Video

ULI Philadelphia Resilient Land Use Cohort Advisory Services Panel

Presentation
Date: April 22, 2021

00:00:04 --> 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.
00:00:15 --> 00:00:19: I want to maybe just introduce myself a little bit
00:00:19 --> 00:00:22: and talk about the process and then.
00:00:22 --> 00:00:25: I'd like to invite this is somewhat impromptu,
00:00:25 --> 00:00:28: but I'd like to invite Joe Forkan 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.
00:00:34 --> 00:00:38: We are here on behalf of the Urban Land Institute
00:00:38 --> 00:00:41: and over the last couple of days this entire week
00:00:41 --> 00:00:46: we've conducted what the Urban Land Institute calls an advisory
00:00:46 --> 00:00:48: service panel.
00:00:48 --> 00:00:55: We've assembled this amazing group of people from outside Philadelphia
00:00:55 --> 00:01:00: and we've come here at the invitation of the Delaware
00:01:00 --> 00:01:05: River Waterfront Corporation and you will I Philadelphia,
00:01:05 --> 00:01:09: the local chapter of Vuelie.
00:01:09 --> 00:01:11: So I'd just like to welcome everyone Joe.
00:01:11 --> 00:01:14: I'm just going to invite you to welcome everyone as
00:01:14 --> 00:01:14: well.
00:01:17 --> 00:01:19: Alright, thanks, so I really,
00:01:19 --> 00:01:23: really appreciate 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 --> 00:01:29: we have,
00:01:29 --> 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 --> 00:01:43: pier structures in the River there their appropriate return to
00:01:43 --> 00:01:47: either the environment or productive development and just.
00:01:47 --> 00:01:50: I'm really looking forward to hearing what everyones learned and
00:01:50 --> 00:01:53: the conversation this morning and the lessons that we can
00:01:53 --> 00:01:54: learn from that moving forward.
00:01:54 --> 00:01:56: That's great thanks. Thanks so much,
00:01:56 --> 00:02:00: Joe. It's really been our honor to be here.
00:02:00 --> 00:02:03: Kelsey, what I would like to do is maybe let's
00:02:03 --> 00:02:06: go straight to the slide deck and for all the
00:02:06 --> 00:02:10: panelists we won't do a full introduction right now I
00:02:10 --> 00:02:13: just ask that you introduce yourself when it's time your
00:02:13 --> 00:02:14: time to speak.
00:02:17 --> 00:02:21: So this is one of the peers from this site
00:02:21 --> 00:02:21: area.
00:02:21 --> 00:02:25: Next slide please. First, first and foremost,
00:02:25 --> 00:02:29: I would just like to personally and on behalf of
00:02:29 --> 00:02:30: the panel.
00:02:30 --> 00:02:34: Thank everyone that we spoke to on on Monday.
00:02:34 --> 00:02:37: Excuse me on Tuesday, it has just been such an
00:02:37 --> 00:02:40: incredible steep learning curve for us.
00:02:40 --> 00:02:46: We've learned so much through everyone's participation and that's really
00:02:46 --> 00:02:50: the strength of these advisory service panels is really fanning
00:02:50 --> 00:02:51: out.
00:02:51 --> 00:02:55: Connecting with primary stakeholders. And I just like to thank
00:02:55 --> 00:03:00: everyone for making the time and for your constructive engagement
00:03:00 --> 00:03:03: with us so big thank you to everyone.
00:03:03 --> 00:03:04: Next slide please.
00:03:08 --> 00:03:12: And a big thank you to our sponsors.
00:03:12 --> 00:03:15: You hear more about this in a few slides,
00:03:15 --> 00:03:21: but this panel has been supported locally by the Delaware
00:03:21 --> 00:03:26: River Waterfront Corporation and a big Thank you to Joe
00:03:26 --> 00:03:27: your team.
00:03:27 --> 00:03:32: The board. Thank you so much for extending this support
00:03:32 --> 00:03:37: to having this panel happen and you'll hear in a
00:03:37 --> 00:03:38: 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 in cities.

00:03:48 --> 00:03:53: And that broader program is being underwritten by JP Morgan
00:03:53 --> 00:03:57: 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 --> 00:04:03: Next slide.
00:04:07 --> 00:04:11: The Urban Land Institute is a large global organization.
00:04:11 --> 00:04:15: Many of you I know or are very engaged with
00:04:15 --> 00:04:15: you,
00:04:15 --> 00:04:19: a lie, but I think some of you may not
00:04:19 --> 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 --> 00:04:39: And we recently crafted a new mission statement,
00:04:39 --> 00:04:43: which is to shape the future of the built environment
00:04:43 --> 00:04:47: for transformative impact in communities worldwide.
00:04:47 --> 00:04:51: Very powerful mission statement and we'll come back to some
00:04:51 --> 00:04:53: of these ideas in a few slides.
00:04:53 --> 00:04:55: Next slide, please.
00:04:57 --> 00:04:59: And there's a lot going on at you,
00:04:59 --> 00:05:04: a lie, because there's a lot going on in cities.
00:05:04 --> 00:05:07: And we just wanted to call out a statement from
00:05:07 --> 00:05:08: our global Chairman,
00:05:08 --> 00:05:12: Owen Thomas, who's the CEO of Boston Properties,
00:05:12 --> 00:05:15: very large and important.
00:05:15 --> 00:05:19: Company and he has come to his chairmanship at the
00:05:19 --> 00:05:21: Urban Land Institute,
00:05:21 --> 00:05:24: elevating the issues of climate change to our work.
00:05:24 --> 00:05:27: This is very important for you alive.
00:05:27 --> 00:05:31: This is very important for our conversation today.
00:05:31 --> 00:05:32: Next slide please.
00:05:36 --> 00:05:40: And we also wanted to just share that.
00:05:40 --> 00:05:45: We are living with an extraordinary time of change,
00:05:45 --> 00:05:50: thinking about the role of cities and economic development and
00:05:50 --> 00:05:56: how sustainable equitable development really happens in cities in our
00:05:56 --> 00:06:01: global CEO has underscored the importance of thinking about how
00:06:01 --> 00:06:05: the Urban Development process can help.
00:06:05 --> 00:06:09: Rather than perpetuate inequality's in society,
00:06:09 --> 00:06:11: next slide please.
00:06:13 --> 00:06:18: So we're here under this umbrella of this advisory service

00:06:18 --> 00:06:19: panel program.
00:06:19 --> 00:06:22: I would 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 --> 00:06:36: Thanks Yvonne. Welcome everyone, my name is Kelsey,
00:06:36 --> 00:06:40: Steven. I'm a director with the Advisory Services program at
00:06:40 --> 00:06:40: ULI.
00:06:40 --> 00:06:44: The Advisory services program has a long tradition with you
00:06:44 --> 00:06:48: lie and we've worked with more than 700 communities across
00:06:48 --> 00:06:52: the country and around the world to help address and
00:06:52 --> 00:06:56: provide strategic solutions to challenging land use problems.
00:06:56 --> 00:06:59: I want to note that all of our panels are
00:06:59 --> 00:07:03: led by volunteer professionals like the ones here today.
00:07:03 --> 00:07:06: They come to us from across the country and dedicate
00:07:06 --> 00:07:10: their time and expertise to these projects and they are
00:07:10 --> 00:07:13: really the reason we are able to help put you
00:07:13 --> 00:07:16: allies mission into practice. So a huge thanks to DRW
00:07:16 --> 00:07:17: see for interesting.
00:07:17 --> 00:07:21: You'll lie in partnering with us on this important project.
00:07:21 --> 00:07:24: This community is now one of many that you will
00:07:24 --> 00:07:27: I have had the opportunity to touch.
00:07:27 --> 00:07:28: So thank you. Thank you.
00:07:28 --> 00:07:30: Next slide, please.
00:07:33 --> 00:07:39: And our work here today does also relate directly to
00:07:39 --> 00:07:43: 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 --> 00:08:10: These are important issues that have been discussed for the
00:08:10 --> 00:08:11: last.
00:08:11 --> 00:08:13: You know, ten 1520 years now,
00:08:13 --> 00:08:16: but often at the on the sideline.
00:08:16 --> 00:08:19: And these issues now are front and center,
00:08:19 --> 00:08:21: and even as we gather here today,
00:08:21 --> 00:08:26: I'm just reading the headlines in the newspaper this morning.
00:08:26 --> 00:08:27: We we are, of course,
00:08:27 --> 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 --> 00:08:39: aspirations for our entire country,
00:08:39 --> 00:08:43: and these issues are no longer on the sidelines.
00:08:43 --> 00:08:47: They are at the core of how Urban Development happens
00:08:47 --> 00:08:48: in our cities.
00:08:48 --> 00:08:50: Next slide, please.
00:08:52 --> 00:08:57: Ann this panel is part of several panels being underwritten
00:08:58 --> 00:08:59: 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: Leah works within the UI Center for Sustainability and Economic
00:09:13 --> 00:09:14: Performance,
00:09:14 --> 00:09:17: and just as a quick note,
00:09:17 --> 00:09:21: Lee is also a native Philadelphian
00:09:21 --> 00:09:24: Thanks Eva. Hi everyone, I'm Lea Shepard.
00:09:24 --> 00:09:26: I'm a manager for the urban myth,
00:09:26 --> 00:09:29: Zillions program and so happy and honored to be here
00:09:29 --> 00:09:30: with you guys.
00:09:30 --> 00:09:34: To share these recommendations along with these are steamed panelists
00:09:34 --> 00:09:37: so the resilient land use Cohort is a larger cohort
00:09:37 --> 00:09:40: of eight cities that is hosting on the ground.
00:09:40 --> 00:09:44: Technical assistance exercises just like this one and also meets
00:09:44 --> 00:09:48: regularly to learn from national best practices and climate resilience.
00:09:48 --> 00:09:53: So the Philadelphia example you can see here is on
00:09:53 --> 00:09:53: the map.
00:09:53 --> 00:09:56: It's just one of the few coastal cities that are
00:09:57 --> 00:10:01: going through this process and leveraging you align member expertise
00:10:01 --> 00:10:05: and perspectives to bring these national an actually global best
00:10:05 --> 00:10:09: practices home and to hands are land use policies and
00:10:09 --> 00:10:11: development strategies going forward.
00:10:11 --> 00:10:16: So not only are these recommendations hopefully going to inform
00:10:16 --> 00:10:19: the next steps right here at home in Philadelphia,
00:10:19 --> 00:10:22: but also be a platform for our membership and the
00:10:22 --> 00:10:23: global community.
00:10:23 --> 00:10:29: To to continue to learn and develop resiliently going forward.
00:10:29 --> 00:10:31: Screen. Next slide.
00:10:35 --> 00:10:38: Leo, let me let me take this and just say
00:10:38 --> 00:10:38: that.

00:10:38 --> 00:10:42: What's so interesting about this panel is that we're not
00:10:43 --> 00:10:46: only coming to you to learn from you and provide
00:10:46 --> 00:10:48: some feedback to you,
00:10:48 --> 00:10:52: but we're also trying to learn from these other cities
00:10:52 --> 00:10:55: at the same time and and so there's a lot
00:10:55 --> 00:10:58: of knowledge sharing that's occurring.
00:10:58 --> 00:11:00: There are many, many important,
00:11:00 --> 00:11:05: and in some cases unprecedented questions that we're grappling with,
00:11:05 --> 00:11:10: and so this panel today is part of this larger.
00:11:10 --> 00:11:12: Effort across that's that's that's national.
00:11:12 --> 00:11:14: Next slide, please.
00:11:16 --> 00:11:20: So this is an introduction of our panel.
00:11:20 --> 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 going to ask them to introduce themselves when they
00:11:33 --> 00:11:34: speak,
00:11:34 --> 00:11:36: so we're not going to go through a round of
00:11:36 --> 00:11:38: introductions right now,
00:11:38 --> 00:11:41: but let me just take the moment now just to
00:11:41 --> 00:11:42: introduce myself.
00:11:42 --> 00:11:43: My name is Uwe Brandes.
00:11:43 --> 00:11:47: I'm a professor at Georgetown University.
00:11:47 --> 00:11:52: And I'm also a former public official in Washington DC.
00:11:52 --> 00:11:59: I spent two terms working for Mayor Williams.
00:11:59 --> 00:12:05: Some years ago now where I was responsible for coordinating
00:12:05 --> 00:12:09: and managing and and and leading many of the urban
00:12:09 --> 00:12:16: planning and Urban Development activities focused on the Anacostia River
00:12:16 --> 00:12:17: in Washington DC.
00:12:19 --> 00:12:24: You know building a new baseball ballpark.
00:12:24 --> 00:12:28: Many new parks, lots of new housing,
00:12:28 --> 00:12:34: new headquarters for the US Department of Transportation,
00:12:34 --> 00:12:38: new tourist destinations, and so forth.
00:12:38 --> 00:12:43: I am a very, very dedicated.
00:12:43 --> 00:12:47: Groupie if you will. Of urban waterfront's.
00:12:47 --> 00:12:51: I love urban waterfront. I've really organized my whole career
00:12:51 --> 00:12:55: around that and again is my great honor to be
00:12:55 --> 00:12:58: here today and I also wanted to just share.
00:12:58 --> 00:13:02: I currently am the chair of the.
00:13:02 --> 00:13:05: Climate change and resilience Commission that we have formed in

00:13:06 --> 00:13:06: Washington DC.
00:13:06 --> 00:13:09: It's my great honor to be here today.
00:13:09 --> 00:13:10: Next slide, please.
00:13:13 --> 00:13:15: So what did we do?
00:13:15 --> 00:13:19: This week? We spend a full day with the DRWC
00:13:19 --> 00:13:23: staff and you'll Ifill 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 --> 00:13:58: of you here today and others who have not been
00:13:58 --> 00:14:02: able to join us here today and really learned,
00:14:02 --> 00:14:08: you know, the unvarnished perspective that people have about this
00:14:08 --> 00:14:09: challenge.
00:14:09 --> 00:14:14: We sequestered ourselves all day yesterday and had lots of
00:14:14 --> 00:14:19: debate and discussion and and and try to reconcile different
00:14:19 --> 00:14:23: objectives and we have done our best to synthesize and
00:14:23 --> 00:14:28: articulate that in the form of the slide deck that
00:14:28 --> 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 --> 00:14:40: from now from this meeting forward,
00:14:40 --> 00:14:45: we're going to synthesize this further into a written report.
00:14:45 --> 00:14:48: And it is my sincere hope,
00:14:48 --> 00:14:55: and certainly my objective, to deliver this report in person
00:14:55 --> 00:14:58: to you in Philadelphia,
00:14:58 --> 00:15:04: so that we can have some time together to further
00:15:05 --> 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 --> 00:15:16: Next slide, please.
00:15:16 --> 00:15:17: OK, so here we go.
00:15:17 --> 00:15:19: We're going to start in now.
00:15:19 --> 00:15:22: Let's look at the site and the challenge that has
00:15:22 --> 00:15:24: been given to us by the RWC.
00:15:24 --> 00:15:27: Next slide, please.

00:15:27 --> 00:15:32: So here's the site. It is on the Delaware waterfront.
00:15:32 --> 00:15:36: Of course it's the southernmost.
00:15:36 --> 00:15:42: Of section of jurisdiction within the DRW See next slide,
00:15:42 --> 00:15:44: please.
00:15:44 --> 00:15:50: Here is the 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 --> 00:16:01: Next next slide please.
00:16:01 --> 00:16:04: Here's another location of the site in,
00:16:04 --> 00:16:09: in this case, within the very important document of the
00:16:09 --> 00:16:14: 2012 Master Plan for the DRWC and and here you
00:16:14 --> 00:16:18: can see of course the site is at the southernmost
00:16:18 --> 00:16:21: reach of of its jurisdiction.
00:16:21 --> 00:16:26: Conceptually, as I've been thinking about the site,
00:16:26 --> 00:16:31: it's really bookended by. The Coast Guard on on the
00:16:31 --> 00:16:34: one side and in the harbor.
00:16:34 --> 00:16:36: The port on the other.
00:16:36 --> 00:16:41: So it's this stretch of land most immediately adjacent to
00:16:41 --> 00:16:44: the Pennsport neighborhood.
00:16:44 --> 00:16:45: Next slide, please.
00:16:47 --> 00:16:53: So here is zooming in to an existing conditions aerial
00:16:53 --> 00:16:56: photograph of of the site.
00:16:56 --> 00:16:59: It's bounded by Columbus and Delaware,
00:16:59 --> 00:17:03: Columbus Blvd. Delaware Ave.
00:17:03 --> 00:17:09: Includes the big box stores at the southernmost end,
00:17:09 --> 00:17:14: a variety of parcels and importantly in the River.
00:17:14 --> 00:17:19: A number of these old historic peers.
00:17:19 --> 00:17:22: Next slide, please.
00:17:22 --> 00:17:24: Some of the peers you know,
00:17:24 --> 00:17:26: the peers I have.
00:17:26 --> 00:17:31: A variety of of existing conditions associated with them.
00:17:31 --> 00:17:34: Some are intact.
00:17:34 --> 00:17:39: Most of them are in some state of disrepair.
00:17:39 --> 00:17:41: Several are eroding into the water.
00:17:41 --> 00:17:44: This is just one, one photograph of one of them.
00:17:44 --> 00:17:46: Here's next slide, please.
00:17:48 --> 00:17:51: One of the things that we started to do is
00:17:51 --> 00:17:54: really do a kind of an inventory of all these
00:17:55 --> 00:17:58: peers and there are just a couple of key observations
00:17:58 --> 00:18:03: I wanted to share up front for everyone's benefit.
00:18:03 --> 00:18:07: One is that not all of these peers are in

00:18:07 --> 00:18:09: the ownership of DRW.
00:18:09 --> 00:18:13: See, some are continue to be in private ownership.
00:18:13 --> 00:18:20: Their statuses is varied, some somewhere just completely abandoned.
00:18:20 --> 00:18:24: A couple of them. Two of them have already been
00:18:24 --> 00:18:28: retrofitted and are publicly accessible DRW.
00:18:28 --> 00:18:32: See is has done that over the over the last
00:18:32 --> 00:18:33: years.
00:18:33 --> 00:18:36: And one of them pure 60 is is kind of
00:18:36 --> 00:18:37: fenced off.
00:18:37 --> 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 --> 00:18:49: It's it's built out of concrete and not not timber
00:18:49 --> 00:18:51: frame and.
00:18:51 --> 00:18:56: And then, Interestingly, you know there's a really wide variety
00:18:56 --> 00:18:57: of ideas about how,
00:18:57 --> 00:19:02: especially the privately owned peers might be used in the
00:19:02 --> 00:19:02: future.
00:19:02 --> 00:19:06: And this is really the point of departure for many
00:19:06 --> 00:19:09: of the conversations that we had.
00:19:09 --> 00:19:12: Next slide, please.
00:19:12 --> 00:19:16: This is just a uh diagram prepared by the DRW.
00:19:16 --> 00:19:21: 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 --> 00:19:31: While the RWC does control some portions of this site,
00:19:31 --> 00:19:35: it's a small minority of the overall land.
00:19:35 --> 00:19:39: Most of the land in this area is private,
00:19:39 --> 00:19:45: privately held, and again that includes all of the Upland,
00:19:45 --> 00:19:51: with the exception of limited strips along the waterfront and
00:19:51 --> 00:19:53: in some of the peers.
00:19:53 --> 00:19:54: Next slide, please.
00:19:56 --> 00:20:03: D RW C has already commenced some very important due
00:20:03 --> 00:20:07: 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 1 important snapshots showing the combined impact of
00:20:20 --> 00:20:25: rain and coastal inundacion in the form of a 500
00:20:25 --> 00:20:29: year storm today and I would just make a kind
00:20:29 --> 00:20:34: of a larger observation here is that we see in
00:20:34 --> 00:20:36: many many cities,
00:20:36 --> 00:20:41: you know that the 500 year storm benchmark
00:20:41 --> 00:20:48: has historically been really an extreme benchmark that has

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 kind of a
00:21:02 --> 00:21:07: 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
00:21:18 --> 00:21:19: tomorrow,
00:21:19 --> 00:21:24: and so we have to take this kind of information
00:21:24 --> 00:21:27: very seriously as we think about.
00:21:29 --> 00:21:31: Back
00:21:31 --> 00:21:33: thank you. Next next slide,
00:21:33 --> 00:21:35: please.
00:21:35 --> 00:21:39: So here are the questions that were posed to the
00:21:39 --> 00:21:40: 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 details and sub 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 --> 00:22:20: You know, very straightforward question and that is,
00:22:20 --> 00:22:22: you know, with assets like this,
00:22:22 --> 00:22:27: what might be the best practices for for moving forward
00:22:27 --> 00:22:29: with this kind of advise,
00:22:29 --> 00:22:33: use program. So just very quickly you know.
00:22:33 --> 00:22:36: How does the market see these peers today?
00:22:36 --> 00:22:39: How might they be used in the future,
00:22:39 --> 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 --> 00:22:49: And.
00:22:49 --> 00:22:51: As a panel of course,
00:22:51 --> 00:22:53: and as people learning about the site,
00:22:53 --> 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 --> 00:23:07: But we were learning a lot about the site and
00:23:07 --> 00:23:09: learning about DRW.
00:23:09 --> 00:23:12: See here is some kind of key questions that we
00:23:12 --> 00:23:17: started asking ourselves as we tried to answer the questions
00:23:17 --> 00:23:19: that the RWC gave to us.
00:23:19 --> 00:23:23: You know one is we're all extremely impressed by the
00:23:23 --> 00:23:26: work that the RWC has already achieved,
00:23:26 --> 00:23:30: so there's kind of a strategic question right off the
00:23:30 --> 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 --> 00:23:40: Even greater goals and address even more complex issues.
00:23:40 --> 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 --> 00:23:48: as things change as the economy changes and that is
00:23:48 --> 00:23:51: what what is a world class urban waterfront in the
00:23:51 --> 00:23:52: 21st century.
00:23:52 --> 00:23:55: You know, we we, we don't want to just copy
00:23:55 --> 00:23:58: what other people have done and declare success.
00:23:58 --> 00:24:01: We want to reinvent, not just the urban waterfront,
00:24:01 --> 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 --> 00:24:15: that?
00:24:15 --> 00:24:20: And that leads to a number of technical questions that
00:24:20 --> 00:24:21: we'll talk about.
00:24:21 --> 00:24:26: We're very interested in how this place becomes fully connected
00:24:26 --> 00:24:28: to the rest of the city.
00:24:28 --> 00:24:32: How this place can truly be inclusive,
00:24:32 --> 00:24:36: and how through responsible steps it can be an equitable
00:24:36 --> 00:24:38: 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 the RW
00:24:47 --> 00:24:52: C and its mission to attract significant private capital to
00:24:52 --> 00:24:53: this site,
00:24:53 --> 00:24:57: because without the attraction of private capital to this site
00:24:57 --> 00:25:00: because of Lana ownership structure,
00:25:00 --> 00:25:03: you know not nothing is going to change,

00:25:03 --> 00:25:07: so this is a key question that we discussed.
00:25:07 --> 00:25:11: We also, you know, it's inevitable we can't help but
00:25:11 --> 00:25:14: to ask this question of thinking about G.
00:25:14 --> 00:25:16: Well, how's the pandemic and?
00:25:16 --> 00:25:20: The way in which people are thinking about cities impact
00:25:20 --> 00:25:23: the land uses on this site and then finally,
00:25:23 --> 00:25:25: you know this is just a you know,
00:25:25 --> 00:25:29: Philadelphia is a globally significant city.
00:25:29 --> 00:25:32: The history of Philadelphia started on the waterfront.
00:25:32 --> 00:25:36: This is just a really important place and we wanted
00:25:36 --> 00:25:37: to honor that.
00:25:37 --> 00:25:40: And that's another key question that kept coming up.
00:25:40 --> 00:25:42: OK. Next slide, please.
00:25:44 --> 00:25:47: 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 --> 00:26:06: And and so this is the first time where you
00:26:06 --> 00:26:10: know the panel is really weighing in and.
00:26:10 --> 00:26:15: Essentially creating some some some goals but also some guardrails
00:26:15 --> 00:26:19: to to to approach problem solving and I'm going to
00:26:19 --> 00:26:21: go through these very quickly.
00:26:21 --> 00:26:24: We can talk about these again at the end of
00:26:25 --> 00:26:26: the presentation.
00:26:26 --> 00:26:29: The first is you know keep the eye on the
00:26:29 --> 00:26:29: prize.
00:26:29 --> 00:26:34: The 2012 Master plan is so important stakeholders across the
00:26:34 --> 00:26:38: board endorse and support and take great pride in the
00:26:38 --> 00:26:42: production of that master plan that master plans for a
00:26:42 --> 00:26:47: world class. Waterfront we need to constantly come back to
00:26:47 --> 00:26:53: that document and ask ourselves are we working towards that
00:26:53 --> 00:26:54: that long-term goal?
00:26:54 --> 00:26:59: The second is really thinking about how DRWC's mission to
00:26:59 --> 00:27:04: provide access to the waterfront really can be interpreted in
00:27:04 --> 00:27:09: it in an inclusive and expanded way to bring people
00:27:09 --> 00:27:13: to this site to use the site to help the
00:27:13 --> 00:27:15: people of Philadelphia.
00:27:15 --> 00:27:20: We always want to think about this site as a
00:27:20 --> 00:27:26: place for people with people at the center and potentially

00:27:26 --> 00:27:31: new community and neighborhood emerging on the site.
00:27:31 --> 00:27:37: We really_and support DRW. See being a quarterback of this
00:27:37 --> 00:27:40: overall complex innovation.
00:27:40 --> 00:27:46: Complex coordination effort. We really believe that because of climate
00:27:46 --> 00:27:49: change and sea level rise,
00:27:49 --> 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 --> 00:27:59: and so if risk issues are not addressed squarely,
00:27:59 --> 00:28:03: there will not be an opportunity to bring the kind
00:28:03 --> 00:28:08: of private capital to this site that is necessary to
00:28:08 --> 00:28:09: transform it.
00:28:09 --> 00:28:13: We believe that leadership extends to just the planning and
00:28:14 --> 00:28:16: coordination process that never ends,
00:28:16 --> 00:28:20: so planning doesn't end with the creation of a vision
00:28:20 --> 00:28:21: plan.
00:28:21 --> 00:28:25: There's lots of additional steps that need to be taken.
00:28:25 --> 00:28:28: Problems that need to be solved.
00:28:28 --> 00:28:32: There's a leadership function that just never ends the good
00:28:32 --> 00:28:32: news,
00:28:32 --> 00:28:35: and this is really, really exciting.
00:28:35 --> 00:28:38: Is that there is a lot of land on this
00:28:38 --> 00:28:39: site.
00:28:39 --> 00:28:42: So the peers for sure are.
00:28:42 --> 00:28:45: Their own kind of problem.
00:28:45 --> 00:28:49: But the good news is that behind the peers there's
00:28:49 --> 00:28:54: quite a bit of Upland and that allows for options
00:28:54 --> 00:28:57: and choices and inflexible solutions.
00:28:57 --> 00:29:01: We truly believe that DRW C is a game changer
00:29:02 --> 00:29:07: because it can be the knowledge broker that helps solve
00:29:07 --> 00:29:10: 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 the broader
00:29:20 --> 00:29:21: marketplace,
00:29:21 --> 00:29:26: its approach to handling these risks.
00:29:26 --> 00:29:27: And and by doing so,
00:29:27 --> 00:29:35: build greater constituencies an greater and greater partner networks.
00:29:35 --> 00:29:40: And then finally, because we're also passionate about water fronts,
00:29:40 --> 00:29:42: the water can be a source of risk.
00:29:42 --> 00:29:45: But it's also your greatest friend.

00:29:45 --> 00:29:48: This is a site where the land meets the sea
00:29:48 --> 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 --> 00:29:58: please.
00:30:00 --> 00:30:04: And I just this is the last slide of the
00:30:04 --> 00:30:05: introduction.
00:30:05 --> 00:30:09: I just want to say we are very bullish on
00:30:09 --> 00:30:15: both Philadelphia and the Delaware waterfront were so impressed by
00:30:15 --> 00:30:19: the kind of environment that you have been able to
00:30:19 --> 00:30:24: shape and and really give birth to.
00:30:24 --> 00:30:25: At the at Spruce St.
00:30:25 --> 00:30:30: I've been there many times when I visited Philadelphia.
00:30:30 --> 00:30:33: It's just a phenomenal environment.
00:30:33 --> 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 --> 00:30:43: in very profound ways,
00:30:43 --> 00:30:46: and there's no greater.
00:30:46 --> 00:30:50: Expression of that. Then the recent award to the Durst
00:30:50 --> 00:30:55: Corporation for the development rights around Penns Landing.
00:30:55 --> 00:30:59: This is a very important project and it becomes a
00:30:59 --> 00:30:59: context.
00:30:59 --> 00:31:02: It becomes a contextual adjacent,
00:31:02 --> 00:31:06: you know, site for us working further down on the
00:31:06 --> 00:31:09: Washington Street Washington Ave area.
00:31:09 --> 00:31:13: So with that that shapes our kind of approach to
00:31:13 --> 00:31:16: the work and I'd like to now move on into
00:31:16 --> 00:31:20: 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 --> 00:31:34: Michael hi, I'm Lynette Pardoes with Moffat and Nichol,
00:31:34 --> 00:31:36: and quite the pleasure to to be here today.
00:31:36 --> 00:31:39: 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 --> 00:31:48: part of this project has been really exciting,
00:31:48 --> 00:31:51: so we can hope you guys going to zip through
00:31:51 --> 00:31:51: it.
00:31:51 --> 00:31:54: So I hope you have a good discussion at the

00:31:54 --> 00:31:54: end.
00:31:54 --> 00:31:56: Next slide.
00:31:56 --> 00:31:59: So one of the ways that I like to think
00:31:59 --> 00:32:02: 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 --> 00:32:11: and this is a slide from Mexico Beach,
00:32:11 --> 00:32:15: October 2018. Big Hurricane went through the Panhandle and we've
00:32:15 --> 00:32:18: seen a slide that's really gone around the world about
00:32:18 --> 00:32:19: 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 --> 00:32:28: you may have an incredibly robust
00:32:28 --> 00:32:31: if it doesn't exist in a system that is truly
00:32:31 --> 00:32:34: resilient and robust on all the other community life lines,
00:32:34 --> 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: Part of the lead that we also bring to this
00:32:45 --> 00:32:47: is that it's not so much if it floods,
00:32:47 --> 00:32:49: but when it floods and it's kind of nice to
00:32:49 --> 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 --> 00:33:01: So that's something that we can continue to keep in
00:33:01 --> 00:33:04: mind as we look at different mitigation measures.
00:33:08 --> 00:33:11: Now. Part of part of the observation is that we
00:33:11 --> 00:33:13: seem to talk about the areas.
00:33:13 --> 00:33:16: If it's a little bit more isolated and it's got
00:33:16 --> 00:33:17: these different boundaries,
00:33:17 --> 00:33:21: but in reality it really is interconnected to this more
00:33:21 --> 00:33:24: urban system that includes the life lines of transportation,
00:33:24 --> 00:33:26: water, energy, these social systems,
00:33:26 --> 00:33:29: etc. And so part of it is being able to
00:33:29 --> 00:33:33: have a vulnerability assessment that comes in and really acknowledges
00:33:33 --> 00:33:35: the risk and then allows us to manage.

00:33:37 --> 00:33:41: Manage and mitigate to be able to really bring resiliency.
00:33:41 --> 00:33:44: I probably probably should say that part of my perspective
00:33:45 --> 00:33:47: is that as we start to look at the economic
00:33:47 --> 00:33:48: and social well being,
00:33:48 --> 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 --> 00:34:06: buffer to the rest of the Southern Philadelphia,
00:34:06 --> 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 --> 00:34:18: This is just one of those cap 3 anoa models.
00:34:18 --> 00:34:21: You start to see that it's incredibly intense,
00:34:21 --> 00:34:22: right? In this specific area,
00:34:22 --> 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 --> 00:34:28: Next
00:34:30 --> 00:34:33: now you know we start to look at the economic
00:34:33 --> 00:34:33: strategies.
00:34:33 --> 00:34:36: One of the things that we were discussing is having
00:34:36 --> 00:34:38: a more regional approach,
00:34:38 --> 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 --> 00:34:44: rising water,
00:34:44 --> 00:34:47: and so being able to look at the implications of
00:34:47 --> 00:34:49: what that means to the local economy,
00:34:49 --> 00:34:50: but also to the regional,
00:34:50 --> 00:34:54: is an area that we like to continue to contemplate.
00:34:54 --> 00:34:55: Next slide.
00:34:57 --> 00:35:00: And so part of it is really acknowledging and living
00:35:00 --> 00:35:01: with water.
00:35:01 --> 00:35:03: You know the concept of what do we do and
00:35:03 --> 00:35:05: how we continue to accommodate.
00:35:05 --> 00:35:07: And this is one of the renderings from a different
00:35:07 --> 00:35:09: part of the of the United States,
00:35:09 --> 00:35:11: where you see the elevated walkways.
00:35:11 --> 00:35:14: You see the different types of nature based features that
00:35:14 --> 00:35:18: are incorporated with structural solutions to start looking at.
00:35:18 --> 00:35:20: How do you continue to have a vibrant edge and

00:35:20 --> 00:35:23: yet keep some of those things that are really attractive
00:35:23 --> 00:35:26: to residents and tourists which is being able to be
00:35:26 --> 00:35:28: out on the water next slide.
00:35:30 --> 00:35:33: And also including some of the adapt adaptation and mitigation
00:35:33 --> 00:35:34: features in this one.
00:35:34 --> 00:35:36: It's a little bit tougher to tell where you raise
00:35:37 --> 00:35:39: the where you've raised more of 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 --> 00:35:48: so I'm going to stop there and hand it over
00:35:48 --> 00:35:49: to Michael.
00:35:49 --> 00:35:52: Great, thanks for that. My name is Michael,
00:35:52 --> 00:35:55: Sam, Willie and I am currently the founding director of
00:35:55 --> 00:35:57: Urban Technology Hub at Cornell Tech in New York City.
00:35:57 --> 00:36:00: Previous to that, I ran the trust for Governors Island
00:36:00 --> 00:36:01: in New York,
00:36:01 --> 00:36:04: which is probably similar to some extent to the DRW
00:36:04 --> 00:36:04: fee,
00:36:04 --> 00:36:06: but I spent the bulk of my career at a
00:36:06 --> 00:36:10: private developer working for the related companies on the Hudson
00:36:10 --> 00:36:10: Yards Project,
00:36:10 --> 00:36:11: and I have to say,
00:36:11 --> 00:36:14: I'm really thrilled to be able to participate this.
00:36:14 --> 00:36:16: And like everyone else on the team,
00:36:16 --> 00:36:19: disappointed that we were not able to really walk the
00:36:19 --> 00:36:21: site because it's so critical to.
00:36:21 --> 00:36:23: You know, developing an understanding to it,
00:36:23 --> 00:36:26: but I think we learned a ton over the past
00:36:26 --> 00:36:30: couple of days and I'm really excited to hear about
00:36:30 --> 00:36:32: your reactions to some bar 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 --> 00:36:38: and I think there's been great work and certainly great
00:36:38 --> 00:36:41: designs done on the pier side of things.
00:36:41 --> 00:36:43: But this idea of of softening the edges,
00:36:43 --> 00:36:45: Lynette showed us, you know what are the reality?
00:36:45 --> 00:36:47: I mean, you're only on the waterfront,
00:36:47 --> 00:36:49: so you know that better than anyone.
00:36:49 --> 00:36:52: But think about this I concept of really kind of
00:36:52 --> 00:36:56: strengthening the edge through softening it through new

landscape opportunities
00:36:56 --> 00:36:59: and revetments and really thinking about it.
00:36:59 --> 00:37:01: Having a, you know. And even when it comes to
00:37:01 --> 00:37:03: dealing with climate change and.
00:37:03 --> 00:37:07: Rising tides next.
00:37:07 --> 00:37:10: Also fun, I will say during our interviews at least,
00:37:10 --> 00:37:12: the you know, Lynette and I spoke with a lot
00:37:12 --> 00:37:15: of regulators and engineers and architects,
00:37:15 --> 00:37:18: but we didn't really. I would say here enough about
00:37:18 --> 00:37:21: like bringing fun to this part of the waterfront and
00:37:21 --> 00:37:23: really getting people down into it.
00:37:23 --> 00:37:25: And we know that we've heard the realities of the
00:37:25 --> 00:37:28: shipping channel in the navigation channel.
00:37:28 --> 00:37:31: But you know, thinking about how we bring excitement and
00:37:31 --> 00:37:34: fun and to the waterfront to another level,
00:37:34 --> 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 --> 00:37:49: decide to make public open space in a more active
00:37:49 --> 00:37:49: way,
00:37:49 --> 00:37:51: think about, you know, elevating the design,
00:37:51 --> 00:37:55: and there's really great opportunities to bring vibrancy to the
00:37:55 --> 00:37:56: peer edges themselves.
00:37:56 --> 00:37:58: You know some will be left of habitat,
00:37:58 --> 00:38:01: but when you do have this opportunity to really bring
00:38:01 --> 00:38:03: people to the water events,
00:38:03 --> 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 --> 00:38:10: Next
00:38:10 --> 00:38:12: and in those cases where you know it appears,
00:38:12 --> 00:38:14: maybe more habitat than Occupy aghbal,
00:38:14 --> 00:38:18: there's a you know, fantastic opportunity for environmental education.
00:38:18 --> 00:38:21: There's no better way of engaging children with the water
00:38:21 --> 00:38:23: is getting him down into their.
00:38:23 --> 00:38:26: This is a project some of you may be familiar
00:38:26 --> 00:38:26: with,
00:38:26 --> 00:38:28: which looks at Oyster Reeves,
00:38:28 --> 00:38:30: and you know, I'm not a marine biologist,
00:38:30 --> 00:38:32: so I don't know if we will grow very well

00:38:32 --> 00:38:33: or not in the area,
00:38:33 --> 00:38:35: but we all know that they're great.
00:38:35 --> 00:38:37: Kind of natural water cleansers,
00:38:37 --> 00:38:40: but it's a. It's a wonderful opportunity for you.
00:38:40 --> 00:38:42: People kind of literally, you know,
00:38:42 --> 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
00:38:52 --> 00:38:53: can be incredibly powerful.
00:38:53 --> 00:38:57: The tool for inclusion as well for the entire T
00:38:57 --> 00:39:01: of Philadelphia rather than just the adjacent neighborhood next.
00:39:01 --> 00:39:04: And then waterborne transportation. We know.
00:39:04 --> 00:39:06: And that's another great tool for engagement.
00:39:06 --> 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 --> 00:39:17: this area, Penns Landing. But thinking about fairies as a
00:39:17 --> 00:39:21: network rather than point to point to really as destinations
00:39:21 --> 00:39:23: begin 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 --> 00:39:30: Next
00:39:30 --> 00:39:34: so finally some of the opportunities that we've mentioned before.
00:39:34 --> 00:39:36: I mean, big picture. You know,
00:39:36 --> 00:39:39: we would push the DRW fee to think bigger.
00:39:39 --> 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 --> 00:39:52: chazam,
00:39:52 --> 00:39:55: or at least a disagreement in terms of what development
00:39:55 --> 00:39:56: means on the waterfront.
00:39:56 --> 00:39:59: So we we think that the RWC can really lean
00:39:59 --> 00:40:02: into being a convener of these constituencies.
00:40:02 --> 00:40:05: I really take a much more active role between the
00:40:05 --> 00:40:08: regulatory environment and the development community,
00:40:08 --> 00:40:10: and we all know, and I think you've done,
00:40:10 --> 00:40:12: a great I a great job already on the South
00:40:13 --> 00:40:13: Wetlands Park.

00:40:13 --> 00:40:15: Every period, special and unique.
00:40:15 --> 00:40:18: But you know, think about all of the purists,
00:40:18 --> 00:40:20: whether or not you own them or not,
00:40:20 --> 00:40:23: and you'll see you know there are opportunities for much
00:40:23 --> 00:40:24: more active users own Son.
00:40:24 --> 00:40:27: We think in general, private development on the pier is
00:40:28 --> 00:40:29: is not a great idea,
00:40:29 --> 00:40:32: but I've Lynette was saying it's not just the peers,
00:40:32 --> 00:40:34: I think. Bigger also in terms of the uplands,
00:40:34 --> 00:40:37: we actually arguing the site as appears in the uplands
00:40:37 --> 00:40:38: because they're,
00:40:38 --> 00:40:41: you know, intrinsically linked. And I guess the biggest way
00:40:41 --> 00:40:43: to think about it is that you were on the
00:40:43 --> 00:40:45: forefront of climate change on the water's edge.
00:40:45 --> 00:40:48: But you know there's going to be huge impacts to
00:40:48 --> 00:40:50: the community just to the West of the highway.
00:40:50 --> 00:40:53: So think about the entire T of the site as
00:40:53 --> 00:40:56: a protective buffer for the South Philadelphia community.
00:40:56 --> 00:40:59: Uh, thank you.
00:41:01 --> 00:41:02: And your role you know,
00:41:02 --> 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 --> 00:41:08: settled areas.
00:41:08 --> 00:41:12: So thinking comprehensively about this urban systems idea that Lynette
00:41:12 --> 00:41:15: introduced to us that you are part of a much
00:41:15 --> 00:41:18: larger network of dense residential communities to the West,
00:41:18 --> 00:41:21: potentially more development on your edge.
00:41:21 --> 00:41:23: And then how you can kind of be this buffer
00:41:24 --> 00:41:26: that protects the rest of the community.
00:41:26 --> 00:41:27: X.
00:41:29 --> 00:41:32: And then finally, our recommendations are looking at the 2011
00:41:33 --> 00:41:36: master plan and incorporating coastal resiliency and adaptation.
00:41:36 --> 00:41:38: I mean, I think that goes without saying,
00:41:38 --> 00:41:41: but it's important to say it at the same time,
00:41:41 --> 00:41:42: and much of that is,
00:41:42 --> 00:41:44: you know, living with water and thinking about how any
00:41:45 --> 00:41:47: mixed use community that's on the Upland.
00:41:47 --> 00:41:50: You know it's not just about development going out into
00:41:50 --> 00:41:50: the water,
00:41:50 --> 00:41:53: but also the idea of water coming into communities as

00:41:53 --> 00:41:53: well.
00:41:53 --> 00:41:56: That is the reality. And of you know if the
00:41:56 --> 00:41:56: water today is,
00:41:56 --> 00:41:59: you know six or seven and we know that 500
00:41:59 --> 00:42:00: year flood Plains at 15.
00:42:00 --> 00:42:03: You have a bit of a buffer right there that
00:42:03 --> 00:42:06: you need to begin to integrate into any new 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 --> 00:42:14: We've we've landed from Arthur for three days,
00:42:14 --> 00:42:16: but you know, as you said,
00:42:16 --> 00:42:18: you know the River has two sides,
00:42:18 --> 00:42:20: so we need to think about the consequences,
00:42:20 --> 00:42:23: not just of fluid ifying this particular area,
00:42:23 --> 00:42:26: but what some of the consequences to the other communities
00:42:26 --> 00:42:28: around you would be.
00:42:28 --> 00:42:30: And then, finally, we think that you know DRW.
00:42:30 --> 00:42:34: You can really embrace the leadership role with resiliency.
00:42:34 --> 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 --> 00:42:50: Thanks a lot. I look forward to your questions.
00:42:50 --> 00:42:52: I bring Castle and very good to be here this
00:42:52 --> 00:42:56: morning and I currently am director of the Remaking Cities
00:42:56 --> 00:42:59: Institute at Carnegie Mellon University in Pittsburgh,
00:42:59 --> 00:43:01: and I've had a career in which a lot of
00:43:02 --> 00:43:04: my jobs have been as a planning director,
00:43:04 --> 00:43:07: often dealing with riverfronts and water fronts.
00:43:07 --> 00:43:10: Weather in Seattle, Manhattan or Pittsburgh and as well as
00:43:11 --> 00:43:13: a nonprofit director where a lot of our energy at
00:43:14 --> 00:43:17: the Van Alen Institute went into rethinking and reimagining what
00:43:17 --> 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 --> 00:43:30: to be repeated in this in this talk today and

00:43:30 --> 00:43:34: we've decided that's OK because they really want to_the importance
00:43:34 --> 00:43:36: of them when we talk about thinking bigger.
00:43:36 --> 00:43:38: I want to sort of mention that you know,
00:43:38 --> 00:43:40: I want to be sure that it's clear that we
00:43:40 --> 00:43:42: recognize this sort of amazing work,
00:43:42 --> 00:43:44: that the RW C and its partners have done over
00:43:44 --> 00:43:46: the years from the master plan forward.
00:43:46 --> 00:43:49: I've also, you know, we've dived into work like you're
00:43:49 --> 00:43:52: kind of when you've amended the plan and the 2019
00:43:52 --> 00:43:53: amendments and the.
00:43:53 --> 00:43:56: Height structure bonuses. We've gotten into the details try and
00:43:56 --> 00:43:58: understand all the different ways we approached it,
00:43:58 --> 00:44:01: yet still when we say something like think bigger.
00:44:01 --> 00:44:04: It's partly because building an identity for this particular area
00:44:04 --> 00:44:06: this half mile that you asked us to look at
00:44:06 --> 00:44:08: while you have the beginnings of a strong identity and
00:44:08 --> 00:44:10: we look back to the master plan for some of
00:44:10 --> 00:44:12: the strong identity that you envisioned it.
00:44:12 --> 00:44:15: That's where that really. It's both in the in the
00:44:15 --> 00:44:17: details of the zoning and the details of the of
00:44:17 --> 00:44:18: the planning.
00:44:18 --> 00:44:20: It's like where how to get back to the kind
00:44:20 --> 00:44:22: of sort of the vision side of that so people
00:44:22 --> 00:44:24: can really understand what you see is the kind of
00:44:24 --> 00:44:26: real goals for this stretch.
00:44:26 --> 00:44:28: Of the River, as well as some of the larger
00:44:28 --> 00:44:30: issues of your overall work.
00:44:30 --> 00:44:33: So maybe we started with connectors we heard access,
00:44:33 --> 00:44:36: access and access as the guiding light for the work.
00:44:36 --> 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 --> 00:44:44: but certainly 2011 forward and so North South.
00:44:44 --> 00:44:47: This is obvious you're doing it and we were excited
00:44:47 --> 00:44:49: that it's getting done,
00:44:49 --> 00:44:50: but just that, you know,
00:44:50 --> 00:44:54: just to sort of emphasize nothing could be more important
00:44:54 --> 00:44:57: than completing that North South that trail.
00:44:57 --> 00:44:59: To be the connection along the whole string can actually
00:44:59 --> 00:45:01: lead to the city and the River run as a
00:45:01 --> 00:45:03: whole is transformative.
00:45:03 --> 00:45:05: And for this to be incorporated it we've all seen

00:45:05 --> 00:45:06: this in other communities.
00:45:06 --> 00:45:09: Other cities. When you finally get that stretch of water
00:45:09 --> 00:45:10: as one 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 --> 00:45:17: We understand the 50 foot easement.
00:45:17 --> 00:45:19: It's like a classic approach in these kind of urban
00:45:19 --> 00:45:20: waterfront,
00:45:20 --> 00:45:22: so we understand the challenges of the easement and so
00:45:22 --> 00:45:23: forth and to sort of.
00:45:23 --> 00:45:24: But we thought, you know,
00:45:24 --> 00:45:26: this is the one place you got more land.
00:45:26 --> 00:45:28: Maybe this is the sort of long water one of
00:45:28 --> 00:45:31: the few places where you've really got some depth,
00:45:31 --> 00:45:34: and with that depth there's even opportunities for a variety.
00:45:34 --> 00:45:36: Things will talk about the right things.
00:45:36 --> 00:45:38: One is even potentially additional mobility.
00:45:38 --> 00:45:40: Now we're going to do this is a you know
00:45:40 --> 00:45:42: to note that there could in fact be a sort
00:45:42 --> 00:45:44: of slow St along the edge of the development.
00:45:44 --> 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 --> 00:45:50: to see more sort of natural environments and more sort
00:45:50 --> 00:45:51: of recreational opportunities there.
00:45:51 --> 00:45:53: But when we say to sort of thick in the
00:45:53 --> 00:45:53: easement,
00:45:53 --> 00:45:54: or at least sort of,
00:45:54 --> 00:45:57: you know whether it's literally through the tools of easement
00:45:57 --> 00:46:00: or whether through is another through it's a bonus tool
00:46:00 --> 00:46:00: or other means,
00:46:00 --> 00:46:02: but there is, we've seen a lot of water fronts
00:46:02 --> 00:46:05: around the country in the world where just having that
00:46:05 --> 00:46:06: even a mild version of a street,
00:46:06 --> 00:46:07: which is what you want,
00:46:07 --> 00:46:09: is certainly in this scale development.
00:46:09 --> 00:46:11: This sends a signal that it's public,
00:46:11 --> 00:46:13: that it's a. It's not just the front yard for
00:46:13 --> 00:46:13: 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 --> 00:46:20: you have strong East West connections.
00:46:20 --> 00:46:22: These are marked back in your master plan.

00:46:22 --> 00:46:24: You have a kind of like that.
00:46:24 --> 00:46:27: You've clearly identified what are the main connection streets and
00:46:27 --> 00:46:29: the lesser connection streets.
00:46:29 --> 00:46:31: But we just want to comment on what we saw
00:46:31 --> 00:46:33: and looked at instead of where where you're going.
00:46:33 --> 00:46:36: One that the working on the Washington Ave connector couldn't
00:46:36 --> 00:46:37: be more important than that.
00:46:37 --> 00:46:39: It's great to see that at the North End of
00:46:39 --> 00:46:42: the site you have this strong new connection which is
00:46:42 --> 00:46:43: multimodal.
00:46:43 --> 00:46:44: Next that you have is not Read Street,
00:46:44 --> 00:46:47: we realize it's no longer mapped as a public St,
00:46:47 --> 00:46:49: so it's a. Brings up a lot of issues,
00:46:49 --> 00:46:51: but the same time we could think of it as
00:46:51 --> 00:46:54: something closer to a River access St in your zoning
00:46:54 --> 00:46:55: definition that is today,
00:46:55 --> 00:46:57: which means that there's uses an activation.
00:46:57 --> 00:46:59: And also I'm just a simple level.
00:46:59 --> 00:47:02: There's just a fence there between the end of the
00:47:02 --> 00:47:04: physical St and their potential riverfront trail,
00:47:04 --> 00:47:07: and that sort of like how can this opportunity be
00:47:07 --> 00:47:08: grappled with rather than.
00:47:08 --> 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 a US construction site itself,
00:47:13 --> 00:47:16: which both needs to be kind of broken up into
00:47:16 --> 00:47:18: a kind of Philadelphia block scale.
00:47:18 --> 00:47:21: And also get Dickinson connected the neighborhood.
00:47:21 --> 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 a Kaizen major activator will
00:47:27 --> 00:47:28: get to that in a second.
00:47:28 --> 00:47:31: Finally that there's a major connection at Tasker St which
00:47:31 --> 00:47:34: could be the southern end and then we'll talk about
00:47:34 --> 00:47:36: some stuff with the big box retail site.
00:47:36 --> 00:47:37: Next slide please.
00:47:40 --> 00:47:42: This is just like they say we've been talking bout
00:47:42 --> 00:47:43: connections,
00:47:43 --> 00:47:45: but this is really that there's multi modal nodes.
00:47:45 --> 00:47:47: I think. No really it doesn't.
00:47:47 --> 00:47:49: This could be some micro mobility.
00:47:49 --> 00:47:51: It could be even micro transit and it could of

00:47:51 --> 00:47:53: course be the bus stop which is already there.
00:47:53 --> 00:47:56: There's already a bus stop in the parking lot of
00:47:56 --> 00:47:57: the big box retail,
00:47:57 --> 00:47:58: but it could be expanded.
00:47:58 --> 00:48:01: You've looked at that and you've discussed it in your
00:48:01 --> 00:48:03: plans and we think that's a really strong idea.
00:48:03 --> 00:48:05: But again, think about it both.
00:48:05 --> 00:48:07: Some kind of multi modality and some kind of stop
00:48:07 --> 00:48:09: there at the sun terminal for how at the at
00:48:09 --> 00:48:10: the southern end.
00:48:10 --> 00:48:13: That perhaps there and then at the northern end.
00:48:13 --> 00:48:15: Sort of make sure that Washington has a similar kind
00:48:15 --> 00:48:18: of transit and other means of movement to get get
00:48:18 --> 00:48:20: to the waterfront from the neighborhoods,
00:48:20 --> 00:48:22: and also at a transit stuff like that.
00:48:22 --> 00:48:25: It's from the broader, it's not just the most local
00:48:25 --> 00:48:25: neighborhood,
00:48:25 --> 00:48:28: it's a broader, a way to get people there appear
00:48:28 --> 00:48:28: 70.
00:48:28 --> 00:48:30: We mentioned that there's well,
00:48:30 --> 00:48:32: the path is has to jog to get back into
00:48:32 --> 00:48:34: the neighborhood once you cross Columbus,
00:48:34 --> 00:48:36: Delaware. At the same time,
00:48:36 --> 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. Or comfortable pedestrians and other means of
00:48:43 --> 00:48:44: drop spikes as well.
00:48:44 --> 00:48:46: Just one way or another to try and bring that
00:48:46 --> 00:48:49: into the system so that it's a different kind of
00:48:49 --> 00:48:49: experience.
00:48:49 --> 00:48:52: And there's a tactical way to do that just with
00:48:52 --> 00:48:54: the way that it's built out today there and just
00:48:54 --> 00:48:55: with the big boxes,
00:48:55 --> 00:48:58: exactly as they are. There's also a longer term,
00:48:58 --> 00:49:00: which is you've looked towards the longer term.
00:49:00 --> 00:49:02: It may not be big box retail,
00:49:02 --> 00:49:04: or at least big box retail organized in that manner
00:49:04 --> 00:49:05: forever and then again.
00:49:05 --> 00:49:08: Pier 60 thinking about waterborne Transit,
00:49:08 --> 00:49:11: which Michael mentioned earlier. We realized that that may not
00:49:11 --> 00:49:11: be.

00:49:11 --> 00:49:13: Your term, but we know that you've also looked at
00:49:14 --> 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 Pier 70 stop potentially.
00:49:24 --> 00:49:26: But we were 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 --> 00:49:32: what we you know when we get done with our
00:49:32 --> 00:49:32: fresh.
00:49:32 --> 00:49:33: I look, we look back and say,
00:49:33 --> 00:49:35: huh? They kind of looked at this in 2011,
00:49:35 --> 00:49:38: looked at some same way sometimes Pier 60 is a
00:49:38 --> 00:49:41: natural one in terms of identity for this overall area
00:49:41 --> 00:49:42: as a kind of potential location.
00:49:42 --> 00:49:44: For a kind of waterfront activation,
00:49:44 --> 00:49:47: you know active uses, including potentially a ferry terminal.
00:49:47 --> 00:49:49: Let's go to the next step.
00:49:51 --> 00:49:56: Building resilience and restoring ecology now I think this is
00:49:56 --> 00:50:00: where we're going to turn this over to my colleague
00:50:00 --> 00:50:01: W Scully.
00:50:01 --> 00:50:04: Thanks Ray everybody. My name is David Scully.
00:50:04 --> 00:50:07: I'm an associate director in the urban Design and Planning
00:50:07 --> 00:50:10: studio at Skidmore owns in Maryland in Chicago,
00:50:10 --> 00:50:13: and really excited to be invited here and to talk
00:50:13 --> 00:50:16: to you guys a little bit about the waterfront,
00:50:16 --> 00:50:19: and I think you know there's there's no more key
00:50:19 --> 00:50:20: part than you know.
00:50:20 --> 00:50:23: Kind of Brazil resilience and restoring the ecology,
00:50:23 --> 00:50:26: and you saw that a little bit earlier.
00:50:26 --> 00:50:28: You know that Lynette and Michael presented,
00:50:28 --> 00:50:31: but there's there's all sorts of opportunities to.
00:50:31 --> 00:50:35: Continue to bring that forward with the work that you
00:50:35 --> 00:50:37: guys have already done.
00:50:37 --> 00:50:41: First of all, really focusing on building that identity that
00:50:41 --> 00:50:44: this place could really be really a benchmark for the
00:50:44 --> 00:50:48: waterfront in general as a place that really focuses on
00:50:48 --> 00:50:52: rewilding and habitat and education as a place looking and
00:50:52 --> 00:50:53: identifying,
00:50:53 --> 00:50:56: you know, sort of some of the peers that could
00:50:56 --> 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 Peer 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
00:51:14 --> 00:51:15: really,
00:51:15 --> 00:51:17: you know, kind of focus and build on the work
00:51:17 --> 00:51:20: that you guys have already started to look at around
00:51:20 --> 00:51:23: the Southern Wetlands Park study and then you know,
00:51:23 --> 00:51:26: kind of the next breakpoint is really establishing that matrix
00:51:26 --> 00:51:29: of conditions uses an projects for the pier is like
00:51:29 --> 00:51:31: what is it going to take?
00:51:31 --> 00:51:34: Jack, say, bring those back to a certain point.
00:51:34 --> 00:51:36: 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 --> 00:51:51: And then you know, kind of last point in that
00:51:51 --> 00:51:51: really,
00:51:51 --> 00:51:55: focusing around 360 and confirming that the scale and condition
00:51:55 --> 00:51:56: is is it works for,
00:51:56 --> 00:51:59: you know, sort of a focal pier like we think
00:51:59 --> 00:51:59: it it.
00:51:59 --> 00:52:02: It does just from our current observations.
00:52:02 --> 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 --> 00:52:16: So kind of the last point is really work to
00:52:16 --> 00:52:17: widen as male.
00:52:17 --> 00:52:20: Kind of mentioned, there's a real opportunity to really add
00:52:20 --> 00:52:23: some depth to the waterfront and bring that sort of
00:52:23 --> 00:52:25: ecological and restorative.
00:52:25 --> 00:52:26: And, you know, sort of rewilded,
00:52:26 --> 00:52:29: you know, sort of place that was kind of one
00:52:29 --> 00:52:32: of the things that stood out that we heard that
00:52:32 --> 00:52:34: it does have this sort of unique character to it,
00:52:34 --> 00:52:36: and we don't want to lose that.
00:52:36 --> 00:52:41: And, you know, sort of reimagine yet next slide.
00:52:41 --> 00:52:43: And you know, kind of building on that.

00:52:43 --> 00:52:44: This idea of you know,
00:52:44 --> 00:52:48: kind of reimagining and retrofitting the current development is,
00:52:48 --> 00:52:51: you know, kind of key to spatially and creating a
00:52:51 --> 00:52:52: character that fits,
00:52:52 --> 00:52:55: you know, kind of the waterfront itself.
00:52:55 --> 00:52:58: And it can really understand how to really make these
00:52:58 --> 00:53:00: East West connections from you know,
00:53:00 --> 00:53:04: kind of Washington Blvd, which you guys are already doing
00:53:04 --> 00:53:04: or watching.
00:53:04 --> 00:53:07: Ave guys are already doing as well as you know,
00:53:07 --> 00:53:10: kind of this idea of the Pier 70 Boulevard as
00:53:10 --> 00:53:11: a connector.
00:53:11 --> 00:53:14: Into the side, and that's something that you that was
00:53:14 --> 00:53:16: explored in the transit study,
00:53:16 --> 00:53:19: and we think that's a real strong opportunity to really
00:53:19 --> 00:53:22: connect this as well as Tasker retreat.
00:53:22 --> 00:53:25: As was mentioned earlier.
00:53:25 --> 00:53:28: The big box retail site is really interesting because you
00:53:28 --> 00:53:28: know,
00:53:28 --> 00:53:30: kind of in the long term.
00:53:30 --> 00:53:33: Of course I think the that we'd all love to
00:53:33 --> 00:53:35: see sort of this mixed use 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 --> 00:53:44: reimagine it both with tactical ideas as a place for,
00:53:44 --> 00:53:46: you know, sort of usage as a gateway to the
00:53:46 --> 00:53:49: park as part of a transit strategy,
00:53:49 --> 00:53:51: as well as potential interim uses.
00:53:51 --> 00:53:53: You know, could you do food truck Festival's?
00:53:53 --> 00:53:55: Could you things that really?
00:53:55 --> 00:53:58: Bring people out there and let people know that it
00:53:58 --> 00:54:01: is a place with the current surface that's there,
00:54:01 --> 00:54:04: but they're 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 --> 00:54:12: kind of from Columbus that it's there and that there's
00:54:12 --> 00:54:16: longer term opportunities for regions identification and redevelopment in the
00:54:16 --> 00:54:17: future.
00:54:17 --> 00:54:17: Next slide.
00:54:19 --> 00:54:22: So just you know, kind of quick summary and then

00:54:22 --> 00:54:24: we have a little kind of series of diagrams that
00:54:24 --> 00:54:28: kind of illustrate these ideas that we've currently shared with
00:54:28 --> 00:54:30: you. But you know, kind of the idea of really
00:54:30 --> 00:54:34: building resilience and restoration is the identity for this place
00:54:34 --> 00:54:37: and building on what you've built with the Southwest Wetlands
00:54:37 --> 00:54:39: Park planning. Looking at balancing and phasing,
00:54:39 --> 00:54:42: how to really kind of move this forward and kind
00:54:42 --> 00:54:44: of create a series of priorities is key.
00:54:44 --> 00:54:46: And then planning for, you know,
00:54:46 --> 00:54:49: sort of Philadelphia what we call Philadelphia blocks really.
00:54:49 --> 00:54:52: A well skilled you know kind of scaling it down
00:54:52 --> 00:54:53: 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 as the scene West of the
00:55:05 --> 00:55:06: site as well?
00:55:06 --> 00:55:09: As you know, sort of really making sure that we're
00:55:09 --> 00:55:11: connecting this to the neighborhoods to Eastern?
00:55:11 --> 00:55:14: Yeah to the East and West as well as mobility
00:55:14 --> 00:55:18: and harnessing the opportunities for using the existing urban planning
00:55:18 --> 00:55:20: and guidance tools that are there today.
00:55:20 --> 00:55:23: Not next slide.
00:55:23 --> 00:55:25: So you know, kind of we,
00:55:25 --> 00:55:27: you know architects, open planner.
00:55:27 --> 00:55:29: I love looking at Maps so like looking at the
00:55:29 --> 00:55:30: site today.
00:55:30 --> 00:55:32: You know you can kind of see it's it's.
00:55:32 --> 00:55:36: It's sort of. This had this evolution overtime of sort
00:55:36 --> 00:55:39: of from manufacturing to sort of a hodgepodge of like
00:55:39 --> 00:55:41: big box which of course are necessary.
00:55:41 --> 00:55:44: I'm sure we all needed a Whole Foods and target
00:55:44 --> 00:55:48: and and and these sort of things at Home Depot.
00:55:48 --> 00:55:51: To you know, kind of go to during this pandemic
00:55:51 --> 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 --> 00:55:58: you know, kind of the total the final event for
00:55:58 --> 00:55:59: this for this place.

00:55:59 --> 00:56:01: Next slide.
00:56:01 --> 00:56:03: And how to take an account?
00:56:03 --> 00:56:05: The vision that was that was done and we we
00:56:05 --> 00:56:05: started,
00:56:05 --> 00:56:08: you know, looking at this and started to really think
00:56:08 --> 00:56:10: how can we think boldly.
00:56:10 --> 00:56:12: But then when we look back at the plan like
00:56:12 --> 00:56:15: there are some really strong ideas here that really hit
00:56:15 --> 00:56:17: a lot of the points that we talked about about,
00:56:17 --> 00:56:20: you know, sort of scaling down the blocks,
00:56:20 --> 00:56:21: finding ways to, you know,
00:56:21 --> 00:56:23: sort of created a deeper edge.
00:56:23 --> 00:56:25: You know this idea of ecology and you know,
00:56:25 --> 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 forward and that.
00:56:31 --> 00:56:34: Yeah, kinda by looking at some of these moves around
00:56:35 --> 00:56:38: printing those sort of East West connections back to the
00:56:38 --> 00:56:41: neighborhood looking at opportunities to you know,
00:56:41 --> 00:56:42: kind of create some more,
00:56:42 --> 00:56:45: you know, sort of sinuous connections.
00:56:45 --> 00:56:48: You know, an address. Some of those ownership issues which
00:56:48 --> 00:56:51: I know you know kind of are easier said than
00:56:51 --> 00:56:51: done,
00:56:51 --> 00:56:54: but there's a real opportunity to really make sure that
00:56:54 --> 00:56:57: people have access to this to this space.
00:56:57 --> 00:57:00: Looking at Columbus Ave and understanding how can there be
00:57:00 --> 00:57:04: opportunities to improve the pedestrian connectivity?
00:57:04 --> 00:57:07: And safety through improved public realm design.
00:57:07 --> 00:57:10: Now, of course, continuing to implement the work that you
00:57:10 --> 00:57:13: guys are already doing around Washington Ave,
00:57:13 --> 00:57:16: as well as finding opportunities to create that sort of,
00:57:16 --> 00:57:20: you know, sort of reconfigure the parking to create this
00:57:20 --> 00:57:23: sort of Pier 70 as a decimal destination as a
00:57:23 --> 00:57:27: viewpoint that connects people out to the transit center as
00:57:27 --> 00:57:30: well as to waterfront. And then this deeper waterfront that
00:57:30 --> 00:57:33: really built off the work that you guys are doing
00:57:33 --> 00:57:35: and that embraces the rewilding.
00:57:35 --> 00:57:37: And focuses around, you know,
00:57:37 --> 00:57:41: sort of resiliency and education as key components with Pier
00:57:41 --> 00:57:43: 60 as a sort of you know,

00:57:43 --> 00:57:47: festival pier that can sort of provide opportunities for other
00:57:47 --> 00:57:48: programming,
00:57:48 --> 00:57:50: and that the water taxi can be part of that
00:57:51 --> 00:57:55: story and that you know there's something that's really interesting
00:57:55 --> 00:57:58: that about these sort of nodes that are developing that
00:57:58 --> 00:58:01: you know you could spend the day on the water
00:58:02 --> 00:58:05: in Philly hitting the spots which could be a fantastic
00:58:05 --> 00:58:05: way.
00:58:05 --> 00:58:09: For people to really experience the place in the city
00:58:09 --> 00:58:14: along this waterfront in a really interesting and new way.
00:58:14 --> 00:58:16: Select
00:58:16 --> 00:58:19: my name is Eleanor Bacon and I'm particularly excited to
00:58:19 --> 00:58:21: be on this panel for you Ally,
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 an
00:58:28 --> 00:58:31: I have a longstanding love for water fronts,
00:58:31 --> 00:58:34: particularly those that require revival,
00:58:34 --> 00:58:38: isation or are calling for that kind of revitalization in
00:58:38 --> 00:58:38: 1980.
00:58:38 --> 00:58:39: I now live in DC,
00:58:39 --> 00:58:42: but in 1980 I was a very entry level employee
00:58:43 --> 00:58:46: at the Department of Housing and Urban Development,
00:58:46 --> 00:58:50: and we've come down to the Southwest waterfront in DC,
00:58:50 --> 00:58:54: which had been revitalized during the urban renewal areas and.
00:58:54 --> 00:58:58: Look at all of the big box box restaurants in
00:58:58 --> 00:59:03: this wonderful water and think why doesn't somebody do something
00:59:03 --> 00:59:04: about this?
00:59:04 --> 00:59:08: So since 1980 I've been really interested in this particular
00:59:09 --> 00:59:12: strip of land and had the opportunity to head and
00:59:12 --> 00:59:13: launch.
00:59:13 --> 00:59:17: Actually the National Capital Revitalization Corporation,
00:59:17 --> 00:59:22: which was the became the cuisine public development entity and
00:59:22 --> 00:59:26: we had all of the Southwest waterfront land under our
00:59:26 --> 00:59:27: control.
00:59:27 --> 00:59:30: Because he was urban renewal land and I worked very
00:59:30 --> 00:59:32: closely with Uber Brandes 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 this list waterfront and now Fast
00:59:41 --> 00:59:43: forward I'm a partner on the Wharf,

00:59:43 --> 00:59:47: which is the redevelopment entity chosen by the city to
00:59:47 --> 00:59:50: redevelop the Southwest Water frame.
00:59:50 --> 00:59:54: So over Granderson, I work together as a study group
00:59:54 --> 00:59:58: an 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 over
01:00:03 --> 01:00:07: the first two days with a wide range of stakeholders
01:00:07 --> 01:00:11: continually was access access access and the focus of you
01:00:11 --> 01:00:14: allies effort in this case is resiliency.
01:00:14 --> 01:00:17: So what we wanted to do is to focus on
01:00:17 --> 01:00:18: Community accents,
01:00:18 --> 01:00:22: SSN, resiliency, and those are the themes that we looked
01:00:22 --> 01:00:23: at,
01:00:23 --> 01:00:26: particularly engagement, inclusion, an equity.
01:00:26 --> 01:00:29: So that's what we're going to focus on during.
01:00:29 --> 01:00:32: My presentation.
01:00:32 --> 01:00:35: So first of all, access through engagement.
01:00:35 --> 01:00:40: We understand that there's an active and ongoing structure that's
01:00:40 --> 01:00:43: been established for community engagement,
01:00:43 --> 01:00:47: and we obviously continue the continuation of this kind of
01:00:47 --> 01:00:48: structure that you have.
01:00:48 --> 01:00:52: This led by the Delaware Central Delaware Advocacy Group,
01:00:52 --> 01:00:56: but our experience has shown that you need a strong,
01:00:56 --> 01:01:00: comprehensive stakeholder groups such as that and you.
01:01:00 --> 01:01:04: Also, it's useful to have smaller groups that focus on
01:01:04 --> 01:01:06: different projects.
01:01:06 --> 01:01:09: So one of the things that we're suggesting is that
01:01:09 --> 01:01:13: there would be a focused effort with the adjacent communities,
01:01:13 --> 01:01:16: and we listed them all from our understanding,
01:01:16 --> 01:01:19: those are the ones that are directly related to this
01:01:19 --> 01:01:24: particular particular sector of the waterfront and actually have them
01:01:24 --> 01:01:27: engaged in a design process to figure out the best
01:01:27 --> 01:01:29: pathway to get to this area.
01:01:29 --> 01:01:32: That's one of the things that we heard is if
01:01:32 --> 01:01:35: you lived in any of these communities and you didn't
01:01:35 --> 01:01:38: know 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 engage the community surrounding
01:01:51 --> 01:01:55: the Wharf to actually design with our landscape architect,
01:01:55 --> 01:01:58: a waterfront park. And we followed their their ideas.
01:01:58 --> 01:02:02: And, you know, it was a really good partnership between
01:02:02 --> 01:02:05: the landscape architect and the community.
01:02:05 --> 01:02:08: And now they feel total ownership of this park.
01:02:08 --> 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 --> 01:02:25: And we understand the challenge of actually getting there,
01:02:25 --> 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 --> 01:02:34: So next.
01:02:34 --> 01:02:38: We looked at access through inclusion and certainly we felt
01:02:38 --> 01:02:40: that there is access currently.
01:02:40 --> 01:02:44: I mean, you know the the adjacent community is somehow
01:02:44 --> 01:02:46: getting to this area,
01:02:46 --> 01:02:51: but that we encourage targeted engagement with Philadelphia communities that
01:02:51 --> 01:02:55: are distant from the waterfront as well so that this
01:02:55 --> 01:02:58: truly is Philadelphia's waterfront,
01:02:58 --> 01:03:02: an. And the ideas and thoughts and interests etc of
01:03:02 --> 01:03:04: the entire city are included.
01:03:04 --> 01:03:09: So we urge outreach to engage the committee communities throughout
01:03:09 --> 01:03:13: the city in their own neighborhoods and also to bring
01:03:13 --> 01:03:17: those community representatives down to the waterfront to meet with
01:03:17 --> 01:03:22: local organizations so that you have a real citywide inclusive
01:03:22 --> 01:03:23: process.
01:03:23 --> 01:03:26: One of the things that again we did at the
01:03:26 --> 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 errors of the development of Southwest waterfront,
01:03:46 --> 01:03:49: they chose the people and events.

01:03:49 --> 01:03:51: An errors to be focused on,
01:03:51 --> 01:03:55: and we created these sidewalk markers again,
01:03:55 --> 01:03:59: totally what they wanted and we put them at various
01:03:59 --> 01:04:02: different places along the Wharf.
01:04:02 --> 01:04:05: Next
01:04:05 --> 01:04:11: access through programming. You obviously have incredibly wonderful programming going
01:04:11 --> 01:04:11: on already,
01:04:11 --> 01:04:14: and we have lots more to learn about that,
01:04:14 --> 01:04:19: but we urge different types of programming for different audiences
01:04:19 --> 01:04:20: in different locations.
01:04:20 --> 01:04:24: Small programs and large, active and passive uses,
01:04:24 --> 01:04:26: and programs that go throughout the year.
01:04:26 --> 01:04:31: And we urge that extending programming along the entire length
01:04:31 --> 01:04:35: of the trail would be very helpful in bringing people
01:04:35 --> 01:04:37: again to this southern end.
01:04:37 --> 01:04:40: In the area that we had is a study group.
01:04:40 --> 01:04:45: We focus on environmental sustainability programs such as bird watching
01:04:45 --> 01:04:48: programs for children's were shown before exercise,
01:04:48 --> 01:04:51: and promoting water access as possible.
01:04:51 --> 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.
01:05:01 --> 01:05:05: But you know floating area that would be created that
01:05:05 --> 01:05:07: would be safe for people.
01:05:07 --> 01:05:10: So next.
01:05:10 --> 01:05:14: Finally, we wanted to look at access through equity and
01:05:15 --> 01:05:19: you have an excellent MW DBE program that was developed.
01:05:19 --> 01:05:23: I understand with the Urban Affairs Coalition who I've had
01:05:23 --> 01:05:28: connections with in the past and have been very impressed
01:05:28 --> 01:05:30: with with their accomplishments,
01:05:30 --> 01:05:34: but we suggest maybe in enlarging that to reach 35%
01:05:34 --> 01:05:38: of all goods and services that are expended by DRW.
01:05:38 --> 01:05:41: See would go to Philadelphia firms,
01:05:41 --> 01:05:43: including the 15 to 20%
01:05:43 --> 01:05:44: NBAE and 10 to 15%
01:05:44 --> 01:05:47: WEBE and best efforts to two DBS.
01:05:47 --> 01:05:51: The other thing that we have implemented which we found

01:05:51 --> 01:05:52: very useful,
01:05:52 --> 01:05:56: is very rigorous monitoring of the progress in meeting those
01:05:56 --> 01:06:01: goals so that we meet regularly with the Community group
01:06:01 --> 01:06:01: and.
01:06:03 --> 01:06:07: We meet regularly with our stakeholder community group and say,
01:06:07 --> 01:06:11: you know what? We're not quite there with regard to
01:06:11 --> 01:06:14: engaging DC businesses and this is what we all think
01:06:14 --> 01:06:15: we should do.
01:06:15 --> 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 an we propose 51%
01:06:23 --> 01:06:28: of the new jobs and apprenticeships would go to Philadelphia
01:06:28 --> 01:06:29: residents.
01:06:29 --> 01:06:33: 20% of that total two residents from disadvantaged neighborhoods and
01:06:33 --> 01:06:34: if possible,
01:06:34 --> 01:06:38: we understand that Philadelphia has very strong unions,
01:06:38 --> 01:06:41: which is excellent. But perhaps you could work out an
01:06:41 --> 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 an give preference
01:06:49 --> 01:06:53: to those from ZIP codes identified as disadvantage.
01:06:53 --> 01:06:56: We did hear about the cutting edge training facilities at
01:06:57 --> 01:06:59: the Unionista 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 --> 01:07:13: surrounding.
01:07:13 --> 01:07:17: In part of this stretch of the waterfront and and
01:07:17 --> 01:07:21: work with them on ways to achieve the economic and
01:07:21 --> 01:07:25: community based development objectives of the RWC,
01:07:25 --> 01:07:31: both in business participation and jobs and jointly established quantifiable
01:07:31 --> 01:07:32: goals,
01:07:32 --> 01:07:35: one of things again that we did at the Wharf
01:07:36 --> 01:07:40: was we had a totally voluntary program that we created
01:07:40 --> 01:07:43: with an incredibly competent and successful.
01:07:43 --> 01:07:47: Nonprofit organization that trains in the culinary field,
01:07:47 --> 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 --> 01:08:02: go to for new hires will be this organization that
01:08:02 --> 01:08:03: focuses on training,
01:08:03 --> 01:08:07: recruitment and long term support of DC residents who are
01:08:07 --> 01:08:08: disadvantaged.
01:08:08 --> 01:08:11: So with that I will turn it over to Tyrone.
01:08:11 --> 01:08:15: Thank you very much and we'll love to talk further
01:08:15 --> 01:08:17: during the question.
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 --> 01:08:28: but I'm a really practical implementer.
01:08:28 --> 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 --> 01:08:37: and attract the type of capital that you're looking to
01:08:37 --> 01:08:40: attract to make the public uses happen in the 1st
01:08:40 --> 01:08:40: place.
01:08:40 --> 01:08:43: Next slide, please. My name is Tyrone Rochelle.
01:08:43 --> 01:08:45: I live in Atlanta, GA.
01:08:45 --> 01:08:47: Wish I was there in Philadelphia but I am.
01:08:47 --> 01:08:50: What we call a public Private partnership guide.
01:08:50 --> 01:08:55: I chaired you, allies Public Private Partnership Council nationally for
01:08:55 --> 01:08:56: a number of years,
01:08:56 --> 01:08:57: and I've been in your shoes.
01:08:57 --> 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 --> 01:09:11: City of Atlanta through an organization called Invest Atlanta,
01:09:11 --> 01:09:14: which is the Economic Development Authority for the city.
01:09:14 --> 01:09:17: I've spent a better part of a career thinking about
01:09:17 --> 01:09:19: how to get capital to go.
01:09:19 --> 01:09:21: Where it normally doesn't go now.
01:09:21 --> 01:09:24: I've done a lot of work in distress markets,
01:09:24 --> 01:09:26: but looking at the asset now,
01:09:26 --> 01:09:29: we have some frameworks that we think that we've seen
01:09:29 --> 01:09:32: around the country that might be helpful.
01:09:32 --> 01:09:34: Love the work that the RW C is done.
01:09:34 --> 01:09:37: You are in 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 got the talk. With the private developer community to
01:09:52 --> 01:09:55: understand what their ambitions are and how they want to
01:09:55 --> 01:09:58: bring that to fruition so that we need to walk
01:09:58 --> 01:10:01: like we're the lead. I really think that the RW
01:10:01 --> 01:10:04: C is in a position where they can guide private
01:10:04 --> 01:10:05: sector development.
01:10:05 --> 01:10:07: Whether or not you own the land,
01:10:07 --> 01:10:12: right? There are public private partnership techniques to really think
01:10:12 --> 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
01:10:25 --> 01:10:29: currently have in building out the public asset.
01:10:29 --> 01:10:32: This concept of value creation and capture is going to
01:10:32 --> 01:10:35: weave through the balance of my remarks,
01:10:35 --> 01:10:39: and we're going to give you some financial tools that
01:10:39 --> 01:10:42: we've seen in other places that have been helpful to
01:10:42 --> 01:10:46: unlock hidden value that currently doesn't exist.
01:10:46 --> 01:10:47: Next slide, please.
01:10:50 --> 01:10:54: I've had a great opportunity and talking with the RW
01:10:54 --> 01:10:57: C in their staff and you are in an envious
01:10:57 --> 01:11:02: position that you have staff resources then organizational capacity to
01:11:02 --> 01:11:06: really Marshall the project moving forward.
01:11:06 --> 01:11:09: Dedicated manpower to this effort is key.
01:11:09 --> 01:11:12: When I was at invest Atlanta we started a little
01:11:12 --> 01:11:16: project called the Atlanta Beltline which was a 22 mile
01:11:16 --> 01:11:20: linear park around the city with billions of dollars in
01:11:20 --> 01:11:23: cost and we had to get very creative.
01:11:23 --> 01:11:26: And how we were going to afford how to do
01:11:26 --> 01:11:27: 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 --> 01:11:35: it is one of the most exciting projects in the
01:11:35 --> 01:11:37: Southeast right now,

01:11:37 --> 01:11:40: and it's clearly changed our city DVD RW C should
01:11:40 --> 01:11:43: continue to keep the staff and the expertise that you
01:11:44 --> 01:11:45: have in this world.
01:11:45 --> 01:11:47: The public private partnership. However,
01:11:47 --> 01:11:51: I think unlocking that private sector value is really going
01:11:51 --> 01:11:54: to generate some opportunities in which.
01:11:54 --> 01:11:57: You need the proper skill set to be able to
01:11:57 --> 01:11:57: go.
01:11:57 --> 01:12:00: After this I I'm really talking about thinking like a
01:12:00 --> 01:12:02: developer to create value,
01:12:02 --> 01:12:05: capture it and distribute it to the ways in which
01:12:05 --> 01:12:08: you can create the public amenity in the 1st place.
01:12:08 --> 01:12:10: Next slide please.
01:12:12 --> 01:12:14: So in this world and and and we have this
01:12:14 --> 01:12:17: 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 --> 01:12:24: Philanthropic sources also spread throughout,
01:12:24 --> 01:12:27: and there's always this sort of tension,
01:12:27 --> 01:12:29: right? The private sector says,
01:12:29 --> 01:12:32: well, these guys don't know our risk profile,
01:12:32 --> 01:12:35: right? Public sector is always trying to stop us from
01:12:35 --> 01:12:37: doing the things we want to do.
01:12:37 --> 01:12:42: However, there's responsibility. And being a steward of public assets,
01:12:42 --> 01:12:45: so I wanna. Leave you with this mindset of the
01:12:45 --> 01:12:47: public sector entrepreneurs.
01:12:47 --> 01:12:51: So not a passive organization that listens to the ideas
01:12:52 --> 01:12:56: of private development but also thinking about ways in which
01:12:56 --> 01:12:59: you can encourage that an many places I go,
01:12:59 --> 01:13:03: I hear incentive referred to as a a dirty word.
01:13:03 --> 01:13:06: It is not a dirty word where I'm from,
01:13:06 --> 01:13:09: 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: much of which you can measure and monetary ways.
01:13:23 --> 01:13:25: But they're also very intangible,
01:13:25 --> 01:13:28: ways that produce value that you quite can't put a
01:13:29 --> 01:13:30: measurement on,
01:13:30 --> 01:13:31: like.
01:13:31 --> 01:13:35: Activating the waterfront right? It's really hard to measure

what
01:13:35 --> 01:13:38: the benefit of that is to the city to visitors
01:13:38 --> 01:13:39: to your city.
01:13:39 --> 01:13:43: But I tell you, every incentive dollars should be thought
01:13:43 --> 01:13:46: of as an investment that generates its own rate of
01:13:46 --> 01:13:47: return.
01:13:47 --> 01:13:49: That's gonna take smart partnership,
01:13:49 --> 01:13:53: right? Because in many communities where I go that there
01:13:53 --> 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 --> 01:14:05: T, RW, C and with the private development community.
01:14:05 --> 01:14:08: 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
01:14:12 --> 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 --> 01:14:23: to have to go downfield.
01:14:23 --> 01:14:24: So it's a different mindset.
01:14:24 --> 01:14:28: And often when I go around to different cities around
01:14:28 --> 01:14:28: the country,
01:14:28 --> 01:14:31: I see varying degrees of this mindset.
01:14:31 --> 01:14:34: Next slide, please.
01:14:34 --> 01:14:36: Again, we're talking about generating value.
01:14:36 --> 01:14:40: You can't transfer value unless it's generated right and in
01:14:40 --> 01:14:44: many markets where I've spent time but really talking about
01:14:44 --> 01:14:49: underused underserved markets where capital traditionally doesn't like to go
01:14:49 --> 01:14:52: right really for affordable housing efforts,
01:14:52 --> 01:14:56: downtown revitalizations kind of catalytic impact.
01:14:56 --> 01:15:00: I've seen that you aren't the first to experience this,
01:15:00 --> 01:15:02: and I know from my friends at PIDC they see
01:15:03 --> 01:15:04: this every day.
01:15:04 --> 01:15:07: It really is about creating this balance between the public
01:15:07 --> 01:15:09: realm and its cause.
01:15:09 --> 01:15:13: An unleashing private sector investment to really generate value.
01:15:13 --> 01:15:16: So the one concept that I I really want to
01:15:16 --> 01:15:19: bore down because it really unleashes some of the financial
01:15:20 --> 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 --> 01:15:31: Next slide, please.
01:15:31 --> 01:15:34: But now I won't go through all of these,
01:15:34 --> 01:15:38: but that there are some financial tools that you already
01:15:38 --> 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 --> 01:15:45: used to seeing.
01:15:45 --> 01:15:46: Trying to build a dream.
01:15:46 --> 01:15:49: You have resources. You have great minds.
01:15:49 --> 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 notice that you don't use that
01:16:12 --> 01:16:16: are used in other projects that are similar around the
01:16:16 --> 01:16:19: country. We're going to talk about a couple but but
01:16:19 --> 01:16:22: but there are some more in the next page,
01:16:22 --> 01:16:25: but the two that I think are or staring me
01:16:25 --> 01:16:28: in the face is 1 business improvement districts where that
01:16:28 --> 01:16:33: value is unleashed by 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 --> 01:16:38: going to be providing.
01:16:38 --> 01:16:41: We were talking with the guys on the other side
01:16:41 --> 01:16:44: of the River in Camden and their newly created bed
01:16:44 --> 01:16:48: has the potential to really help them progress their project.
01:16:48 --> 01:16:51: Now while you normally see this with ambassador programs,
01:16:51 --> 01:16:55: cleaning streets programming efforts, there are ways to use 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 --> 01:17:04: to capture this value again,
01:17:04 --> 01:17:08: right? We're creating. In capturing value.
01:17:08 --> 01:17:11: Self tax increment finance.
01:17:11 --> 01:17:14: Cities have different opinions about it.
01:17:14 --> 01:17:18: I notice that they're not used very widely in Philadelphia,
01:17:18 --> 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 --> 01:17:28: project the major way that that was funded and I
01:17:28 --> 01:17:30: was the manager of that program.
01:17:30 --> 01:17:34: As we created a TIF district that encompassed 22 miles
01:17:34 --> 01:17:37: of unused rail lines in the city of Atlanta,
01:17:37 --> 01:17:42: right, and we intentionally drew the boundaries in such a
01:17:42 --> 01:17:42: way.
01:17:42 --> 01:17:44: So that as parcels became active,
01:17:44 --> 01:17:49: they immediately went on the tax rolls and immediately created
01:17:49 --> 01:17:51: value and we even got more aggressive.
01:17:51 --> 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 increment
01:17:58 --> 01:18:01: to deliver some of the public assets sooner,
01:18:01 --> 01:18:06: which is really unleashed great value for that project and
01:18:06 --> 01:18:10: really is the major funding source for getting it off
01:18:10 --> 01:18:11: the ground.
01:18:11 --> 01:18:14: Don't don't wanna hit city Geo bonds quite yet,
01:18:14 --> 01:18:17: because their revenue bond method you could do,
01:18:17 --> 01:18:21: but that is an alternative cities if this is important
01:18:21 --> 01:18:21: to you,
01:18:21 --> 01:18:24: there is possibly a way in which the city can
01:18:24 --> 01:18:28: get involved with bonding capacity because one of the problems
01:18:28 --> 01:18:30: now is you need the funds now to create the
01:18:30 --> 01:18:35: public amenity and future development normally lags the development of
01:18:35 --> 01:18:36: the public realm.
01:18:36 --> 01:18:40: One consideration in all of these is Philadelphia has a
01:18:40 --> 01:18:42: very generous property tax abatement.
01:18:42 --> 01:18:43: Program I think is 100%
01:18:43 --> 01:18:46: abatement over 10 years which.
01:18:46 --> 01:18:50: Is Contra to the objectives of tax increment finance ING,
01:18:50 --> 01:18:56: so we just need to coordinate between increment generation and
01:18:56 --> 01:19:00: property tax abatement to be able to maximize this value
01:19:01 --> 01:19:03: creation strategy Please.
01:19:03 --> 01:19:06: And there are some tools that you don't currently have
01:19:07 --> 01:19:09: that should be considered right?
01:19:09 --> 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: their impact fees on those developments that could be shared.
01:19:19 --> 01:19:23: I've seen several cities where that is the case where
01:19:23 --> 01:19:26: some of that impact fee that goes to the city
01:19:26 --> 01:19:29: can be redirected to this area specifically.
01:19:29 --> 01:19:32: There's also sales used, hotel occupancy taxes.
01:19:32 --> 01:19:36: I know that gets. Tricky in various places because a
01:19:36 --> 01:19:40: lot of times that income stream is already pledged to
01:19:40 --> 01:19:42: other uses that depend upon it.
01:19:42 --> 01:19:47: Tax credit programs are relevant not for this particular study
01:19:47 --> 01:19:47: area,
01:19:47 --> 01:19:51: but some of the northern segments of the area up
01:19:51 --> 01:19:52: towards Allegheny.
01:19:52 --> 01:19:56: They aren't eligible for tools such as new markets,
01:19:56 --> 01:20:00: tax credits, which we've used aggressively in the city of
01:20:00 --> 01:20:01: Atlanta.
01:20:01 --> 01:20:04: In fact, we created our own new market tax credit.
01:20:04 --> 01:20:08: Fun. When I was president and fund manager of that
01:20:08 --> 01:20:12: fund to make mezzanine loan investments in communities that need
01:20:12 --> 01:20:13: that capital.
01:20:13 --> 01:20:16: As you build the branding around this,
01:20:16 --> 01:20:20: your corporate community starts to feel ownership and there's possible
01:20:20 --> 01:20:25: ways in which you can unleash corporate sponsorship that helps.
01:20:25 --> 01:20:29: This also works in the form of program related investment
01:20:29 --> 01:20:33: from the philanthropic community which you already have a very
01:20:33 --> 01:20:35: good relationship with Anne.
01:20:35 --> 01:20:39: Given the earned income that your organization already has,
01:20:39 --> 01:20:42: that you're in the enviable position of being able to
01:20:42 --> 01:20:46: look at traditional debt instruments also to deliver the public
01:20:46 --> 01:20:47: realm.
01:20:47 --> 01:20:50: Experience is faster. I will skip over additional tax levies
01:20:50 --> 01:20:53: nobody ever wants to talk about that,
01:20:53 --> 01:20:56: 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 --> 01:21:06: these out and give you a context of where they
01:21:06 --> 01:21:06: fit.
01:21:06 --> 01:21:09: On 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. One of these folks who wears many
01:21:15 --> 01:21:16: hats,
01:21:16 --> 01:21:18: so I work as a lead economist for the Mitre
01:21:18 --> 01:21:22: Corporation and Infrastructure and Transportation and also at smart growth.
01:21:22 --> 01:21:25: America is visiting research Director where a gun work with
01:21:25 --> 01:21:28: a lot of communities and part of that in the
01:21:28 --> 01:21:31: commercial real estate research and consulting.
01:21:31 --> 01:21:33: So I've worked with a lot of communities,
01:21:33 --> 01:21:35: especially with smart growth America on this.
01:21:35 --> 01:21:38: These types of issues and I always like to put
01:21:38 --> 01:21:40: this on a spectrum of that.
01:21:40 --> 01:21:42: There are a lot of tools available,
01:21:42 --> 01:21:45: obviously. This is very probably you've seen several toolkits that
01:21:45 --> 01:21:48: involve many of these phrases and words,
01:21:48 --> 01:21:50: and I always like to put this on the idea
01:21:50 --> 01:21:53: 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 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.
01:22:05 --> 01:22:07: Most of the stuff that we do is somewhere in
01:22:07 --> 01:22:10: between and like to highlight that because Tyrone talked a
01:22:10 --> 01:22:13: lot about the specifics of these tools,
01:22:13 --> 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 --> 01:22:22: business improvement districts,
01:22:22 --> 01:22:26: especially tax increment financing for some of the larger capital.
01:22:26 --> 01:22:28: And to say that these are these projects in between
01:22:28 --> 01:22:31: and are not mutually exclusive and you can layer a
01:22:31 --> 01:22:34: lot of these types of tools upon one another and
01:22:34 --> 01:22:36: that can be a way of building success.
01:22:36 --> 01:22:39: Towards a sense of identity and a vibrant waterfront that
01:22:39 --> 01:22:41: you're looking for.
01:22:41 --> 01:22:42: Next slide please.
01:22:44 --> 01:22:48: So one of the ideas here is something about a
01:22:48 --> 01:22:51: layered bid or a tiff where there's some reasons why
01:22:52 --> 01:22:53: a bid might be faster.

01:22:53 --> 01:22:57: Business Improvement District might be a little faster,
01:22:57 --> 01:23:01: more nimble, and that's partly because of the way that
01:23:01 --> 01:23:05: a tiff usually requires a lot more levels of government,
01:23:05 --> 01:23:10: bureaucracy, and political decision-making for them to happen.
01:23:10 --> 01:23:14: Whereas a bid can be done usually more with the
01:23:14 --> 01:23:15: consent of the actual.
01:23:15 --> 01:23:18: Property owners 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 an they're not major exclusive because
01:23:24 --> 01:23:28: there are many examples where they are layered on the
01:23:28 --> 01:23:29: side of this idea.
01:23:29 --> 01:23:31: I want to have this example of some work that
01:23:31 --> 01:23:35: Brookings Institution is done on catalytic development.
01:23:35 --> 01:23:39: Chris Leinberger, my colleague, former colleague Tracy low over at
01:23:39 --> 01:23:42: Brookings have talked a lot about this and there's some
01:23:42 --> 01:23:45: interesting case studies about South Lake Union.
01:23:45 --> 01:23:49: What they've done at Arizona State University and Over The
01:23:49 --> 01:23:49: Rhine.
01:23:49 --> 01:23:52: What it takes and many of the times in addition
01:23:52 --> 01:23:56: to these implementation tools and getting the alignment,
01:23:56 --> 01:23:59: the vision alignment of the actual property owner together with
01:23:59 --> 01:24:00: the city.
01:24:00 --> 01:24:04: Importantly and especially that this can sort of happen anywhere
01:24:04 --> 01:24:06: we want this happen on the 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 --> 01:24:19: There's a certain critical mass of parcel assemblage.
01:24:19 --> 01:24:23: And you get. In actual place that begins to build.
01:24:23 --> 01:24:26: Because of that, and we think that the actual Business
01:24:26 --> 01:24:30: Improvement District helps foster that type of culture.
01:24:30 --> 01:24:33: That type of identity to then have these winds that
01:24:33 --> 01:24:37: bring Tord something else that if which can be used
01:24:37 --> 01:24:40: for the larger capital improvements next slide.
01:24:40 --> 01:24:43: So an example of this smart growth America we got
01:24:43 --> 01:24:46: 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 --> 01:24:57: so it has its own waterfront which this actually to
01:24:57 --> 01:25:00: the right would be the portion called Monroe North,
01:25:00 --> 01:25:04: which eventually had it. If this is an interesting example,
01:25:04 --> 01:25:08: because you have a Business Improvement District formed,
01:25:08 --> 01:25:11: the downtown Grand Rapids downtown bid.
01:25:11 --> 01:25:13: And.
01:25:13 --> 01:25:14: On top of the bid,
01:25:14 --> 01:25:18: which already exists, there was in this one sector is
01:25:18 --> 01:25:22: in this one section of the Riverfront 8 if established,
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 --> 01:25:32: That tip is actually able to support real property development,
01:25:32 --> 01:25:35: so the dollars from the usually a TIFF has a
01:25:35 --> 01:25:38: it's a stream of revenue and or bonds that can
01:25:38 --> 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 --> 01:26:14: because business improvement districts tend to begin or focus on
01:26:14 --> 01:26:16: quote safe and clean.
01:26:16 --> 01:26:19: In branding and other items like that usually not getting
01:26:19 --> 01:26:20: to the room,
01:26:20 --> 01:26:23: though that's not. There's nothing that says Abid can't do
01:26:23 --> 01:26:24: that,
01:26:24 --> 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 --> 01:26:37: 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.
01:26:48 --> 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 --> 01:26:59: I'm just going to cover a couple of key takeaways
01:26:59 --> 01:27:01: in our conclusion here.
01:27:01 --> 01:27:04: I'd like to invite everyone in the audience.
01:27:04 --> 01:27:08: If you have questions, please submit them in the chat.
01:27:08 --> 01:27:11: I do think we'll have a couple of minutes to
01:27:11 --> 01:27:13: respond to questions,
01:27:13 --> 01:27:14: and so next slide, please.
01:27:17 --> 01:27:18: So here again, here, here.
01:27:18 --> 01:27:22: Here is the site. Next slide please.
01:27:22 --> 01:27:26: I introduced these guiding recommendations at the beginning of the
01:27:26 --> 01:27:26: presentation.
01:27:26 --> 01:27:29: Next slide, please.
01:27:29 --> 01:27:30: So.
01:27:32 --> 01:27:36: D RW C is already doing incredible transformative work.
01:27:36 --> 01:27:39: Keep it up. Gotta keep going.
01:27:39 --> 01:27:44: These are all really important initiatives that have to continue
01:27:44 --> 01:27:47: to get advanced and completed.
01:27:47 --> 01:27:49: This is the basic, you know,
01:27:49 --> 01:27:55: underlying work of opening up the waterfront and connecting it
01:27:55 --> 01:27:56: to the city.
01:27:56 --> 01:27:57: Next slide, please.
01:27:59 --> 01:28:01: In the spirit of Vuelie,
01:28:01 --> 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 --> 01:28:10: We gave you this afternoon off,
01:28:10 --> 01:28:14: but starting tomorrow morning there are a couple of things
01:28:14 --> 01:28:17: we think that the RW C needs to do to
01:28:17 --> 01:28:20: jumpstart the transformation of this area.
01:28:20 --> 01:28:25: First, is there needs to be an even deeper relationship
01:28:25 --> 01:28:29: built with the army core of engineers to really think
01:28:29 --> 01:28:32: of all of these peers together?
01:28:32 --> 01:28:37: And explore permitting, that allows for the mitigation.
01:28:37 --> 01:28:43: That's concept of mitigation banking that doesn't treat each pier
01:28:43 --> 01:28:45: in an isolated way,
01:28:45 --> 01:28:49: but as a collective group of of structures.
01:28:49 --> 01:28:54: We really believe you have to start working on an
01:28:54 --> 01:28:57: area wide integrated infrastructure plan.

01:28:57 --> 01:29:04: This will have to be multidisciplinary engineering that includes attention
01:29:04 --> 01:29:05: to flooding.
01:29:05 --> 01:29:09: Definitely mobility but also utilities.
01:29:09 --> 01:29:12: The future design site elevations,
01:29:12 --> 01:29:16: stormwater issues, fire and life safety.
01:29:16 --> 01:29:20: I mean, these are complex issues that need to start
01:29:20 --> 01:29:21: to get.
01:29:21 --> 01:29:24: Figured out now.
01:29:24 --> 01:29:28: Definitely believe you need to convene all the land owners.
01:29:28 --> 01:29:31: We understand that you've done this in the past.
01:29:31 --> 01:29:33: You need to do it again.
01:29:33 --> 01:29:37: Need to figure out a organizing structure between the private
01:29:37 --> 01:29:41: stakeholders that allows for you to work with them in
01:29:41 --> 01:29:43: a highly constructive way.
01:29:43 --> 01:29:47: We also believe that this should either follow a traditional
01:29:47 --> 01:29:48: bid model,
01:29:48 --> 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 --> 01:29:55: Improvement districts.
01:29:57 --> 01:30:02: We know you're working with the city and the state
01:30:02 --> 01:30:03: already.
01:30:03 --> 01:30:07: We need you to double down even further and position
01:30:08 --> 01:30:08: DWD,
01:30:08 --> 01:30:12: RW C as a primary candidate in the city of
01:30:12 --> 01:30:17: Philadelphia to be the recipient of what we believe will
01:30:17 --> 01:30:18: be significant.
01:30:18 --> 01:30:23: Federal investment in resilient infrastructure,
01:30:23 --> 01:30:27: and one thing that Lynette introduced in her.
01:30:27 --> 01:30:31: Presentation, which is critically important,
01:30:31 --> 01:30:34: is that the waterfront is not isolated.
01:30:34 --> 01:30:38: It must be understood in the context of the broader
01:30:38 --> 01:30:39: city,
01:30:39 --> 01:30:42: and for that reason we believe the DRW C can
01:30:43 --> 01:30:47: be a primary target in a primary recipient of Federale
01:30:48 --> 01:30:51: resilient infrastructure funding.
01:30:51 --> 01:30:53: And then Lastly.
01:30:53 --> 01:30:56: You know we need. There's never enough engagements,
01:30:56 --> 01:31:00: so we need to continue to 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 --> 01:31:10: the city as a whole.

01:31:10 --> 01:31:13: Next slide, please.
01:31:13 --> 01:31:15: And over the next year,
01:31:15 --> 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 --> 01:31:29: on permitting program protocols that explore how new construction will
01:31:29 --> 01:31:33: be permitted in the floodplain in a coordinate coordinated way,
01:31:33 --> 01:31:37: not just on a one off project by Project Way.
01:31:37 --> 01:31:41: More civic engagement. We need you to really think hard
01:31:41 --> 01:31:46: about 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 we believe that you should make a transparent 15
01:32:00 --> 01:32:05: year capital improvement plan that is socialized in order to
01:32:05 --> 01:32:10: build deep political support for what we believe are going
01:32:10 --> 01:32:16: to be significant investments in infrastructure.
01:32:16 --> 01:32:19: We want you to sit down with the owners of
01:32:20 --> 01:32:23: Pier 60 and affirm that the RW C has a
01:32:23 --> 01:32:28: vision for that pier as a central public amenity linking
01:32:28 --> 01:32:30: the.
01:32:30 --> 01:32:32: Broader area to water uses,
01:32:32 --> 01:32:37: so there's a maritime and water dependent aspects to that.
01:32:37 --> 01:32:42: We believe that you need to coordinate the design permitting
01:32:42 --> 01:32:48: and development activities with all land owners and become a
01:32:48 --> 01:32:52: resource to them in order to quickly navigate the often
01:32:52 --> 01:32:58: very complex and sometimes contentious issues that can arise.
01:32:58 --> 01:33:01: And then we need to see you completed.
01:33:01 --> 01:33:06: Feasibility study for this potential TIF district.
01:33:06 --> 01:33:09: We need you to really kind of go back to
01:33:09 --> 01:33:14: the 2012 master plan and continue to refine that into
01:33:14 --> 01:33:20: a set of urban design guidelines that include different scenarios
01:33:20 --> 01:33:25: around land use changes. For instance around the big boxes
01:33:25 --> 01:33:30: in other sites that currently do not have development proposals
01:33:30 --> 01:33:31: for them,
01:33:31 --> 01:33:35: and then finally we do believe you need to.
01:33:35 --> 01:33:40: More aggressively, negotiate public right of ways to link the
01:33:40 --> 01:33:42: city to the waterfront,
01:33:42 --> 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 --> 01:33:52: Next slide.
01:33:52 --> 01:33:56: We really would like to thank everyone who's both enabled
01:33:56 --> 01:33:57: 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_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.
01:34:14 --> 01:34:18: Undermine or or or or or offer an alternative view
01:34:18 --> 01:34:21: to the work that has already been done.
01:34:21 --> 01:34:25: Today it's truly exemplary.
01:34:25 --> 01:34:28: If there's one message that we share with you today,
01:34:28 --> 01:34:30: is that.
01:34:30 --> 01:34:35: In in Tyrone's words, you are a quarterback of a
01:34:35 --> 01:34:36: very complicated,
01:34:36 --> 01:34:41: complex endeavor, and as you move forward,
01:34:41 --> 01:34:44: that complexity will only grow.

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