun, I will say,  
00:37:09 --> 00:37:11: you know, during our interviews at least the you know,  
00:37:11 --> 00:37:14: Lynette and I spoke with a lot of regulators and

00:37:15 --> 00:37:16: engineers and architects,  
 00:37:16 --> 00:37:18: but we didn't really. I would say hear enough about  
 00:37:18 --> 00:37:21: like bringing fun to this part of the waterfront and  
 00:37:21 --> 00:37:22: really getting people down into it.  
 00:37:22 --> 00:37:25: And we know that we've heard the realities of the  
 00:37:25 --> 00:37:27: shipping channel and the navigation channel.  
 00:37:27 --> 00:37:30: But you know, thinking about how we bring excitement and  
 00:37:30 --> 00:37:32: fun and to the waterfront to another level,  
 00:37:32 --> 00:37:38: that's much more attuned to nature next.  
 00:37:38 --> 00:37:40: And you'll see we're not going to give you specific,  
 00:37:40 --> 00:37:43: you know, ideas for designs for the peers by any  
 00:37:43 --> 00:37:43: means,  
 00:37:43 --> 00:37:46: but in those peers that are the peers that you  
 00:37:46 --> 00:37:50: decide to make public open space in a more active  
 00:37:50 --> 00:37:50: way,  
 00:37:50 --> 00:37:52: think about, you know, elevating the design,  
 00:37:52 --> 00:37:55: and there's really great opportunities to bring vibrancy to the  
 00:37:55 --> 00:37:56: pier edges themselves.  
 00:37:56 --> 00:37:58: You know some will be left as habitat,  
 00:37:58 --> 00:38:01: but when you do have this opportunity to really bring  
 00:38:01 --> 00:38:02: people to the water's edge,  
 00:38:02 --> 00:38:06: there are great design opportunities to really kind of elevate  
 00:38:06 --> 00:38:08: the opportunities there.  
 00:38:08 --> 00:38:12: Next and in those cases where you know appears maybe  
 00:38:13 --> 00:38:15: more habitat than occupiable,  
 00:38:15 --> 00:38:20: there's a you know fantastic opportunity for environmental  
 education.  
 00:38:20 --> 00:38:23: There's no better way of engaging children with the water  
 00:38:23 --> 00:38:25: is getting him down into there.  
 00:38:25 --> 00:38:27: This is a project some of you may be familiar  
 00:38:27 --> 00:38:27: with,  
 00:38:27 --> 00:38:29: which looks at Oyster Reeves,  
 00:38:29 --> 00:38:31: and you know, I'm not a marine biologist.  
 00:38:31 --> 00:38:33: I I don't know if forestry will grow very well  
 00:38:33 --> 00:38:35: or not in the area,  
 00:38:35 --> 00:38:36: but we all know that they're great.  
 00:38:36 --> 00:38:38: Kind of natural water cleansers,  
 00:38:38 --> 00:38:40: but it's a. It's a wonderful opportunity if you see.  
 00:38:40 --> 00:38:41: People kind of literally, you know,  
 00:38:41 --> 00:38:45: getting down into the water like learning about salinity,  
 00:38:45 --> 00:38:48: learning about the environment, and much more direct way.  
 00:38:48 --> 00:38:51: And this idea of citizen science coming to the waterfront

00:38:51 --> 00:38:54: could be incredibly powerful as a tool for inclusion as  
00:38:54 --> 00:38:58: well for the entirety of Philadelphia rather than just the  
00:38:58 --> 00:39:04: adjacent neighborhood next. And then waterborne  
transportation.

00:39:04 --> 00:39:06: We know. And that's another kind of great tool for  
00:39:06 --> 00:39:07: engagement.

00:39:07 --> 00:39:09: We know that there is a ferry today to Camden,  
00:39:09 --> 00:39:13: but thinking about a networked opportunity between the work  
happening  
00:39:13 --> 00:39:14: at the Navy Yard,  
00:39:14 --> 00:39:18: this area, Penns Landing. But thinking about very different  
network  
00:39:18 --> 00:39:21: rather than point to point to really as destinations begin  
00:39:21 --> 00:39:23: to get developed along the Delaware.

00:39:23 --> 00:39:27: You have this opportunity to kind of create a waterborne  
00:39:27 --> 00:39:29: transportation network as well.

00:39:29 --> 00:39:33: Next so finally some of the opportunities that we've  
mentioned  
00:39:33 --> 00:39:34: before.

00:39:34 --> 00:39:35: I mean, big picture. You know,  
00:39:35 --> 00:39:38: we would push the DRW fee to think bigger.  
00:39:38 --> 00:39:40: To think about. You know,  
00:39:40 --> 00:39:43: a waterfront that's active and authentic,  
00:39:43 --> 00:39:46: but also sustainable. And we since we met with both  
00:39:46 --> 00:39:49: the regulatory side and and the the developer side,  
00:39:49 --> 00:39:51: I will say that we saw a bit of a  
00:39:51 --> 00:39:51: JASSM,  
00:39:51 --> 00:39:54: or at least a disagreement in terms of what development  
00:39:54 --> 00:39:56: means on the waterfront.

00:39:56 --> 00:39:59: So we we think that the DRW feet can really  
00:39:59 --> 00:40:01: lean into being a convener.

00:40:01 --> 00:40:04: Of these constituencies, and really take a much more active  
00:40:04 --> 00:40:09: role between the regulatory environment and the  
development community,  
00:40:09 --> 00:40:10: and we all know, and I think you've done,  
00:40:10 --> 00:40:14: a great idea. Great job already on the South Wetlands  
00:40:14 --> 00:40:14: Park.

00:40:14 --> 00:40:16: Every pier is special and unique,  
00:40:16 --> 00:40:17: but you know, think about all of the peers,  
00:40:17 --> 00:40:19: whether not you own them or not,  
00:40:19 --> 00:40:22: and you'll see you know there are opportunities for much  
00:40:22 --> 00:40:23: more active users on some peers.

00:40:23 --> 00:40:27: We think in general private development on the peers is

00:40:27 --> 00:40:28: not a great idea,  
 00:40:28 --> 00:40:31: but I've Lynette was saying it's not just the peers.  
 00:40:31 --> 00:40:34: Uh, I think bigger. Also in terms of the uplands,  
 00:40:34 --> 00:40:36: we we actually are viewing the site as appears and  
 00:40:36 --> 00:40:37: the uplands because they're,  
 00:40:37 --> 00:40:39: you know, intrinsically linked, and,  
 00:40:39 --> 00:40:41: uh, I guess the biggest way to think about it  
 00:40:41 --> 00:40:44: is that you were on the forefront of climate change  
 00:40:44 --> 00:40:45: on the water's edge.  
 00:40:45 --> 00:40:47: But you know there's going to be huge impacts to  
 00:40:47 --> 00:40:49: the community just to the West of the highway.  
 00:40:49 --> 00:40:52: So think about the entirety of the site as a  
 00:40:52 --> 00:40:56: protective buffer for the South Philadelphia community.  
 00:40:56 --> 00:40:59: Uh, thank you. Next line.  
 00:41:01 --> 00:41:03: And your role you know,  
 00:41:03 --> 00:41:05: on the waterfront you know specifically is,  
 00:41:05 --> 00:41:08: you know where you are relative to much more densely  
 00:41:08 --> 00:41:09: settled areas.  
 00:41:09 --> 00:41:13: So thinking comprehensively about this urban systems idea  
 00:41:13 --> 00:41:15: that Lynette  
 00:41:15 --> 00:41:18: introduced to us that you are part of a much  
 00:41:18 --> 00:41:21: larger network of dense residential communities to the West,  
 00:41:21 --> 00:41:24: potentially more development on your edge.  
 00:41:24 --> 00:41:26: And then how you can kind of be this buffer  
 00:41:26 --> 00:41:31: that protects the rest of the community.  
 00:41:31 --> 00:41:37: Next and then finally, our recommendations come looking at  
 00:41:37 --> 00:41:39: the  
 00:41:39 --> 00:41:41: 2011 master plan and incorporating coastal resiliency and  
 00:41:41 --> 00:41:42: adaptation.  
 00:41:42 --> 00:41:45: I mean, I think that that goes without saying,  
 00:41:45 --> 00:41:47: but it's important to say it at the same time  
 00:41:47 --> 00:41:49: and much of that is,  
 00:41:49 --> 00:41:50: you know, living with water and thinking about how any  
 00:41:50 --> 00:41:52: mixed use community that's on the upland.  
 00:41:52 --> 00:41:53: You know it's not just about development going out into  
 00:41:53 --> 00:41:55: the water,  
 00:41:55 --> 00:41:57: but also the idea of water coming into communities as  
 00:41:57 --> 00:41:59: well.  
 00:41:59 --> 00:42:02: That is the reality of you know if the water  
 00:42:02 --> 00:42:05: today is that you know six or seven and we  
 00:42:05 --> 00:42:07: know the 500 year flood plains at.  
 00:42:07 --> 00:42:09: 15 You have a bit of a buffer right there  
 00:42:09 --> 00:42:11: that you need to begin to integrate into any new

00:42:05 --> 00:42:06: development.

00:42:06 --> 00:42:09: We also think there's an opportunity to include Camden as

00:42:09 --> 00:42:10: a stakeholder.

00:42:10 --> 00:42:11: We defer to you again.

00:42:11 --> 00:42:13: We've we've landed from Mars here for three days,

00:42:13 --> 00:42:15: but, you know, as Lynette said,

00:42:15 --> 00:42:17: you know, the river has two sides,

00:42:17 --> 00:42:19: so we need to think about the consequences,

00:42:19 --> 00:42:21: not just a. You know,

00:42:21 --> 00:42:25: solidifying this particular area, but what's probably

consequences to the

00:42:25 --> 00:42:28: other communities around you would be.

00:42:28 --> 00:42:29: And then finally, we think that.

00:42:29 --> 00:42:32: You know D RW C can really embrace that leadership

00:42:32 --> 00:42:33: role with resiliency.

00:42:33 --> 00:42:35: I mean your your charge is to,

00:42:35 --> 00:42:38: you know, activate the waterfront and increase access.

00:42:38 --> 00:42:41: But it resiliency has to be part of that part

00:42:41 --> 00:42:42: of the equation.

00:42:42 --> 00:42:45: If we're going to have any future at all along

00:42:45 --> 00:42:47: the waterfront.

00:42:47 --> 00:42:49: Thanks a lot. I look forward to your questions.

00:42:50 --> 00:42:53: Castle and very good to be here this morning and

00:42:53 --> 00:42:57: I I currently am director of the Remaking Cities Institute

00:42:57 --> 00:43:00: at Carnegie Mellon University in Pittsburgh,

00:43:00 --> 00:43:03: and I've had a career in which a lot of

00:43:03 --> 00:43:05: my jobs have been as a planning director,

00:43:05 --> 00:43:07: often dealing with riverfronts and water fronts.

00:43:07 --> 00:43:11: Weather in Seattle, Manhattan or Pittsburgh and as well as

00:43:11 --> 00:43:14: a nonprofit director where a lot of our energy at

00:43:14 --> 00:43:18: the Van Alen Institute went into rethinking and reimagining

what

00:43:18 --> 00:43:20: the urban waterfront could be.

00:43:20 --> 00:43:22: So today we're going to actually go to the next

00:43:22 --> 00:43:25: slide and get right into the recommendations we have here,

00:43:25 --> 00:43:28: and you're going to hear some things that are going

00:43:28 --> 00:43:31: to be repeated in this in this talk today and

00:43:31 --> 00:43:34: we've decided that's OK because they really want to

underscore

00:43:34 --> 00:43:37: the importance of them when we talk about thinking bigger.

00:43:37 --> 00:43:38: I want to sort of mention that,

00:43:38 --> 00:43:40: you know, I, I want to be sure that it's

00:43:40 --> 00:43:42: clear that we recognize the sort of amazing work that

00:43:42 --> 00:43:44: DRW C and its partners have done over the years

00:43:44 --> 00:43:46: from the master plan forward.

00:43:46 --> 00:43:47: I've also, you know, we,

00:43:47 --> 00:43:50: we've dived into work like you're kind of when you've

00:43:50 --> 00:43:50: amended.

00:43:50 --> 00:43:53: The plan and the 2019 amendments and the height structure

00:43:53 --> 00:43:55: bonuses we've gotten into the details to try and understand

00:43:55 --> 00:43:57: all the different ways we approached it,

00:43:57 --> 00:44:00: yet still, when we say something like think bigger.

00:44:00 --> 00:44:03: It's partly because building an identity for this particular area

00:44:03 --> 00:44:05: this half mile that you asked us to look at

00:44:05 --> 00:44:08: while you have the beginnings of a strong identity and

00:44:08 --> 00:44:10: we can look back to the master plan for some

00:44:10 --> 00:44:11: of the strong identity that you envisioned it.

00:44:11 --> 00:44:14: That's where that really. It's both in the in the

00:44:14 --> 00:44:16: details of the zoning and the details of the of

00:44:17 --> 00:44:17: the planning.

00:44:17 --> 00:44:19: It's like where, how to get back to the kind

00:44:19 --> 00:44:20: of sort of the vision.

00:44:20 --> 00:44:23: Side of that. So people can really understand what you

00:44:23 --> 00:44:26: see is the kind of real goals for this stretch

00:44:26 --> 00:44:26: of the river,

00:44:26 --> 00:44:29: as well as some of the larger issues of your

00:44:29 --> 00:44:30: overall work.

00:44:30 --> 00:44:33: So maybe we started with connectors we heard access,

00:44:33 --> 00:44:37: access and access as the guiding light for the work.

00:44:37 --> 00:44:39: About this riverfront from the beginning,

00:44:39 --> 00:44:42: you know, really from even 2006 forward,

00:44:42 --> 00:44:45: but certainly 2011 forward and so north South.

00:44:45 --> 00:44:48: This is obvious you're doing it and we were excited

00:44:48 --> 00:44:50: that it's getting done,

00:44:50 --> 00:44:52: but just that. You know just to sort of emphasize

00:44:52 --> 00:44:55: nothing could be more important than completing that NS

00:44:55 --> 00:44:58: that

00:44:55 --> 00:44:58: that that trail to be the connection along the whole

00:44:58 --> 00:45:01: string could actually really do the city and the river

00:45:01 --> 00:45:02: run as a whole is transformative.

00:45:02 --> 00:45:04: And for this to be incorporated it we've all seen

00:45:04 --> 00:45:06: this in other communities in other cities.

00:45:06 --> 00:45:09: When you finally get that stretch of water as one

00:45:09 --> 00:45:10: long path,

00:45:10 --> 00:45:13: the world it the whole way people think about it

00:45:13 --> 00:45:15: changes second is like this is a.  
 00:45:15 --> 00:45:16: We understand the 50 foot easement.  
 00:45:16 --> 00:45:19: It's like a classic approach in these kind of urban  
 00:45:19 --> 00:45:22: water fronts and we understand the challenges of the  
 easement  
 00:45:22 --> 00:45:23: and so forth and to sort of be.  
 00:45:23 --> 00:45:24: But we thought, you know,  
 00:45:24 --> 00:45:26: this is the one place you've got more land.  
 00:45:26 --> 00:45:29: Maybe this is the sort of longer one of the  
 00:45:29 --> 00:45:31: few places where you've really got some depth,  
 00:45:31 --> 00:45:34: and with that depth there's even opportunities for up variety  
 00:45:34 --> 00:45:34: things.  
 00:45:34 --> 00:45:36: We'll talk about the variety of things one is even  
 00:45:36 --> 00:45:37: potentially additional mobility,  
 00:45:37 --> 00:45:38: and we're going to set up.  
 00:45:38 --> 00:45:40: This is a note that there could,  
 00:45:40 --> 00:45:42: in fact be a sort of slow street along the  
 00:45:42 --> 00:45:43: edge of the development.  
 00:45:43 --> 00:45:45: As part of this thickened area.  
 00:45:45 --> 00:45:47: Is like it's not sort of that we don't want  
 00:45:47 --> 00:45:49: to see more sort of natural environments and more sort  
 00:45:49 --> 00:45:50: of recreational opportunities there.  
 00:45:50 --> 00:45:52: But when we say to sort of thick and the  
 00:45:52 --> 00:45:53: easement,  
 00:45:53 --> 00:45:53: or at least sort of,  
 00:45:53 --> 00:45:55: you know whether it's literally through the tools of easement  
 00:45:55 --> 00:45:57: or whether there is another through.  
 00:45:57 --> 00:45:59: It's a bonus tool or other means,  
 00:45:59 --> 00:46:01: but there is, we've seen a lot of water fronts  
 00:46:01 --> 00:46:04: around the country in the world where just having that  
 00:46:04 --> 00:46:06: even a mild version of a street,  
 00:46:06 --> 00:46:07: which is what you want,  
 00:46:07 --> 00:46:10: certainly in this scale development it sends a signal that  
 00:46:10 --> 00:46:11: it's public that it's a.  
 00:46:11 --> 00:46:13: It's not just the front yard for the development,  
 00:46:13 --> 00:46:16: it's a front yard, potentially for the neighborhood.  
 00:46:16 --> 00:46:19: Now that front yard for the neighborhood only works if  
 00:46:19 --> 00:46:21: you have strong East West connections.  
 00:46:21 --> 00:46:23: These are marked back in your master plan.  
 00:46:23 --> 00:46:24: You have a kind of like that.  
 00:46:24 --> 00:46:27: You've clearly identified whether there's a main connection  
 streets and

00:46:27 --> 00:46:28: the lesser connection streets,  
 00:46:28 --> 00:46:30: but we just want to comment on what we saw  
 00:46:30 --> 00:46:31: and looked at,  
 00:46:31 --> 00:46:32: and sort of where where you're going,  
 00:46:32 --> 00:46:33: one that the you're working on.  
 00:46:33 --> 00:46:36: The Washington Ave connector couldn't be more important  
 than that.  
 00:46:36 --> 00:46:38: It's great to see that at the North End of  
 00:46:39 --> 00:46:41: the site you have this strong new connection which is  
 00:46:41 --> 00:46:42: multimodal.  
 00:46:42 --> 00:46:44: Next that you have is to read Street,  
 00:46:44 --> 00:46:46: we realize it's no longer mapped as a.  
 00:46:46 --> 00:46:48: Public St, so it's a brings up a lot of  
 00:46:48 --> 00:46:48: issues,  
 00:46:48 --> 00:46:50: but the same time we could think of it as  
 00:46:50 --> 00:46:52: something closer to a river access St in your zoning  
 00:46:53 --> 00:46:54: definition that is today,  
 00:46:54 --> 00:46:57: which means that there's uses and activation and also on  
 00:46:57 --> 00:47:00: just a simple level there's just a fence there between  
 00:47:00 --> 00:47:03: the end of the physical St and their potential riverfront  
 00:47:03 --> 00:47:06: trail, and that's sort of like how can this opportunity  
 00:47:06 --> 00:47:07: be grappled with rather than.  
 00:47:07 --> 00:47:11: Here's your easiest early win if it could be worked  
 00:47:11 --> 00:47:11: out,  
 00:47:11 --> 00:47:13: then there's the US construction site itself,  
 00:47:13 --> 00:47:15: which both needs to be kind of broken up into  
 00:47:15 --> 00:47:17: a kind of Philadelphia.  
 00:47:17 --> 00:47:20: Block scale and also get Dickinson connected the  
 neighborhood.  
 00:47:20 --> 00:47:24: And also we're thinking about is making connection that gets  
 00:47:24 --> 00:47:27: us to appear 68 with the Kaiser major activator.  
 00:47:27 --> 00:47:29: We'll get to that in a second.  
 00:47:29 --> 00:47:31: Finally, there's a major connection,  
 00:47:31 --> 00:47:33: a Tasker St, which could be the southern end,  
 00:47:33 --> 00:47:36: and then we'll talk about some stuff with the big  
 00:47:36 --> 00:47:36: box retail site.  
 00:47:36 --> 00:47:40: Next slide, please. This is just like the say we've  
 00:47:40 --> 00:47:43: been talking about connections,  
 00:47:43 --> 00:47:43: but this is really that.  
 00:47:43 --> 00:47:45: There's multi modal nodes. I think.  
 00:47:45 --> 00:47:48: No really it doesn't. This could be some micro mobility.  
 00:47:48 --> 00:47:50: It could be even micro transit and it could of



00:47:50 --> 00:47:52: course be the bus stop which is already there.  
 00:47:52 --> 00:47:55: There's already a bus stop in the parking lot of  
 00:47:55 --> 00:47:56: the big box retail,  
 00:47:56 --> 00:47:57: but it could be expanded.  
 00:47:57 --> 00:47:59: You've looked at that and we've discussed it in your  
 00:47:59 --> 00:48:01: plans and we think that's a really strong idea.  
 00:48:01 --> 00:48:03: But again, think about it both.  
 00:48:03 --> 00:48:06: Some kind of multi modality and some kind of stop  
 00:48:06 --> 00:48:10: there at the terminal at the at the southern end.  
 00:48:10 --> 00:48:12: That perhaps there and then at the northern end.  
 00:48:12 --> 00:48:15: Sort of make sure that Washington has a similar kind  
 00:48:15 --> 00:48:17: of transit and other means of of movement to get  
 00:48:17 --> 00:48:20: get to the waterfront from the neighborhoods,  
 00:48:20 --> 00:48:21: and also at a transit stuff like that.  
 00:48:21 --> 00:48:23: It's from the broader, it's not just the most local  
 00:48:23 --> 00:48:24: neighborhood,  
 00:48:24 --> 00:48:28: it's a broader, a way to get people there appear  
 00:48:28 --> 00:48:28: 70.  
 00:48:28 --> 00:48:31: We mentioned that there's while the path this has to  
 00:48:31 --> 00:48:33: jog to get back into the neighborhood once you cross  
 00:48:33 --> 00:48:33: Columbus,  
 00:48:33 --> 00:48:35: Delaware at the same time,  
 00:48:35 --> 00:48:38: just to even rethink the way you move through that  
 00:48:38 --> 00:48:40: parking lot along the Pier 70.  
 00:48:40 --> 00:48:43: Just make a. More comfortable pedestrians and other means  
 00:48:43 --> 00:48:43: of  
 00:48:43 --> 00:48:45: graphs.  
 00:48:43 --> 00:48:45: Bikes as well. Just one way or another to try  
 00:48:46 --> 00:48:48: and bring that into the system so that it's a  
 00:48:48 --> 00:48:51: different kind of experience and there's a tactical way to  
 00:48:51 --> 00:48:52: do that just with the way that it's built out  
 00:48:52 --> 00:48:53: today there,  
 00:48:53 --> 00:48:54: and just with the big boxes,  
 00:48:54 --> 00:48:57: exactly as they are. There's also a longer term,  
 00:48:57 --> 00:48:58: which is you've looked towards the longer term.  
 00:48:58 --> 00:49:00: It may not be a big box retail,  
 00:49:00 --> 00:49:03: or at least big box retail organized in that manner  
 00:49:03 --> 00:49:05: forever and then again.  
 00:49:05 --> 00:49:07: Pier 60 thinking about waterborne transit,  
 00:49:07 --> 00:49:11: which Michael mentioned earlier. We realized that that may  
 00:49:11 --> 00:49:11: not  
 00:49:11 --> 00:49:11: be.  
 00:49:11 --> 00:49:13: Near term, but we know that you've also looked at

00:49:13 --> 00:49:16: this and kind of in your big waterfront transit study.

00:49:16 --> 00:49:19: You also did include a brief mention of potential for

00:49:19 --> 00:49:21: ferry service in addition to the bus information,

00:49:21 --> 00:49:24: and that there could be a Pier 70 stop potentially,

00:49:24 --> 00:49:26: but we're looking at this sort of like,

00:49:26 --> 00:49:27: you know, with fresh eyes,

00:49:27 --> 00:49:29: even though the fresh eyes off and go back to

00:49:29 --> 00:49:31: what we you know when we get done with our

00:49:31 --> 00:49:31: fresh.

00:49:31 --> 00:49:32: I look, we look back and say,

00:49:32 --> 00:49:34: huh? They kind of looked at this in 2011,

00:49:34 --> 00:49:36: looked at some same way sometimes.

00:49:36 --> 00:49:39: Here's 60 is a natural one in terms of identity

00:49:39 --> 00:49:41: for this overall area as a kind of potential.

00:49:41 --> 00:49:45: Location for a kind of waterfront activation,

00:49:45 --> 00:49:48: you know, active uses, including potentially a ferry terminal.

00:49:48 --> 00:49:50: Let's go to the next step.

00:49:50 --> 00:49:54: Uh, building resilience and restoring ecology now.

00:49:54 --> 00:49:57: I think this is where we're going to turn this

00:49:57 --> 00:49:59: over to my colleague David Scully.

00:50:01 --> 00:50:04: Thanks Ray everybody. My name is David Scully.

00:50:04 --> 00:50:08: I'm an associate director in the urban design and Planning

00:50:08 --> 00:50:10: studio at Skidmore and Murali in Chicago,

00:50:10 --> 00:50:13: and really excited to be invited here and to,

00:50:13 --> 00:50:15: you know, talk to you guys a little bit about

00:50:15 --> 00:50:16: the waterfront,

00:50:16 --> 00:50:18: and I think you know there's there's no more key

00:50:18 --> 00:50:19: part than you know.

00:50:19 --> 00:50:22: Kind of. Resilience, resilience, and restoring the ecology.

00:50:22 --> 00:50:25: And you saw that a little bit earlier.

00:50:25 --> 00:50:28: You know that Lynette and Michael presented,

00:50:28 --> 00:50:32: but there's there's all sorts of opportunities to.

00:50:32 --> 00:50:35: Continue to bring that forward with the work that you

00:50:35 --> 00:50:36: guys have already done.

00:50:36 --> 00:50:40: First of all, really focusing on building that identity that

00:50:40 --> 00:50:44: this place could really be really a bit the benchmark

00:50:44 --> 00:50:48: for the waterfront in general as a place that really

00:50:48 --> 00:50:52: focuses on rewilding and habitat and education as a as

00:50:52 --> 00:50:54: a place looking and identifying,

00:50:54 --> 00:50:57: you know, sort of some of the peers that could

00:50:57 --> 00:50:59: really take on some of that identity,

00:50:59 --> 00:51:01: and we really see you know,

00:51:01 --> 00:51:04: kind of it's. It's kind of all of the above,  
 00:51:04 --> 00:51:06: with the exception of Pure Pier 60,  
 00:51:06 --> 00:51:08: Pier 60 May want to be something a little bit  
 00:51:08 --> 00:51:09: different,  
 00:51:09 --> 00:51:11: but still, you know, kind of analogous into that.  
 00:51:11 --> 00:51:14: But having this sort of north and southern end that  
 00:51:15 --> 00:51:15: really,  
 00:51:15 --> 00:51:18: you know, kind of focus and build on the work  
 00:51:18 --> 00:51:21: that you guys have already started to look at around  
 00:51:21 --> 00:51:23: the Southern Wetlands Park study.  
 00:51:23 --> 00:51:25: And then you know, kind of the next breakpoint is  
 00:51:25 --> 00:51:27: really establishing that matrix of conditions,  
 00:51:27 --> 00:51:29: uses and and projects for the peers,  
 00:51:29 --> 00:51:31: like what is it going to take to actually bring  
 00:51:31 --> 00:51:32: those back?  
 00:51:32 --> 00:51:36: To a certain point, to really implement and you know,  
 00:51:36 --> 00:51:41: come to a resolution around what it's necessary to fulfill  
 00:51:41 --> 00:51:43: the resiliency functions.  
 00:51:43 --> 00:51:48: The habitat, but also places for people to connect.  
 00:51:48 --> 00:51:49: And then the you know,  
 00:51:49 --> 00:51:50: kind of last point in that.  
 00:51:50 --> 00:51:55: Really focusing around Pier 60 and confirming that the scale  
 00:51:55 --> 00:51:57: and condition is is it works for,  
 00:51:57 --> 00:51:59: you know, sort of a focal pier like we think  
 00:51:59 --> 00:52:00: it it.  
 00:52:00 --> 00:52:03: It does just from our current observations.  
 00:52:03 --> 00:52:05: But you know, that really needs to be confirmed and  
 00:52:05 --> 00:52:06: understood further.  
 00:52:06 --> 00:52:10: But there's a really tremendous opportunity there to work with  
 00:52:10 --> 00:52:13: that developer to actually make it happen.  
 00:52:13 --> 00:52:15: You know, kind of. The last point is really worked  
 00:52:16 --> 00:52:17: to widen as as you know,  
 00:52:17 --> 00:52:20: kind of red mentioned, there's a real opportunity to.  
 00:52:20 --> 00:52:24: Really adds some depth to the waterfront and bring that  
 00:52:24 --> 00:52:26: sort of ecological and restorative,  
 00:52:26 --> 00:52:28: and, you know, sort of rewild it,  
 00:52:28 --> 00:52:30: you know, sort of place that was kind of one  
 00:52:30 --> 00:52:32: of the things that stood out that we heard that  
 00:52:32 --> 00:52:34: it it does have this sort of unique character to  
 00:52:34 --> 00:52:36: it, and we don't want to lose that.  
 00:52:36 --> 00:52:41: And, you know, sort of reimagine it next slide.  
 00:52:41 --> 00:52:42: And you know, kind of building on that.

00:52:42 --> 00:52:43: This idea of you know,  
00:52:43 --> 00:52:47: kind of reimagining and retrofitting the current development is,  
00:52:47 --> 00:52:51: you know, kind of key to spatially and creating a  
00:52:51 --> 00:52:53: character that fits,  
00:52:53 --> 00:52:55: you know, kind of the the waterfront itself.  
00:52:55 --> 00:52:58: And it can really understand how to really make these  
00:52:58 --> 00:53:01: East West connections from you know,  
00:53:01 --> 00:53:03: kind of Washington Blvd, which you guys are already doing  
00:53:03 --> 00:53:06: or watching Ave because they're already doing as well as  
00:53:06 --> 00:53:06: you know,  
00:53:06 --> 00:53:10: kind of this idea of the Pier 70 Boulevard as  
00:53:10 --> 00:53:11: a connector.  
00:53:11 --> 00:53:13: Into the site, and that's something that you that was  
00:53:13 --> 00:53:15: explored and the transit study,  
00:53:15 --> 00:53:18: and we think that's a real strong opportunity to really  
00:53:18 --> 00:53:20: connect this as well as Tasker retreat.  
00:53:20 --> 00:53:24: As as was mentioned earlier,  
00:53:24 --> 00:53:27: and the big box retail site is really interesting because  
00:53:27 --> 00:53:28: you know,  
00:53:28 --> 00:53:30: kind of in the long term.  
00:53:30 --> 00:53:32: Of course I think the that we'd all love to  
00:53:32 --> 00:53:35: see sort of this mix cheese vision as was shown  
00:53:35 --> 00:53:37: in the 2011 2012 plan,  
00:53:37 --> 00:53:40: but that there's a tremendous opportunity even now to really  
00:53:41 --> 00:53:41: reimagine it.  
00:53:41 --> 00:53:45: Uh, both with tactical ideas as a place for,  
00:53:45 --> 00:53:48: you know, sort of usage as a gateway to the  
00:53:48 --> 00:53:51: park as part of a transit strategy as well as  
00:53:51 --> 00:53:52: potential interim uses.  
00:53:52 --> 00:53:54: You know, could you do food truck festivals?  
00:53:54 --> 00:53:57: Could you things that really bring people out there and  
00:53:57 --> 00:53:59: let people know that it is a place with the  
00:53:59 --> 00:54:00: current surface that's here,  
00:54:00 --> 00:54:04: but then also looking at opportunities to reconfigure that  
space  
00:54:04 --> 00:54:07: in a way that's more that allows for views out  
00:54:07 --> 00:54:09: to the pier so that you know you know,  
00:54:09 --> 00:54:11: kind of from Columbus, sincere,  
00:54:11 --> 00:54:13: and that there's. Longer term opportunities for regions,  
00:54:13 --> 00:54:16: densification and redevelopment in the future.  
00:54:16 --> 00:54:19: Next slide. So just to you know kind of quick  
00:54:19 --> 00:54:22: summary and then we have a little kind of series

00:54:22 --> 00:54:26: of diagrams that kind of illustrate these ideas that we've

00:54:26 --> 00:54:28: currently shared with you, but you know,

00:54:28 --> 00:54:31: kind of the idea of really building resilience and restoration

00:54:31 --> 00:54:34: is the identity for this place in building on what

00:54:34 --> 00:54:37: you've built with the South Wetlands Park planning,

00:54:37 --> 00:54:40: looking at balancing and phasing how to really kind of

00:54:40 --> 00:54:43: move this forward and kind of create a series of

00:54:43 --> 00:54:44: priorities.

00:54:44 --> 00:54:46: It's key and then planning for,

00:54:46 --> 00:54:49: you know, sort of Philadelphia what we call Philadelphia

00:54:49 --> 00:54:51: blocks.

00:54:49 --> 00:54:51: Really, a well skilled you know,

00:54:51 --> 00:54:53: kind of scaling it down because it does.

00:54:53 --> 00:54:55: It did what it did go from,

00:54:55 --> 00:54:57: you know, sort of this larger scale,

00:54:57 --> 00:54:59: bigger footprint so that still has that.

00:54:59 --> 00:55:02: But how can we really make sure that we implement

00:55:02 --> 00:55:05: that scale of Philadelphia assessing West of the site as

00:55:05 --> 00:55:06: well,

00:55:06 --> 00:55:08: as you know, sort of really making sure that we're

00:55:08 --> 00:55:10: connecting this to the neighborhoods to the eastern?

00:55:10 --> 00:55:13: Yeah to the east and West as well as mobility

00:55:13 --> 00:55:18: and harnessing the opportunities for using the existing urban

00:55:18 --> 00:55:19: planning

00:55:18 --> 00:55:19: and guidance.

00:55:19 --> 00:55:21: Tools that are there today.

00:55:21 --> 00:55:24: Next slide. So you know,

00:55:24 --> 00:55:26: kind of we, you know architects,

00:55:26 --> 00:55:29: open planner. I love looking at maps so like looking

00:55:29 --> 00:55:30: at the site today.

00:55:30 --> 00:55:31: You know you can kind of see it's it's.

00:55:31 --> 00:55:34: It's sort of. This had this evolution over time of,

00:55:34 --> 00:55:37: you know, sort of from manufacturing to sort of a

00:55:37 --> 00:55:40: hodgepodge of like big box which you of course are

00:55:40 --> 00:55:41: necessary.

00:55:41 --> 00:55:42: I'm sure we all needed a home,

00:55:42 --> 00:55:44: a Whole Foods and a target.

00:55:44 --> 00:55:48: And and and these sort of things at Home Depot.

00:55:48 --> 00:55:50: To you know, kind of go to during this pandemic

00:55:50 --> 00:55:51: time.

00:55:51 --> 00:55:54: But how do we start to really reimagine and understand

00:55:54 --> 00:55:55: that this isn't,

00:55:55 --> 00:55:57: you know, kind of the total the final,  
 00:55:57 --> 00:55:59: you know, sort of end for this for this place.  
 00:55:59 --> 00:56:03: Next slide. And have it taken account the division that  
 00:56:03 --> 00:56:06: was that was done and we we started,  
 00:56:06 --> 00:56:08: you know, looking at this and started to really think  
 00:56:08 --> 00:56:09: how can we think boldly.  
 00:56:09 --> 00:56:11: But then when we look back at the plan like  
 00:56:11 --> 00:56:14: there's some really strong ideas here that really hit a  
 00:56:14 --> 00:56:16: lot of the points that we talked about about,  
 00:56:16 --> 00:56:18: you know, sort of scaling down the blocks,  
 00:56:18 --> 00:56:19: finding ways to, you know,  
 00:56:19 --> 00:56:21: sort of, create a deeper edge.  
 00:56:21 --> 00:56:24: You know, this idea of ecology and and you know,  
 00:56:24 --> 00:56:28: sort of resilience being at the forefront next slide and  
 00:56:28 --> 00:56:29: we see that there's,  
 00:56:29 --> 00:56:31: you know, sort of a path for it in that.  
 00:56:31 --> 00:56:33: You know, kind of by looking at some of these  
 00:56:33 --> 00:56:34: moves around,  
 00:56:34 --> 00:56:37: printing those sort of East West connections back to the  
 00:56:37 --> 00:56:37: neighborhood,  
 00:56:37 --> 00:56:40: looking at opportunities to you know,  
 00:56:40 --> 00:56:43: kind of. Create some more,  
 00:56:43 --> 00:56:46: you know, sort of sinuous connections you know and and  
 00:56:46 --> 00:56:49: address some of those ownership issues which I know,  
 00:56:49 --> 00:56:51: you know, kind of are easier said than done,  
 00:56:51 --> 00:56:54: but there's a real opportunity to really make sure that  
 00:56:55 --> 00:56:57: people have access to this to the space looking at  
 00:56:58 --> 00:57:01: Columbus Ave and understanding how can there be  
 opportunities to  
 00:57:01 --> 00:57:07: improve. The pedestrian connectivity and safety through  
 improved public realm  
 00:57:07 --> 00:57:08: design,  
 00:57:08 --> 00:57:10: now, of course, continuing to implement the work that you  
 00:57:10 --> 00:57:12: guys are already doing around Washington Ave,  
 00:57:12 --> 00:57:17: as well as finding opportunities to create that sort of,  
 00:57:17 --> 00:57:21: you know, sort of reconfigure the parking to create this  
 00:57:21 --> 00:57:24: sort of pier 70 as a destination destination is a  
 00:57:24 --> 00:57:28: viewpoint that connects people out to the transit center as  
 00:57:28 --> 00:57:31: well as to waterfront, and then this deeper waterfront that  
 00:57:31 --> 00:57:32: really.  
 00:57:32 --> 00:57:34: Builds off the work that you guys are doing and  
 00:57:34 --> 00:57:36: that embraces the rewilding and focuses around you know,

00:57:36 --> 00:57:41: sort of resiliency and education as key components with Pier  
00:57:41 --> 00:57:42: 60 as this sort of.  
00:57:42 --> 00:57:45: You know, festival pier that can,  
00:57:45 --> 00:57:49: you know, sort of provide opportunities for other  
programming and  
00:57:49 --> 00:57:51: that the water taxi can be part of that story  
00:57:51 --> 00:57:54: and that you know there's something that's really interesting  
that  
00:57:54 --> 00:57:58: about these sort of nodes that are developing that you  
00:57:58 --> 00:58:01: know you could spend a day on the water in  
00:58:01 --> 00:58:01: Philly.  
00:58:02 --> 00:58:06: Hitting these spots, which could be a fantastic way for  
00:58:06 --> 00:58:10: people to really experience the place and the city along  
00:58:10 --> 00:58:14: this waterfront in a really interesting and new way.  
00:58:14 --> 00:58:14: Slide.  
00:58:16 --> 00:58:18: My name is Eleanor Bacon,  
00:58:18 --> 00:58:21: and I'm particularly excited to be on this panel for  
00:58:21 --> 00:58:21: ULI,  
00:58:21 --> 00:58:24: because Philadelphia is my home city.  
00:58:24 --> 00:58:27: I was born and raised at 21st and Locust and  
00:58:27 --> 00:58:30: I have a longstanding love for water fronts,  
00:58:30 --> 00:58:35: particularly those that require revitalization or are calling for  
that  
00:58:35 --> 00:58:37: kind of revitalization.  
00:58:37 --> 00:58:39: In 1980, I now live in DC,  
00:58:39 --> 00:58:42: but in 1980 I was a very entry level employee  
00:58:42 --> 00:58:46: at the Department of Housing and Urban Development,  
00:58:46 --> 00:58:49: and we've come down to the Southwest waterfront in DC,  
00:58:49 --> 00:58:54: which had been revitalized during the urban renewal areas  
and.  
00:58:54 --> 00:58:57: Look at all of the big box press box restaurants  
00:58:57 --> 00:59:01: in this wonderful water and think why doesn't somebody do  
00:59:01 --> 00:59:02: something about this?  
00:59:02 --> 00:59:07: So since 1980 I've been really interested in this particular  
00:59:07 --> 00:59:12: strip of land and had the opportunity to head and  
00:59:12 --> 00:59:12: launch.  
00:59:12 --> 00:59:16: Actually, the national Capital Revitalization Corporation,  
00:59:16 --> 00:59:22: which was the became the quasi public development entity  
and  
00:59:22 --> 00:59:26: we had all of the Southwest waterfront land.  
00:59:26 --> 00:59:29: Under our control because he was urban renewal land and  
00:59:29 --> 00:59:32: I worked very closely with over Brandis at that point,  
00:59:32 --> 00:59:36: and the mayor. To be part of this Anacostia waterfront

00:59:36 --> 00:59:41: initiative and focusing on the simplest waterfront and now Fast

00:59:41 --> 00:59:43: forward I'm a partner on the Wharf,

00:59:43 --> 00:59:48: which is the redevelopment entity chosen by the city to

00:59:48 --> 00:59:51: redevelop the Southwest waterfront.

00:59:51 --> 00:59:54: So over Brandes and I worked together is a study

00:59:54 --> 00:59:54: group,

00:59:54 --> 00:59:58: and I will present, since he has the overall responsibility

00:59:58 --> 00:59:59: of chair.

00:59:59 --> 01:00:03: An overarching theme that we heard during our meetings

01:00:03 --> 01:00:07: over

01:00:07 --> 01:00:11: the first two days with a wide range of stakeholders

01:00:11 --> 01:00:14: continually was access access access and the focus of Ulic

01:00:14 --> 01:00:17: effort in this case is resiliency.

01:00:17 --> 01:00:19: So what we wanted to do is to focus on

01:00:19 --> 01:00:23: community accents,

01:00:23 --> 01:00:24: access and resiliency, and those are the themes that we

01:00:24 --> 01:00:27: looked at,

01:00:27 --> 01:00:29: particularly engagement, inclusion, and equity.

01:00:29 --> 01:00:34: So that's what we're going to focus on during.

01:00:34 --> 01:00:38: My presentation. So first of all,

01:00:38 --> 01:00:43: access through engagement. We understand that there's an

01:00:43 --> 01:00:47: active and

01:00:47 --> 01:00:49: ongoing structure that's been established for community

01:00:49 --> 01:00:54: engagement,

01:00:54 --> 01:00:57: and we obviously continue the continuation of the this kind

01:00:57 --> 01:01:01: of structure that you have.

01:01:01 --> 01:01:06: This led by the Delaware Central Delaware Advocacy group,

01:01:06 --> 01:01:09: but our experience has shown that you need a strong,

01:01:09 --> 01:01:12: comprehensive stakeholder groups such as that and you also

01:01:12 --> 01:01:15: it's

01:01:15 --> 01:01:19: useful.

01:01:19 --> 01:01:24: We have smaller groups that focus on different projects.

01:01:24 --> 01:01:28: So one of the things that we're suggesting is that

01:01:28 --> 01:01:32: there would be a focused effort with the adjacent

01:01:32 --> 01:01:33: communities,

01:01:33 --> 01:01:35: and we listed them all from our understanding,

01:01:35 --> 01:01:38: those are the ones that are directly related to this

01:01:38 --> 01:01:41: particular particular sector of the waterfront and and actually

01:01:41 --> 01:01:44: have

01:01:44 --> 01:01:48: them engaged in a design process to figure out the

01:01:48 --> 01:01:52: best pathway to get to this area.

01:01:52 --> 01:01:55: And that's one of the things that we heard is

01:01:55 --> 01:01:58: if you lived in any of these communities and you



01:01:35 --> 01:01:36: didn't know.

01:01:36 --> 01:01:38: Actually, how to get to the water?

01:01:38 --> 01:01:41: You couldn't do it, so one of the things that

01:01:41 --> 01:01:43: that we did at the Wharf.

01:01:43 --> 01:01:46: Which I was really excited about is that there was

01:01:46 --> 01:01:51: this big dilapidated area and we engaged the community surrounding

01:01:51 --> 01:01:55: the Wharf to actually design with our landscape architect,

01:01:55 --> 01:02:00: a waterfront park. And we followed their their ideas and

01:02:00 --> 01:02:01: and,

01:02:01 --> 01:02:03: you know, it was a really good partnership between the

01:02:03 --> 01:02:05: landscape architect and the community.

01:02:05 --> 01:02:09: And now they feel total ownership of this park.

01:02:09 --> 01:02:12: And that's the kind of thing that I think could

01:02:12 --> 01:02:14: happen with this community group.

01:02:14 --> 01:02:19: Just north. Or Community groups just north of the I'm

01:02:19 --> 01:02:22: sorry West of of the project.

01:02:22 --> 01:02:26: And we understand the the challenge of actually getting there,

01:02:26 --> 01:02:30: and it seems like community engagement could be a solution

01:02:30 --> 01:02:32: in coming up with an example.

01:02:32 --> 01:02:37: So next. We looked at access through inclusion and certainly

01:02:38 --> 01:02:41: we felt that there is access currently.

01:02:41 --> 01:02:45: I mean, you know the the adjacent community is somehow

01:02:45 --> 01:02:46: getting to this area,

01:02:46 --> 01:02:52: but that we encourage targeted engagement with Philadelphia communities that

01:02:52 --> 01:02:55: are distant from the waterfront as well so that this

01:02:55 --> 01:02:58: truly is Philadelphia's waterfront and.

01:02:58 --> 01:03:02: And the ideas and thoughts and interests etc of the

01:03:02 --> 01:03:03: entire city are included.

01:03:03 --> 01:03:08: So we urge outreach to engage the committee that communities

01:03:08 --> 01:03:12: throughout the city in their own neighborhoods and also to

01:03:12 --> 01:03:16: bring those Community representatives down to the waterfront to meet

01:03:16 --> 01:03:21: with local organizations so that you have a real citywide

01:03:22 --> 01:03:23: inclusive process.

01:03:23 --> 01:03:25: One of the things that again we did at the

01:03:25 --> 01:03:26: Wharf,

01:03:26 --> 01:03:29: which was really exciting, was to create a community based

01:03:29 --> 01:03:30: Heritage group.

01:03:30 --> 01:03:34: And again these were selected individuals from the

community or  
**01:03:34 --> 01:03:38:** they self appointed themselves and worked with our historian.  
**01:03:38 --> 01:03:42:** To determine the the really important events,  
**01:03:42 --> 01:03:46:** people and eras of the development of Southwest waterfront,  
**01:03:46 --> 01:03:51:** they chose the people and events and errors to be  
**01:03:51 --> 01:03:52:** focused on.  
**01:03:52 --> 01:03:56:** And we created these sidewalk markers again,  
**01:03:56 --> 01:04:00:** totally what they wanted and we put them at various  
**01:04:00 --> 01:04:02:** different places along the Wharf.  
**01:04:02 --> 01:04:10:** Next access through programming. You obviously have incredibly wonderful programming  
**01:04:10 --> 01:04:11:** going on already,  
**01:04:11 --> 01:04:14:** and we have lots more to learn about that,  
**01:04:14 --> 01:04:18:** but we urge different types of programming for different audiences  
**01:04:18 --> 01:04:19:** and different locations.  
**01:04:19 --> 01:04:23:** Small programs and large, active and passive uses,  
**01:04:23 --> 01:04:26:** and programs that go throughout the year,  
**01:04:26 --> 01:04:30:** and we urge that extending programming along the entire length  
**01:04:30 --> 01:04:34:** of the trail would be very helpful in bringing people.  
**01:04:34 --> 01:04:37:** Again to this southern end.  
**01:04:37 --> 01:04:39:** In the area that we had is a study group.  
**01:04:39 --> 01:04:44:** We focus on environmental sustainability programs such as bird watching  
**01:04:44 --> 01:04:45:** programs for children.  
**01:04:45 --> 01:04:49:** As we're shown before exercise,  
**01:04:49 --> 01:04:52:** and promoting water access as possible,  
**01:04:52 --> 01:04:55:** we understand that there are the challenges of the of  
**01:04:55 --> 01:04:56:** the large ships.  
**01:04:56 --> 01:04:59:** The cargo liners that go up and down.  
**01:04:59 --> 01:05:01:** But maybe there could be bought,  
**01:05:01 --> 01:05:05:** you know, of floating area that would be created that  
**01:05:05 --> 01:05:07:** would be safe for people.  
**01:05:07 --> 01:05:13:** So next. Finally, we wanted to look at UM,  
**01:05:13 --> 01:05:17:** access through equity and you have an excellent MW DBE  
**01:05:17 --> 01:05:19:** program that was developed.  
**01:05:19 --> 01:05:23:** I understand with the Urban Affairs Coalition who I've had  
**01:05:23 --> 01:05:26:** connections with in the past and have been very impressed  
**01:05:26 --> 01:05:28:** with with their accomplishments,  
**01:05:28 --> 01:05:32:** but we suggest maybe in enlarging that to reach 35%  
**01:05:32 --> 01:05:36:** of all goods and services that are expended by DRW.

01:05:36 --> 01:05:39: C would go to Philadelphia firms,  
 01:05:39 --> 01:05:41: including the 15 to 20%.  
 01:05:41 --> 01:05:43: Mbae and 10 to 15%  
 01:05:43 --> 01:05:48: WBE and best efforts to two DBS.  
 01:05:48 --> 01:05:52: The other thing that we have implemented which we found  
 01:05:52 --> 01:05:56: very useful is very rigorous monitoring of the progress in  
 01:05:56 --> 01:05:59: meeting those goals so that we meet regularly with the  
 01:05:59 --> 01:06:05: Community group and. We meet regularly with our  
 stakeholder Community  
 01:06:05 --> 01:06:07: group and say,  
 01:06:07 --> 01:06:10: you know what? We're not quite there with regard to  
 01:06:10 --> 01:06:13: engaging DC businesses and this is what we all think  
 01:06:14 --> 01:06:14: we should do.  
 01:06:14 --> 01:06:19: And also to have clear objectives for jobs and  
 apprenticeships  
 01:06:19 --> 01:06:20: for DC residents.  
 01:06:20 --> 01:06:23: I mean for Philadelphia residents and we propose 51%  
 01:06:24 --> 01:06:28: of the new jobs and apprenticeships would go to Philadelphia  
 01:06:28 --> 01:06:29: residents.  
 01:06:29 --> 01:06:34: 20% of that total to residents from disadvantaged  
 neighborhoods and  
 01:06:34 --> 01:06:35: if possible,  
 01:06:35 --> 01:06:39: we understand that Philadelphia has very strong unions,  
 01:06:39 --> 01:06:42: which is excellent. But perhaps you could work out an  
 01:06:42 --> 01:06:45: agreement with the unions and maybe you have already  
 done  
 01:06:45 --> 01:06:49: this to give preference to Philadelphia residents and give  
 preference  
 01:06:49 --> 01:06:53: to those from ZIP codes identified as disadvantaged.  
 01:06:53 --> 01:06:56: We did hear about the cutting edge training facilities at  
 01:06:57 --> 01:06:59: the Unionist developed and put in place.  
 01:06:59 --> 01:07:04: Which is really exciting and again have rigorous monitoring of  
 01:07:04 --> 01:07:09: the progress and share that regularly with the Community  
 stakeholders.  
 01:07:09 --> 01:07:13: And then finally working with the private owners that are  
 01:07:13 --> 01:07:14: surrounding.  
 01:07:14 --> 01:07:18: And part of this stretch of the waterfront and and  
 01:07:18 --> 01:07:22: and work with them on ways to achieve the economic  
 01:07:22 --> 01:07:27: and community based development objectives of DRWC  
 both in business  
 01:07:27 --> 01:07:33: participation and jobs and jointly established quantifiable  
 goals.  
 01:07:33 --> 01:07:34: One of the things again,  
 01:07:34 --> 01:07:37: that we did at the Wharf was we had a

01:07:37 --> 01:07:42: totally voluntary program that we created with an incredibly competent

01:07:42 --> 01:07:43: and successful.

01:07:43 --> 01:07:48: Nonprofit organization that trains in the culinary field,

01:07:48 --> 01:07:50: and even though there was no requirement to do this,

01:07:50 --> 01:07:54: we put them in touch with all of our restaurants.

01:07:54 --> 01:07:58: With the goal that the first source that restaurants will

01:07:58 --> 01:08:01: go to for new hires will be this organization that

01:08:01 --> 01:08:02: focuses on training,

01:08:02 --> 01:08:07: recruitment and long term support of DC residents who are

01:08:08 --> 01:08:09: disadvantaged.

01:08:09 --> 01:08:12: So with that I will turn it over to Tyrone.

01:08:12 --> 01:08:15: Thank you very much and we'll love to talk further

01:08:15 --> 01:08:16: during the question period.

01:08:17 --> 01:08:19: Thank you so much, I appreciate it.

01:08:19 --> 01:08:22: As you can tell, I'm eager to get us going.

01:08:22 --> 01:08:25: We talk about a lot of concepts you've seen a

01:08:25 --> 01:08:26: lot of pretty pictures,

01:08:26 --> 01:08:29: but I'm a really practical implementer.

01:08:29 --> 01:08:31: I I want to understand how it gets done,

01:08:31 --> 01:08:33: how we pay for these types of things,

01:08:33 --> 01:08:36: and attract the type of capital that you're looking to

01:08:36 --> 01:08:39: attract to make the public uses happen in the first

01:08:39 --> 01:08:39: place.

01:08:39 --> 01:08:43: Next slide, please. My name is Tyrone Rochelle.

01:08:43 --> 01:08:44: I live in Atlanta, GA.

01:08:44 --> 01:08:46: Wish I was there in Philadelphia,

01:08:46 --> 01:08:50: but I am. What we call a public private partnership

01:08:50 --> 01:08:50: guide.

01:08:50 --> 01:08:55: I'd share dualized public Private Partnership Council

01:08:55 --> 01:08:56: nationally for a

01:08:55 --> 01:08:56: number of years,

01:08:56 --> 01:08:58: and I've been in your shoes.

01:08:58 --> 01:09:00: I actually worked in the public sector.

01:09:00 --> 01:09:01: I'm on the dark side now,

01:09:01 --> 01:09:04: but I worked in the public sector for a great

01:09:04 --> 01:09:07: period of my life where I ran redevelopment for the

01:09:07 --> 01:09:10: city of Atlanta through an organization called Invest Atlanta,

01:09:10 --> 01:09:13: which is the Economic Development Authority for the city.

01:09:13 --> 01:09:17: I've spent a better part of a career thinking about

01:09:17 --> 01:09:18: how to get.

01:09:18 --> 01:09:21: Capital to go where it normally doesn't go now.

01:09:21 --> 01:09:23: I've done a lot of work in distress markets,  
 01:09:23 --> 01:09:25: but looking at the asset now,  
 01:09:25 --> 01:09:28: we have some frameworks that we think that we've seen  
 01:09:28 --> 01:09:31: around the country that might be helpful.  
 01:09:31 --> 01:09:34: Love the work that the RW C is done.  
 01:09:34 --> 01:09:37: You are an economic development organization.  
 01:09:37 --> 01:09:39: Whether you want to be or not,  
 01:09:39 --> 01:09:43: right? I understand that everyone is going to be looking  
 01:09:43 --> 01:09:46: for you to you for guidance on development on the  
 01:09:46 --> 01:09:46: waterfront,  
 01:09:46 --> 01:09:48: and luckily in my slate.  
 01:09:48 --> 01:09:52: We've got to talk with the private developer community to  
 01:09:52 --> 01:09:55: understand what their ambitions are and how they want to  
 01:09:56 --> 01:09:58: bring that to fruition so that we,  
 01:09:58 --> 01:10:01: we we need to walk like we are the lead.  
 01:10:01 --> 01:10:04: I really think that DRW C is in a position  
 01:10:04 --> 01:10:06: where they can guide private sector development.  
 01:10:06 --> 01:10:09: Whether or not you own the land,  
 01:10:09 --> 01:10:12: right? There are public private partnership techniques to  
 really think  
 01:10:13 --> 01:10:15: about catalyzing more private sector development,  
 01:10:15 --> 01:10:17: and it's not a bad word.  
 01:10:17 --> 01:10:18: I think as you see,  
 01:10:18 --> 01:10:22: more private development. There's a way to capture that  
 value  
 01:10:22 --> 01:10:25: to be able to transfer it to objectives that you  
 01:10:26 --> 01:10:29: currently have in building out the public asset.  
 01:10:29 --> 01:10:32: This concept of value creation.  
 01:10:32 --> 01:10:36: And capture is going to weave through the balance of  
 01:10:36 --> 01:10:36: my remarks,  
 01:10:36 --> 01:10:40: and we're going to give you some financial tools that  
 01:10:40 --> 01:10:43: we've seen in other places that have been helpful to  
 01:10:43 --> 01:10:46: unlock hidden value that currently doesn't exist.  
 01:10:46 --> 01:10:51: Next slide, please. I've had a great opportunity in talking  
 01:10:51 --> 01:10:54: with the RW C and their staff and you are  
 01:10:55 --> 01:10:59: in an envious position that you have staff resources than  
 01:10:59 --> 01:11:04: organizational capacity to really Marshall the project moving  
 forward.  
 01:11:04 --> 01:11:09: Dedicated manpower to this effort is key.  
 01:11:09 --> 01:11:13: When I was at Invest Atlanta we started a little  
 01:11:13 --> 01:11:17: project called the Atlanta Beltline which was a 22 mile  
 01:11:17 --> 01:11:21: linear park around the city with billions of dollars.  
 01:11:21 --> 01:11:24: And cost, then we had to get very creative and

01:11:24 --> 01:11:27: how we were going to afford how to do that.

01:11:27 --> 01:11:29: That project is a 20 year project.

01:11:29 --> 01:11:32: We're about halfway through and I have to tell you,

01:11:32 --> 01:11:34: it is one of the most exciting projects in the

01:11:34 --> 01:11:35: Southeast right now,

01:11:35 --> 01:11:39: and it's clearly changed our city DVD RW C.

01:11:39 --> 01:11:43: You should continue to keep the staff and the expertise

01:11:43 --> 01:11:45: that you have in this world.

01:11:45 --> 01:11:47: The public private partnership. However,

01:11:47 --> 01:11:51: I think I'm locking that private sector value is really

01:11:51 --> 01:11:51: going to.

01:11:51 --> 01:11:56: Generate some opportunities in which you need the proper skill

01:11:56 --> 01:11:57: set to be able to go.

01:11:57 --> 01:12:01: After this I I'm really talking about thinking like a

01:12:01 --> 01:12:03: developer to create value,

01:12:03 --> 01:12:06: capture it and distribute it to the ways in which

01:12:06 --> 01:12:09: you can create the public amenity in the first place.

01:12:09 --> 01:12:12: Next slide, please. So in this world and and and

01:12:12 --> 01:12:17: we have this conversation in our Council all the time.

01:12:17 --> 01:12:22: It's about half private sector developers have public sector officials.

01:12:22 --> 01:12:25: Philanthropic sources also spread throughout,

01:12:25 --> 01:12:28: and there's always this sort of tension,

01:12:28 --> 01:12:30: right? The private sector says,

01:12:30 --> 01:12:33: well, these guys don't know our risk profile,

01:12:33 --> 01:12:36: right? Public sector is always trying to stop us from

01:12:36 --> 01:12:38: doing the things we want to do.

01:12:38 --> 01:12:42: However, there's responsibility. And being a steward of public assets.

01:12:42 --> 01:12:45: So I want to. Leave you with this mindset of

01:12:45 --> 01:12:47: the public sector entrepreneur.

01:12:47 --> 01:12:51: So not a passive organization that listens to the ideas

01:12:51 --> 01:12:55: of private development but also thinking about ways in which

01:12:55 --> 01:12:57: you can encourage that.

01:12:57 --> 01:13:00: And many places I go,

01:13:00 --> 01:13:04: I hear incentive referred to as a dirty word.

01:13:04 --> 01:13:06: It is not a dirty word where I'm from,

01:13:06 --> 01:13:10: I really want you to think about incentive is not

01:13:10 --> 01:13:12: a giveaway of public assets,

01:13:12 --> 01:13:16: but an investment. In priorities that we deem more important

01:13:16 --> 01:13:19: and that investment requires a return,

01:13:19 --> 01:13:23: a much of which you can measure and monetary ways.

01:13:23 --> 01:13:27: But they're also very intangible ways that produce value that

01:13:27 --> 01:13:30: you quite can't put a measurement on,

01:13:30 --> 01:13:33: like. Activating the waterfront right?

01:13:33 --> 01:13:36: It's really hard to measure what the benefit of that

01:13:36 --> 01:13:38: is to the city to visitors to your city.

01:13:38 --> 01:13:42: But I tell you, every incentive dollars should be thought

01:13:42 --> 01:13:45: of as an investment that generates its own rate of

01:13:45 --> 01:13:46: return.

01:13:46 --> 01:13:48: That's going to take smart partnership,

01:13:48 --> 01:13:52: right? Because in many communities where I go that there

01:13:52 --> 01:13:56: isn't that type of proactive sense of the public sector

01:13:56 --> 01:13:58: unlocking this value.

01:13:58 --> 01:14:01: So I'm really encouraged to talk with the staff that.

01:14:01 --> 01:14:04: CRWC and with the private development community.

01:14:04 --> 01:14:07: Because you already have interest at this site and from

01:14:08 --> 01:14:11: some of the public renderings that I've seen that they're

01:14:11 --> 01:14:12: very exciting.

01:14:12 --> 01:14:14: So you really are that.

01:14:14 --> 01:14:16: The quarterback on this team.

01:14:16 --> 01:14:18: And while I like to run the ball,

01:14:18 --> 01:14:21: they're going to be several times in which you're going

01:14:21 --> 01:14:22: to have to go downfield.

01:14:22 --> 01:14:24: So it's a different mindset.

01:14:24 --> 01:14:27: And often when I go around to different cities around

01:14:27 --> 01:14:28: the country,

01:14:28 --> 01:14:31: I see varying degrees of this mindset.

01:14:31 --> 01:14:36: Next slide. Again, we're talking about generating value.

01:14:36 --> 01:14:39: You can't transfer value unless it's generated right and in

01:14:39 --> 01:14:42: many markets where I've spent time,

01:14:42 --> 01:14:48: we're really talking about underused underserved markets

01:14:48 --> 01:14:50: were capital traditionally

01:14:50 --> 01:14:53: doesn't like to go right?

01:14:53 --> 01:14:56: Really? For affordable housing efforts,

01:14:56 --> 01:14:59: downtown revitalizations kind of catalytic impact.

01:14:59 --> 01:15:02: I've seen that you aren't the first to experience this,

01:15:03 --> 01:15:07: and I know for my friends at PIDC they see.

01:15:07 --> 01:15:11: Every day it really is about creating this balance between

01:15:11 --> 01:15:13: the public realm and its costs and unleashing private sector

01:15:13 --> 01:15:16: investment to really generate value.

01:15:16 --> 01:15:20: So the one concept that I I really want to

01:15:20 --> 01:15:22: bore down because it really unleashes some of the financial

01:15:22 --> 01:15:22: tools we're going to talk about in a second.

01:15:22 --> 01:15:27: But really that balance between private investment and public stewardship

01:15:27 --> 01:15:29: of creating the public asset.

01:15:29 --> 01:15:33: Next slide, please. Now I won't go through all of

01:15:33 --> 01:15:34: these,

01:15:34 --> 01:15:37: but that there are some financial tools that you already

01:15:37 --> 01:15:39: have at your disposal,

01:15:39 --> 01:15:41: right? The great thing is,

01:15:41 --> 01:15:44: D, RW. C is not the fledgling nonprofit that I'm

01:15:44 --> 01:15:46: used to seeing.

01:15:46 --> 01:15:47: Trying to build a dream.

01:15:47 --> 01:15:50: You you have resources, you have great minds.

01:15:50 --> 01:15:53: You have great staff and you actually have fee income,

01:15:53 --> 01:15:55: which is an enviable position,

01:15:55 --> 01:15:59: right? And you've been very successful at getting grants to

01:15:59 --> 01:16:01: do planning studies and progress.

01:16:01 --> 01:16:05: Your work and that's either through philanthropy or through county,

01:16:05 --> 01:16:09: state, and federal sources that there are some tools that

01:16:09 --> 01:16:12: are available that I noticed that you don't use that

01:16:12 --> 01:16:15: are used in other projects that are similar around the

01:16:15 --> 01:16:18: country. We're going to talk about a couple but but

01:16:18 --> 01:16:20: but there are some more on the next page,

01:16:20 --> 01:16:23: but the two that I I think are or standing

01:16:23 --> 01:16:24: me interfaces.

01:16:24 --> 01:16:29: One business improvement districts where that value is

01:16:29 --> 01:16:33: unleashed by

01:16:29 --> 01:16:33: commercial owners around your public space.

01:16:33 --> 01:16:36: And assessing them for some of the services that you're

01:16:36 --> 01:16:37: going to be providing.

01:16:37 --> 01:16:40: We were talking with the guys on the other side

01:16:40 --> 01:16:43: of the river in Camden and their newly created bid

01:16:43 --> 01:16:46: has the potential to really help them progress their project.

01:16:46 --> 01:16:50: Now while you normally see this with ambassador programs,

01:16:50 --> 01:16:55: cleaning streets programming efforts, there are ways to use

01:16:55 --> 01:16:58: that

01:16:55 --> 01:16:58: tool to help you develop some of the public assets

01:16:58 --> 01:17:02: so that you can create and generate the private interest

01:17:02 --> 01:17:07: to capture this. Value again right with creating and capturing

01:17:07 --> 01:17:08: value.

01:17:08 --> 01:17:14: TIF tax increment finance cities have different opinions about

01:17:14 --> 01:17:17: it.

01:17:14 --> 01:17:17: I noticed that they are not used very widely in



01:17:18 --> 01:17:18: Philadelphia,  
 01:17:19 --> 01:17:20: primarily on a project basis,  
 01:17:20 --> 01:17:24: but I was telling you before about the Atlanta Beltline  
 01:17:24 --> 01:17:27: project the major way that that was funded and I  
 01:17:27 --> 01:17:28: was the manager of that program.  
 01:17:28 --> 01:17:34: As we created a TIF district that encompassed 22 miles  
 01:17:34 --> 01:17:38: of unused rail lines in the city of Atlanta,  
 01:17:38 --> 01:17:42: right, and we intentionally drew the boundaries in such a  
 01:17:42 --> 01:17:42: way.  
 01:17:42 --> 01:17:46: So that as parcels became active,  
 01:17:46 --> 01:17:49: they immediately went on the tax rolls and immediately  
 01:17:50 --> 01:17:52: value and we even got more aggressive.  
 01:17:52 --> 01:17:54: You can do this as a pay as you go  
 01:17:54 --> 01:17:54: method,  
 01:17:54 --> 01:17:58: but we got aggressive and looked at bonding future  
 01:17:58 --> 01:18:01: increment  
 01:18:01 --> 01:18:06: to deliver some of the public assets sooner,  
 01:18:06 --> 01:18:10: which is really unleashed great value for that project and  
 01:18:10 --> 01:18:11: it really is the major funding source for getting it  
 01:18:11 --> 01:18:14: off the ground.  
 01:18:14 --> 01:18:16: Don't wanna hit city Geo bonds quite yet,  
 01:18:16 --> 01:18:20: because their revenue bond met that you could do.  
 01:18:20 --> 01:18:20: But that is an alternative cities if this is important  
 01:18:20 --> 01:18:23: to you,  
 01:18:23 --> 01:18:26: there is possibly a way in which the city can  
 01:18:26 --> 01:18:27: get involved with bonding capacity because one of the the  
 01:18:27 --> 01:18:30: problems.  
 01:18:30 --> 01:18:34: Now is you need the funds now to create the  
 01:18:34 --> 01:18:36: public amenity and future development normally lags the  
 01:18:36 --> 01:18:39: development of  
 01:18:39 --> 01:18:42: the public realm.  
 01:18:42 --> 01:18:44: 1 consideration and all of these is Philadelphia has a  
 01:18:44 --> 01:18:46: very generous property tax abatement.  
 01:18:46 --> 01:18:51: Program I think is 100%  
 01:18:51 --> 01:18:55: abatement over 10 years which.  
 01:18:55 --> 01:18:59: Is contrary to the objectives of tax increment financing,  
 01:18:59 --> 01:19:01: so we just need to coordinate between increment generation  
 01:19:01 --> 01:19:04: and  
 01:19:04 --> 01:19:08: property tax abatement to be able to maximize this value  
 creation strategy.  
 Next slide, please. And there are some tools that you  
 don't currently have that should be considered right?

01:19:08 --> 01:19:12: Obviously as you start to see more and more private  
01:19:12 --> 01:19:15: development adjacent to the peers,  
01:19:15 --> 01:19:19: there are impact fees on those developments that could be  
01:19:19 --> 01:19:20: shared.  
01:19:20 --> 01:19:23: I've seen several cities where that is the case where  
01:19:23 --> 01:19:27: some of that impact fee that goes to the city  
01:19:27 --> 01:19:30: can be redirected to this area specifically.  
01:19:30 --> 01:19:33: There's also sales used, hotel occupancy taxes.  
01:19:33 --> 01:19:37: I know that gets. Tricky in various places because a  
01:19:37 --> 01:19:41: lot of times that income stream is already pledged to  
01:19:41 --> 01:19:43: other uses that depend upon it.  
01:19:43 --> 01:19:48: Tax credit programs are relevant not for this particular study  
01:19:48 --> 01:19:48: area,  
01:19:48 --> 01:19:53: but some of the northern segments of the area up  
01:19:53 --> 01:19:54: towards Allegheny.  
01:19:55 --> 01:19:58: They aren't eligible for tools such as new markets,  
01:19:58 --> 01:20:01: tax credits, which we've used aggressively in the city of  
01:20:01 --> 01:20:02: Atlanta.  
01:20:02 --> 01:20:04: In fact, we created our own new market tax.  
01:20:04 --> 01:20:07: Credit fund where I was president and fund manager of  
01:20:07 --> 01:20:11: that fund to make mezzanine loan investments in  
01:20:11 --> 01:20:12: communities that  
01:20:11 --> 01:20:12: need that capital.  
01:20:12 --> 01:20:17: As you build the branding around this,  
01:20:17 --> 01:20:21: your corporate community starts to feel ownership and  
01:20:21 --> 01:20:25: there's possible  
01:20:21 --> 01:20:25: ways in which you can unleash corporate sponsorship that  
01:20:25 --> 01:20:29: helps.  
01:20:25 --> 01:20:29: This also works in the form of program related investment  
01:20:29 --> 01:20:32: from the philanthropic community which you already have a  
01:20:33 --> 01:20:34: very  
01:20:33 --> 01:20:34: good relationship with.  
01:20:34 --> 01:20:40: And given the earned income that your organization already  
01:20:40 --> 01:20:43: has,  
01:20:40 --> 01:20:43: that you're in the enviable position of being able to  
01:20:43 --> 01:20:46: look at traditional debt instruments also to deliver the public  
01:20:46 --> 01:20:46: realm.  
01:20:46 --> 01:20:50: Experience is faster. I I will skip over additional tax  
01:20:50 --> 01:20:50: levies.  
01:20:50 --> 01:20:53: Nobody ever wants to talk about that,  
01:20:53 --> 01:20:55: but obviously it is a tool that can be used  
01:20:56 --> 01:20:58: that I would be remiss if I didn't put it  
01:20:58 --> 01:21:00: on this piece of paper.

01:21:00 --> 01:21:03: I'm going to ask Michael to come up to spread  
01:21:03 --> 01:21:04: these out.  
01:21:04 --> 01:21:06: And give you a context of where they fit on  
01:21:06 --> 01:21:08: the risk return spectrum.  
01:21:09 --> 01:21:12: Yeah, thank you so the next slide.  
01:21:12 --> 01:21:15: I'm Michael Rodriguez. Uh, one of these folks who wears  
01:21:15 --> 01:21:16: many hats,  
01:21:16 --> 01:21:18: so I work as a lead economist for the Mitre  
01:21:18 --> 01:21:21: Corporation and Infrastructure and Transportation,  
01:21:21 --> 01:21:23: and also at smart growth.  
01:21:23 --> 01:21:25: America is visiting research director.  
01:21:25 --> 01:21:28: We're gonna work with a lot of communities and part  
01:21:28 --> 01:21:32: of that in the commercial real estate research and consulting.  
01:21:32 --> 01:21:35: So we I've worked with a lot of communities,  
01:21:35 --> 01:21:37: especially with Mark. With America on this,  
01:21:37 --> 01:21:39: these types of issues and I always like to put  
01:21:39 --> 01:21:40: this on a spectrum of that.  
01:21:40 --> 01:21:41: There are a lot of tools available,  
01:21:41 --> 01:21:45: obviously. This is very probably you've seen several toolkits  
that  
01:21:45 --> 01:21:47: involved many of these phrases and words,  
01:21:47 --> 01:21:49: and I always like to put this on the idea  
01:21:49 --> 01:21:52: that there's a spectrum of these implementation tools all the  
01:21:53 --> 01:21:56: way from completely do nothing and just let the market  
01:21:56 --> 01:21:58: do what it will or won't do sometimes,  
01:21:58 --> 01:22:01: or go ahead and eminent domain the whole thing and  
01:22:01 --> 01:22:03: develop it yourself as a city,  
01:22:03 --> 01:22:05: if you could. Most of the stuff that we do  
01:22:05 --> 01:22:08: is somewhere in between and like to highlight that because  
01:22:08 --> 01:22:11: Tyrone talked a lot about the specifics of these tools,  
01:22:11 --> 01:22:14: but that the ones we think about,  
01:22:14 --> 01:22:17: especially for this specific waterfront,  
01:22:17 --> 01:22:20: we're talking a lot about these public private partnerships and  
01:22:20 --> 01:22:21: business improvement districts,  
01:22:21 --> 01:22:25: especially tax increment financing for some of the larger  
capital.  
01:22:25 --> 01:22:28: And to say that these are these projects in between,  
01:22:28 --> 01:22:31: and they're not mutually exclusive and you can layer a  
01:22:31 --> 01:22:33: lot of these types of tools upon one another,  
01:22:33 --> 01:22:36: and that can be a way of building success.  
01:22:36 --> 01:22:39: Towards a sense of identity and a vibrant waterfront that  
01:22:40 --> 01:22:41: you're looking for.  
01:22:41 --> 01:22:46: Next slide please. So one of the ideas here is

01:22:46 --> 01:22:52: something about a layered bid or a tiff where there's  
 01:22:52 --> 01:22:57: some reasons why a bid might be faster.  
 01:22:57 --> 01:22:59: Business Improvement District might be a little faster,  
 01:22:59 --> 01:23:02: more nimble, and that's partly because of the way that  
 01:23:02 --> 01:23:02: it,  
 01:23:02 --> 01:23:07: if usually requires a lot more levels of government,  
 01:23:07 --> 01:23:11: bureaucracy and political decision making for them to  
 happen.  
 01:23:11 --> 01:23:13: Whereas a bid, can that be done,  
 01:23:13 --> 01:23:16: usually more with the consent of the actual property owners.  
 01:23:16 --> 01:23:18: And might be a little nimble,  
 01:23:18 --> 01:23:21: but an idea that they're not necessarily linear,  
 01:23:21 --> 01:23:24: but you can layer, and they're not mean to exclusive  
 01:23:24 --> 01:23:28: because there are many examples where their layered on the  
 01:23:28 --> 01:23:29: side of this idea.  
 01:23:29 --> 01:23:32: I want to have this example of some work that  
 01:23:32 --> 01:23:36: Brookings Institution is done on catalytic development.  
 01:23:36 --> 01:23:40: Chris Leinberger, my colleague, former colleague Tracy Low  
 over at  
 01:23:40 --> 01:23:42: Brookings have talked a lot about this,  
 01:23:42 --> 01:23:45: and there's some interesting case studies about South Lake  
 Union  
 01:23:45 --> 01:23:47: and what they've done at Arizona State.  
 01:23:47 --> 01:23:48: University and Over The Rhine.  
 01:23:48 --> 01:23:51: What it takes and many of the times in addition  
 01:23:51 --> 01:23:54: to these implementation tools and getting the alignment,  
 01:23:55 --> 01:23:58: the vision alignment of the actual property owners together  
 with  
 01:23:58 --> 01:23:59: the city.  
 01:23:59 --> 01:24:03: Importantly, and especially that this can sort of happen  
 anywhere  
 01:24:03 --> 01:24:06: we want this to happen on waterfront.  
 01:24:06 --> 01:24:10: But these catalytic developments happen when these pieces  
 click,  
 01:24:10 --> 01:24:14: and especially when the separate property owners begin to  
 talk  
 01:24:14 --> 01:24:15: to one another.  
 01:24:15 --> 01:24:17: There's a certain critical mass of parcel.  
 01:24:17 --> 01:24:22: Assemblage and you get. In actual place that begins to  
 build.  
 01:24:22 --> 01:24:23: Because of that, and we think that the actual Business  
 01:24:23 --> 01:24:26: Improvement District helps foster that type of culture.  
 01:24:26 --> 01:24:29: That type of identity to then have these wins that  
 01:24:29 --> 01:24:32:

01:24:32 --> 01:24:36: bring towards something else that if which can be used  
 01:24:36 --> 01:24:38: for the larger capital improvements.  
 01:24:38 --> 01:24:42: Next slide. So an example of this smart growth America  
 01:24:42 --> 01:24:46: we got to work with downtown Grand Rapids Inc.  
 01:24:46 --> 01:24:49: Which is the Business Improvement District in Grand Rapids,  
 01:24:49 --> 01:24:51: MI. And many, you know,  
 01:24:51 --> 01:24:54: Grand Rapids is on the Grand River in Michigan,  
 01:24:54 --> 01:24:58: so it has its own waterfront which this actually to  
 01:24:58 --> 01:25:02: the right would be the portion called Monroe North,  
 01:25:02 --> 01:25:05: which eventually had it. If this is an interesting example,  
 01:25:05 --> 01:25:09: because you have a Business Improvement District formed  
 at downtown  
 01:25:09 --> 01:25:11: Grand Rapids Downtown bid.  
 01:25:11 --> 01:25:14: And. On top of the bid,  
 01:25:14 --> 01:25:18: which already exists, there was in this one second is  
 01:25:18 --> 01:25:21: in this one section of the Riverfront 8 if establish  
 01:25:22 --> 01:25:25: an interesting part of that specific TIF is what it  
 01:25:25 --> 01:25:27: actually is allowed to do,  
 01:25:27 --> 01:25:30: that TIF is actually able to support real property development,  
 01:25:30 --> 01:25:34: so the dollars from the usually a tiff has a  
 01:25:34 --> 01:25:39: it's a stream of revenue and or bonds that can  
 01:25:39 --> 01:25:40: be used to dedicate,  
 01:25:40 --> 01:25:44: usually towards a large capital improvement program.  
 01:25:44 --> 01:25:48: In this case, the actual development meets the criteria of  
 01:25:48 --> 01:25:51: the mandate of that TIF in addition to other.  
 01:25:51 --> 01:25:54: Capital improvements that we usually think of.  
 01:25:54 --> 01:25:59: Obviously some familiar for this waterfront streets those that  
 public  
 01:25:59 --> 01:26:00: infrastructure,  
 01:26:00 --> 01:26:02: the parks and the public amenities.  
 01:26:02 --> 01:26:06: This sounds familiar already. Now we've talked about this  
 and  
 01:26:06 --> 01:26:10: that because these are a little more capital intensive and  
 01:26:10 --> 01:26:15: because business improvement districts tend to begin or  
 focus on  
 01:26:15 --> 01:26:18: quote safe and clean. In branding and other items like  
 01:26:18 --> 01:26:20: that usually not getting to the realm,  
 01:26:20 --> 01:26:23: though that's not. There's nothing that says Abid can't do  
 01:26:23 --> 01:26:23: that,  
 01:26:23 --> 01:26:26: but if it can be used for this reason,  
 01:26:26 --> 01:26:28: then there's nothing mutually exclusive about it.  
 01:26:28 --> 01:26:32: So to leave you with that thought.  
 01:26:32 --> 01:26:34: And so really, I think this is one example and

01:26:34 --> 01:26:36: there are many across the United States where we can  
01:26:37 --> 01:26:39: see this type of layering so that we can think  
01:26:39 --> 01:26:43: of many of the mechanisms ultimately playing along this  
continuum  
01:26:43 --> 01:26:44: that we talked about.  
01:26:46 --> 01:26:46: Next slide.  
01:26:48 --> 01:26:52: Great thank you to all the panelists and that concludes  
01:26:52 --> 01:26:55: the different thematic presentations.  
01:26:55 --> 01:26:57: I'm I'm just going to.  
01:26:57 --> 01:27:01: Cover a couple of key takeaways in our conclusion here.  
01:27:01 --> 01:27:04: I'd like to invite everyone in the audience.  
01:27:04 --> 01:27:07: If you have questions, please submit them in the chat.  
01:27:07 --> 01:27:10: I do think we'll have a couple of minutes to  
01:27:10 --> 01:27:14: respond to two questions and and so next slide,  
01:27:14 --> 01:27:18: please. So here again, here,  
01:27:18 --> 01:27:20: here. Here is the site.  
01:27:20 --> 01:27:25: Next slide please. I introduced these guiding  
recommendations at the  
01:27:25 --> 01:27:27: beginning of the presentation.  
01:27:27 --> 01:27:33: Next slide, please. So. D RW C is already doing  
01:27:33 --> 01:27:38: incredible transformative work.  
01:27:38 --> 01:27:41: Keep it up. Gotta keep going.  
01:27:41 --> 01:27:46: These are all really important initiatives that have to continue  
01:27:46 --> 01:27:49: to get advanced and completed.  
01:27:49 --> 01:27:51: This is the basic you know,  
01:27:51 --> 01:27:55: underlying. Work of opening up the waterfront and  
connecting it  
01:27:56 --> 01:27:56: to the city.  
01:27:56 --> 01:28:02: Next slide, please. In the spirit of ULI,  
01:28:02 --> 01:28:05: we're have created A to do list for you to  
01:28:05 --> 01:28:07: start working on tomorrow morning.  
01:28:07 --> 01:28:09: We gave you this afternoon off,  
01:28:09 --> 01:28:13: but starting tomorrow morning there are a couple of things  
01:28:13 --> 01:28:16: we think that D RW C needs to do to  
01:28:16 --> 01:28:19: jumpstart the transformation of this area.  
01:28:19 --> 01:28:24: First, is there needs to be a even deeper relationship  
01:28:24 --> 01:28:28: built with the army core of engineers to really think  
01:28:28 --> 01:28:30: of all of these?  
01:28:30 --> 01:28:38: Pierce together and explore permitting that allows for the  
mitigation.  
01:28:38 --> 01:28:43: The concept of mitigation banking that doesn't treat each  
peer  
01:28:43 --> 01:28:44: in an isolated way,

01:28:44 --> 01:28:48: but as a collective group of of structures.

01:28:48 --> 01:28:54: We really believe you have to start working on an

01:28:54 --> 01:28:58: area wide integrated infrastructure plan.

01:28:58 --> 01:29:04: This will have to be multidisciplinary engineering that includes attention

01:29:05 --> 01:29:06: to flooding.

01:29:06 --> 01:29:09: Definitely mobility but also utilities.

01:29:09 --> 01:29:14: The future design site elevations,

01:29:14 --> 01:29:17: stormwater issues, fire and life safety.

01:29:17 --> 01:29:19: I mean, these are complex issues.

01:29:19 --> 01:29:24: That need to start to get figured out now.

01:29:24 --> 01:29:27: Definitely believe you need to convene all the land owners.

01:29:27 --> 01:29:29: We understand that you've done this in the past.

01:29:29 --> 01:29:31: You need to do it again.

01:29:31 --> 01:29:33: Need to figure out, uh,

01:29:33 --> 01:29:39: organizing structure between the private stakeholders that allows for you

01:29:39 --> 01:29:43: to work with them in a highly constructive way.

01:29:43 --> 01:29:46: We also believe that this should either follow a traditional

01:29:47 --> 01:29:47: bid model,

01:29:47 --> 01:29:52: but there's also other flavors of bids that include residential

01:29:52 --> 01:29:54: uses such as community.

01:29:54 --> 01:29:59: Improvement districts. Uhm, we know you're working with the city

01:29:59 --> 01:30:01: and the state already.

01:30:01 --> 01:30:07: We need you to double down even further and position

01:30:07 --> 01:30:12: DWD RWC as a primary candidate in the city of

01:30:12 --> 01:30:18: Philadelphia to be the recipient of what we believe will

01:30:18 --> 01:30:23: be significant. Federal investment in resilient infrastructure.

01:30:23 --> 01:30:27: And one thing that Lynette introduced in her.

01:30:27 --> 01:30:30: Presentation, which is critically important,

01:30:30 --> 01:30:34: is that the waterfront is not isolated.

01:30:34 --> 01:30:37: It must be understood in the context of the broader

01:30:37 --> 01:30:38: city,

01:30:38 --> 01:30:42: and for that reason we believe the D R W C

01:30:42 --> 01:30:46: can be a primary target in a primary recipient of

01:30:47 --> 01:30:51: federal resilient infrastructure funding.

01:30:51 --> 01:30:54: And then lastly. You know we need.

01:30:54 --> 01:30:58: There's never enough engagements, so we need to continue to

01:30:58 --> 01:31:00: work with the community.

01:31:00 --> 01:31:04: Figure out the ways in which a culture of stewardship

01:31:04 --> 01:31:09: can be extended to the people of adjacent neighborhoods in

01:31:09 --> 01:31:11: the city as a whole.

01:31:11 --> 01:31:16: Next slide, please. And over the next year,

01:31:16 --> 01:31:19: and really over the next years.

01:31:19 --> 01:31:23: You know we need to continue to work with regulators

01:31:23 --> 01:31:27: on permitting protocols that explore how new construction will be

01:31:27 --> 01:31:32: permitted in the floodplain in a coordinate coordinated way,

01:31:32 --> 01:31:37: not just on a one off project by Project Way.

01:31:37 --> 01:31:41: More civic engagement. Need you to really think hard about

01:31:41 --> 01:31:46: the manner in which you're assembling this waterfront.

01:31:46 --> 01:31:50: Set back. The 50 feet is a good first step,

01:31:50 --> 01:31:53: but in many areas you're going to need more.

01:31:55 --> 01:32:00: The, but we believe that you should make a transparent

01:32:00 --> 01:32:05: 15 year capital improvement plan that is socialized in order

01:32:05 --> 01:32:10: to build deep political support for what we believe are

01:32:10 --> 01:32:14: going to be significant investments in infrastructure.

01:32:16 --> 01:32:20: We want you to sit down with the owners of

01:32:20 --> 01:32:24: Pier 60 and affirm that DRW C has a vision

01:32:24 --> 01:32:30: for that pier as a central public amenity linking the.

01:32:30 --> 01:32:34: Broader area to water use is,

01:32:34 --> 01:32:38: so there's a maritime and water dependent aspects to that.

01:32:38 --> 01:32:42: We believe that you need to coordinate the design permitting

01:32:42 --> 01:32:47: and development activities with all land owners and become a

01:32:47 --> 01:32:51: resource to them in order to quickly navigate the often

01:32:51 --> 01:32:57: very complex and sometimes contentious issues that can arise.

01:32:57 --> 01:33:01: And then we need to see you completed.

01:33:01 --> 01:33:05: Feasibility study for this potential TIF district.

01:33:05 --> 01:33:09: Uhm, we need you to really kind of go back

01:33:09 --> 01:33:14: to the 2012 master plan and continue to refine that

01:33:14 --> 01:33:20: into a set of urban design guidelines that include different

01:33:20 --> 01:33:23: scenarios around land use changes.

01:33:23 --> 01:33:27: For instance around the the big boxes in other sites

01:33:27 --> 01:33:31: that currently do not have development proposals for them.

01:33:31 --> 01:33:35: And then finally we do believe you need to more

01:33:35 --> 01:33:36: aggressively.

01:33:36 --> 01:33:41: Negotiate public right of ways to link the city to

01:33:42 --> 01:33:43: the waterfront,

01:33:43 --> 01:33:47: and that is a subset of the integrated infrastructure plan

01:33:47 --> 01:33:49: that we had talked about.

01:33:49 --> 01:33:54: Next slide. We really would like to thank everyone who's

01:33:55 --> 01:33:57: both enabled us to be here,



01:33:57 --> 01:34:01: but also has engaged us with such incredible good faith.  
01:34:01 --> 01:34:04: I just want to underscore as we close out.  
01:34:04 --> 01:34:08: The work that has been done to date is truly  
01:34:09 --> 01:34:10: transformative.  
01:34:10 --> 01:34:14: None of our recommendations come,  
01:34:14 --> 01:34:18: undermine, or or or or offer an alternative view to  
01:34:18 --> 01:34:21: the work that has already been done.  
01:34:21 --> 01:34:26: Today, it's truly exemplary. If there's one message that we  
01:34:26 --> 01:34:27: share with you today,  
01:34:27 --> 01:34:32: is that. In in Tyrone's words,  
01:34:32 --> 01:34:36: you are a quarterback of a very complicated,  
01:34:36 --> 01:34:42: complex endeavor, and as you move forward,  
01:34:42 --> 01:34:44: that complexity will only grow.

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