

# 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  
 00:00:46 --> 00:00:48: 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  
 00:00:55 --> 00:01:00: Philadelphia  
 00:01:00 --> 00:01:05: and we've come here at the invitation of the Delaware  
 00:01:05 --> 00:01:09: River Waterfront Corporation and you will I Philadelphia,  
 00:01:05 --> 00:01:09: the local chapter of Uvelie.  
 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  
 00:01:23 --> 00:01:28: the Delaware  
 00:01:23 --> 00:01:28: River Waterfront Corporation think through some specific  
 00:01:28 --> 00:01:29: 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  
 00:01:29 --> 00:01:33: 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 everyone's 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 fill 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  
00:24:26 --> 00:24:28: connected  
00:24:28 --> 00:24:32: 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

00:26:01 --> 00:26:06: recommendations.

00:26:06 --> 00:26:10: And and so this is the first time where you

00:26:10 --> 00:26:15: know the panel is really weighing in and.

00:26:15 --> 00:26:19: Essentially creating some some some goals but also some

00:26:19 --> 00:26:21: guardrails

00:26:21 --> 00:26:24: to to to approach problem solving and I'm going to

00:26:24 --> 00:26:26: go through these very quickly.

00:26:26 --> 00:26:29: We can talk about these again at the end of

00:26:29 --> 00:26:34: the presentation.

00:26:34 --> 00:26:38: The first is you know keep the eye on the

00:26:38 --> 00:26:42: prize.

00:26:42 --> 00:26:47: The 2012 Master plan is so important stakeholders across

00:26:47 --> 00:26:53: the

00:26:53 --> 00:26:54: board endorse and support and take great pride in the

00:26:54 --> 00:26:59: production of that master plan that master plans for a

00:26:59 --> 00:27:04: world class. Waterfront we need to constantly come back to

00:27:04 --> 00:27:09: that document and ask ourselves are we working towards

00:27:09 --> 00:27:13: that

00:27:13 --> 00:27:15: that long-term goal?

00:27:15 --> 00:27:20: The second is really thinking about how DRWC's mission to

00:27:20 --> 00:27:26: provide access to the waterfront really can be interpreted in

00:27:26 --> 00:27:31: it in an inclusive and expanded way to bring people

00:27:31 --> 00:27:36: to this site to use the site to help the

00:27:36 --> 00:27:41: people of Philadelphia.

00:27:41 --> 00:27:46: We always want to think about this site as a

00:27:46 --> 00:27:51: 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

00:33:33 --> 00:33:33: 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  
00:41:12 --> 00:41:15: that Lynette 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  
00:41:33 --> 00:41:36: 2011 master plan and incorporating coastal resiliency and  
00:41:36 --> 00:41:38: 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

00:42:26 --> 00:42:28: 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

00:43:17 --> 00:43:20: 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  
00:49:11 --> 00:49:11: 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

00:56:48 --> 00:56:51: 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

00:57:00 --> 00:57:04: 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

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

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

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

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

01:00:17 --> 01:00:18: So what we wanted to do is to focus on

01:00:18 --> 01:00:22: Community accents,

01:00:22 --> 01:00:23: SSN, resiliency, and those are the themes that we looked

01:00:23 --> 01:00:26: at,

01:00:26 --> 01:00:29: particularly engagement, inclusion, an equity.

01:00:29 --> 01:00:32: So that's what we're going to focus on during.

01:00:32 --> 01:00:35: My presentation.

01:00:35 --> 01:00:40: So first of all, access through engagement.

01:00:40 --> 01:00:43: We understand that there's an active and ongoing structure

01:00:43 --> 01:00:47: that's

01:00:47 --> 01:00:48: been established for community engagement,

01:00:48 --> 01:00:52: and we obviously continue the continuation of this kind of

01:00:52 --> 01:00:56: structure that you have.

01:00:56 --> 01:01:00: This led by the Delaware Central Delaware Advocacy Group,

01:01:00 --> 01:01:04: but our experience has shown that you need a strong,

01:01:04 --> 01:01:06: comprehensive stakeholder groups such as that and you.

01:01:06 --> 01:01:09: Also, it's useful to have smaller groups that focus on

01:01:09 --> 01:01:13: different projects.

01:01:13 --> 01:01:16: So one of the things that we're suggesting is that

01:01:16 --> 01:01:19: there would be a focused effort with the adjacent

01:01:19 --> 01:01:24: communities,

01:01:24 --> 01:01:27: and we listed them all from our understanding,

01:01:27 --> 01:01:29: those are the ones that are directly related to this

01:01:29 --> 01:01:32: particular particular sector of the waterfront and actually have

01:01:32 --> 01:01:35: them

01:01:35 --> 01:01:38: engaged in a design process to figure out the best

01:01:38 --> 01:01:41: pathway to get to this area.

01:01:41 --> 01:01:43: That's one of the things that we heard is if

01:01:43 --> 01:01:46: you lived in any of these communities and you didn't

01:01:46 --> 01:01:49: know actually how to get to the water.

01:01:49 --> 01:01:52: You couldn't do it, so one of the things that

01:01:52 --> 01:01:55: that we did at the Wharf.

01:01:55 --> 01:01:58: 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

01:02:51 --> 01:02:55: Philadelphia communities that

01:02:55 --> 01:02:58: are distant from the waterfront as well so that this

01:02:58 --> 01:03:02: truly is Philadelphia's waterfront,

01:03:02 --> 01:03:04: an. And the ideas and thoughts and interests etc of

01:03:04 --> 01:03:09: the entire city are included.

01:03:09 --> 01:03:13: So we urge outreach to engage the committee communities

01:03:13 --> 01:03:17: throughout

01:03:17 --> 01:03:22: the city in their own neighborhoods and also to bring

01:03:22 --> 01:03:23: those community representatives down to the waterfront to

01:03:23 --> 01:03:26: meet with

01:03:26 --> 01:03:26: local organizations so that you have a real citywide inclusive

01:03:26 --> 01:03:29: process.

01:03:29 --> 01:03:30: One of the things that again we did at the

01:03:30 --> 01:03:34: Wharf,

01:03:34 --> 01:03:38: which was really exciting, was to create a community based

01:03:38 --> 01:03:42: heritage group.

01:03:42 --> 01:03:46: And again these were selected individuals from the

01:03:46 --> 01:03:49: community or

01:03:49 --> 01:03:53: they self appointed themselves and worked with our

01:03:53 --> 01:03:57: historian.

01:03:57 --> 01:04:01: To determine the the really important events,

01:04:01 --> 01:04:05: people and errors of the development of Southwest

01:04:05 --> 01:04:09: waterfront,

01:04:09 --> 01:04:13: 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

**01:14:49 --> 01:14:52:** doesn't like to go

**01:14:52 --> 01:14:56:** right really for affordable housing efforts,

**01:14:56 --> 01:15:00:** downtown revitalizations kind of catalytic impact.

**01:15:00 --> 01:15:02:** I've seen that you aren't the first to experience this,

**01:15:03 --> 01:15:04:** and I know from my friends at PIDC they see

**01:15:04 --> 01:15:07:** this every day.

**01:15:07 --> 01:15:09:** It really is about creating this balance between the public

**01:15:09 --> 01:15:13:** realm and its cause.

**01:15:13 --> 01:15:16:** An unleashing private sector investment to really generate

**01:15:16 --> 01:15:19:** value.

**01:15:19 --> 01:15:22:** So the one concept that I I really want to

**01:15:22 --> 01:15:25:** bore down because it really unleashes some of the financial

**01:15:25 --> 01:15:28:** 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  
 01:17:49 --> 01:17:51: created  
 01:17:51 --> 01:17:54: value and we even got more aggressive.  
 01:17:54 --> 01:17:54: You can do this as a pay as you go  
 01:17:54 --> 01:17:58: method,  
 01:17:58 --> 01:18:01: but we got aggressive and looked at bonding future  
 01:18:01 --> 01:18:06: increment  
 01:18:06 --> 01:18:10: to deliver some of the public assets sooner,  
 01:18:10 --> 01:18:11: which is really unleashed great value for that project and  
 01:18:11 --> 01:18:14: really is the major funding source for getting it off  
 01:18:14 --> 01:18:17: the ground.  
 01:18:17 --> 01:18:21: Don't don't wanna hit city Geo bonds quite yet,  
 01:18:21 --> 01:18:21: because their revenue bond method you could do,  
 01:18:21 --> 01:18:24: but that is an alternative cities if this is important  
 01:18:24 --> 01:18:28: to you,  
 01:18:28 --> 01:18:30: there is possibly a way in which the city can  
 01:18:30 --> 01:18:35: get involved with bonding capacity because one of the  
 01:18:35 --> 01:18:36: problems  
 01:18:36 --> 01:18:40: now is you need the funds now to create the  
 01:18:40 --> 01:18:42: public amenity and future development normally lags the  
 01:18:42 --> 01:18:43: development of  
 01:18:43 --> 01:18:46: the public realm.  
 01:18:46 --> 01:18:50: One consideration in all of these is Philadelphia has a  
 01:18:50 --> 01:18:56: very generous property tax abatement.  
 01:18:56 --> 01:19:00: Program I think is 100%  
 01:19:00 --> 01:19:03: abatement over 10 years which.  
 01:19:03 --> 01:19:06: Is Contra to the objectives of tax increment finance ING,  
 01:19:06 --> 01:19:09: so we just need to coordinate between increment generation  
 01:19:09 --> 01:19:12: and  
 01:19:12 --> 01:19:15: property tax abatement to be able to maximize this value  
 creation strategy Please.  
 And there are some tools that you don't currently have  
 that should be considered right?  
 Obviously as you start to see more and more private  
 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  
01:23:10 --> 01:23:14: happen.  
01:23:14 --> 01:23:15: Whereas a bid can be done usually more with the  
01:23:15 --> 01:23:18: consent of the actual.  
01:23:18 --> 01:23:21: Property owners and might be a little nimble,  
01:23:21 --> 01:23:24: but an idea that they're not necessarily linear,  
01:23:24 --> 01:23:28: but you can layer an they're not major exclusive because  
01:23:28 --> 01:23:29: there are many examples where they are layered on the  
01:23:29 --> 01:23:31: side of this idea.  
01:23:31 --> 01:23:35: I want to have this example of some work that  
01:23:35 --> 01:23:39: Brookings Institution is done on catalytic development.  
01:23:39 --> 01:23:42: Chris Leinberger, my colleague, former colleague Tracy low  
01:23:42 --> 01:23:45: over at  
01:23:45 --> 01:23:49: Brookings have talked a lot about this and there's some  
01:23:49 --> 01:23:49: interesting case studies about South Lake Union.  
01:23:49 --> 01:23:52: What they've done at Arizona State University and Over The  
01:23:52 --> 01:23:56: Rhine.  
01:23:56 --> 01:23:59: What it takes and many of the times in addition  
01:23:59 --> 01:24:00: to these implementation tools and getting the alignment,  
01:24:00 --> 01:24:04: the vision alignment of the actual property owner together  
01:24:04 --> 01:24:06: with  
01:24:06 --> 01:24:10: the city.  
01:24:10 --> 01:24:14: Importantly and especially that this can sort of happen  
01:24:14 --> 01:24:15: anywhere  
01:24:15 --> 01:24:19: we want this happen on the waterfront,  
01:24:19 --> 01:24:23: but these catalytic developments happen when these pieces  
01:24:23 --> 01:24:26: click,  
01:24:26 --> 01:24:30: and especially when the separate property owners begin to  
01:24:30 --> 01:24:33: talk  
01:24:33 --> 01:24:37: to one another.  
01:24:37 --> 01:24:40: There's a certain critical mass of parcel assemblage.  
01:24:40 --> 01:24:43: And you get. In actual place that begins to build.  
01:24:43 --> 01:24:46: Because of that, and we think that the actual Business  
01:24:46 --> 01:24:49: Improvement District helps foster that type of culture.  
That type of identity to then have these winds that  
bring Tord something else that if which can be used  
for the larger capital improvements next slide.  
So an example of this smart growth America we got  
to work with downtown Grand Rapids Inc.  
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 TIF 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  
01:25:59 --> 01:26:00: public  
01:26:00 --> 01:26:02: infrastructure,  
01:26:02 --> 01:26:06: the parks and the public amenities.  
01:26:06 --> 01:26:10: This sounds familiar already. Now we've talked about this  
01:26:10 --> 01:26:14: and  
01:26:14 --> 01:26:16: that because these are a little more capital intensive and  
01:26:16 --> 01:26:19: because business improvement districts tend to begin or  
01:26:19 --> 01:26:20: focus on  
01:26:20 --> 01:26:23: quote safe and clean.  
01:26:23 --> 01:26:24: In branding and other items like that usually not getting  
01:26:24 --> 01:26:26: to the room,  
01:26:26 --> 01:26:28: though that's not. There's nothing that says Abid can't do  
01:26:28 --> 01:26:32: that,  
01:26:32 --> 01:26:34: but if it can be used for this reason,  
01:26:34 --> 01:26:37: then there's nothing mutually exclusive about it.  
01:26:37 --> 01:26:39: So to leave you with that thought.  
01:26:39 --> 01:26:43: And so really, I think this is one example and  
01:26:43 --> 01:26:46: there are many across the United States where we can  
01:26:46 --> 01:26:49: see this type of layering so that we can think  
01:26:49 --> 01:26:52: of many of the mechanisms ultimately playing along this  
01:26:52 --> 01:26:55: 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 R W 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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